

## Golf Is Growing As User of Newspaper Ads

Daily fee golf courses and driving ranges are becoming consistent users of newspaper advertising space in increasing their play. They've still got a long way to go in presenting attractive and effective copy that does a real selling job in print but considering the time it took major league baseball to begin to make good use of paid advertising space in newspapers, the golf clubs are doing well.

Strongest user of paid newspaper advertising to get attendance at a sports has been George S. May's Tam O'Shanter CC. For the 1946 All A-May-rican tournaments May used full page space in all

with which GOLFDOM is acquainted. This is a fault of newspaper advertising departments which apparently haven't done anything to help educate the golf course advertisers to make strongest possible use of space.

Although the fee courses and driving ranges not yet are in the income brackets to warrant very strong advertising campaigns results of this season's advertising is going to encourage many course owners to give more consideration to their newspaper advertising appropriations in the future.

Privately owned fee courses and driving ranges, like other sports enterprises, have come to rely so much on free publicity in the sports pages that most of them still are unaware of the possibilities of business development by newspaper advertising.

*The New and Beautiful*

## TAM O'SHANTER

*INVITES YOU*

THURSDAY    FRIDAY    SATURDAY    AND SUNDAY



to see the WORLD'S GREATEST GOLF SHOW at  
*America's Most Beautiful Country Club!*

A national opportunity to see the new building golf club in the United States along with the biggest golf show of the year. ALL-AMERICAN ANALYSIS: ... ALL-AMERICAN ENTERTAINMENT ... ALL-AMERICAN WINTER TRIP. THE GOLF of a Winner! Don't miss it!

Remember! Thursday, Friday, Saturday and Sunday of this week at TAM O'SHANTER CLUBHOUSE will be devoted to a special exhibit of the new building. Don't miss it!

These firms cooperated in making Tam O'Shanter America's No. 1 Golf Club

Chicago dailies together with smaller space. His full pages featured the new Tam o'Shanter clubhouse as the headquarters of the tournament. It was an ad in which builders and suppliers of the clubhouse shared. It's a good idea to be kept in mind by other clubs that will be building new clubhouses and which want to make attractive public presentations of the improvements.

Seldom do the fee courses in their advertising do much more than make their location known. This year there hasn't been any advertising of low rates as a feature, for the simple reason that there's no reason for ruinous rate wars now with the public hungry for golf and operating costs greatly increased.

The "class" of the course, the instruction available and the meals aren't given as much play as they deserve in instances

## Check Machine Calibration

At one of the recent sectional greenkeepers meetings it was generally agreed that an item of standard practice should be to check calibration of sprayers and fertilizer distributors before extensive use. Test quantities of fertilizer on accurately measured areas, and of water instead of liquid formulae to be applied, often disclose considerable difference between supposed and actual rate of application by the machines, so greenkeepers have discovered.

## States Control GI Golf Job Training Grants

Letters to GOLFDOM concerning possibilities of training for pro, greenkeeper or manager jobs under GI job-training regulations usually present questions that can be answered only by authorities in each of the 48 states. The state superintendent of public instruction (by whatever title this job is called in each of the states) is the authority to consult about government financial help in the job training. In Illinois the authority is the state board for vocational education.

Regulations are being tightened up in most states due to the extensive racketeering and chiseling that has been introduced into the original plan of providing legitimate educational aid in helping the GI make up for lost time.

In Illinois training is not approved for a period of less than 6 months. Forms are provided to institute the training programs. Complete explanations of the functions of the training programs and of the amount and description of training work

to be done, are required. Greenkeeping and club managerial training programs have been approved in some states and in fewer states, pro training has been approved. Illinois is not one of the states that has approved pro training. The Illinois authorities consider that pro training is a matter of perfecting technique rather than one of acquiring basic knowledge which the applicant already has.

Due to the existence of greenkeeper and manager training schools it's usually much easier to get GI benefits in training in these fields than it is in pro golf. The background for study courses has been supplied by colleges. The pro situation apparently is one calling urgently for national PGA action in formulating and supplying to regional PGA organizations plans for pro training programs meeting the requirements of all state GI training authorities.

## Setting for Application

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washing nozzle can be made of a piece of pipe fastened on one end, and threaded on the other to take a female hose connection borrowed from a sprinkler.

The flat water stream from the nozzle is pointed down and about 6 feet ahead

of the operator. Best to have the man start at the lower end of the green, working across, and moving backwards. Also keep the hose in back of the man to avoid dammed-up water, and "hose burn lines." Keep the nozzle moving from side to side, and when the water "shines" on the turf, move on. Avoid flooding to the extent that the water begins to make puddles, or flow on the surface. A second going over is advisable, and sometimes, couple up a sprinkler and let it run awhile after washing. To the golfer who gripes about the water spoiling his putts, tell him you are trying to avoid a reverse osmosis condition, and send him off muttering in his beard.

## Let Us Spray

Liquid applications can be made with hand watering cans, barrel carts, syphon proportioners, manual or power sprayers. We shall skip discussion on the use of hose and chemical cartridge nozzles for golf use.

The main points to consider are gallons applied per given area, in width by length in feet traveled per minute. It's best to find out by using plain water, colored by a small amount of lime or turf fungicide dye, on the test area. Regulate travel speed so that discharge is about 5 gallons per 1000 sq. ft. or roughly 200 gallons per acre. Then make up solution



**Burke** The SIGN  
of truly fine Golf Clubs

Every industry has its sign of excellence . . . a trademark which identifies that product which is the finest of its kind. The business of building fine golf clubs is no exception. Since 1910, the name, **BURKE**, on a golf club has been identified with beautiful balance . . . precise, uniform craftsmanship . . . truly fine golf clubs.

*Write today for information about the **Burke** line!*

**BURKE GOLF, INC.**  
Newark, Ohio