

*Poa trivialis*, *Poa annua* (more tolerant to arsenite) and finally, the bents—velvet, creeping and seeded.

It would be ideal to kill the weed infestation at one application of chemical but this is not always possible. Injury and appearance of the grass must be considered so rates of chemical application must be adjusted to the grass as well as to the weeds.

The principal chemical used in weed control is sodium chlorate, crystalline salt that becomes highly combustible when mixed with organic matter. Care must be exercised in its use. Its killing effect is caused by the chlorate attacking and breaking down active chlorophyll so no food is manufactured, and the plant dies. It is most effective when applied during the warm parts of the year. The rapidity of effect is doubled with each 10 degree rise in temperature. In cool weather it breaks down very slowly and is apt to cause turf injury. Sodium chlorate is most effective on the grassy types of weeds such as crab grass, *Poa annua* (which is very susceptible) and goose grass, which is not so susceptible and very difficult to kill.

#### Check Sanitation Requirements

The rates of application depend on the grasses present. If there is a heavy crop of crab grass and it is not necessary to be careful of the other grasses present, 2½ lbs. per 1,000 sq. ft. is effective. If the turf is of bluegrass and it is desired to save it, 2 lbs. per 1,000 sq. ft. could be applied. If other grasses are present it might be necessary to scale down to ½ lb. per 1,000 sq. ft. and make two applications. Following the chemical treatment, sanitation requirements should be closely checked, such as lime supply, fertilizer practices, height of cut, etc., in order to determine the cause of the inroad of the weeds so it will not be repeated.

Sodium arsenite is also crystalline salt. Its killing action is not thoroughly understood. Differing from the chlorate, it is best used during the cool months and is adapted to the mat-forming and vining types of weeds. It can be used successfully on crab grass but not on *Poa annua*. Being a very powerful poison, it must be handled carefully. It is completely soluble in water and becomes quickly fixed in the soil. The rates of application depend on the tolerance of the grasses. Bluegrass and fescue will still stand applica-



Dick Bartell, Chicago Cubs' shortstop shot a one-over-par 74 at Mohawk CC, (Chicago district), July 10, to be medalist of the Cubs-Sox ball-players' tournament conducted by Lew Waldron, Mohawk's energetic pro. Jimmy Dykes, Sox manager, was second. In the above photo, Dizzy Dean, Cubs' pitcher, seems to be getting a big kick out of describing for Announcer John Harrington, a portion of the driving contest.

A match between sports writers and sports broadcasters also was a feature of the tourney. Special broadcasts from the tournament were put on by John Harrington and Charley Grimm of Station WBBM. A gallery of 500 attended.

tions of 4 to 6 oz. per 1,000 sq. ft. though it might be wise to start with a little less. The more tender types of grasses will not stand more than 2 oz. per 1,000 sq. ft. at an application, but several applications can be made. Don't expect one application to make a complete kill.

There are two methods of distribution—dry and wet. In the former the required amount of chemical is mixed with topsoil or sand, in order to obtain a fairly even distribution. About 12 qts. of bulk mixture is applied to 1,000 sq. ft. of area. This may be broadcast by hand or by machinery.

In the wet method the chemical is dissolved in water and applied either with barrel pump and power sprayers equipped with single, orchard, or multiple nozzles or boom sprayers, oil can (spot method on dandelions), sprinkling can (not so good, distribution too uneven), or knapsack sprayer (very good for medium-sized areas).

It is important that the spray equipment be accurately calibrated so you will know exactly the quantity it will spray on a measured area. Once this is determined it is easy to figure the amounts of solution for each application.

Be sure not to miss or over-lap. In the former, weeds will not be killed and the way is open for a fresh infestation, and in the latter, the grass may be killed by

the double application. Weeds which have dense root systems may have only the tops killed by the chemical application and will come back in a few weeks. Cases of this kind may take many applications to make a complete kill.

It is always wise, when one is not sure of results, to start with a low rate and use several applications rather than risk serious turf damage with one maximum application.

Excessive soil moisture slows up the action of the chemical. Clover in greens indicates unhealthy condition, the same as any other weed.

## Club's Drastic Treatment Brings Weedless Fairway

By Edward B. Dearie, Jr.

**M**ANY golf clubs have fairways that are in especially horrible condition. When a fairway of this sort is on a par-5 hole, where the shots of average players may go almost anywhere and, for the dues they pay, the members are entitled to fighting chances for their 6s, 7s and 8s, the aggravation of poor turf is bad for all concerned.

The 16th fairway at the Oak Park CC (Chicago district) was one of these bad stretches. It consisted of about 80% weeds—dandelions, chickweed and clover. None but the best or luckiest player could find a wood club lie on it. We tried chemical weed extermination, giving it treatments of 6 pounds per acre of arsenic acid on July 6, 18 and 26, 1938. The hole is 585 yards long and has a fairway area of 4 acres.

After the arsenic acid treatments, the fairway went out like a light. The weeds were killed but there wasn't enough grass left to provide for play. We had winter rules on a dust bowl fairway. Naturally there was distress and complaint from members who didn't understand our drastic action.

### Went After Grubs, Too

The fairway was then thoroughly disced, four different ways. Arsenate of lead was applied at the rate of 250 pounds an acre. I am convinced that grubs are responsible for the destruction of more grass than is commonly recognized and

the results of the arsenate of lead treatment seem to confirm my belief.

Milorganite and 6-12-4 at 1,200 pounds per acre and 300 pounds of seaside bent with 700 pounds of bluegrass, all was applied the same day, August 22. Milorganite was applied at three times the rate of the 6-12-4. The fairway was rolled and cut September 17 and three times a week thereafter until late October. By the middle of October this new fairway looked almost as though it were years old.

The entire job cost about \$410.

Now the fairway has heavy, firm turf. It is virtually weedless and without clover. A ball sits up like on a wooden tee. Widely travelled pros such as Horton Smith, Tommy Armour, Ralph Guldahl, Byron Nelson and "Dutch" Harrison consider it one of the world's finest stretches of fairway turf. Oak Park's members delight in it and brag about it.

It is one of those jobs that at first keep those responsible for course condition awake nights worrying, but later has a very happy ending.

## \$25,000 Prize Money for California Tournaments

**C**ALIFORNIA Association of Open Golf Tournament Sponsors have approved following tentative schedule for the coming winter season:

Long Beach Open—Dec. 30-31, \$3,000.  
Los Angeles Open—Jan. 5-8, \$5,000.  
Oakland Open—Jan. 13-15, \$5,000.  
San Francisco Match Play—Jan. 18-22, \$5,000.

Rancho Santa Fe (Bing Crosby) Invitation—Feb. 3-4, \$3,000.

Western Open (Del Monte or Arcadia on new Santa Anita course)—Jan. 27-28, \$4,000.

Possibility of a tournament at Long Beach or Santa Barbara also was discussed. The Western Open switch to the winter circuit still is under consideration. Texas and California are both bidding.

California intends to give a special award to pro making highest showing in its 1939-40 tournaments. Sponsors favor not more than two practice rounds per tournament.

Clifford Rawson, sec.-mgr. L. A. Junior Chamber of Commerce, 1151 S. Broadway, Los Angeles, is chairman of the Tournament Sponsors' organization.

# GOLF DIVOTS . . . . .

**B**OBBY Locke, 21-year-old South African golfer in his first year as pro, is said by some Britishers in the know to have made more money than Henry Cotton, generally regarded as the world's first pro money earner. Locke is backed by three of South Africa's richest millionaires. They'll bet on him against anybody, and reward Locke richly out of their winnings . . . L. H. Buckton, coach of the Peekskill (N. Y.) HS golf team, claims a national record for his lads. In two seasons they have been undefeated by the classy teams of the Hudson Valley high school league. Mike Colucci, one of the team kids, shot 68 (3 under par) at the Scarsdale CC (NY Met. district) course . . .

*California's chambers of commerce estimate the state has \$300,000,000 worth of golf courses . . . At the 14th annual Utah Open tournament there was a new printed program each day. Although Fort Douglas, scene of the 1939 tournament, is a small city, the program's advertising was strongly supported by alert local advertisers . . .*

Associated Golfers of America, organization of Chicago district fee course owners, has issued *Chicago Golf & Sports*, interesting magazine of golf features and member course ads . . . Owatonna (Minn.) CC scores big success with sixth annual Tired Business Men's tourney, one of the liveliest of smaller city invitation affairs. For sample of clever announcement you might send stamped return envelope to Merle Allen of the club . . . Fourteenth annual Totem Pole tournament at Jasper Park Lodge, Jasper, Alberta, Can., Sept. 3-9, expects record amateur field. You might tip off members vacationing in Canada that they'll be welcomed . . .

*Club Managers' Assn. already asking members for suggestions for educational program at annual convention, Statler Hotel, Detroit, Mich., Feb. 25-29 . . . Essex County (NJ) CC lower course, opened to the public April 25, while upper course*

*was reserved for members of the old distinguished club, has been averaging 1,000 players a week . . . PGA championship eligibility squabble making the papers all over the country, chilled plans of at least two likely candidates for financing the 1940 or '41 PGA championship.*

Memorial services were held July 25 at Crestmont GC, West Orange, N. J., for the late Hal Sharkey, sports editor of the *Newark News* and first tournament bureau manager for the PGA. A pro's 18-hole competition preceded the memorial services, during which a tree was planted in Sharkey's memory . . . Golfers at municipal course at Gardner, Mass., chipped in \$1 and \$2 each to furnish a clubroom and a locker-room of clubhouse. Move was independent of, but with blessings of city's golf commissioners . . . Plans under way to organize a Southern Indiana GA. About 40 clubs south of US highway 40 are expected to join ass'n.

*Virginia CC, Long Beach, Calif., has sold strips 150 feet deep on three sides of its property for home sites. Golf holes destroyed by this move being replaced on other acreage club owned; at completion, course will be rerouted. A smart way to raise dough . . . Pittsburgh gets new 18-hole fee course around Labor Day when Suncrest GC opens for play. Par will be 72 over this 6,455 yard newcomer . . . Manila GC, oldest golf course in the Philippine Islands, opened new modernistic clubhouse May 30. Costing 72,500 pesos (\$36,225), the structure is said to be the most artistic club home in the Far East.*

July *Photogram*, Chrysler auto's magazine, features an illustrated story "Caddies Today—Pros Tomorrow", which is topped by a picture of Tom O'Hara, veteran caddie-master of the Denver CC, and two of his lads . . . Best instruction for tournament marshals and scorers we've ever seen is that furnished by Philadelphia CC for the National Open. It helped to provide the finest gallery-handling at any big tournament for years . . .

# MANAGERS DOING GREAT JOB

**I**N THESE dog days when the country club class of people leave town for their camps in the cool, remote woods, a good part of the job of keeping up club patronage falls on the managers. Each year it seems that smart managers are doing more to attract business to the club during hot, humid days and nights when people aren't desirous of stirring. Part of the success of the patronage drive is accounted for by the stronger appeal made to the younger people, but in spreading out the attraction so the old boys who don't want to go trucking, will come out with their fraus, the managers have been doing grand jobs for the clubs.

Some of the stand-out parties among the numerous lively affairs put on by managers, are described by the club managers responsible.

Robert M. Dorion, manager of the Salem CC, Peabody, Mass., tells about a top feature of Salem's summer entertainment program. Says Dorion:

"During July and August, with their warm delightful evenings, we select a Friday or Saturday evening for our Terrace Party, Lantern party, or, if you will, a Starlight Party.

## Get Portable Dance Floor

"An outdoor dance floor is procured from the local park department with small cost for transportation. This floor is placed on our terrace, and Japanese lanterns are suspended on electric wires from tree to tree, post to pillar. Tables are arranged on the terrace about the dance floor, and plans for the evening's entertainment begun.

"Usually we start with a cocktail party at 4:30 on the lower terrace. Here the ladies and men sit and watch the play at the 18th green while being served cocktails and hors d' oeuvres of the simpler type such as codfish balls, baby sausages, etc. The music is of a wandering minstrel with his accordion. Everyone joins in the singing which of course, is apt to bring out unusual talent.

"Music for dancing, furnished by an orchestra, and a delightful dinner is served; or if it's unusually hot, a buffet table is arranged. Sometime during the evening we have a contest of some sort—a rumba contest, a Viennese waltz con-

test, a bump dance, or some contest popular to the group in attendance. The prize is a bottle of fine champagne—and who wouldn't enjoy winning such a prize?

"Toward the end of the evening our problem of getting the party to break up has begun, and on the way out, just to add a touch of hospitality, we station a waiter at the door to serve hot clam bouillon in demi-tasse cups."

Frank M. Wallace, manager of the inviting Bonnie Briar CC, Larchmont, N. Y., puts across entertainment features that always score well with members and on the monthly statements. He advises:

## Outdoor Eating Appeals

"Two of Bonnie Briar's most successful summer parties have revolved around out-of-door eating, which is natural when one realizes that the appeal of food as such is at its lowest ebb during July and August, and the thought of sitting down at a regulation table with formal napery and silver service is not too stimulating.

"I believe that most managers will agree that buffet type service the year around has become vastly popular these past ten years. At Bonnie Briar this service constitutes the most discussed feature of our food department.

"One of our most popular summer parties was a simple affair which can be effected at scarcely any additional cost over inside cooking. We have a knoll between the clubhouse and the pool, which was lighted with Japanese lanterns, and the tables covered with red checkered cloths and candles in bottles. An Hawaiian orchestra was placed against a background of shrubbery, illuminated with colored baby 'spots,' when not strolling among the diners. The party was, of course, publicized as a tropical affair, and featured a cocktail hour with appropriate drinks, a barbecue steak dinner using thick slices of sirloin cooked over a charcoal fire, along with french-fries and corn on the cob, which, together with tomatoes, salads and an assortment of cheeses and fruits for desserts, made a most attractive buffet arrangement in front of the improvised oven.

"Members of the party enjoyed draught beer with the dinner. The orchestra played for dancing afterwards on the club

# INCREASING SUMMER PATRONAGE

pool deck. The charge for the party was \$2.50 per person, and I can only warn that such an atmosphere is conducive to hearty eating, and seconds and thirds on the beverages.

"A more elaborate affair with calls for active co-operation from committeemen can be evolved from a County Fair Party. The locale has to be quite close to the building and preferably on a piece of level fairway, since the mid-way should be brilliant with electric lights, which have been run off the main board with an emergency cable. The booths and "chance" equipment of course can be had from a local source and should be stocked with food, candy, dolls or liquor in proportion to the types of patronage you expect.

## Sell Membership First

"The food service can either be a pit barbecue, a shore dinner, or a simple affair like I previously described. A small brass band in costume and the originality of the "barkers" in the booths will add to the festive spirit, and make the difference between financial success and just sore throats. Since success depends upon favorable weather conditions and entails a rather substantial outlay in equipment and food preparations, the party should be sold out by subscription before proceeding too far. As one can appreciate, such a type of party will be as long remembered as ingenuity and assistance from the membership is embodied in the program."

The Circus party mentioned by Wallace generally is a sensational success at country clubs, although the weather factor provides nervous moments. A development of this idea was made by Ed Newhart, manager of the Chicago district's distinguished Knollwood club. Mr. Newhart had a world's fair party, in which posters from the New York and San Francisco World's Fairs helped to provide "atmosphere". The circus attractions and gambling booths at which phoney money was used, were staged with considerable class.

The Glen Oak CC (Chicago district) where Wm. F. Sommers is manager, also holds a circus as its top entertainment feature of the summer. Of Glen Oak's summer highlights, Sommers says:

"The Circus is a full-rigged affair di-

rected by professionals and performed by members. This annual event has been a complicated, intensely prepared success. It recommends itself to an organization willing to work hard, have a lot of fun and the satisfaction that comes from a great achievement without any material reward.

"Another headliner of our summer has been our July 4th party. We mailed an announcement and followed up with a card urging reservations for a barbecue at 6:30. Reservations numbered 566. Tables were set, per reservations, on the lawn. Dinner was served from buffet tables in the main dining room, on paper compartment plates. We served barbecued chicken and all the trimmings. Waiters passed the dessert.

"During the trying period of the lineup of nearly 600 persons, considerable merriment was fostered through the cooperative efforts of many humorous members and five competent dispensers of liquid refreshment at a temporary bar nearby.

"At 8:30 Stanley Brauning of Medinah Athletic Club put on a swimming and diving show in the pool to the accompaniment of organ music and a P. A. system.

## Cleaned Up By Midnight

"The party wound up at the aforesaid temporary bar, before midnight. Thereafter the normal condition of the club was restored, which perhaps is a phase that will interest managers especially. The remains of a big party are not a presentable spectacle the morning after."

A big affair at Lake Shore CC (Chicago district), where Harry Fawcett is manager, is the annual Calcutta dance. This is an affair that booms business in the pro department too. The dinner and dance is held Saturday evening between the two rounds of a two-day 36-hole tournament for members.

The changing pari-mutuel odds as tickets are bought Saturday and provide plenty of fun and excitement. The tickets are paid off promptly after the last four-some finishes Sunday evening. There is no house take on the pari-mutuel. Win, place and show tickets are sold.

Results of the first round are printed

on cards that are passed to the diners. One of Lake Shore's usual attractive announcements heralds the party.

Only members are permitted to purchase the pari-mutuel tickets. Prizes are given to holders of tickets on the first 15 low scoring (net) players, and to the first three low net players.

## Cooperation Must Be Keynote Between Buyer — Seller

By C. Kent Bradley

THE popular slogan, "What helps business, helps you," directly applies to golf course maintenance. We who maintain golf courses are producers. Our commodity is a form of outdoor recreation. By furnishing a need used to advantage by our fellow humans, we greatly justify our business. In turn, the regular golf course supply dealers who supply the greenkeepers' requirements base their claim for support on their steady supply of an advantage.

Let us consider the established dealer fairly. Of what avail would research in new grass strains, fertilization, control of disease, insects, and our own applied knowledge be, if we did not have the tools and materials to procure fine turf? The picture would be no more complete than a properly prepared and sown seed bed without moisture. Therefore, all those steadily in the golf business, have interests in common. To uphold these interests, we need to cooperate. We course superintendents base our ability on years of experience. A man has to learn greenkeeping by sufficient training, and proper knowledge of the numerous phases of turf culture.

Anyone stepping into our field, without these essentials, and calling himself a greenkeeper or like title, would get the horse laugh from us. The amateur would make errors costly to his employers, hurt himself, and to some extent it would reflect on us. And so it is with golf course supply dealers. The dealer we should recognize is the one who has proven his

worth by demonstrating continuous service.

We favor enterprise, and to a reasonable extent, competition. However, we know of the evils of overcrowding any line of endeavor. The main thing that is lowered is the standard of service, since the profit margin has to be lessened in proportion. If we encourage side-line dealers we run the risk in the end of jeopardizing our positions also, and causing our clubs waste of money, in buying things that experienced dealers have found are not best for our needs.

I would hesitate before buying from manufacturers who will sell through anyone. While this may mean chance for more sales, the service is depreciated, if not virtually eliminated. An item may look or sound good in a circular, but field performance is what counts to us. It is safer to deal with reliable, experienced, and long-established firms specializing in our wants. Their line of merchandise is selected not only on the basis of profit on one sale, but in hope of continued patronage. Their concern is our satisfaction. This is good business, and we should encourage it, as it is essential to real business management in course maintenance.

**1-stroke, 1-hole, 1-ball—TWICE**—Probably never before in golfing history have two members of the same foursome each made a hole-in-one on the same hole on the same round. This is what happened on Saturday, June 17, at the Park Hills GC, Altoona, Penn., when Charles McEldowney and M. M. McMahan, members of the Park Hills Club, both made a hole-in-one on the 8th green. Both men used Acushnet Balls in this record play.

Congratulations to Messrs. McEldowney and McMahan and also a few to the Acushnet Process Sales Co.

**Golf Salesmen's Tourney on Aug. 14**—First annual tournament of the Golf Peddlers' Assn. of Ohio will be played at Elyria (O.) CC, Aug. 14. Ohio pros, assistants, golf salesmen, club managers who buy golf merchandise, and newspaper golf writers will constitute the field. There's \$500 pro prize money, and trophies for amateurs. Entry fee of \$2 includes dinner.

Headquarters will be at Graystone Hotel, Elyria. Lloyd Barton, Box 71, Elyria, O., is chairman of the Golf Peddlers' group. Entries should be sent to him.

Capt. Charles Clarke, Willowick GC, Willoughby, O., and prominent pro official, has applied for copyright on an interesting yardage marker. The marker has on it two distances; one the distance from the center of the tee, and the other, the distance to the center of the green.

# "Reds" Makes Them Happy

By William Ullman

HE IS the only one of his kind in existence. He is a great hulk of a fellow with the round, rosy fresh face of a chubby, healthy baby and the finest, friendliest blue eyes you could find in a long search. He never talks aside or whispers, because what he has to say, brusque or otherwise, is never anything he would say behind your back. Whatever observations he may have to voice he lets go right out in the open. Sometimes they are a little salty, but they are never steeped in meanness or tintured with venom. He is the mentor of many men and the shepard of a sizeable flock. His name is Thomas d'Arcy Banagan, better and popularly known as "Reds," and he is the assistant pro at the Columbia Country Club in Washington.

Few clubs have heavier playing memberships over 18 holes than Columbia, while no club anywhere "tees off" its matches with less complaint and dissatisfaction than Columbia and keeps those matches moving with nicer precision.

That is because of the incomparable Reds Banagan. He is indeed the cook and the captain bold of play at Columbia, and no one questions his leadership. No one desires to do so, because each member has complete confidence in it. Not only are all the members of Columbia fond of Reds, but he also holds the warm friendship of his fellow workers at the club together with the respect and confidence of all the caddies.

## Nearly 30 Years at Columbia

It was as a caddie that Reds entered upon his career at Columbia nearly 30 years ago, moving into the golf shop with the arrival of Freddy McLeod, veteran and beloved pro of the club.

"Reds has been with me a bit more than 26 years," Freddy told the writer, "and I don't know what I would do without him. He is everything that a pro could ask for in an assistant and far more than most of them get. He has contributed immeasurably to making our department one of the smoothest operating of its kind in all the land and, I am happy



This is "Reds" Banagan, unique master of matches at the Columbia Country Club, Washington, D. C., in characteristic pose just back of the first tee as he sends the players away on a busy day.

to say, the wide acclaim he has received from the membership for his efficient handling of his job has in no wise affected his ego. He is still the bubbling, laughing, shrewd, friendly, and always respectful, Reds."

## Matches Players Perfectly

Reds makes most of the matches and they are invariably satisfactory to all concerned. His uncanny ability to make most contests finish by a close margin is a marvel of the golfing world. A fine character analyst, a keen observer of human frailties and vanities, a good judge of playing ability and with a splendid understanding of human nature generally, Reds manages to start the right men out together, or, rather, make up congenial foursomes.

It is the delight of his heart, and his constant aim, to have "good fellows" meet each other, and when a foursome finishes showing unmistakably that they have had a happy afternoon, none is happier at the result than Reds.

More often than not he will send a foursome out comprising one of the club's best players, one of its poorest and two fair performers. And when he tees off such a quartette, it is a safe wager that they are four "swell guys" who will get along well together and play the game like gentlemen. The difference in playing ability is something that Reds easily—and generally accurately—adjusts with handicaps.

One day, when I was new at the club, I wanted to play early and get back downtown for an appointment. So I joined up with three players who also were ready to go without waiting for

placement by Reds. When I came into the clubhouse a few hours later, I was pretty well worn down with a wearisome and unhappy afternoon. Those three players were nice enough as men, but as golfers they were not "my kind." By that I mean no reflection on them as gentlemen, but merely to mark the difference between a fast, nervous player and one who moves slowly and more deliberately, for example.

Reds met me shortly after I came in.

"Well, how did it go?" he inquired.

"Oh, pretty good," I lied in return.

"Well, you don't act to me like you've had a good afternoon," Reds shot back. "Now let me tell you something," he went on, "its your own fault and serves you right. I never would have put you in that game. I knew they would worry you sick. They're fine gentlemen, but they don't play as you like to play and I was sure you'd have a bad afternoon. But you didn't ask me; you walked right into it. Now let that be a lesson to you."

Since that time Reds has made all my games. Also since that day I have had none but very pleasant companionships on that golf course.

Like most big golf clubs, Columbia's membership embraces men from many business and professional fields, and once into their golf togs they look pretty much alike on the first tee and on the course. But a foursome just leaving may comprise a high ranking officer of the United States Army, a church prelate, a real estate broker and a newspaper man. The next may include a famous surgeon, an insurance agent, an architect and a diplomat from some foreign nation. Reds mixes 'em up. Cliques don't form and draw apart from the other membership as would be the case if all Army members played together, all Navy members played only with other Navy men, doctors with doctors, lawyers with lawyers and so on.

### Reds Gives the Orders

With the many pleasant attractions at Columbia, there is none more enjoyable for me than watching Reds work on a busy afternoon, with players lined up on all sides waiting to tee off. To a man who is accustomed only to giving orders and receiving them from few men, Reds calls out:

"Alright there, General, get on the tee, you're off next. You're playing with Mr. Brown, Mr. Jones and Mr. Smith. Mr. Brown is your partner and you're giving them two up." That settles it for that

foursome, like it or not, and the General takes his orders like a good soldier.

Reds turns next to a distinguished appearing silver-haired man with very bright eyes and apple-red cheeks.

"Alright there, Father, you're up next. Get on that tee. That's your game waiting for you. You take Mr. Black and play even. Get going."

And do Columbia members like Reds? They love him. Going back to where we started, he's the only one of his kind in existence. You'll know him when you see him. He's a whale of a big fellow with a big cigar. And his hair is red and his eyes are blue and he is Irish through and through. And if you play golf, he'll get your number quicker than you can say "Reds Banagan."

## IT'S ON THE HOUSE

By TOM REAM  
Mgr., Westmoreland C C

*There is only one way to get more efficiency. Hire better people. Train them professionally, supervise them closely.*

•  
**Cultivate your disposition to get along with people.**

•  
*Beware of the employee who resents criticism or modification of suggestion.*

•  
**Individuality lends distinction to your service.**

•  
*Deodorize and disinfect telephone mouth-pieces.*

•  
**You would never believe that rolls can keep so crisp, so fresh, so tasty for so many hours until you taste them out of a modern roll warmer.**

•  
*Lazy employees are an extravagance that few clubs can afford.*

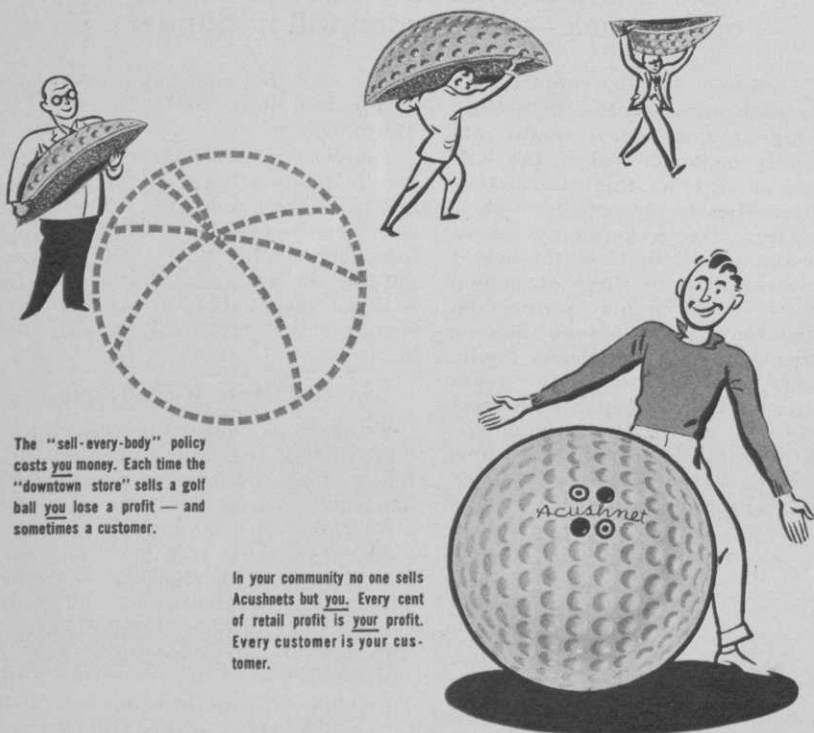
•  
**Destroy odor. Freshen air with regulated ventilation.**

•  
*There is beauty in true simplicity.*

•  
**Do you do everything possible to give, or have someone else give, any service which members may require?**



# It's Your Business



The "sell-every-body" policy costs you money. Each time the "downtown store" sells a golf ball you lose a profit — and sometimes a customer.

In your community no one sells Acushnets but you. Every cent of retail profit is your profit. Every customer is your customer.

**—and we want you to have all of it!**

You don't have to share your market with anyone when you sell Acushnets. Your members are your customers — and they stay that way. You're not

dividing up a sale with anybody.

Isn't this a pretty good reason to sell the balls, proved by actual demonstration to have everything a golf ball should have to the highest degree.

**P.S.** We are again having some difficulty in keeping production up with orders. Will you help us by getting your orders in, as far in advance of your essential delivery date as possible. Thank you.

**sold  
only through  
pro shops . . .**

## ACUSHNET GOLF BALLS

TITLEIST 75c . . . For experts only  
GREEN RAY 50c

BEDFORD 75c . . . The ball that can take it  
PINNACLE 35c CLUB SPECIAL 25c

# How About Golf's Public?

By Herb Graffis

## PGA internal wrangles come to climax at Pomonok — pros' good-will in danger

**PUBLIC** reaction to the unfortunate wrangle that preceded the 1939 PGA championship at Pomonok certainly did pros generally no good, and if the lads are figuring on reviving this rag-chewing about technicalities in the secrecy of their annual meeting, they'd better forget it, kiss and make up. It would be the height of folly for the PGA to stage an annual meeting battle on the highly controversial technicalities that swirled around the case of the surprised and silent Denny Shute. Although the PGA for the past few years has gone to extremes to keep directly from reportorial ears annual meeting details that might benefit the relations of pros with club officials, the golfing public and the press, a rehash of the Pomonok affair would be so loud and lusty it would penetrate the walls of the PGA klavern and be heard by those journalists who know that details of a big family quarrel always make a scandal the public relishes.

Apparent disregard of the public interest by certain PGA officials has influenced numerous amateur golfers to believe it is time to broadcast a polite reminder that the rank and file of golfers are the bosses of the game, not the PGA, USGA or any other outfit. Government always exists by consent of the governed, in golf, as elsewhere.

### Financial Flop Frightens Bidders

Especially unfortunate was the nationwide publicity given the Pomonok case because it was followed by the sad financial flop of the tournament. This didn't provide any solid foundation for solicitation of future PGA tournaments which are financed entirely by the host clubs' guarantees. Now that the Federal Trade Commission has ruled out the PGA ball refunds, and the dwindling profits of the manufacturers can no longer provide financing for large subsidy staffs or such outright gifts as the approximately \$45,000 which the manufacturers gave the PGA for "promotion" last year, PGA officials have the heavy responsibility of treating very pretty whatever fresh out-

side money they can get. Santa Claus is in the iron lung so far as the PGA is concerned.

There have been whispers about a conflict in interest between the playing pros and the home club pros. Those pros, in both departments, who consider engaging in such a conflict with their lip, are only getting the entire golfing public fed up with all departments of pro golf, barring whatever the individual pro can do with his members to stand in right.

### Pros Must Work Together

There is no legitimate reason for conflict between the tournament pro and the fellow of lesser fame, but usually far more financial security. Maybe the playing pro's clubs are sold through stores. The public says "what of it?" The home club pro using his noodle and energies can offset the store business, and generally does. There aren't 15 tournament pros who now are in a position of such financial security that they can be certain of being out of hock by March 1, 1940. If the public gets any erroneous idea—through the messing up of a tournament-home pro conflict—that the PGA is trying to hold up golf equipment prices, the suspicion will backfire on all pros.

However, in the wrangle which followed the attempted enforcement of a PGA rule, the public received from newspaper comment the idea that the PGA was becoming an arrogant, mercenary organization. This is a serious matter to the PGA. Other rules of the PGA, as those who are acquainted with its regulations, by-laws and code of ethics well know, have been waived flagrantly. The rule designating a dead-line for dues payment by players exempt from sectional qualifying happened to be somewhat mystifying to the public in the case of the PGA's two-time former champion, Denny Shute. The public has been reading pro pleas that the USGA automatically qualify for the National Open all former National Open champions who desire to play in the event. Then appeared the confusing and, in some respects, comical inconsistency of the PGA