

Scott's

GOLF COURSE SEED

sown this spring will safeguard your greens and fairways from expensive deterioration. It produces thick turf that will stand up under rough usage. When writing for prices ask for tips on practical, economical seeding and maintenance methods — no obligation.

O. M. SCOTT & SONS CO.
Marysville, Ohio

TIMELY TURF TIPS

Right now clubs should forget fairway fertilization. Milorganite fed courses will not fare too badly without being fertilized for a year or two. After the war, or when fertilizer is more plentiful, fairways can be restored quickly—with Milorganite alone—or by using Milarsenite first to curb weeds and clover.

Greens and tees should not be neglected. They should get enough fertilizer to ward off disease and maintain dense turf. Some Milorganite will be available for this purpose, but if you can't get all you need, please remember that MILORGANITE, too, has gone to war . . . for increasing food production and for building turf on airfields.

THE SEWERAGE COMMISSION

Dept. B-34

Milwaukee, Wis.

MILORGANITE for BETTER TURF

Jim Haines, ingenious course supt. at Denver CC has the leaf problem solved by a rake 11 ft. wide operated from a tractor. . . . Jim's greatest new production, though, is a red-headed new son. . . . Wartime production at the Denver club has been notable, Jim's new son being matched by the new baby daughter in the family of the club's manager, Howard Mehlman.

AROUND WITH THE PROS

★ Stanley Davies, Omaha (Neb.) Field club veteran, always comes up with an idea for the good of the cause. Last month Stanley took his first time off in two years and took a quick trip to Florida. He says Jack Ross, George Gordon and Steve Ploudre were among the many who treated him to a most sincere and cordial welcome. He remarked that he realized the imperative need that all pros keep their conduct up to the high standard of gentlemen sportsmen to merit the appreciation of such hospitality.

Stanley tells of a very interesting visit with Ned Everhart at Miami Biltmore. Although Miami Biltmore has been taken over by the government as a rehabilitation hospital Ned is still kept busy healing the battered soldiers with golf. Ned told Stanley of a colonel who had an arm shot away. The officer was virtually essential in an important job. In getting him back into shape Ned had the colonel shooting a pretty fair game of golf with one arm, and by that means restored the man's confidence and built up compensating dexterity with the man's remaining arm. Ned said it was a job that he's prouder of than any other individual case he's handled in many years as a pro, and Everhart has turned out some good golfers.

Ned further told Davies that after talking with doctors and seeing the work golf has done at that rehabilitation hospital he is sure that very few

SNOW-PROOF

Get your share of the profitable SNOW-PROOF business. Nationally advertised. Waterproofs, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Bismark Brown cans. Retails at 3¢ oz. 25¢, 1 lb. 75¢, 5 lbs. \$3. Money-back guarantee. Descriptive folder and sample can sent FREE on request.

Dept. 13
THE SNOW PROOF CO.
Middletown, N. Y.

*Leather's
Best
Friend*



of us in the golf business realize what a marvelous job golf can do in restoring war casualties to a high degree of mental and physical fitness.

* * *

J. H. Taylor is authority for the statement that Arnaud Massy, only Frenchman ever to win the British Open (1907), had an English vocabulary then limited to "Ladies and gentlemen, I thank you very much." . . . Massy married a North Berwick girl. . . . His daughter, born while he was winning the British Open at Hoylake, was christened Hoylake Massy. . . . James Braid, "Golf Monthly," also reminds, had a son born while he was winning the British Open at Muirfield the year before, and named this first-born Harry Muirfield Braid. . . . Damned good thing the same circumstances didn't occur during the U. S. Open resulting in babies named Shinneck, Myopia, Baltusrol, Winged Foot, Canterbury or Colonial.

* * *

One fellow who has a tough new job ahead of him and who will do it well is Bruce Herd, recently appointed genl. mgr. of Flossmoor CC (Chicago district) where the 1923 National Amateur was played.

That grand old gentleman, Frank Brunner, who's been the club's manager for more than 20 years, retired and Bruce was ordered to take over. Bruce is one of the soundest businessmen in pro circles. He has fine judgment, can read the story in figures, and has been a close companion and keen student of the managers and greenkeepers at clubs to which he's been attached, so he's learned a lot from some of the best men in the business.

The appointment of Bruce Herd as general manager of a first class, large country club is an indication that the fellow in pro golf who considers himself to be in a big business rather than merely the operator of a little teaching, sales and caddie-management department, doesn't need to worry about golf not having a future for him.

* * *

Floyd Farley, pro at the Woodlawn Public GC, Inc., Oklahoma City, Okla., says that the pro who thinks that his players are ball hoarders and won't turn in old balls for reconditioning is not going after the used balls in the right way.

Farley sent out 1000 letters that gave his members the real close-up on the ball situation. Results astonish him. He says that when the "tennis shoe" golfers will respond it's proof that the private club members can be sold on cooperating in the used ball collection

IT WILL PAY YOU

To use only Grass Seed of "Known Quality" assuring you of minimum labor costs and saving important time. S & W Bents, for instance, are over 99% pure.

EQUIPMENT

We may have in our warehouse exactly what you need in equipment, fertilizers, insecticides.

Write for formula details to meet our special problem and ask us for equipment information.

Stump & Walter Co

SPECIALISTS IN GOLF GRASS SEEDS,
FERTILIZERS, AND EQUIPMENT

132-138 Church St. New York 8, N. Y.

MILLIONS of young men

trained to top physical condition for the **BIG GAME** will over-flow the nation's outdoor recreation facilities when the Victory is won.

★

When you are ready to plan for the postwar sports parade we'll be glad to *talk it over* with you here at Golf Headquarters.

★

The LYTTON BLDG.

14 E. Jackson Blvd., Chicago 4, Illinois

★
SKINNER
SYSTEM
 OF IRRIGATION
 ★

...makes your course independent of RAIN

Now is the time to get information on the Skinner System Planning and Engineering Service and make plans to keep your course fresh and green all summer long. Write for catalog and details of Skinner Service. No obligation.

SKINNER IRRIGATION COMPANY

415 CANAL ST., TROY, OHIO

★
 Send for
CATALOG
 No Obligation



HENDERSON'S
Golf Grasses

Now ready!
 Special Golf Price
 List—Write Today.

PETER HENDERSON & CO., 35 Cortland St., New York City

When it is
GOLF PRINTING!

Specialists, for years to many of America's largest and most exclusive courses, can best serve you, too

Score Cards - - Charge Checks
Greens Maintenance Systems, Pencils
Caddie Cards - - Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.

Samples to your club for the asking.

VESTAL CO., 703 S. La Salle, Chicago

campaign. The job, Floyd says, is to get across to the players that unless they kick in there won't be any golf—and they do want golf.

* * *

An interesting combination sales idea comes from By Chamberlain. By makes an offer of lunch at the club and a golf lesson at one price. He says pros who intend to use the idea had better be sure that transportation is such that the players can get out to the club for lunch.

* * *

Amel Lentz and his wife, who make a great team in conducting pro dept. operations at the Interlaken GC, Fairmount, Minn., haven't sold a member or guest more than two balls per round since the manufacture of new balls was discontinued. When the necessity of collecting used balls for reconditioning became sharp, the Lentz' insisted on having a used ball turned in before a reconditioned ball could be purchased.

By proving to the members that the ball situation really was tough Amel says that he and his wife have the members in the habit of helping in the ball campaign and keeping the game going.

* * *

Mike Murra, pro at the Wichita (Kan.) CC is one of the smartest pros among the bright lot in the midcontinent. To give you a tip on how Mike doesn't overlook any bets: He has been giving free classes for women once a week this winter. The women turn out in large numbers and appreciate Mike's thoughtfulness because most of them are so busy in Red Cross and other war work that their golf has been slumping, and their recreation opportunities are few.

Mike did a great job at his shop last year by keeping it well stocked with what equipment he could get and with accessories. It took a lot of writing around and shopping but it paid off by having attractive and ample stock. Murra asks his members to turn in an old ball for every reconditioned one bought, and gives them the same credit he's given by the makers.

He followed up on instruction closely last year; checking to see that his time was made convenient for members so each of them could get a lesson about every two weeks. He supplied the practice balls. Mike's big worry last year was the caddie shortage but by making up the shortage of boys with kaddie karts he managed to keep his players satisfied.

* * *

In about 15—or maybe 50—years Joe
Golfdom

Novak of Bel Air may receive due recognition as the one who got the PGA really going in organizing golf instruction on a generally effective basis comparable to instruction in other sports. It has been a hell of a tough job and only a guy of Joe's diplomacy and high standing with his brother pros could have carried the PGA instruction committee activities as far as they have gone.

The positive individualistic opinions of many pros regarding instruction have made Novak's job difficult, as he has to reconcile conflicting ideas without getting operatic temperaments so riled the artists won't cooperate. But the groundwork nationally has been established firmly by Joe and his committee.

Right now, in our opinion, the PGA is missing the biggest opportunity of its history by not having an instruction and entertainment film on the order of baseball's magnificent films widely distributed to soldiers and sailors. That should be among the first of golf's link with war effort.

We recently have seen returns to an Esquire magazine poll which gets tremendous response from civilians and American soldiers and sailors in this country and at all overseas bases.

One of the questions asked was whether golf instruction measured up to instruction in other sports. The majority of answers would be a shock to the pros and impressively indicated that the instruction committee should be recognized by pros and manufacturers as the most important of the PGA public contact committees and strongly financed.

But, the foregoing is aside from the swell job Joe's doing at his own club. One of the standout features at Bel Air is the way caddies are handled. As the caddie still is regarded as virtually essential at the private club and as there is very little twilight in California, golf games must be started at noon instead of the start being delayed until after school hours. This means the clubs are forced to use full-time boys as caddies.

In order to make the job attractive to these caddies Bel Air has a clubroom for them, and operates a lunch room for them; a lunch room in which they can get everything from ham and eggs in the morning to steaks (if available) at night. The caddie restaurant very often offers, in addition to its own menu, some item from the club's main restaurant.

(Continued on Page 42)

*It pays to team up
with a Champion!*

BREEZY!
TRADE MARK
Pat. No. 2293347

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

311 Court Avenue

Des Moines 8, Iowa



Models to
Retail at
\$1.00 and
\$1.25

Golfdom

The Business Journal of Golf

MARCH, 1944—VOL. 18, No. 3 **GCA**

CONTENTS

COVER—Short 14th, No. 3 course, Pinehurst C. C., Pinehurst, N. Car., scene of the 42nd annual North and South Open.

Making the Swing	3
Asks Turf Research	11
Letter from Home	13
Julian Curtiss Passes	15
Managers in Clinic	16
Joe Roseman Dies	22
War Forces Trap Fill	26
C.D.G.A. Greens Meet	30
We Didn't Fold	32
Watch Topdressing	34
More V Gardens	36

ADVERTISERS

	Page
Acushnet Process Sales Co.....	2nd Cover
American Golf Foundation.....	3rd Cover
Balanced Golf Bag.....	39
Brearley Co., The	29
Champion Mfg. Co.....	9
Crawford, Macgregor, Canby Co.....	17-31
Davis Co., George A.....	4
DuPont Semesan Co.....	4
Fate-Root-Heath Co., The	5
Henderson & Co., Peter.....	8
Hillrich & Bradsky Co.....	21
Jackman Sportswear Co.....	27
Kaddie Kart Mfg. Co.....	42
Lytton & Sons, Henry C.....	7
Pfizer & Co., Charles.....	5
Scott & Sons, O. M.....	6
Sewerage Commission, The.....	6
Skinner Irrigation Co., The.....	8
Snow Proof Co.....	6
Spalding, A. G. & Bros.....	18-19
Stumpp & Walter Co.....	7
Toro Manufacturing Co.....	37
United States Rubber Co.....	Back Cover
Vestal Co., The John H.....	8
Wilson Sporting Goods Co.....	23-34-25
Worthington Ball Co.....	35
Worthington Mower Co.....	10
Young Golf Co., The L. A.....	33

GOLFDOM, The Business Journal of Golf. Published monthly, except November and December. Subscription rate — \$1.00 per year. Herb Graffis, Editor; Joe Graffis, Advertising and Business Manager.

Publication Offices—14 East Jackson Blvd., Chicago; Phone, Harrison 5941. Eastern Representative —Albro Gaylor, 20 Vesey St., New York City; Phone, Cortlandt 7-1668. Printed in U.S.A.

PROS — (Continued from Page 9)

A Rainy Day fund is maintained at Bel Air so the caddies, who come to the club hoping the California sunshine will stop running down the gutters, get paid if they can't go out. Most first class California private clubs have these two features—hot grub and rainy day pay—but at Bel Air they handle it so they get as ample a supply of good caddies as can be assembled anywhere.

Iowa Greenkeepers to Meet at Des Moines, March 21-22

★ H. L. Lantz in his newsletter to Iowa greenkeepers announces:

"Spring meeting of the Iowa Greenkeepers assn. will be held at Des Moines, Tuesday and Wednesday, March 21 and 22 in the auditorium of the Globe Machinery Co., East First and Court Ave.

"O. J. Noer will speak on Tuesday at 3:45 and will present a lantern slide lecture Tuesday evening following the dinner. Noer also will outline a complete fertilizer program for greens based on the use of organics.

"Many golf courses last year were the scene of considerable Victory garden activity. Prof. B. S. Pickett will appear on the program to discuss the need for an even larger Victory garden program for 1944 and how golf clubs may make their contribution.

"After the war, the prediction is that we Americans will face a greatly changed world. One idea not entirely new is that of chemical weed control. Only recently several new weed killers have been introduced which are reported to give remarkable results. Dr. A. L. Bakke of the Botany Section of the Iowa Agri. Exp. Sta. has done a great deal of work with chemical weed killers. Clearing fairways, roughs, fence rows, ditches, etc. of weeds by the use of suitable chemical weed killers is something that may prove to be of great value in the near future. Dr. Bakke has had a number of years experience and is exceptionally well qualified to discuss this subject.

"Advise T. E. Adams, 1000 Polk Blvd., Des Moines, if you plan to attend. Make your reservation early."

Kaddie Kart

—PATENTED—

KARTS FOR RENT

A FEW AVAILABLE NOW

KADDIE KART MFG. CO.

105 N. CLARK ST.

CHICAGO, ILL.

Golfdom