

and are now playable. And while 300 houses were destroyed in the September storm, over 300 which were not built on the sandy shore are still intact and are occupied by seasonal visitors who are lending their support to the club as never before.

So what looked like a catastrophe a few short months ago has in reality proved a benefit to the Winnapaug Hills Club. The course is in excellent physical condition, the membership is on the way to being doubled, income from greens fees and clubhouse sales has materially increased—and best of all, the members feel a more intense tie of comradeship binding them together after their remarkable recovery from the most serious economic blow ever dealt this section of New England by the elements.

Clubs Do Grand Job on Holiday Publicity

COUNTRY club publicity hit a new high in the announcements of Fourth of July week-end parties. Samples GOLF-DOM received showed distinction and smooth selling power to a greater extent than we've ever seen before in club party announcements.

Probably the classiest job done—without having any clashing note of circus—was the Lake Shore CC (Chicago district) folder. It was printed in red and blue with an Independence Day poster style drawing of the clubhouse from the lake front, on the cover.

Simple, but with a great amount of sock was the Bonnie Briar CC (New York Met. district) folder. Bonnie Briar consistently is a leader in country club publicity to its members.

200 Greensmen Attend Eastern Conference

FIRST Eastern Sectional Educational conference, held June 5 and 6, with headquarters at Canoe Brook CC, Summit, N. J., was a practical success, drawing approximately 200 course supts. Attendance represented courses in Ohio, Illinois, Pennsylvania, Maryland, and the New England states, as well as New Jersey and New York.

Field demonstration of parasitical Jap

beetle control methods, by H. B. Girth, N. J. Dept. of Agriculture, at Canoe Brook's course, and a field lecture on experiments in fertilizers and soil conditioning for golf course grasses, at the New Jersey experiment station, were high spots of the outdoor program, which included a tour of Jersey courses.

Prof. L. S. Dickinson of Massachusetts State college talked on "The Business of Manufacturing Pleasurable Golf" at the Monday evening session. Also on that program were Ernest N. Cory, University of Maryland entomologist, lecturing on turf insect pests, and Fred Grau of Penn State, pinch-hitting for H. B. Musser of that institution, prevented by illness from talking on fairway grasses. Bill



A highlight of the conference was the visit to the turf experimental plots at the N. J. Agricultural Experiment Station.

Richardson, golf editor, *New York Times*, was toastmaster. Club officials and green-chairmen were well represented. John Benson, of the Green Section staff, gave an illustrated lecture on strains of grasses on which the Green Section is working. Dr. John Monteith, Jr., was unable to attend due to illness. Carleton Treat, Mountclair (N. J.) GC supt., led a round-table discussion, following Tuesday's lunch at the Knoll CC, Boonton, N. J.

GREENKEEPERS and other turf managers are invited to Amherst, Mass., Thursday, July 27, for the all-day program on lawn culture which comes during the twenty-first annual Massachusetts State College Farm and Home Week.

The principal speakers on the program, which is planned to interest both the turf specialist and the home lawn owner, are Prof. George M. McClure of the Ohio State university agronomy dept., and Prof. Lawrence S. Dickinson of MSC. They will discuss fertilization, grass varieties, turf diseases, and pests and troubles.