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A GREAT CHRISTMAS PROMOTION IDEA FOR EVERY PRO IN THE LAND!... Get this! One dozen D. T. Titleists, each marked with the owner's name, packed in the most beautiful, usable, solid mahogany case you ever saw... all for the regular price of one dozen D. T. Titleists!

What a gift for any golf player! What a swell idea to sell a member's wife as the one thing she can't go wrong on for "his" pile under the Christmas tree! And what a knockout stunt to boost those "off-season" sales for your profit!

We're advertising this deal in the Saturday Evening Post September 10th to upwards of 12,000,000 people. We have counter cards and samples for you to promote it to your members. Your Acushnet salesman will tell you all about it and show you samples if he hasn't done so already and, in case of any slip-up, please write us direct.

There's a whale of a big Christmas gift business on golf balls. Heretofore the retail stores have picked off most of it. Here's the best chance you Pros ever had to get in on the biggest sales season of the year. Acushnet Process Company, New Bedford, Mass.

GET YOUR ORDERS IN NOW... SUPPLY IS LIMITED

ACUSHNET GOLF BALLS

SOLD THE WORLD OVER THROUGH PRO SHOPS ONLY
As this is being written in mid-July the corn crop has never been better because of the hot humid weather but bent greens have not been worse since the memorable season of 1928. From all reports conditions are bad throughout the north. Loss of grass in late June is most unfortunate because there are two bad months ahead. When troubles start in mid-August recovery is favored by longer nights and there is the prospect of cooler and more favorable weather after Labor Day. There will be little or no recovery, and more trouble, if weather stays excessively hot and humid. In seasons like this any weakness in air or water drainage, physical soil condition, inferior strains of grass, maintenance practices and the like, aggravate injury. The immediate problem is to do something to provide players with decent surfaces for putting, but there is the other one of correcting basic faults in order not to have a recurrence in another bad season. Poa annua was more prevalent this spring than usual, probably because of the long fall with conditions favorable for growth, a mild short winter, and the unusually early spring. Poa annua is sure to wither and die in hot humid weather. Its loss is not noticed when there is plenty of bent grass. There is nothing left but bare ground in spots of pure poa annua. Windburn damage was severe at the start of the season in some sections. Then came the unseasonably hot, wet period in late June and early July. Brownpatch was extremely vicious, there was much scald, some chemical burns, and a considerable amount of sickly yellow grass due to a temporary iron deficiency. Root systems were extremely shallow on greens with compacted soil, or with thickly matted turf. The poa annua was shallow rooted as it always is. There was the usual wilting and loss of grass unless greens were watered lightly by hand on hot humid days. Power greens mowers bruised and damaged the grass where they were used on greens when the grass was wilting badly. Cutworms have been numerous and widespread; sod webworms have been bad in some places. There were young white grubs on the courses where the use of lead arsenate has been neglected since the war, partly because of its high price.

In some parts of the country there wasn’t any rain this spring. Windburn injury occurred on shallow rooted greens, and on places where the grass was mostly poa annua. Bad damage occurred on greens of compacted soil in heavily matted turf. One course in Milwaukue had no injury this spring, but greens were badly damaged the year before. These greens were aerified twice last year, once in the spring and once in the fall. This spring there were many white roots in the aerifier holes, extending to a depth of 4 to 5 inches or more. They were deep enough for grass to get moisture even though the soil at the surface was dry. Some complained about failure of seed to become established. It germinated but didn’t grow. Failure in some cases was due to faulty seed bed preparation. The spots must be spiked enough times to tear out the dead grass. The seed must be in direct contact with soil, otherwise it does not take root after germinating.

Brownpatch Bad
Brownpatch has been bad especially on greens with poor surface drainage. When grass stays excessively wet brownpatch is aggravated by a lot of moisture. Tersan, Calomel-corrosive mixture or Semesan gave best control. Tersan has been the safest. Injury to the turf from using it was not reported but there was chemical burn in some instances with corrosive sub-

This is a severe case of scald on the 13th green at Plum Hollow, Detroit. Chlorosis is bad also. Condition developed rapidly on great many courses in northern states during July.
limate. Grass became extremely thin on greens which had repeated attacks of brownpatch. Then the spots were covered with algae or clover and crabgrass became worse.

The grass on some greens turned a sickly yellow color after heavy downpouring rain followed by hot humid weather. The condition was most prevalent on greens with a high content of organic matter in the soil, either from the use of too much peat or from an accumulation of partially decayed grass in the form of stems and leaves. The combination of readily decomposable organic matter and a waterlogged soil produced a weak grass of sickly yellow color. Prompt spraying with not more than 1 to 2 pounds iron sulfate, often called copperas, with 20 to 25 gallons water to an entire green restored normal green color in twenty-four hours time. The secret has been to get absorption into the plant through the leaf. That is why the amount of iron and water must be small. Burning does not occur with 1 to 2 pounds, and even twenty-five gallons of water does not wash the chemical off into the soil.

**Need for Hand Watering**

The name scald is used to describe widespread damage on greens. It may be caused by a number of things; loss of poa annua, repeated attacks of brownpatch, puddled soil due to poor surface drainage, the presence of tree roots, localized dry spots and faulty watering are the common ones. A green scum frequently appears on the scalded area. It is due to algae. They are green plants and do not grow in a green so long as the turf coverage is sufficiently dense to shade the soil. When the algae die there is a black skin-like covering over the surface. It seals the soil and retards or prevents recovery of the grass. Algae can be killed by dusting with hydrated lime. Not over 2 to 5 pounds per 1000 square feet is needed. More than that may scorch the turf. The hydrate should be applied in late afternoon and should not be watered in. Amounts of water which keep the algae infested spots continuously wet should be avoided. It will make the algae worse. A better plan is to hand water those greens lightly in early morning and several times during the day to give the reviving grass a little water.

Localized dry spots have been bad. They were aggravated by thickly matted turf. These spots have a metallic bluish color and footprint badly. A sprinkler will not correct them. Deep forking followed by several drenchings with water, and the use of a tree sub-irrigator are the customary ways to restore moisture in these spots. However, when there are many of these spots it is impossible to fork all of them promptly. Then the best plan is to hand water during the daytime to keep the grass alive while soil moisture is being restored by deep forking.

From now until cool weather in September it will be necessary to do a lot of hand daytime watering, sometimes three or four times a day, including Saturday and Sunday, to keep the grass alive. This is especially true of greens with shallow rooted turf. It may be necessary to apply a very little water even after a downpouring rain if the upper soil becomes dry. Those who seed bad spots with red top to get temporary coverage will have to do a lot of spot

(Continued on page 57)
Ten personalized Haig golf balls in this beautiful gift package at no extra cost to you or your customer... and in a price bracket exactly right for maximum sales—$9.50

NOW personalized
HAIG golf balls
for your Christmas gift selling!

PACKED IN BEAUTIFUL, LUXURIOUS GIFT CHESTS
From here on out you'll be thinking about ways to better serve your members in solving their Christmas problems . . . getting set for what can well be your biggest golf ball season. So here's the news on what we're all set to do to help boost your holiday profits.

Starting now, our golf ball factory will fill orders for my "Split-Second" HAIG golf balls with the individual player's own name stamped on them. And in addition, these balls will be packed in a metallic finished chest in rich jeweler's chased silver effect. Ten golf balls to the package at $9.50.

For gifts at holiday time—or any other time—the HAIG, with its top quality reputation and acceptance . . . its national advertising in America's most select magazines, is an even greater "natural" with individual name stamping and this fine gift package. Why not get started on booking orders from your members NOW? We have a special poster ready for your shop to help speed sales. Ask your Hagen salesman about it or write me direct.

Yours for more golf gift sales.

WALTER HAGEN, Division of Wilson Sporting Goods Co., GRAND RAPIDS 2, MICHIGAN
A gallery of more than 2,500 attended Celebrities Preview Day at Los Angeles' new Rancho municipal golf course on Sunday, July 3. Radio and screen comic Bob Hope, Walker Cup team members Johnny Dawson and Bruce McCormick, and George Von Elm, National Amateur champion in 1926 comprised the feature foursome. Rancho was host to the 24th annual U. S. Amateur Public Links Championship July 9-16.

LA Opens Rancho, Saying It's "World's Best" Muny Plant

Rancho Golf Course, newest 18 hole layout owned and operated by the City of Los Angeles Parks and Recreation Board was presented to more than 4800 golfing Angelenos at ceremonies held July 3, featuring among other attractions a match between Bob Hope, Bruce McCormick, Johnny Dawson and George Von Elm.

Honors for the first rounds over the 7100 yard par 71 establishment went to the Hope, Dawson, McCormick and Von Elm foursome, none of whom played to par, in a match to defray some of the expenses to be incurred during the USGA Public Links tournament played at Rancho July 11-16. Civic, business and local golfing officials gathered to be amazed by the conditions of the new course and to praise Bill Johnson, designer and builder of the 184 acre plant.

Aided in his efforts by Maurie Luxford, President of the Board of Commissioners of the City of Los Angeles Department of Parks and Recreation, who also mc'ed opening day festivities at Rancho, John-
son only nine months ago started seeding operations. Under his supervision, Rancho has developed what local golfing and turf experts claim to be some of the finest greens and fairways along the Pacific Coast.

More than 1,200,000 cubic yards of earth were moved in developing the course, which Angelenos hail as the finest muny plant in existence. Under the direction of Johnon, 67 acres of land were reclaimed by filling in previous useless land. The site of the Rancho playground contains, in addition to the championship golf course, six tennis courts, a baseball diamond, swimming pool, fly casting pool, two driving ranges, a pitch and putt course, basketball court, handball courts, a golf clubhouse and a community clubhouse.

**Golf Pays Its Way**

While the $350,000 cost of building the community clubhouse and equipping the playground came out of a $12,000,000 recreation and park bond issue recently voted by the citizens of L.A., the entire $1,240,000 cost of constructing the course and the golf clubhouse bit the local gentry for not one penny, that entire fund having been obtained out of profits gathered at Griffith Park muni course, also under the supervision of Johnson.

The low, rambling Rancho clubhouse, constructed in California ranch architecture, is decorated throughout in modern style and contains, among other decorations, 12 paintings by local artists, valued at over $1,000 apiece.

The kitchen, leased on a concession basis, contains over $30,000 in the latest time and money saving devices.

Charlie Cacecy's pro shop, situated between the men's lockerroom and the first tee, is completely paneled in bleached birch.

At present, the clubhouse contains 250 lockers for men; 75 for women.

With the opening of Rancho, the plea for a public course in the western section of Los Angeles is finally met. Rancho will also relieve some of the traffic on Griffith Park course where fee-paying players often had to book starting time reservations two to three weeks in advance.

Simultaneous with the opening of Rancho, the Parks and Recreation Commissioners under Luxford are asking for, and will probably receive, permission from city authorities to establish a fund out of the pay-as-you-play proceeds at Rancho for the purchase and development of a 176 acre site in the Cheviot Hills district of southwest Los Angeles, thereby providing people in all districts of the city more adequate golfing facilities.

Among the unique features is a wire fencing 3½ stories high and more than 170 feet long, protecting traffic on Pico boulevard against out-of-bound hooks. The clubhouse and pro shop are built so expansion for increased traffic can be handled by enlarged construction in keeping with the key architectural plan. Facilities won't be increased until the plant has earned the required funds.

The new public course is on the site of the old Rancho private club which passed out of the picture years ago. It's one block west of Hillcrest CC.

Considerable significance is attached to the fact that Rancho turf was developed by a soil analysis, fertilizing and seeding program which the Southern California turf research work conducted at UCLA under the direction of Vern Stoutemeyer. This first demonstration of what could be done by working from scratch to the modern formulae determined by the research and operating team convinced southern California golfers and club officials that the program the greenkeepers have urged, and finally got going, is of tremendous value. Rancho's excellent turf, developed in record time, is considered virtually a miracle.

In every respect the Los Angeles Department of Parks and Recreations en-

The beautiful new clubhouse at Rancho municipal golf course in Los Angeles, host course to the 24th annual U. S. Amateur Public Links Championship July 9-16, is decorated throughout in modern style. Clubhouse as well as course construction was financed from golf revenue, not taxes.
how indian hills

fungous disease is always a menace, but it is especially so in warm, humid weather. here “bud” elmer, greenskeeper of the indian hills country club, kansas city, mo., describes his way of keeping brown patch fully under control.

this picture story is another in a series of “experience reports” from well-known golf courses coast to coast.

every week until the season is over, mr. elmer sprays with “tersan” for prevention of brown patch. in extremely humid, muggy weather, he sprays as often as twice a week, to keep putting surfaces in fine shape. “tersan” is inexpensive he says, and does a good job of controlling fungous disease.
"I like 'Tersan' for the simple reason that it is easy to handle and not dangerous to the turf," says Mr. Elmer. "We have always had good control of brown patch with 'Tersan,' and it has never burned our grass."

Fill the spray tank with water, then add "Tersan" for quick, safe application to the greens. "Tersan" mixes easily with water and can safely be applied even by inexperienced help.

Control Dollar Spot with Du Pont F-531, a highly effective cadmium fungicide. Also, controls green scum (algae) and pink patch. Economical, safe, easy to use.

"Semesan" and Special "Semesan" are available for those who prefer mercurial fungicides.
deavored to make the new plant the model modern municipal golf course. The purchasing program was carried out according to the constructors' judgment of the best available and was kept remarkably free from political interference and pressure.

The fine hand of Wm. P. Bell is evident in Rancho design. Bell was architectural consultant on the course which may be extended from 6,283 yds. to 7,003. Par is 35-36-71. The tree and shrub planting is closely tied in with the architecture of the course and eventually will beautify the area which was virtually devoid of trees. Rancho represents a major job of earth moving in leveling hills and filling barrancas.

In time Bermuda probably will be the fairway grass as it's native but the planting of bluegrass, meadow fescue, alfa fescue, redtop and bent has provided surprisingly good fairways in about 11 months.

Cleveland Greenkeepers Prepare Outstanding Educational Exhibit

Greenkeepers of the Cleveland district have prepared an educational display showing in graphic detail cause and effect of the major elements that need to be known to carry on modern day course maintenance practices. The colorful exhibit was shown for the first time at a joint meeting recently of the greenkeepers and Cleveland District GA officials. It is convincing proof that the greenkeeper of today is a specialist and should be recognized as such by his co-workers, according to Fred Grau, Dir., USGA Green Section, who spoke before the group.

The display consists of several groupings with different color backgrounds. One grouping shows the elements necessary for grass growth. Below is shown chemicals and fertilizers used to supply these elements. Another grouping shows types of diseases that will attack grass plants. Below is shown chemicals used to control these diseases. Another grouping shows insects that will attack grass plants and below chemicals used to control these insects. Weeds and their control are shown in another grouping. Other groupings show soil builders, types of grass seed, vegetative grasses, major ingredients of soil, soil testing equipment, library for greenkeepers, profiles of putting green soils, and a display case of insects. Unusual interest was shown in the display by club officials as well as greenkeepers and as a result the exhibit is to be kept intact to be shown at other meetings to help educate members and officials in some of the problems of maintaining a golf course.

It is the type of display other regional groups may do well to pattern and use as an aid in educating their respective members and officials.

The meeting at which the display was shown was held at the Shaker Heights CC with 150 attending. A tournament held in conjunction with the meeting is to be made an annual affair with the Greenkeepers Assn. donating a plaque to the winners. Nelson Monical and his chairman Tom Sawyer won the trophies for the best greenkeeper-chairman team this year.

Grau in commenting on the value of the educational exhibit and the need for constant study on the part of the greenkeeper pointed out that one of the greatest mistakes in golf management today is the practice of changing the Green Committee chairman every year.