GOLF'S BIGGEST BARGAIN

for

1946

PRESIDENTS
SECRETARIES
GREEN CHAIRMEN
GREENKEEPERS
MANAGERS
PROFESSIONALS
DIRECTORS

Each month Golfdom gathers detailed information covering the most important advances in golf club administration, management, maintenance and operations.

In meaty, usable detail Golfdom presents the latest ideas and developments in clubhouse, golf course and pro shop operations for the guidance of officials and department executives.

With Golfdom handy you can help yourself to any of the many ideas that have proven their practical value in streamlining, improving and economizing the operation of America's most successful golf establishments.

GOLFDOM — at $1 a year — IS GOLF'S BIGGEST BARGAIN

If you want to make certain that you get each issue of Golfdom during 1946

USE THE YELLOW ENVELOPE ENCLOSED IN THIS ISSUE

We suggest early action. Subscriptions will be entered on a first-come-first-served basis as long as the paper shortage continues.

FILL IT IN • MAIL IT • NOW . . . BEFORE YOU FORGET IT!
in 1946. Watering for the fairways is in the offing; swimming pool talk is in the air.

The lowdown on the entire operation covering two years of "bigger values for golfers" is found in the accompanying figures abstracted from the annual statements. Many a green-committee spending $18,000 to $25,000 for upkeep of course and grounds may find food for thought in the summary. Labor went up 60% and Kahkwa costs went down. The green-committee says the operation had to be good enough each year, even at the costs shown, to bring in 170 new golf members, and is inclined to think that result, in itself, is the measurement of the operational detail's value.

<table>
<thead>
<tr>
<th>Year</th>
<th>Golf Members</th>
<th>Total Members</th>
<th>Annual Golf Dues</th>
<th>Total Golf Dues</th>
<th>Grounds Cost</th>
<th>Freed to General Funds</th>
<th>Per Hole Maintenance Cost</th>
<th>Per Capita Cost</th>
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<td>1941</td>
<td>125</td>
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<td>14000</td>
<td>7200</td>
<td>777</td>
<td>56</td>
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Who was on the Grounds committee? Cyrus Lund, a life insurance agent was chairman and personally supervised the planting program from its beginning eight years ago. With him and back of him on the committee the past 2 years were: D. A. Currie, manufacturer; George D. Baldwin, realtor; E. L. Evans, county judge; and H. J. Laver, florist.

FLEXIBLE SPIKETOOTH HARROW

For Renovating Fairways with Speed and Efficiency

Here's a brand new flexible, spiketooth harrow that now makes possible fast, economical improvement of poorly turfed areas. It eliminates the necessity of plowing or disc harrowing. Fairways neglected in wartime can quickly be put back to prewar standards with this simple, positive-action scarifier which prepares an excellent seed bed without damaging existing turf. Rippling motion eliminates clogging. Back of harrow is used for leveling surfaces. Two sizes: 10' x 8'6", weighing 275 lbs.; 8' x 8'6", weighing 225 lbs.

- **FLEXIBLE**—follows all contours thus assuring complete area will be treated.
- **LIGHT**—easily drawn by light tractor or car.
- **LINKS**—long-life 1/4 in. spring steel with self-sharpening tines, 3/16 in. long.

Truly, an indispensable implement for modern turf maintenance.

Orders should be placed without delay for fall delivery. Write for circular and prices.

LEN RAYNER

Cooperstown, N. Y.
Teach Mower Operators
(Continued from Page 58)
Just think for a moment of what happens to the reel knife that is making from 25 to 80 cuts per foot when one side of that reel knife is rubbing harder on the bed knife than the other. There is bound to be a strain on the rear axle and on the bearings. When a mower has been run this way for some time you soon have the mower frame out of square, and cause additional wear to the entire mower.

Now if we can all agree on the importance of proper adjustment let us start our maintenance program in the winter by training operators to properly adjust mowing units. In the shop with the aid of paper they can start to adjust mowers, learn how the unit feels under different types of adjusting and eventually get to the point where they can tell by the sound whether a unit is properly adjusted. The proper adjustment is to have the reel clear, the bedknife without a drag, and clip paper. The fly knife should never ride the bedknife; remember the shears when you make your cutting adjustments.

Some operators never learn to properly adjust a mower and you can rest assured that the repair bills on their equipment are always going to be high unless some one else is employed to do the adjusting for them.

If you can make your operator understand that a mowing unit must be cared for the same as an automobile you will be able to insure a longer life for your mowers.

I have always maintained that mowing equipment should be cleaned and serviced.

ATOMIC SOD CUTTER
IT SLITS THE SOD . . . 1,000 SQ. YDS. PER HOUR

SAVES TIME AND LABOR

$250 F. O. B. COMPLETE

SPEED QUALITY ECONOMY

U. S. PAT. 2327930

The ATOMIC SOD CUTTER not only produces better sod but with easy operating speed that will pay for the machine in one day’s cutting. Pulled by tractor or truck. Any depth up to 3 inches; any width up to 20 inches. Simply pull the lever. Tested for three years and sod with money back guarantee. Sods greens and tees with ease.

See Your Local Dealer — or — contact
CLARK RANNEY & SONS • GAHANNA, OHIO

May, 1946
When fungus diseases destroy your greens and turf

It's good management and sound economy to prevent dollar spot and brown patch. You can head them off with Du Pont TERSAN organic fungicide for turfs. Formerly called Thioston, TERSAN fungicide is proven to be both economical and effective; offers wide margin of safety.

Du Pont mercurial fungicides, SEMESAN* and Special SEMESAN, are also available. Order from your supply house.

E. I. DU PONT DE NEMOURS & CO. (INC.)
Semesan Division, Wilmington 98, Delaware

TIMELY TURF TIPS

Milorganite is the ideal source of nitrogen for greens. They need enough Milorganite to maintain dense turf and minimize dollar spot.

Fairways have been generally neglected. Turf improvement should start at the first opportunity. Most fairways are badly in need of fertilizer, many require lime, and on some a weed eradication program should accompany or precede fertilization.

Our Turf Service Bureau and Soil Testing Laboratory are available to those desiring assistance in formulating an effective and economical green or fairway fertilization program.

THE SEWERAGE COMMISSION
Milwaukee, Wisconsin

MOWER MAINTENANCE RULES

Let us set up a few rules for good mower maintenance:

1. That the fly knife reel is properly adjusted
2. That the machine is lubricated each day
3. That the height adjustment is correct before each mowing operation
4. That the mowing unit is cleaned after each day's mowing
5. That the machine is inspected by a mechanic at least once a week and all necessary repairs made at this time.
6. That the fly knife cutting edges and bed knife cutting edges are true.
7. That operators are instructed in proper use of the machine.

A good mechanic in charge of all equipment will increase the life of machines as well as produce better results.

The war has brought out the need for high speed mowing equipment for large area mowing and this equipment has proved its worth in 4 years of operation. In the small mowing unit field there is room for changes and I believe these will come to us as soon as manufacturers are able to get back into untroubled production.

The power-driven reels against traction wheel drive will be long debated but I think you will see more of the power-driven units in the future not only for walking mowers but also for tractor-drawn gang units. I have been able to secure one picture of a power-driven reel gang unit that was designed a number of years ago but failed to succeed because of some mechanical failures and also metal deficiencies. The development of metal and the use of mechanical equipment has come a long way since that early model and it would not surprise me to see that type of gang unit in the future.

CHANGED TURF CONDITIONS

Large area mowing has changed considerably since the early gang mowing started. Now we have heavy turf growing on large areas; this was accomplished by irrigation and heavy fertilizer application. Now weed control will also play a part in this fine turf production. Manufacturers of mowing equipment are making comparable improvements in the cutting of this fine turf.

A peek at some of the mowing equipment of the future will show you high speed mowing units, a new reel adjustment arrangement with a new position for the pivot point of a mowing unit; the each day throughout the mowing season. The cost of this care is well repaid in trouble-free operation as well as the repair bill at the end of the year.
AMERICA'S FINEST GOLF CART!

**our national advertising theme**

National advertising in Esquire and the Saturday Evening Post is going to help you sell the Wagner Golf Cart. Immediate delivery! Quantity production permits a generous profit to dealers. Write for discount information today.

**$24.95 LIST PRICE**
Send for free, colorful folders to distribute—they'll help you sell!

**PAUL G. WAGNER CO.**
2877 East Washington Boulevard
Los Angeles 23, California

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**PROS! Easy Profits**

You can easily sell these high quality golf shoes at attractive profit without troubles of overhead, stock, or delivery.

Just put one pair of these shoes on your counter and watch the orders pour in. They're high grade throughout. Right-weight top quality oak soles...replaceable Phillips Screw-in spikes. Send coupon below for information on our exclusive protective deal for golf pros which insures easiest and quickest earnings with no trouble or costly overhead.

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**NOTICE**
These shoes will be sold through golf professional shops exclusively.

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**Send Coupon Now for complete information**

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May, 1946
pivot point being on top of the unit directly over the reel axle shaft instead of on the bottom and behind the line of cut.

Another company has spent a good deal of money and effort in trying out power-driven reels for gang mowers. In this gang arrangement the mowing units will cut in front of all tractor wheels, so that tractor tracks will no longer be a problem on wet grass.

We can measure the power factor required by mowers adjusted properly and the ones that are not adjusted correctly. We could work out a graph of this power factor and that may be more interesting to some men but a good many would rather just see the results.

The writer believes that the more you can find out about mowing equipment the better you will be able to teach your operators. I know that men who have been told about the mechanical workings of a machine take much better care of it.

Just one more suggestion—let us get a modern repair shop to repair equipment in. I have noticed that equipment that comes from places with run-down buildings and poor tools is dirty, broken-down and wired together and that equipment coming from establishments with small modern shops is clean and in good repair.

Your rating as a maintenance man will depend on how well you keep your turf. The best way to keep good turf is to have good equipment. Try and have the best and see that it is properly maintained.

Women’s Western Expands Tourney Program

WOMEN’S WESTERN GA expects record entries for its open championship to be played at Wakonda club, Des Moines, Ia., June 24-29 and its amateur championship for players of member clubs of WWGA which will be played at Country Club of Cleveland, Aug. 12-17. Entry fee for each event is $5.

The association’s junior open championship has been cancelled for this year with a 36 hole event to be played as 18 hole rounds within a 3 day period, being substituted. The WWGA offers prizes to the junior contestants who are eligible to competition regardless of handicap. This new plan the association believes will vastly increase and encourage girls’ golf. Other WWGA prizes are offered for home club competition of women.

Complete details are given in a circular which may be secured from Mrs. Harry Costello, 906 Scott St., Wheaton, Ill., corresponding sec., WWGA. Pros, as well as women’s events heads of clubs should write for this circular, as it gives details of the expansion program and the WWGA tournament rules. The WWGA plays stymies.
Write for full details about the Burke line!

It pays to team up with a Champion!

GOLF GLOVES
Merchandise that will uphold your reputation for quality
NYLON STITCHED Seamless Palm Vacuum Grip

Order your entire Season's Needs TODAY

CHAMPION MANUFACTURING COMPANY
45-47 East 17th St. New York, N. Y.
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New! GOLFERS' ASH-TRAY

TARNISH PROOF SUN-RAY FINISH
Beautiful Action Figure in Fine Detail mounted on 5 inch diameter ash-tray. Ideal Prize or Personal Gift.
L245, each .............................................. $3.75

Free Illustrated Circular
Write Dept. G for information and circulars on our complete line: Trophies, Medals, Plaques and other Quality Awards.

EDWIN W. LANE CO.
32 W. Randolph St., Chicago 1, Ill.

YOU CAN'T BEAT
this to relieve itching of
SKIN and SCALP
IRRITATIONS

So
Many
Druggists
Say!

Here's a Doctor's formula — Zemo — a stainless liquid which appears invisible on the skin — yet so highly medicated and soothing that the first applications promptly relieve itching, burning of Eczema, Psoriasis and similar skin and scalp irritations — due to external cause. Zemo also aids healing.

Apply clean, stainless, invisible Zemo any time. It won't show on skin. Buy Extra Strength Zemo for mean cases.

ZEMO

SANI-TREADS
The Original Fibre Bath Slippers

A NECESSARY
CLUB SERVICE

Members expect the foot protection that Sani-Treads give ... in locker room and shower room. Comfortable, cushiony creped fibre material; water repellent; fit any foot. They save on towels ... lessen laundering costs. Dispenser racks supplied. Sani-Tread Co., Inc.
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Write for Samples and Prices

LEXOLize Leather Equipment

Please Your Members
LEXOLize Leather Equipment

Extra service pays big profits. Treat leather bags, shoes (golf and dress), cases, club grips with LEXOL in your pro shop. It is easy to do — keeps leather in top condition.

You pay $2.40 a gallon for LEXOL. Treats 30 bags — charge $1.00 each — profit $27.60. Shoes and other items pay big profits, too.

Carry LEXOL for resale, pint ($1.00) size at $7.20 doz., 3 oz. (25c) size at $1.80 doz. 66 2/3% mark up.
LEXOL is good all seasons, all climates — retards mildew — prolongs life of leather.

THE MARTIN DENNIS COMPANY
865 Summer Avenue Newark 4, N. J.
Drastic Changes Coming In Golf Teaching

By HERB GRAFFIS

PROS WHOSE intelligence, business judgment and education would make them successful in any business are giving a great deal of thought to drastic revision of golf instruction.

And they are not the only ones who entertain this notion. Club officials and other amateurs who have seen the relationship between scoring abilities of members and the amount of play are questioning why the great increase in golf interest and play is not being accompanied by a corresponding increase of public interest in golf lessons.

There is, of course, the fact painful to pros that with prices increasing in everything else there has not been a noticeable increase in the price of golf instruction. Only a few pros with excellent reputations and results as teachers have increased their fees although the caddies who shag the balls for the lessons have hiked their prices.

Foundation of the pro's status as an authority on golf, consequently his merchandising position, is his service as an instructor. But that value must be constantly kept bright in the golfing public's mind. It is a sure thing that there is much work to be done by the pros and the PGA to revise and elevate public regard for golf teaching.

Golf instruction itself has advanced far more during the past decade than amateur golfers realize. Many back-stage factors in pro golf account for the advance. Instruction clinics of various PGA sections, study of slow motion pictures, observation and discussion of tournament players' methods, the discussion stirred up by the PGA instruction committee, and development of a scientific and open-minded attitude toward the whole subject, have given golf instruction far more progress than the pros have been able to get across to the public.

Instruction Over Obstacles

Numerous handicaps had to be overcome in making that progress. The variations of art and temperaments provided obstacles. There was some fear that uniformity in golf instruction might require a drastic revision in methods of older professionals who had done quite well as teachers. There was too much talk and undue alarm about the possibility of research disclosing ideas contrary to those some pros had been teaching.

The truth is that the best of the older teachers are eager to learn anything that will better their effectiveness for their pupils. But having seen many theories come and go they are not inclined to hasten into adoption of any and every hunch that looks good, until it is tested and found of value.

Pros, no more than doctors, can expect to retain methods that have been improved upon by the march of their profession. And certainly the improved scoring in the tournaments is plain evidence that there has been improvement in the golf swing, regardless of what part improved implements and easier playing conditions have done to lower scores.

Changing Ideas

Most pros will remember the stories of Hagen in his budding days practicing with a handkerchief held by the upper part of his right arm against his body. Many of these pros comment on how the swings of Nelson, Hogan have developed Hagen's attention to the right elbow being kept close in.

Now there's talk about the grip of some outstanding tournament stars departing from what has been taught by spoken and printed word and picture. For years the recommendation has been to have the grip of the club run diagonally across the left hand so it is against the heel of the palm. Now it's noticed that several of the stars don't have the grip running at this angle, but have it almost even with the junction of the fingers and the palm. Perhaps that's promising as something that will help pros solve the problem of teaching a grip pupils can use easier and better; perhaps it isn't. But at least, when pros are giving considerable thought to the fraction of an inch change that might benefit their pupils, it's something that the pros should get to the public as evidence of the teaching pros' constant effort to find the answers for their students.

The golfing public has been inclined to criticize pros for not improving the standard of club members' golf. But the public doesn't appreciate—nor have the pros brought it to the public's attention—what far greater handicaps the pro has in his teaching compared with the less complex.

May, 1946
Pros' Job is Tougher

The coach of a football, basketball, baseball or boxing team can insist that the team members follow instructions, practice, and keep in training, or be dropped from the squad. But, in golf, if a pupil doesn't get magic results although not heeding instructions, not practicing to any extent, or not staying in any sort of training, the pro is dropped from the team.

Golf instruction is further handicapped by having started tail-end-to, as instruction of adults by men who'd not had training as teachers. Considering that background it is marvelous that golf instruction has advanced as greatly as it has.

Some of the veteran pros brought that point out to me years ago when class teaching of juniors began to get into the picture. George Sargent, Willie Ogg, Joe Novak, Johnnie Inglis and Stanley Davies were among those I recall as saying that the experience and study of pros in junior instruction was bound to have, eventually, a revolutionary effect on teaching methods.

Teaching Psychology Wrong

Tommy Armour brought out, in a memorable talk at a Minnesota PGA clinic, that the usual psychology of golf instruction is an almost insurmountable handicap. The pro often tees the balls and otherwise subconsciously creates the mood of the pupil being the master mind of the session. Armour maintained that if the same insidious procedure were followed in school teaching the pupils' progress would be extremely slow. In that observation he was confirmed by University of Minnesota faculty members and athletic instructors who also appeared on the program.

Changing that relationship is part of the job ahead in modernizing golf instruction. There is another fundamental change that will have to be made in the general teaching problems of other sports coaches.

Prices Prepaid

Every club should have a supply—one for each caddie—to bring back this "lost art" to its prewar level. A small investment will pay big dividends in membership pleasure.

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