

"Give me a Titleist" *he says*

— and walks out with three of 'em . . .

a new putter, and a pair of shoes!



"**BOY, WAS THAT A BREAK!** And nowadays it seems to be happening all the time.

"Sure, I know why — at least I know what's responsible for some of it. It's this doggone Acushnet advertising! It sends my members in to buy their balls from me . . . and when they get here they begin looking around and, first thing you know, they see something else they like and buy it. Profits for me all along the line — and good will, too, because Acushnets certainly deliver out on the course."

★ ★ ★

One of our salesmen picked this story up a few weeks ago. We have edited slightly, but the facts are there — and

it is only one of a lot of similar stories we are collecting.

Perfectly natural, when you think about it — because every time a man (or woman) comes into your shop he (or she) is a prospect for *everything* you've got on sale. More members dropping in — more sales — and more profits. We're mighty glad it's working that way. Acushnet Process Sales Company, New Bedford, Mass.

SOLD ONLY THROUGH PROS

ACUSHNET
GOLF BALLS

Today, battles are won with superior equipment!

Things are happening to snap the smug and complacent into alertness and action.

Never before has the world so suddenly awakened to the lesson of keeping posted on scientific progress.

ROSEMANS — Because they are years ahead of *any other* mowing equipment on the market — because today they are out-performing *any other* for the mowing and improvement of turf . . .

ROSEMAN GANG MOWERS

have been awarded the largest single consumer order ever placed in the history of turf culture. . . .

210 ROLLER MOWER UNITS to be used in gangs

Every Roseman Mower owner, from coast to coast, who reads this knows why!

Superior turf conditions, at lower cost, have awakened officials and superintendents to the latest developments.

Roseman Gang Mowers improve turf wherever used.

ROSEMAN TRACTOR MOWER CO.

RIDGE, CENTRAL and CRAWFORD AVENUES
EVANSTON, ILLINOIS



ARE YOU REALLY GETTING BY WITH MAKESHIFTS?

- Does the extra time you spend keeping outmoded equipment in service save you money?
- Your Buckner representative is trained to show you how to get the most out of sprinkling equipment. • It will be worth your while to call him in for expert advice and consultation.
- Help yourself to this service and save!

BUCKNER MANUFACTURING CO.
FRESNO, CALIFORNIA

7658 So. Calumet Ave.
Chicago, Ill.

7280 Melrose Avenue
Los Angeles, Calif.

HERE'S ONE PRICE THAT HASN'T GONE UP!

Diworma, the extraordinarily effective worm eradicator and brown patch preventer, is still the same in price, despite the sharp general increase in chemical prices.



Dolge foresight in keeping a large reserve stock of these chemicals means a cash dividend to Diworma users.

Two and a half gallons of Diworma in solution will cover 5,000 square feet of greens, and it spells goodbye to angle worms, night crawlers, and even wire worms. Fortifies against brown patch; retards advance where already started. Send for our instructive 44-page manual, Ground Maintenance. It contains a wealth of valuable information on all sorts of greenskeeping problems.

The C. B. Dolge Co.
Westport, Conn.

GOLF DIVOTS OF THE MONTH

DR. JOHN MONTEITH, JR. has recently been appointed collaborator at large for the National Park Service, in addition to his Green Section work. In this new work Dr. Monteith is conducting tests on the turf areas of the Capital's parks, a project begun in May, so that greener grass and healthier lawns will prevail on Washington's famous parks in the future. . . . The GSA qualifications test became effective July 1. Applicants must hereafter make a grade of 85 points or better on the test to qualify for membership. . . . All exhibits at the annual greenkeepers national conference at Detroit, Feb. 4-7, will be on one floor of the Book-Cadillac Hotel, convention headquarters.

The Pleasant Valley CC, formed by citizens of the Weirton, W. Va., section, was formally opened July 20.

**CUTS
BROWN
PATCH
EXPENSE
WAY
DOWN**

FUNGICIDE

**FOR
GREENS**

**DON'T SAY
WE NEVER TOLD YOU
FUNGOL
IS THE LOWEST COST**

**MORE OF THIS
FUNGICIDE SOLD THAN EVER BEFORE**

The saving you can now make with Fungol in your Brown Patch expense is a big item. If you really do want to economize at a time when costs are rising, tell your supply house to send out Fungol on your next order.

You'll be amazed at the big covering capacity of Fungol and its efficiency for preventing and controlling both large and small Brown Patch. Its long soil retention feature places Fungol in a class by itself.

Hundreds of Greenkeepers and Managers are now also taking advantage of the increased vermicultural feature of Fungol that costs nothing extra.

When you are using Fungol for Brown Patch it is unnecessary to buy extra poisons for Earthworms, Sod Webworms, Cutworms, Grubs, etc.

You cannot afford to be paying top prices for Fungicides and Vermicides when you can get super service Fungol at lower cost.

Write today for literature and free testing sample.

McCLAIN BROTHERS COMPANY • Canton, Ohio



The club has approximately 125 members. . . . The 9-hole course at the Canajoharie CC was formally opened for play July 6. Opening of the course marks the culmination of two years of work designed to provide Canajoharie with suitable golf facilities. A membership of 100 is anticipated. . . . Applicants for position as manager of the Balboa Park muny course in San Diego, Calif., will take a written examination Aug. 2 for the job. . . . Bentley Easter, Delphi (Ind.) professional golfer and formally pro at the Lafayette (Ind.) CC, was killed in an automobile accident July 13. . . . Robert Bolton, 60, one of the first golf pros in the U.S., died June 9 in Leavenworth, Kan. Bolton came to this country from Scotland at the age of 19 and immediately began work as a pro.

On the international golf course at Portal, N.D., Canadian golfers now stop playing at the eighth hole. The ninth is in the United States. The greenkeeper, a Canadian, also shuns the ninth green. . . . Rapid progress is being made on the golf course being constructed at Tipplon, near Zebulon,



Are Your

PUTTS GOING DOWN?

A whole lot depends on the texture of the grass. Good turf is as essential to golf as gas is to the motor. And to get good turf you need the SCOTT kind of seed. It is unsurpassed for quality. Ask for prices.

**O. M. Scott & Sons Company
MARYSVILLE, OHIO**

Scott's

SCOTT'S SEED makes BEAUTIFUL TURF!



Hershey Country Club — Completely watered with Skinner System.

PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA PGA CHAMPIONSHIP — HERSHEY COUNTRY CLUB

The Hershey Country Club — two other Hershey Golf Courses — Hershey Stadium — Lawns — Gardens and Farms are amply irrigated with the Skinner System of Irrigation, in one and another of its various types of equipment.

The Hershey Company buys on merit. The broad range of Skinner System devices meets every watering need.

For permanent satisfaction, turn to Skinner System.

THE SKINNER IRRIGATION CO.

415 CANAL STREET

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TROY, OHIO

JAPANESE YEW THE ARISTOCRAT OF EVERGREENS

GOLF COURSE
and ESTATE
SUPER-
INTENDENTS
THROUGHOUT
the
MIDDLE WEST
KNOW
the BEAUTY and
DEPENDABILITY
of
OUR STOCKS

Evergreens
Our Specialty

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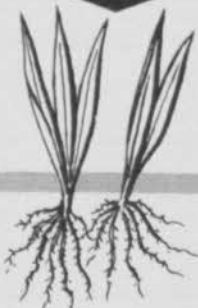
REAM NURSERY
FORT WAYNE, IND. R. 2



N.C. . . . Golfers at the grand opening of the Burley (Ida.) municipal park course June 23 shot more than 200 rounds of golf. Joining the large force of local players were 35 out-of-townners. . . . The National Amateur championship goes west again next year, the Omaha (Neb.) Field Club having been selected venue.

Arthur Brooks has moved from the Los Altos to the Burlingame (Cal.) CC pro post. Harold Sampson is the new pro at the California CC, Baden. Arthur Bell is now located at the San Francisco G&CC; he was formerly pro at the Midwick CC in Los Angeles. . . . H. C. Hackbarth, veteran pro at the Little Rock (Ark.) CC, recently escaped serious injury when he was struck on the head by a golf ball. Hackbarth was rendered unconscious for several minutes, however. . . . Bemidji (Minn.) Town & CC is installing a fairway watering system this summer. Cost is around \$14,500. . . . An exclusive private golf club is being formed in Indianapolis. Course will be ready for play in the spring of '41. When the club gets going

THIS IS
WHAT YOU
See!



HERE'S
WHERE THE
Damage
IS DONE

STOP INSECT DAMAGE

with

NuREXFORM or GRASSELI LEAD ARSENATE

The most effective way to prevent the damage done by grubs and worms to greens, fairways, tees and lawns is regular applications of lead arsenate — either GRASSELI or NuREXFORM. Both leads are equally effective and can be used either as a spray or dust.

Your golf supply dealer can serve you. Write us for folder on grub control.



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
GRASSELI CHEMICALS DEPARTMENT
WILMINGTON DELAWARE

it will undoubtedly be referred to as Pioneers. There will be 100 charter members. There will never be more than 150 members.

Members of the Pine River CC at Alma, Mich., are attempting to find golf tees of a different type or kind than can be found in the collection of Greenkeeper Al Beebe. Six have already been added this year, bringing his total to 210, quite a sizeable collection since it was begun five years ago as a hobby. More than 40 new tees were added last year. . . . If you want to improve your golf game, you might try eating sugar or candy at the 7th or 9th hole. This is the suggestion of Dr. Paul Michael of Oakland, Cal., in an article in the current issue of the Journal of the American Medical association.

The Siler City (N.C.) CC was organized recently and plans are now being drawn for the construction of a new 9-hole course. . . . Paducah (Ky.) dedicated its new 18-hole municipal course July 18. An all-star match highlighted the affair; competing were Marion Miley, Bob Brown,

WHAT 1 OZ. WILL DO

CALO-CLOR* in keeping with the advice of greenkeeping authorities, depends upon the mercury metal in it for its effectiveness against brownpatch and dollarspot. It contains 81%, while some fungicides have as low as 11% mercury metal. High metal content permits small dosage. Only 1 oz. to 1000 sq. ft. as a preventive; 2 to 3 ozs. to 1000 sq. ft. as a remedy for severe cases. It pays to use CALO-CLOR. We sell also —

CALOGREEN*—(85% mercury metal)
—remedy as well as preventive of small brownpatch.

CORROSIVE SUBLIMATE — U. S. P.

AURAGREEN*—a brownpatch preventive consisting of green-coloring dyes.

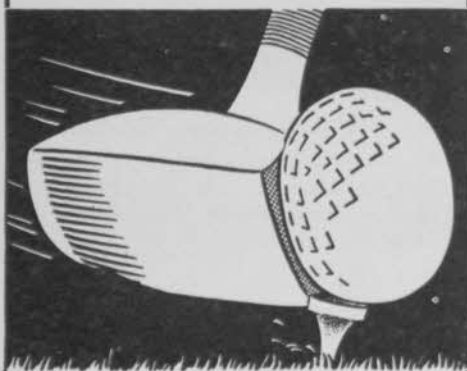
*Trade Mark Reg. U. S. Pat. Off.

Mallinckrodt

CHEMICAL WORKS

2nd & MALLINCKRODT STS., ST. LOUIS, MO.
70-74 GOLD ST., NEW YORK, N. Y., CHICAGO
PHILADELPHIA TORONTO MONTREAL

How well this ball will travel depends a great deal on how it is hit...



Similarly, how well your greens will fare this summer depends on how well they are protected.

For maximum turf protection at minimum cost, many greenkeepers prefer **MERCK 2-1 MIXTURE**. It is effective, dependable, economical. It can be applied by either wet or dry application. It is of special fitness ensuring thorough and even distribution.

★ *Other Merck Products* ★
★ *for the Greenkeeper* ★

TURFCALOMEL—A complete turf fungicide that is unusually popular with many practical greenkeepers.

CORROSIVE SUBLIMATE—Conforms to U.S.P. requirements. It is quick-acting. It is highly efficient as a remedy and preventive for large brown patch.

CALOMEL—Preferred when long protection is desirable and rapidity not essential.

MERCK & CO. Inc. RAHWAY, N. J.

Manufacturing Chemists
NEW YORK PHILADELPHIA ST. LOUIS
In Canada: Merck & Co. Ltd., Montreal and Toronto

Peggy Williams, and Bob Hamilton. The course was opened free to the public on July 22. . . . Five of the 15 aces made to mid-season in the Baltimore district were made at the 13th hole of the Terra Mariae CC. . . . Gala opening day festivities for the new 18-hole golf layout at the Valdosta (Ga.) CC were held July 25. No entry or green fee was charged and visitors were served fish dinners.

University of New Mexico officials are working on preliminary plans for a proposed golf course. . . . Nearly all work has been completed on the clubhouse at the Oconto (Wis.) G&CC. . . . Harry Smith, Green Brook CC, North Caldwell, N.J., pro, figuring a perfect game of golf as one stroke to reach the green on a par-3 hole, two strokes on a par-4 hole and three on a par-5 hole, believes this feat is accomplished less often than a hole-in-one by the average golfer. . . . Mike Turnesa, assistant pro at the Fairview CC, Elmsford, N.Y., was married recently.

The USGA, in its most recent publicity bulletin, announced that members of USGA clubs can get reduced "season" tickets for men's and women's national amateur championships. "It is probable that the idea will be applied to all future USGA competitions for which admission is charged," says Frank Hardt, USGA secretary. . . . Thomas Odhams, pro at the Royal Ghent GC in Belgium, narrowly escaped getting rough treatment as a Nazi parachute trooper when he was fleeing the German invasion with a stock of clubs and balls. Belgian peasants thought the clubs and balls were "secret weapons."

The Green Section of the USGA has announced a recent change in publication plans. In order to reach interested greensmen at more frequent intervals with items of interest on turf maintenance, they have issued "Timely Turf Topics." The "Topics" will be issued on letterhead size paper, and will go out probably monthly. "Turf Culture" will continue to be issued with the same style of material as was included in the 1939 volume. . . . Results of the annual election of the Wisconsin Greenkeepers Assn: pres., Ray Rolfs; vice-pres., Les Verhaalen; secy-treas., O. C. Williams; director, Jack Taylor.

TIMELY TURF TIPS

FAIRWAY RENOVATION

Renovating of weedy fairways is best started in fall; especially in the crab grass belt extending from Philadelphia and Washington to Cincinnati, St. Louis, and Kansas City. Only by starting in early fall is it possible to obtain turf which will offer resistance to re-infestation the next season.

When weeds are prolific, sodium arsenite treatment supplementing fertilization speeds weed suppression. But where weeds are scattered fertilization alone usually suffices.

The dry method of applying sodium arsenite causes less discoloration and damage to grass than the liquid, and dispenses with the need for special spray equipment.

By using Milorganite as the carrier, any good fertilizer distributor will do, if it spreads 300 to 400 pounds uniformly over an acre. Furthermore, after sodium arsenite kills or defoliates the weeds, Milorganite encourages growth of the grass. It is useless to kill weeds without replacing voids with grass. Mixing the two saves one operation.

Treatment with the Milorganite-arsenite mixture should commence after hot weather is over, provided soil contains enough moisture for turf growth. Treatment of unwatered fairways should not start until after fall rains begin. On the other hand, avoid making an application immediately before heavy rains. They wash the arsenite off the foliage and into the soil.

The mixture should be applied at 400 pounds per acre (10 pounds per 1000 square feet) each time. One or two treat-

ments eradicate chickweed, but three or four are needed to kill plantain, buckhorn, and dandelion. Successive applications should be made promptly when newly formed leaves attain a length of $1\frac{1}{2}$ inches—to exhaust the taproot or bulbous base of its stored food. In our trials clover disappeared in 1939 and 1940 after the second treatment in the spring. That this mixture will solve the clover problem on watered fairways, looks promising.

Where re-seeding is necessary to introduce needed grass or a better species, an alfalfa and grass disc seeder should be used. In that event, Milor-

ganite-arsenite treatments should start early, despite possible discoloration of fairways, so one or two applications can be completed two weeks before seeding. Then the last treatment (second or third) can be made, immediately after sowing seed. Although sodium arsenite may kill grass seedlings, it does not prevent germination if applied at time of seeding.

A limited quantity of Milorganite-arsenite mixture is available this fall. Increased production will follow, should field results justify. If you have a weed problem on fairways, you should be interested in trying this promising, reasonably priced product. For further information, see your Milorganite distributor, or write direct to:

Turf Service Bureau

THE SEWERAGE COMMISSION

Milwaukee, Wis.



GOLF CLUBS USE MORE MILORGANITE THAN ANY OTHER FERTILIZER



* Blended 33 Times to Make One Great Beer!

● Blue Ribbon...ah, *there's* a beer! Such flavor...such sparkle...such smoothness—*how* does Pabst do it?

Well, one swift answer is: *33 blends!*...Not two, or four, or ten... but 33 separate brews from 33 separate kettles!

Expensive to brew? Sure! It's like blending champagne, coffee or tobacco to produce the finest.

The result? *America's premium beer*... with a smoothness beer lovers say is unique...a goodness they find always the same.

Copyright 1940, Pabst Brewing Company, Milwaukee

First in the Homes
of America...
and the Largest
Selling American
Beer in the
Rest of
the World!



IT'S A MARK OF BETTER SERVICE
TO FEATURE
AMERICA'S PREMIUM BEER

Pabst Blue Ribbon

AUGUST, 1940

Golf "On The Air" Is Smash Hit In Dallas

Possibly the success of the program is due to its naturalness — because it's unrehearsed; anyway, Texas golfers like it a lot

By Karl Sutphin

ONE of the radio programs that is proving a smash hit among golfers is the one Ben Banks, pro at the Dallas, Texas, Parkdale CC, and Sports Commentator Dave Chapman put on over station KRLD in Dallas. Never has anyone in this district known of a local radio program that gained popularity any faster than has this one, which is proved by the flood of mail received at the studio following recent broadcasts.

More than 3,100 letters from the public indicate that both men and women look forward to the program each week and seriously follow each bit of instruction. Letters have been received from points as far distant as Montreal, Canada, from listeners who request specialized instructions concerning their own personal problems, and these requests have become so numerous that it is planned to devote at least five minutes of the program from now on to the answering of these individual questions.

Dave Chapman, KRLD'S sports commentator, got the idea for this Radio

Golf School. He picked Ben Banks to tee off with him in the broadcast studio in the Adolphus Hotel. The first of this series went on the air at ten p. m. April 25, and the first thirty-minute program was devoted to the history of golf, the game's present status as a national sport, and a brief review of the men and women who have gained prominence through the game of golf.

The second program—on the following Thursday night, started in with the actual lessons—for Dave Chapman is actually taking lessons right in the studio. Chap-

•
Edited transcripts of the Club Managers Assn. country club and city club round table sessions at the CMAA annual convention have been made available to the organization's members.

Among interesting discussions was that which revealed that interest in golf was on the upswing but that club members insisted on a wider range of activities at their clubs. Country club managers testified unanimously that swimming pools had been beneficial to the clubs.



Ben Banks (l.) is shown demonstrating the correct grip to his pupil, Dave Chapman, KRFD sports announcer, during one of the recent golf programs from that station.

man had never played golf and therefore is a true beginner. The program is entirely unrehearsed, and the conversations between Ben and Chapman are exactly the same as it would be were it on a golf course. Ben describes the position in which he places Dave's feet, his hands upon the club, and the action of Dave's body during a golf swing.

Ben Banks has made it a point during each program to tell the listening public that while he can give them the basic points and fundamentals of instruction over the air, it is absolutely necessary for each player to take a few lessons from a local pro before he can really become adept at the game. As a result, golf professionals the country over have written to Ben congratulating him on the good work he is doing and the interest that he is creating in golf on a national scale.

Ben is 27 years of age and was born and raised in Little Rock, Ark. He started his golf career in 1932 when he became golf professional at the Jonesboro (Ark.) CC. In 1935 he moved to the Concordia CC at Little Rock where he was retained as head professional until he moved to the Parkdale CC in Dallas last year. Among the champion golfers Ben can claim as his pupils are such nationally known golfers as Harry Todd—1939 Western Amateur champion; Betty Jameson—National Women's champion; E. J. "Dutch" Harrison; Mrs. Dan Chandler—ranking woman golfer; Frank Stiedle—Arkansas amateur champion, and Leonard White—Texas municipal champion.

Privilege Book Helps New Members Get Acquainted

AN interesting new idea is being tried at the Country Club of Lincoln (Neb.) this year. It's a privilege book designed to acquaint the newly-accepted members of the club with the club's privileges and personnel.

On the first page of the little book appears:

"Hope you will enjoy your use of this little book. Stop at the office and meet me. I am anxious to serve you, to introduce you to the facilities of the club, and to answer any questions."

L. M. Pearson, Mgr.

On succeeding pages are coupons good for 4 drinks in the cocktail lounge, lunch in the grill, swimming lesson from instructor Virgil Yelkin, two golf lessons from Pro Ed Newkirk, a guest green fee, two "cokes", tennis guest fee, two Thursday night dinners, one swimming guest fee.

These introductory coupons for free service are numbered. A control sheet carries the name of the new member to which the numbered books are issued, and a copy of the sheet is given to each department head so the new member may be called by name.

Manager Pearson is quite hopeful that these ingenious coupon books will bridge, for the new member, the sometimes rather difficult period of becoming acquainted with the club and its staff.