M. L. DeParlier of Tulsa, where bent has been used for about 11 years, expressed the conviction that high temperatures have no destructive effect on bent, but excessive humidity is murder. He waters in the early morning hours, and lightly, to escape scald. If necessary the greens are watered lightly from 12 noon, or at 1 or 2 P.M., regardless of temperature. A vigilant and strenuous brown patch preventive treatment schedule is employed. At Tulsa they have to water greens and fairways throughout the year.

The model green building contest, always a highly interesting feature of the equipment and supply exhibition, was won by the Midwest Greenkeepers' Assn. team for the second consecutive time.

## **Muny Play Up 14 Per Cent in 1938**

MUNICIPAL course play during 1938 increased 14% over the preceding year, according to figures compiled by GOLF-DOM. Total number of rounds over muny layouts of thirteen large metropolitan centers during 1938 totaled 2,570,736, which is an increase over 1937 of 328,840.

Des Moines, with play up 36%, showed the greatest percent of increase in 1938 rounds over 1937. It had 63,254 rounds in 1938, against 46,315 the previous year. Milwaukee enjoyed second largest percentage increase, with 399,318 rounds being played over its 7 courses last year, an increase of 91,418. New York City, with ten municipal courses, showed the largest numerical increase, adding 102,895 to its 1937 total of 500,000.

Notable gains were also made in Port-

land, Tulsa, Detroit and Cleveland. Three cities reported a drop in 1938 play. They were Kansas City, Buffalo and St. Paul. Total number of rounds at the various centers, for 1937 and 1938, follows:

No. Rounds 1937	No. Rounds 1938	No. Courses
Buffalo 229,794	220,415	4
Chicago Parks 290,592	303,208	5
County Cses 190,802	197.086	5
Cleveland City 76,203	95,139	ĩ
Cleveland		
Pk. Bd 91,485	105,606	2
Cincinnati 57,804	72,088	2
Des Moines 46,315	63.254	
Detroit 189,354	217,898	2 5 2
Kansas City 39,902	33.000	2
Milwaukee 307,900	399,318	7
New York City 500,000	602,895	10
Pittsburgh 40,000	41,000	1
Portland 117,216	145,848	3
St. Paul 54,414	53,806	3
Tulsa 10,115	20,175	ĩ
2,241,896	2,570,736	53



A cooperative advertising campaign run by leading Portland (Ore.) daily fee courses last season made great use of the story form of copy. Small one-column "Play Golf" ads were used to keep the campaign steadily in the papers. Operators of the courses reported fine results from the campaign.