

PRO entry in the Chicago DGA'S \$10,000

Open, the first tournament to be played for benefit of a district association Caddie Welfare fund, has given the event a field of national championship character, according to Bob Harlow, publicity director for the tournament.

Where the lively last minute solicitation of entrants is being put on is among amateurs. The district association and pros agree that amateur competition needs stimulation. Chicago, the big town, went small town in soliciting amateur prizes from local merchants just like the Chicken Coop (Kan.) CC passes the hat among the prominent tradesmen to give a lot of the boys merchandise to shoot for when Chicken Coop's big annual tournament is being arranged.

There was some early alarm that the amateur prize list might unduly stir larceny in the hearts of amateur contestants and commercialize the amateur part of the CDGA affair. The USGA looked into it and, seeing no signs of yachts, Hispano-Suizas, penthouses with subsidized hussies, or other rich prizes, waived the hoop-de-doo about the amateur prizes aside, then went out to do some strictly amateur individual sod-busting, unperturbed.

A lawn day program to be part of the four day state college Farm and Home Week at Massachusetts State college will be held Thursday, July 29, at Amherst. Prof. Lawrence S. Dickinson of MSC is in charge of the program and invites all persons desiring to grow better turf and lawns to attend.

Dickinson reports there will be much valuable information brought out in the testimony and prosecution at the trial of A. Lowley Homeowner versus Joe Green-grass. Expert turf growers and green-keeping authorities will be asked to hurl all the challenges and questions they know at the defendant.

A SMART job of advertising in the form of a booklet which cost comparatively little but which rated chances of about ten to one that it would not find the wastebasket, was issued this spring by Howell & Bell, automobile dealers in Detroit.

The booklet contains an official golf schedule with all dates and tourneys for the Detroit District GA, Michigan PGA, Michigan GA, DD Junior GA, women's district GA, and women's metropolitan GA and was distributed to golfers in only these organizations.

Chicago made sure of permanent, corrosion resisting pipe by using McWane 2 in. cast iron pipe in this downtown park on Michigan Ave.



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Greenchairmen and greenkeepers listening to Dr. Sprague at Rutgers University turf test plots.

NICE TURNOUT FOR N. J. FIELD DAY

By C. KAIBY

STORMY weather did not reduce the usual attendance of 200 visitors at the New Jersey Turf Field Day held at Rutgers university, New Brunswick, June 21. Dr. Howard B. Sprague, Agronomist-in-charge, managed the program cooperatively sponsored by the United States, New York, Metropolitan and New Jersey golf associations.

At 2:30 p. m., Dr. Sprague led an inspection tour of test plots that were plainly labeled for identification and reference.

Following dinner at the Hotel Woodrow Wilson, the first speaker was Thomas C. Longnecker, aid to Sprague in the N. J. Golf Turf Advisory service. In a thirty-minute talk, he summarized his master degree thesis of 115 pages, dealing with the penetration of lime and other nutrients in sod at various times during the season. He found that finely ground limestone put on at rate of one ton per acre, remained mostly in the top inch of turf, 18 months after application. The change in soil nutrients and reaction varies during the season, due to being used by plants when growing. Lesser variations were found in the second, third and fourth inches of soil.

In the latter half of the hour, Sprague gave some interesting points on *poa annua* culture and control. "The growth," he said, "starts in the fall and reaches maturity the following spring. Around May first, in this locale, is the peak of growth."

Control methods suggested are: seed in late summer with an aggressive type of creeping bent to compete with the natural seeding of the *poa annua*. Secure good sub-drainage, and apply nitrate (soluble) fertilizers in fall to reduce seed production of this species. A high phosphate content of the soil encourages *poa annua*. Lead arsenate gives some control.

The meeting was also addressed by Dr. John Monteith, Jr., of the Green Section, covering a variety of subjects.

Monteith said that courses adjoining in communities had the same general problems and principals of maintenance, and differed only in details. On weed control, the best thing to do was to get conditions right for the turf, and adverse for weed growth, which is easier said than done. Colored lantern slides of views shown took the audience on a golf course tour of the continent, illustrating some 35 courses. One slide showed browned turf that "committed suicide," as Dr. Monteith expressed it. Incidentally, Dr. Monteith left on June 26, for a two month trip abroad, touring the courses in the British Isles, Continental countries, and Scandanavia.

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easily and quickly inserted by hand (no need of special tools). Can be fitted to any leather sole in a jiffy. Eight sizes, flat or pointed.

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GOLF'S MARKET PLACE

Link-Lyon, Inc., Nashville, Tenn., is thoroughly committed to its pro-only policy in the distribution of the Macdonald Smith line of golf equipment. The company has never operated through store dealer or jobber, and the factory manufactures no side line of clubs, confining production entirely to the pro-only items.

"This pro-only policy has worked out splendidly for us," says Al Link, vice-president and sales manager, "and we stand firmly back of our statement that Macdonald Smith products shall be obtainable, now and in the future, exclusively through the pro."

A golf professional may overlook many golden opportunities to be of extra service to members of his club and also to make many additional dollars in the opinion of E. C. Conlin, manager, Golf Ball Department, United States Rubber Products, Inc.

"A good example of capitalizing on this type of service was illustrated by a pro friend of mine at a Long Island Club," Conlin explained. "This pro had just sold one of his members a dozen US Royal Arrow balls.

"You saw that fellow who just left," the golf professional said. "Well, I've discovered something. I was watching his game the other day and noticed that he was playing a hard-wound championship or tournament ball. He's a good golfer—shoots around 85 fairly consistently, but a championship ball wasn't the ball he should have been playing. They have to be hit hard and very clean to get all the distance out of them. I talked it over with him and suggested he try the US Royal Arrow, which isn't wound quite so hard. He tried a couple, and you just saw the results. He came in to thank me and to buy a dozen.

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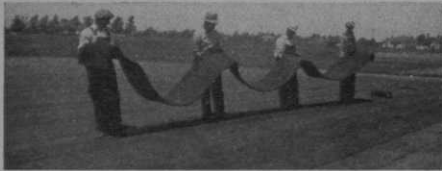
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"Since then I've noticed several of my members playing balls that weren't suited to them. They were either too hard, or too soft, or too cheap. As a result I've sold more golf balls this month than I've ever sold in a month before. The members seem to appreciate the interest and advice. I don't know why it is that the average good golfer doesn't pay more attention to the ball he plays, but he doesn't. I guess they figure that because the advertisements say such and such a ball is a championship ball they think that means 20 yds. more on their drive, when it really doesn't at all. Actually I have found that in the hands of a golfer who is average and shoots anywhere from 83 to 93, the US Royal Arrow, which is especially compressed for the average good golfer, will give more distance and better feel than a hard-wound championship US Royal Blue. It stands to reason that a ball like the Royal Blue, which is built for pros who hit clean and hard, isn't the ball for the average good golfer.

"This experience has opened up a swell opportunity for me to help out a lot of my members and at the same time sell more golf balls. I've found that there is psychology in it, for once I've recommended a ball to suit the golfer's individual needs, nine times out of ten he

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CANTON, OHIO

continues to buy his balls from me."

"I congratulated this pro for being on his toes," Conlin continued. "I've always felt that the golf professional should be the golf doctor for his members at all times, and here was a good example of it. His recommendation of the Royal Arrow checked with ours, for we have found that for all but about 5% of golfers in this country, a ball of the Royal Arrow type is best for them to play. By recommending what he believes is the golf ball best suited to the player's need, the professional creates more interest in himself. Members appreciate this kind of advice just as they appreciate advice on clubs and play."

Contestants, greenkeepers, club officials and the thousands of paying customers at the National Open were much impressed by the stabilized drives at Oakland Hills CC. No, we're not referring to the tee shots, though they made quite an impression, too. We mean the drives, or roads if you will, that lead into, around, and out of the club grounds.

As the Open drew near, Oakland Hills officials and Herb Shave, the club's noted greenkeeper, realized something would have to be done about the roadways. They were not only badly pitted and



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(Cor. Warren St.)



Stabilized soil so successfully introduced to the Oakland Hills parking lot three years ago (photo right) caused Oakland Hills officials to give the drives throughout the grounds (left) the same treatment in time for the National Open this year, thus leaving the course remarkably free from dust during the tournament days.

worn, but it was realized that under dust clouds of tournament traffic, they would offer a sorry welcome to the thousands of visitors.

Three years ago, Oakland Hills stabilized its parking lot by adding gravel, clay and calcium chloride to the existing materials, mixing them thoroughly, and spreading the mixture uniformly over the area. The result was a smooth, hard, cement-like surface, impervious to rains and dustless during dry weather. And it has stayed that way.

Here, then, was the answer to the drives problem, and Oakland Hills went

into action. It was even easier this year than when the parking area was stabilized, for there are now a half-dozen companies in the Detroit area who produce ready-mixed stabilized material. Less than a week before the tournament, one of these producers brought several truckloads of the aggregate-clay-calcium chloride mixture to the club, where it was dumped and spread by hand to 16 foot width and 2 inch depth, and the job was done. In one day!

By the time the tournament opened, the stabilized drives—1,450 square yards of them—were in their way in as good

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Make certain your members come 'smiling through'—18 holes without foot or leg discomfort. Send check or money order TODAY.

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1709 W. HOPE AVE. MILWAUKEE, WIS.

condition as the Oakland Hills course, itself.

The cost of stabilizing exceeded that of ordinary loose graveling by only about 25%. Maintenance of the area should not cost over \$50 a year, including the occasional applications of calcium chloride needed to keep the surface dustless and well-bonded.

Club and park officials facing similar problems may want further information on this type of work. Consulting service on stabilized construction, either by plant-mix or road-mix method, is offered by the Calcium Chloride Assn., 4145 Penobscot Bldg., Detroit, and its member producers.

Four years ago in the locker-room of the North Shore CC, right after Ralph Guldahl missed a putt that would have given him a tie with Goodman for the Open title, there was



a lot of talk about tension and such in putting, and in the course of the conversation Dr. Robert E. Dyer, a member, asked the club pro, veteran Alex Cunningham, about how many putts he thought were missed because of critical tension. Alec said his guess was about 75%; but Dr. Dyer did not seem surprised at this statement because he had been observing the players' tense position in gripping their putters and in an off hand manner showed Cunningham where and why the muscles were taut. He also remarked that it was impossible to have complete sense of muscle control while any muscle or group of

muscles involved was unduly contracted.

This statement registered strong with Cunningham because in his own experience and from comments of many other pros he had noted that an involuntary tensing in gripping the putter was highly injurious to putting results.

And so Cunningham, working on a hunch and with helpful advice from Dr. Dyer, devised a new type of putter grip, known as the Cunningham Relax grip. The grip is so constructed that the putter can be held firmly with only slight finger pressure, thus helping to eliminate any tightening and dulling of controlling nerves and muscles, and is built up to conform to the relaxed grip of the left

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- Compost distributors
- Compost sterilizers
- Containers, waste
- Diesel engines
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- Dump carts
- Fencing
- Fertilizers
- Fertilizer distributors
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- Hole rims (putting cups)
- Hole rims (sand green)
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- Humus (soil conditioner)
- Hydraulic mixers (fertilizer)
- Insecticides
- Lightning arresters
- Lime, hydrated
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- Mole and gopher traps
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 - putting green
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 - fairway
 - rough
- Mower Blades
- Mower sharpening machines
- Peat moss (soil conditioner)
- Pipe
 - perforated for drainage
 - water
- Playground equipment
- Pumps (state capacity)
-
- Putting cups
- Putting paths (sand green)
- Resurfacer (Skating Rinks)
- Rollers
 - fairway
 - green
 - spiked
- Sand green equipment
- Scythes (motor driven)
- Seed
 - fairway
 - green
 - rough
- Seeders
- Shelters (golf course)

- Skeet layouts
- Sod cutters
- Soil screeners
- Soil shredders
- Soil testers
- Sprayers
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- Sprinklers
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 - fairway
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- Tractor tires,
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 - pneumatic
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- Shoe spikes
- Shoe trees
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- Sweaters
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 - traps
 - shells
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- Underwear

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 - mixers
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- Refrigerators
- Rugs—runners for aisles
- Showers
- Shower mixers (automatic)
- Soda fountains
- Water coolers
- Water softeners

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 - Drivers
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 - Women's
- Club racks for pro shop
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By Club Position

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SEE OTHER SIDE

hand. The right hand grip is automatically taken care of by its natural overlapping position. Wrist roll is also eliminated with the Cunningham grip putter, and this factor will do much to strengthen many putting strokes weakened by slight turning or twisting at the moment of impact.

Professionals who have been testing the putter have been enthusiastic in their comment; so much so in fact that Spaldings are now making up some sample putters with the Cunningham Relax grip.

Coming from a conservative outfit, the New England manufacturers of the Acushnet golf ball, there was sharp surprise to the Acushnet advertising challenge sprung this season—"The Best Golf Ball You Ever Played—Or Double Your Money Back." Even the steady progress which Acushnet has made in five short years, left the company unprepared for the advance in sales which this challenge has given to their product.

Over 42% ahead of last year's sales by the time the first advertising announcement broke, the factory at the moment is working day and night to keep up with orders. In addition to the advertising plan to the public a cash prize competition for the pro has resulted in making new friends.

Within the first two weeks of the prize announcement to the professional for his part in supporting the advertising plan, over 236 entries were received by mail alone.

Colvin Co., 28 E. Jackson Blvd., Chicago, is receiving considerable business on its Irrigator from greenkeepers who are

having good results from the Colvin Irrigator's watering of roots of trees, shrubs and plants. The Irrigator is a 36 in. hollow brass tube with a water outlet at the lower end and a cast bronze water control valve at the top. It is attachable to standard garden hose.

The device aerates and cultivates as well as irrigates and by the depth of its



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Classified Ads

Greenkeeper with national reputation for high-class maintenance at moderate figure now is open for engagement. Politics reason for change. For last eight years greenkeeper at Keller Park, St. Paul, Minn. This course scene of seven St. Paul Opens, National P. G. A. and National Public Links championships. Each time the course was lauded for perfect condition. Maintenance in great condition despite heavy play is a real achievement in golf course operating. Highest references. For full details write: Ad 700, % *Golfdom, Chicago.*

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Experienced and responsible golf course operator desires to lease 18-hole golf course. Northeastern United States preferred. Financial responsibility guaranteed. Address: Ad 702, *Golfdom, Chicago.*

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JULY, 1937

Golfdom

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CONTENTS

Major Tourneys Being Well Run, By George Peck.....	9
Know Where You Stand! by Robert Mitchell.....	11
Albany Golf Minded After Three Day Carnival.....	14
How Flowers Fit Clubs, by Catherine Quimby.....	15
Clubs Honoring Vet Workers.....	20
Loos Offers Double Pro Service, by Herb Graffis.....	21
Educational Committee of PGA Cites Needs.....	23
PGA and Ball-Makers Cited.....	30
Model By-Laws for League Play.....	34
Nice Turnout for N. J. Field Day, by C. Kaiby.....	42
Golf's Market Place.....	43

ADVERTISERS' INDEX

	Page		Page
Bayer-Semesan Co., Inc.....	39	North & Pfeiffer Mfg. Co.....	43
Beauty Bath, Inc.....	43	Page Fence Association.....	40
Buckner Mfg. Co.....	7	Peckham, A. N.....	38
Cement Gun Co.....	5	Penfold Golf Balls, Inc.....	34
Diamond Calk Horseshoe Co.....	45	Pfizer & Co., Inc., Chas.....	40
Dolge Co., The C. B.....	2	Phoenix Mfg. Co.....	44
Dunlop Tire & Rubber Co.....	29	Postl, Dr. John.....	46
Evinrude Lawn-Boy.....	46	Premier Pabst Sales Co.....	37
Fulname Co.....	39	Sani-Tread Co., Inc., The.....	36
Godwin, Hiram F.....	46	Scott & Sons Co., O. M.....	4
Goodyear Tire & Rubber Co., The.....	8	Sewerage Commission, The.....	17, 18
Grasselli Chemical Co.....	3	Skinner Irrigation Co., The.....	5
Graver Tank & Mfg. Co., Inc.....	5	Staudé Mak-A-Tractor Co., E. G.....	45
Heddon & Sons, Jas.....	25	Stumpp & Walter Co.....	45
Horton Mfg. Co.....	31	Toro Manufacturing Co.....	7, 38
Illinois Grass Co.....	44	United States Rubber Prod., Inc.....	4th Cover
International Harvester Co.....	2nd Cover	Vestal Co., John H.....	44
Janssen Graybar Hofbrau.....	49	Wilson Sporting Goods Co.....	26, 27
Johnson, Inc., J. Oliver.....	2	Wheeling Steel Corp.....	3rd Cover
Lewis Co., G. B.....	45	Woodruff & Sons, F. H.....	7
Mallinckrodt Chemical Works.....	4	Worthington Mower Co.....	1
McClain Brothers Co.....	2, 38, 44	Young Golf Co., The L. A.....	33
McCormick Sales Co., The.....	4		
McWane Cast Iron Pipe Co.....	41		
Milorganite.....	17, 18		