

Seven Short Courses Ahead

WHY not arrange for your greenkeeper to attend at least one of the greenkeeping short courses and conferences yet to be held this spring at various state schools? In return for the small amount it takes to send your course superintendent to one of these annual opportunities for better turf knowledge, your club will be more than repaid in better course conditions and finer operating methods.

RUTGERS

Rutgers university college of agriculture's eleventh annual short course in turf maintenance will be held Feb. 13-18. No entrance examinations are necessary and all persons age 16 and older are eligible. Subjects to be studied and discussed include soils and soil management, drainage, turf, plants, insect pests, diseases, seeds, fertilizers and lime, and methods of management.

Tuition is free to residents of New Jersey, but there is a \$5 fee for registration and a \$1 fee for lecture outlines. Room and board will cost \$10 to \$14 a week according to location. There will be no other fixed expenses. For applications and further information, write Prof. Frank Helyar, Director of Resident Instruction, Rutgers U., New Brunswick, N. J.

IOWA

Iowa State college at Ames, Ia., will hold its annual greenkeeping short course February 28-March 1. General chairman of the course is Prof. S. W. Edgecombe, Extension Horticulturist at ISC. According to Prof. Edgecombe, fundamentals will be stressed at this year's course, with a general program for the first day and a half followed by a panel discussion similar to last year.

Principal out of state speaker will be Prof. H. B. Musser, department of agronomy, Pennsylvania State college. He will give two talks, "Breeding Bent and Bluegrass for Greens and Fairways," which will be illustrated by slides, and "Feeding Experiments on Kentucky Bluegrass and Fescue Turf."

Dr. Leonard H. Haseman, head of the department of entomology and state entomologist for the state of Missouri, will speak on "Control of Canker Worms and Shade Tree Insects in General." John M. Martin, botany dept., ISC, will speak on "How Grass Grows"; "Pruning Trees and

Shrubs" will be discussed by R. W. Richey, ISC horticultural dept.; varieties of trees and shrubs which are best suited to golf courses will be told by a member of the ISC horticultural staff, and E. P. Sylvester, ISC extension specialist, will talk on weed control in fairways, stressing dandelion control.

Additional information may be obtained upon writing Prof. Edgecombe.

PENN STATE

Pennsylvania State college's eleventh annual Fine Turf Conference will be held February 22-24. General chairman will be Prof. H. B. Musser, associate professor in experimental agronomy at the college, who reports that the Penn State conference is developing into a professional discussion of the technical phases of greenkeeping rather than the short course type of instruction in elementary soil fertility and related subjects.

Speakers at the conference and their subjects are:

"Practical Turf Maintenance Problems," by Fred V. Grau; "Planning Your Engineering on the Golf Course," by J. R. Haswell and S. V. Peterson; "Results of Organic Matter Experiments," by J. W. White; "Budgets and Record Keeping," by Earl Moffit; "Turf Disease Investigation to Date," by C. C. Wernham; "Research on Turf Insect Problems in 1938," by H. N. Worthley; "Practical Methods for Insect Control," by J. O. Pepper; "Identifying Fine Turf Grasses," by H. B. Musser.

All educational sessions will be held in the Nittany Lion inn on the campus. All requests for information regarding the conference should be addressed to Prof. Musser at State College, Penna.

MINNESOTA

No date has been set for the annual greenkeepers' short course at the University of Minnesota, Minneapolis, but Dr. C. O. Rost, of the department of agriculture at the university and general chairman of the session, has indicated it will probably be held during the first two weeks of March. For further information on this course, write Dr. Rost, department of agriculture, University Farm, St. Paul, Minn.

WISCONSIN

Annual greenkeeping short course at university of Wisconsin, Madison, will be held March 6-8. Prof. James G. Moore, chairman of the horticultural department

at the university, is general chairman of the course.

The program has not been announced definitely, although two speakers have already been lined up for the sessions. They are Prof. H. B. Musser, Penn State college, and John Monteith, Jr., USGA Green Section. All requests for information regarding the course should be directed to Prof. Moore's attention.

MASSACHUSETTS

The first section of Massachusetts State college's 13th annual school for greenkeepers was scheduled for completion on February 4. Course B will begin on February 6 and continue to March 12. The last three days of Course B will be concerned primarily with the annual equipment show and exhibition; the annual banquet will be held March 11.

The division in courses this year was made to give a greater number of greenkeepers a chance to attend the school. A greenkeeper may attend the first term in 1939 and the next term in 1940 or 1941. However, no one will be admitted to the second term who has not passed the first term's work, and no certificate will be granted until the completion of the two terms.

Tuition at the school is \$5.00 per term, and there is a registration fee of \$2.50 and a health fee of \$1.50. Courses of study include botany, entomology, water systems, drainage, equipment, grasses and turf culture, cost keeping and analysis, managerial problems, soils and fertilizers. A daily forum or summary hour is a regular part of the course.

Prof. Lawrence S. Dickinson, MSC department of agronomy, is general chairman in charge of the course, and requests for information, application blanks, etc., should be sent direct to him. In addition to regular MSC staff members, Prof. Dickinson is being helped in instruction by Carleton E. Treat, veteran greenkeeper.

HAVERFORD

What is new in growing turf for golf courses, lawns, athletic fields and cemeteries will be featured at the Philadelphia 8th annual Lawn School the afternoon and evening of Tuesday, March 7, at Haverford college, Haverford, Pa. The program, as in other years, is under the direction of the agricultural extension service of Pennsylvania State college and the Philadelphia branch of the National Assn. of Gardeners.

Numerous colored pictures taken throughout Pennsylvania in 1938 and showing phases of turf maintenance will be shown

by Fred V. Grau and J. O. Pepper of the extension service. Members of the committee include: Robert J. Johnston and Fred H. Moore, Haverford; Harry Wood, Swarthmore; Joseph H. Jeffries, Chester; Alex MacLeod, Bryn Mawr; Fred Raine, Chestnut Hill; and Charles K. Hallowell, Philadelphia agricultural extension representative.

Ball Markers as Souvenirs

Make Hit With Members

JIM THOMSON, pro at Mohawk GC, Schenectady, N. Y., had the bright idea of getting thin metal stampings, about the size of dimes, as ball markers. He gave these to his club's members and guests as souvenirs of his twentieth anniversary with the club. On one side is Jim's signature and the dates 1918-1938; on the other side is stamped "Twentieth anniversary as golf pro, Mohawk Golf Club."

George Jacobus, pro at Ridgewood (N. J.), also made excellent use of such ball markers in observing his twenty-fifth anniversary at the club.

Such markers make excellent pro advertisements. Similar markers on which will be stamped the number of the player's handicap, will be provided to pros at very low cost this year as one of the details of the PROMOTION plan for increasing pro business.

High School Team Play—One feature of many club and pro plans for this season should be attention to high school golf. Johnny Hayes, pro at Iron Rock Park (N. J.) CC, under the administration of Pres. J. W. Markeim, started team play among south Jersey high schools as a development of class golf instruction.

The schools pay green fees for the matches at a reduced rate of 25 cents a player, or \$1.50 for each team. Club experience with the high school players has been completely satisfactory. Prior to the first match a set of rules governing use of the course was given to each player, and the kids have observed the rules religiously. They do this, Hayes says, in appreciation of being allowed to play on a good course.

Johnny and his club officials consider the encouragement of high school golf one of the most pleasant, foresighted activities in golf club operation. School officials are delighted with the way the Iron Rock Park CC interest in the kids has enlarged the high schools' athletic plan.

White lines trace layout of course in this aerial view of Governors Island GC. Because layout is crowded into seventeen acres, several fairways must cross one another.

Golf in New York Harbor

By "Mac" Taylor

Pro-grnkpr, Governors Island GC



SEVEN minutes by Government ferry from the Battery at the foot of Manhattan in New York Harbor lies Governors Island, on which is located the Governors Island GC, maintained for Army personnel in the Metropolitan area. Governors Island is the headquarters of the Second Corps Area of the United States Army, the home station of the 16th Infantry and auxiliary troops and populated by approximately 3,200.

Shortly after the turn of the century and the end of the Spanish-American War, the Army personnel stationed here at that time, sore from the rigors of that conflict, felt the need of relaxation—and so only nine years after the American Open and Amateur championships were established, a golf course of 9 holes and about 3,000 yards long was built under the direction of Fred J. Roth, who is now the greenkeeper at the Plainfield CC.

The course was originally built on about 20 acres around the original Fort Jay with its star-shaped fort and quadrangle and moat. Since then, due to the encroachment of living quarters, the course has been lessened to about 17 acres. Such an area may seem rather small to most golfers, but despite this limited space, it is considered one of the sportiest and best courses in the Metropolitan area. The total length of the course now is 1,875 yards with a par of 29.

Holes 1, 4, 5, 6, and 9 are on the south

side of the old fort, and are part of the parade ground. Holes 2, 3, 7 and 8 are on the west and north sides. On No. 1 there is no room for a hook, nor on No. 2—a road which is out of bounds borders those two holes. On No. 5 a wee slice will land out of bounds on the road that borders the east side of the course. The least hook on No. 9 results in the same kind of trouble. The moat which surrounds the old fort is some 15 feet deep and a slice on Nos. 6 and 8 will put the player in plenty of trouble. A hook on No. 8 is not only out of bounds but practically in the Harbor.

Straight Shots Pay

Golfers who are straight off the tee can score fairly well, but the least straying from the straight and narrow will boost their scores sky-high. As far as the writer knows the best score is a 30, made by Sgt. Leonard F. Estes.

The Governors Island GC is an adjunct of the Officers' club, membership of which is composed of active officers of the Army, reserve and retired officers, and their families stationed on Governors Island and in New York City and vicinity, and some officers of the Navy stationed hereabouts. Membership in the Officers' Club carries with it privileges of the golf course and tennis courts. About one hundred and fifty officers and members of their families avail themselves of these privileges.

Last year the entire course, with the exception of the greens and tees, was

In making up your club program for 1939, don't forget the caddie competitions and parties, suggests Wilbert M. Allen, pres. of Belmont Hills CC where the Wheeling Invitational tourney has been played for the last two years.

Proper publicity given caddie affairs from the start of the season reminds the youngsters that they have virtually a membership interest in the organization, hence helps to promote caddie performance and attendance.

ploughed under, 4 in. of topsoil spread, limed, fertilized and seeded to Kentucky blue, Chewings fescue, redbot and colonial bent. Some bad luck with the topsoil was encountered and now we are engaged in a battle with the 'Jersey Bent' which came with it. The course was closed for four normal playing months to give the new grass a chance, and we had to use wooden tees through the fairway for a while as a measure of protection from taking too much divot.

An underground watering system (with 77 heads) supplies water to the area on the south, which is also used as the parade ground. A five gang tractor mower raised to an inch and a half keeps the grass at a safe length.

The renovation of the fairways has been under the personal supervision of Col. Frank P. Lahm, chairman of the golf committee, and Lt. Col. W. C. White, post quartermaster, who handle all construction. All credit is due these two officers who have worked untiringly to see that the course is the best that the money and labor at their command could build.

Top Soil Blown Away

The renovation last season was necessary because erosion through the years on this wind and rain-swept island had washed away the original top soil. This erosion, coupled with the Japanese beetle scourge, practically ruined the old course, but the renovating, together with a copious application of colloidal arsenate of lead, should present an almost perfect course within the next year and a half.

Greens are of seaside bent, small and tricky. As stated before, the Japanese beetle has been a particularly ruinous pest. Situated as the island is, near the Jersey shore on the west and Brooklyn on the east, these pests are blown here in swarms and have gone into the soil by the millions. One or two of the greens are badly infested but the same application of colloidal arsenate was applied, and it is hoped that the cycle will be interrupted during the entrance into the soil

of the adult to deposit its eggs, and in the subsequent stages.

Our watering schedule is from two in the morning until eight o'clock and it seems to have eliminated brown-patch from our worries. *Poa annua* gave us some trouble at the beginning of last July, but forking, topdressing and reseeding to seaside helped stop it. Beetles are our greatest worry but we feel we now have them whipped.

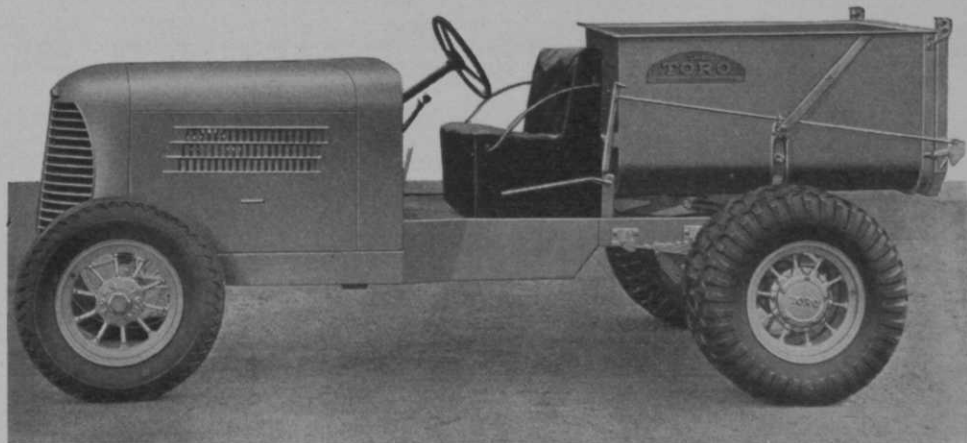
Maintenance of the course is handled by the Army, as it is an integral part of the parade ground. Equipment consists of a five-gang fairway mower, three greens-mowers and two lawn mowers for the tees and approaches. During excessive heat we cut the greens to five-sixteenths and have few complaints. During good weather we try to pull this down to three-sixteenths. There is not enough money available to follow the best fertilizing program, but notwithstanding, the greens are in fair shape. The early morning watering is an immense aid, for even with the excessive heat and high humidity all greens will hold pitches in a manner pleasing to players.

Caddies on this course are sons and daughters of personnel stationed here. There are about 30 of these boys and girls, and they stay with us until their parents are transferred; then others come in to take their places.

The course is ideally situated for the personnel of the Island, for all most of them have to do after work is done, is to step out their back door and start playing. The golf course is the ideal recreation center and most of the personnel avail themselves of the privilege. Members' guests are permitted to play on payment of a nominal greens fee.

My shop is well stocked with necessities and there the clubs are stored and repaired for members. Plans are being made to enlarge the shop and I look for increased business this year.

Pierce Made Racing Official—Harold Pierce, USGA official and former president of the Massachusetts GA and long prominent in New England golf, has been appointed a member of the Massachusetts State Racing commission by Governor Saltonstall. Pierce has been head of the Green Section of the USGA, and in that capacity has seen plenty of the difficulties of turf research although not as much as has been witnessed by some of the horse turf researchers who have tried to parlay \$2 into a fortune.



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Epistle of the Chairman of

For years without number (10, anyway) Henry of Mackall hath been Chairman of the Grounds Committee at Minikahda where green pastures roll beneath the blue skies of Minnesota and the large, blond Viking hacketh the sod.

Sore of soul, but with hope everlasting, doth Henry of Mackall relate the troubles of the Grounds Chairman whose woes are as numerous as the briny drops of the seas and whose reward, if any, are in the Kingdom Beyond.

CONSIDER, my son, the life of the Chairman of the Grounds Committee, and follow not in his footsteps, for he, and his wife, and his children, and his children's children, unto the third and fourth generations, are without friends at the Club, and only the employees speak to them.

In the locker-room, he is as Roosevelt at a meeting of the United States Chamber of Commerce, and as welcome as Justice Black on the Supreme Court. His name is a climax for profanity, and his intelligence rated as that of a low grade moron. He is without virtue, and is as a pariah.

If the putting greens are not cut daily, they are too long, and if they are cut daily, they are too fast, and the fault is his in either case. He lacketh all comprehension of proper putting greens, for the greens of any other course are always superior to his, and he should see them.

To Cut or Not To Cut

If the fairways are mowed each day, and the sun burneth them, he is to blame, while if he cutteth them not, to meet weather conditions, they give not a brassie lie, and he is censured.

If the rough is too long for the use of a driver, he has no understanding of a golf course and appreciates not the finesse of the game. If it is too short, so as not to constitute a penalty, the real golfers revile him and say all manner of things about him.

He assumeth that a putter is a club to be used on a putting green only; yet if the bunkers are not so built and kept that one may play out of them with a putter, he lacks knowledge of the game. Verily, the explosion shot is taboo and a thing

of the past! It is as the dodo bird or the carrier pigeon.

If he causeth the fairways to be watered in the daytime, the sprinklers are a curse and an abomination, and there is no health in them. Yet, if he watereth the fairways at night, when no one seeth them, he is accused of not watering at all, and neglecting the course. He is wrong in either case.

If he putteth the tee plates at the front of the tees, the low handicap players complain, while if he putteth them at the back, the high handicap men revile him roundly. If he putteth them in the middle, he satisfieth no one, and is accused by all.

If players cover not up their tracks in the bunkers, it is his fault. If the turf is not replaced, he is to blame, though the reason be beyond him. He should be required to follow each player and repair all damage.

Even Caddies Are His

Although the caddies are not under his jurisdiction, and he overseeth them not, nevertheless, he is blamed for all their derelictions and shortcomings, and that they stand not in the right place, nor follow the ball carefully.

The handicaps are likewise his fault, though they be determined solely by the Sports and Pastimes Committee. He hath influence, however, for his handicap is always high, and he maketh much money thereon, and never signeth the caddie tickets.

They build tennis courts, and he must take care of them, and when a swimming pool is constructed, the burden becomes his, and he is responsible therefore, including the temperature of the water and the conduct of the junior members therein.

When he sayeth unto the Board of Governors, "Of your many talents of gold, give unto me but one, that I may rebuild the fourth green," they say unto him, "Not so, oh, ye of little sense! After all these years on the Board of Governors, know ye not that this is a golf club, and at a golf club talents of gold are squandered only by the House Committee? We will, nevertheless, give unto you one hundred sestercei, that you may build unto yourself a stone altar at the second tee."

He raiseth all of the flowers for the house, to decorate the tables thereof, but

the Grounds Committee

By Henry C. Mackall

Green-Chmn., Minikahda Club

although the House Committee charges the members therefore, yet he receiveth no credit, although the gardener's salary is charged to his budget.

The driveways are put under his jurisdiction, and if the Board of Governors prohibit parking thereon, the fault is his, and he is to blame.

He erecteth signs, with the hope that the golfers will observe them and thus preserve the golf course, but the golfers do just the opposite, and glory therein.

And the Women!

And, with all of these, he must also deal as a gentleman with the women golfers. Verily, I say unto you, my son, that the afflictions of Job were as a sounding brass and a tinkling cymbal to the verbal assaults of the women golfers, for they, in golf, as in other things, wish all the benefits thereof, but will assume none of the burden. They desire all the rights of the men, but surrender none of their own. They play from early morning until late at night and permit the men only three and one-half hours in the afternoon, from Tuesdays to Saturdays, to themselves. On Sundays and holidays, they yield the morning, but with reluctance.

For them, the course is never right. The grass is too short, or too long. The greens are too fast, or too slow. The bunkers are never raked, and the dew is not wiped from the putting greens for the morning play. The traps are in the wrong places, and the tees are too something. The cups are badly placed, and the fairways are not wide enough.

He faceth death more gladly than deciding when to top-dress the greens, although it must be done. If they are top-dressed on Monday, the women complain. If on Tuesday, it should have been done on Monday, as this is the first game we have played since Sunday. If on Wednesday, it is ladies' day, and hell hath no fury equal thereto. If on Thursday, it is Club Day, and should not be. While Friday is the day before Saturday, when the course must be the best, and on Sunday, even the Grounds Crew must rest, though the Chairman laboreth and suffereth seven days a week.

The Treasurer is wont to charge to the Grounds Committee all kinds of expense,

regardless of the purpose thereof, but giveth the committee no credit, even for green-fees. For to the Treasurer, income is income, and is his, but expense is solely of the Grounds Committee.

And with all these things, my son, the Chairman of the Greens Committee, as a golf player, ranketh as a dub. He could not be otherwise. He driveth not, neither can he putt, while his iron shots are without virtue. He cannot approach, neither does he understand the use of a brassie. To him, golf becometh an anathema, and all golf players products of the lower regions.

And though he appeareth as a law unto himself, and seemeth not to consult even his own committee members, yet it is not so. Though the club president change from year to year, and even the chairman of the House Committee at intervals, nevertheless, he is an institution and cannot be over-ridden. Even the Board of Governors are helpless against him. He is as the NLRB, which knoweth no decisions other than its own, and only the law which itself has made. Mussolini and Hitler are as amateurs compared to him, while Stalin is but a beginner. Only Roosevelt is greater than he, and then only because his budget is without restriction. Though all these things so seem to the members, nevertheless, they are otherwise.

No Pariah

For, withal, my son, he craveth friendship and would be seen among golfers as a companion, or in the locker-room as the signer of drink tickets, for he is at heart human and of understanding, and it is but by reason of his striving to please all of the golfers, both male and female, that he has sunk to so low an estate.

Truly, my son, the Chairman of the Grounds Committee is to be praised, not censured; he is to be pitied, not scorned, for the prophet has truly written: "You can please some of the golfers some of the time, none of the golfers all of the time, and all of the golfers none of the time."

So saith the prophet!

SOIL ADAPTATIONS OF THE MORE IMPORTANT TURF GRASSES

Good grass turf is conditioned by two important factors, climate and soil. The latter can be modified but the former must be accepted as it is. Since our climate cannot be greatly changed to suit the grasses, the only practical thing to do is to make the soil conditions as nearly ideal as possible. It is a well-established principle of plant culture that the more unfavorable the climatic conditions are, the more favorable must all other conditions be to insure success, and grass is no exception to this rule. In the accompanying table are given the soil adaptations of the more important turf grasses.

Name	Time Required to Produce Turf	Moisture	Texture	Minimum Fertility	Optimum pH	Uses	Remarks
Red Top	One Season	Moist or Dry Soils	Clay loam or loam	Tolerates poor soils	5.5-6.5	Nurse or Temporary Grass in fairways, greens, lawns	Sods by short creeping stems; makes a quick temporary turf; lasts only 1-2 years when kept closely mowed.
Colonial Bent Rhode Island Bent Astoria Bent	One Season	Well drained moist soils	Loams or sandy loams if well drained	Moderately fertile	5.5-6.5	Greens, fairways, lawns	Sods slowly by stolons, produces a fine turf.
Creeping Bent Seaside Bent	1 season from seed, 2 months from stolon	Well drained moist soils	Loams	Moderately fertile soil	5.5-6.5	Greens, fairways	Sods rapidly by stolons; makes dense fine turf; injures heal quickly; difficult to maintain.
Velvet Bent	One Season	Well drained moist soils or moderately dry soils	Loams to sandy loams	Moderately fertile soil	5.5-6.5	Greens, lawns	Sods slowly by creeping stems; seed supply limited; ideal for putting greens.
Kentucky Blue	Two Seasons	Well drained moist soils; not adapted to dry soils	Clay loam and loam	Medium to good soils	6.0-8.0	Fairways, lawns	Sods slowly by short underground stems; not resistant to drought but recovers quickly. Makes a good sod on fertile soil.
Canada Blue	Two Seasons	Tolerant of dry soils	Clay, sand or shale	Tolerates very poor soils	5.0-8.0	Fairways rough	Forms open coarse sod by underground stems; resistant to summer heat and drought; makes poor appearance.
Rough-stalked Meadow Grass (<i>Poa trivialis</i>)	Two Seasons	Moist, well-drained soils	Clay loam and loams	Medium to good soils	6.0-8.0	Fairways, lawns	Sods slowly by underground stems; produces good turf in damp, shady locations; not resistant to drought or heat.
<i>Poa annua</i>	One Season	Moist, well-drained soils	Loams and clay loams	Thrives where bents will not grow	5.0-7.0	Greens, fairways, lawns	Forms dense sod; creeps sparingly; thrives in shady areas; seeds and dies in mid-summer; thrives in cool moist weather of spring and fall.
Chewing's Red Fescue	One Season	Moist, well-drained soils, tolerant of dry soils	Sandy loams but tolerates clay loams and clays	Tolerates infertile soils	5.0-6.5	Greens, fairways, lawns	Grows in open and shade, creeps slowly, very durable turf, uniform sod when established.
Sheeps Fescue	One Season	Tolerant of dry soils	"	"	5.0-6.5	Rough	Bunch forming habit of growth, makes poor appearing turf.
Hard Fescue, (European Red Fescue)	One Season	Tolerant of dry soils	"	"	5.0-6.5	Rough	Bunch forming habit of growth, makes poor appearing turf.
Fine-Leafed Fescue	One Season	Tolerant of dry soils	"	"	5.0-6.5	Lawns	Bunch forming habit of growth, thrives in shady areas.

Managers Annual Meeting Has Fully Planned Program

WELCOMING committees in Denver will be greeting the vanguard of club managers coming to attend the 13th annual Club Managers Assn. convention, February 4-8, just as GOLFDOM comes from the presses. Program for the convention assures a most successful business and educational session, and also holds what looks like the biggest and finest round of entertainment that delegates to these annual sessions, and their wives, have ever enjoyed. The largest convention attendance since the Chicago meeting six years ago was a certainty. According to late reports more than 75 had made reservations on the special streamlined train leaving Chicago late in the afternoon of February 3 for Denver. J. Bingham Morris, manager of the Brown Palace hotel, which will be official convention headquarters, reports many reservations from those in the East who are coming to Denver by motor car and by other trains.

Arriving managers will be met at the trains and will be able to go 'Western' immediately upon their arrival simply by donning the ten-gallon hats that will be given them. Howard Mehlman, president of the Mile High chapter and manager of the Lakewood CC in the district, is general chairman of the convention. Fred L. Wood of the Denver AC, and former president of the C.M.A., and other Denver managers are assisting.

Two Days of Entertainment

A cocktail party at the University Club, Saturday, Feb. 4, will get the convention off to a flying start. A supper and entertainment to be held at the Union Stock Yards that evening, followed by attendance at the Denver Western Stock Show, will complete the first day's proceedings.

Sunday will be devoted to a tour of the city and the mountain parks, with luncheon at the Denver AC, and a mountain trout dinner at the historic Windsor hotel, with floor show and dancing. A midnight picture show at the Tabor Opera house is also on Sunday's program.

Monday will be the first 'official' day of the convention. Meetings will occupy the

managers most of the day. In the evening there will be a buffet dinner at the Denver CC, followed by dancing and entertainment. The educational program is scheduled for Tuesday, with a Hawaiian dinner dance at the Lakewood CC in the evening. The business session and election of officers will be held on Wednesday, the final day of the convention, which will close with the 13th annual banquet and reception.

Events Open To All

Contrary to an impression that seems prevalent among those not familiar with Club Managers Assn. activities, these conventions are not closed affairs. The entertainment, the informal discussions, the business program are open to every club executive in America, and all are welcome to take part in all activities of the convention except the business meeting for the election of officers. That's an important consideration for managers not members of the C.M.A., too. Besides giving them an opportunity to meet with other managers and enjoy the friendly atmosphere of these gatherings, it enables them to have individual questions on club operation answered by other experts in their field.

Wayne Miller, secretary of the association, reports the club publicity and menu exhibit at this year's convention, will be the biggest and best yet. Entries are to be judged not on how elaborate or expensive the publicity may be, but on make-up, phraseology, etc., by a committee of disinterested persons to be selected at Denver. Silver trophies will be awarded by the association for city clubs and for country clubs.

Managers have also been urged to send their club flags or pennants to the convention headquarters for use in a display.

Registration for the convention is \$15 for the club executives and \$10 for their wives. This includes not only attendance at meetings, but all the entertainment—Saturday afternoon and evening, Sunday all day, breakfast-lunch Monday, Tuesday and Wednesday, and also the evening entertainments of the last three days.

Get on the Air!

No golf publicity excels that a pro receives through intelligent use of local broadcasting facilities. An experienced sportscaster tells pros in this article what to do and how to go about it.

By Fred Meyer

IF YOUR name is Paul Runyan or Sam Snead, you don't have to worry about folks knowing things about you, buying equipment from you, or coming to you for lessons. But, if your name is Paul Jones or Sam Smith and if you're the professional at a small club in a small community, you have to use everything at your command to sell yourself. To hold your job you not only have to be a good manager and an expert teacher, but you must work in a bit of showmanship to keep your name and the name of your club before the townspeople. In fact, the ideal state would be if the entire community would think of local golf and you as inseparable.

As a sport commentator I have discovered in the past few years that there is no better way for the district pro to make himself known, and to promote golf interest—which is certainly to his interest—than by using radio. Every day more and more people are turning to radio for news of sports and sporting events—just check the program listings of the major networks for proof of this. Football, baseball, boxing, and hockey are now established sports on the air, both nationally and locally, and they have made wide openings for all other sports. Golf has enough general appeal to head the field, if you handle your part of the assignment correctly.

Work Thru Sportscasters

The following may not be an exact outline as conditions vary in every community, but with a few adaptations it should be workable and help you keep that wolf away from the pro-shop door. First you should go to see the sports commentator of your nearest radio station, if he hasn't already approached you, and put all

your cards on the table. Be able to show him just what following you have already. Tell him why you want to make it larger. Explain, although this shouldn't be necessary, that the more people you and he can interest, the more listeners he will have—the more events there will be for sustaining or sponsored broadcasts.

Then have him arrange to interview you on the air. There must be some points in your life that have a bit of glamour; there must be some tournament that you have won; there must be plenty of drama that can be high-lighted. Remember, the ordinary to you is pure thrill to Mr. Duffer. And don't be a shrinking violet. Use every club in the bag and even the hand-mashie to pat yourself on the back!

Start With Interviews

An interview, or better three or four, if possible, will plant the roots. From these roots, with a little ballyhoo, of course, will come three stems. The first is the old-fashioned but always popular golf question-box. Your sports commentator will undoubtedly be tickled pink if you offer to come up once or twice a week and take five minutes of his program to answer questions sent in on golf and golfers. Your word as an expert will add prestige to his program. (And don't be afraid to tell him so!!)

The other two are "Golf Lessons On The Air" and "Golf Gossip On The Air." Both may be run like the first—as part of a regular program. This gives you time to build up a following and gives you time to become used to microphone technique, polish up your language, and to acquire a radio style. And then you should be able to branch into a program of your own.

With that established, the dividends should start to roll in. Perhaps the concern for which you hold the agency at the club would be willing to spend a little money on you. Go talk it over with the boys that hold the purse strings. Show them that