



Walter Hagen

PRO-SHOP

Gossip

DRIPPING in on the Garden City Golf Club, where JACK MALLON holds forth as professional, found a weekly Pro-Amateur under way. Met a lot of old friends and made some new ones. JIMMY HINES was the honor man for the day. **N**EXT, to see FRANK BELWOOD, at Garden City Country Club. He was working at the same bench as when, away back in 1916, I won the Metropolitan Open Championship over that course. Amid a world of change, he seemed a welcome land-mark—a proof of stability.

TOOK in the Westchester Pro-Amateur at Dunwoodie Country Club, Yonkers, N. Y. Another old-timer, FRED F. MOORE, is the professional. PHIL TURNESA and his partner took the event, Phil having a great 68 with his own ball.

PLAYED a round at Fresh Meadow with pros AL and HENRY CIUCL. This is the course where the GOODALL matches were held. BENNY HOGAN, the winner, had a total of 491 for 7 rounds—winning golf in any man's league.

TOMMY KERRIGAN, pro at Siwanoy Country Club, Bronxville, N. Y., has held down his job since I won my first open in 1914. He has a fine crew of assistants, headed by popular and well-liked, "ZIGGIE" MELLON.

IMMENSELY enjoyed a round with CRAIG WOOD and two of his members, FRANK REGAN and MARK STUART, one of the officials of the Metropolitan Golf Association. It was before that record-shattering 264 of Craig's, or I would have hesitated about taking him on.

EDDIE BURKE, pro at Meadow Brook Golf Club, New Haven, Conn., took me on for a round. Eddie, of course, is the brother of BILLIE BURKE, another of golf's grand old timers.

MORRIS KERNEY, pro at Waterbury, Conn., is doing a grand job of tutoring the boys at Taft School there, with three or four excellent prospects.

A WALTER HAGEN DAY was held by the Rockledge Golf Club at Hart-

ford, Conn. Played with BUD GEOGHEGAN, enjoying his first year as pro at this club. It was a fine event and I deeply appreciated the honor.

IN PROVIDENCE, R. I., had dinner and a chat with GEORGE GORDON, pro at Wannamoisett Country Club, and DICK MAY, pro at Metacomet Country Club.

THEN, another Walter Hagen Day at Tedesco Country Club, Salem, Mass., sponsored by ALEX ELLIS, Club professional. Alex and I teamed against TONY MANERO, former National Open Champion, now at Salem Country Club, and TOM MAHAN, pro at the United Shoe Golf Club, also in Salem. Enjoyed a grand dinner and a grand time and tried to convey some idea of my appreciation.

AT BROOKLINE COUNTRY CLUB, where CHARLEY RICE is pro, renewed acquaintance with the layout that was the scene of my first participation in a National Championship back in 1913.

ART WEDGEWORTH, pro at Unicorn Golf Club, Stoneham, Mass., and JOHNNIE SHIMKONIS, pro at Andover Country Club, Andover, Mass., extended courtesies to me in my calls on them. Renewing acquaintance with these old friends is a grand experience and I am meeting a lot of the boys on the way up too.

Walter Hagen

INSIDE GOLF

by
L. B. ICELY



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My dear

Your letter about the lag in operating income at your club, due to adverse weather in early season, presents a problem that is being successfully handled.

The problem is being solved at many clubs where full advantage has been taken of the services of a competent professional. I have before me figures on the May house income of the club where old is professional.

These figures were sent to me by the manager of the club. He said he thought I would be interested in this evidence of pro-manager cooperation as a sidelight to this series of letters from my own mail which is running in Golfdom.

There were showers every week-end of May at this club. Still, the house revenue was 47% above that of May 1939 when not a week-end was marred by bad weather.

Wrote, in part, Mr. the manager at

"Our season usually gets well under way by mid-April. This year frequent April showers put us well behind our budgeted income.

"..... (the pro) and I were both suffering. He had not made the sales of equipment he'd expected. We knew that our members were eager to play golf because the late winter membership drive had brought 43 new members. This is a record for our club.

"We sat in his house one night and wondered what we could do to handle the situation. Neither of us believes in just hanging around and complaining about bad weather.

"You will see from enclosed program of dinner and buffet supper events how we made this rainy May the best our club-house ever has had.

"We showed after dinner, one night each week, movies (the pro) had taken last year of members and their wives and children. The subjects were given free lessons in the lounge..... handles this very well. The members are not embarrassed and everybody enjoys the sessions.

"At 11 P.M. we have a light buffet supper, free. The bar revenue and dinner revenue more than warrant the free lunch.

"Two other nights during the month we had lectures and demonstrations on the rules of golf. It surprised all how interesting the rules of the game could be made when they were demonstrated by staged examples such as put on in our lounge. The second rules session was by popular demand. Members brought 108 guests to this second rules evening. We were not able to clear the clubhouse until 2:15 A.M.

"The whole idea of the plan we worked out was to make members appreciate that golf club membership was not simply a week-end proposition. We reasoned that the cost of a golf club membership was an extravagance in many cases—especially during a bad weather session—unless the club presented an entertainment and sports program that could compete with the movies and the night clubs.

"During May sold \$1,347 in clubs, balls and bags. Much of this revenue, he says, was from new members and old members who did not often come into his shop.

"By request of the club's officials and members we are continuing these week night affairs throughout the season, and intend to keep members coming to the club and playing golf late into the fall by having as featured guests football coaches and players who are friends of"

* * * *

I think that this letter from the club's manager will suggest to you how your club can catch up to its season's requirements of operating income. Get your own pro and manager in on your problem and let them work out a program that establishes the club as a center of interest throughout the week and through the waking hours.

"Celebrity Nights" presenting sports headliners as dinner guests make another strong attraction for what otherwise would be off nights at country clubs. Helen Hicks Harb, Mrs. Opal Hill, Helen Dettweiler, Gene Sarazen, Ralph Guldahl and Sam Snead of our staff often appear at these affairs when their bookings permit. I am sure that other golf playing equipment manufacturers also will be happy to cooperate in arranging appearances when members of their advisory staffs happen to be scheduled into the vicinity of the enterprising clubs.

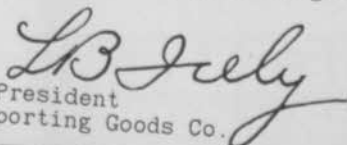
If you merely worry about the weather, you're sunk.

The sun's shining again and heaven knows this country needs golf plenty to keep its nerves and health in good condition. With best regards to you and our good friend, your neighbor I am

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President

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One of the cute little stunts in clubhouse meal service that many club officials and members took home with them from Canterbury's National Open was plate doilies, on which a map and scorecard of the course is printed.

and when melted add the boiled rice, season, then add the salmon and chopped whites, a flick of curry powder and a tablespoonful of tomato sauce. Heat up piping hot and just before serving scatter over all the grated yolks of the two eggs. If served for lunch try and sell with it a dry white burgundy such as Pouilly fuisse. (Good vintages 1929, 1933 or 1934). Its sharp mosquito-bite flavor goes well with kedgeree.

To dress up a summer dinner dance menu, try carrots flamande. Cut them in strips, brown them a little in a roux, then transfer them to a pot and let them braise for thirty-five minutes in a meat stock to which you have added plenty of herbs—a tremendous change from the wretched boiled or glazed carrots I assure you your members get all the time at home. Or give them artichauts lyonnaise. Cut the artichoke in four, then cut off the points of the leaves. Slice a few onions and cut in four a green pepper. Fry the artichoke portions in olive oil until they are soft.

Remove, fry the pepper in the same olive oil, and when that is done remove and fry the onions. Take them out when cooked, throw in a tablespoonful of flour and a cupful of cheap red wine. (You can use white, but red is better). Stir this gravy and then put the artichoke, pepper and onion back, add salt and pepper, and let simmer on a slow fire for an hour. Awfully good if I may say so.

And for a Saturday golfers' lunch when you have some lamb you want to use up, how about aubergines napolitaine? Cut egg plants lengthwise in thin slices, sprinkle with salt and let them stand for an hour. Dip lightly in flour and fry in hot olive oil. Brown a chopped onion in butter, mince the cold lamb, add the onion with seasoning and plenty of herbs. Put the sliced aubergines in a buttered fire-proof dish and over each a layer of the minced meat sprinkled on the top with grated cheese and white bread crumbs. Pour some melted butter over all and brown quickly in a hot oven. Serve with a sharp sauce such as tomato or Yorkshire relish.

Why not sell more wine cups this year? They are not such a nuisance to make, and are quite profitable. You probably have some apple brandy that doesn't move

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The player wants relief. Why sentence him to carry 20 lbs. to 40 lbs. of golf clubs for three hours. Players welcome the relief Kaddie Kart gives. Sooner or later your players will seek Kaddie Kart and play where Kaddie Kart is offered.

KADDIE KART INCREASES BUSINESS

In June, Kaddie Kart, on one course in Chicago, took in an average of \$11.00 per Kart at 25c a round. Others from \$1.00 to \$8.00 per Kart.

The public demand says Kaddie Kart must be available when wanted. Its sensational acceptance is without precedence. Doubters will find players seeking courses equipped with Kaddie Kart.



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at all. Use it up in your wine cups. A sauternes or graves cup is a pretty spineless affair if made solely of a glass of sherry and maraschino, soda water, fruit and a bottle of wine; but put in half a bottle of apple brandy and listen to the praise of the guests. Incidentally, peak of Virginia apple brandy is probably the best brand on the market, since it is made and matured properly.

One more word about cups; when ordered in advance for a large party they taste extra good if mixed at least two hours before serving in a large vessel. At serving time transfer only a little to the punch bowl and its block of ice, and constantly refill during the progress of the party. Latecomers then remark on the excellence of the cup, for by the time they arrive the mixture has not been entirely diluted with water from the melting ice, and so you gain the reputation, deserved, of being a good mixer.

Mr. Greig will answer wine and food questions from golf club managers. Address your questions to Peter Greig, care of GOLFDOM, or to Mr. Greig direct, at 347 Madison Ave., New York City.

Insurance Company to Conduct Nation-Wide Tourney July 27

A MOST unique golf tournament will be held July 27 on hundreds of courses throughout the country. The tournament, which will be known as the all-American Remote Control Golf Tournament, has been organized in connection with the "We're 20 in '40 and going like 60" campaign, marking the Indemnity Insurance of North America's 20th anniversary.

The tournament will be held under the direction of Ed Dudley, chairman of the PGA national tournament committee. Nearly 200 prizes will be awarded winners in the event, in addition to numerous consolation prizes. The tournament is open to any agent of the Indemnity company, and to as many guests as he may desire to sponsor. The event may be participated in on the agent's home course, or an any regulation golf course in the U. S., the entrant not necessarily having to be accompanied by his agent host.

The prize winning scores will be classified by handicaps in three divisions—1 to 10, 11 to 20, and 21 to 30. Prizes will be awarded in each of the three handicap di-

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LOOK—what these greensmen say about GOLF COURSE COMMON SENSE

By G. A. FARLEY

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"If I only had known about this book two years ago"

And so they go. Honestly, we've yet to hear of anyone not getting many more times his money's worth out of this book.

Just a little over a year ago GOLF COURSE COMMON SENSE was a best seller at \$4.00, but today it can be had at the bargain price of only \$2.00!

This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the country's foremost greenkeepers. It's a complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions.

PARTIAL TABLE OF CONTENTS

Soils, Fertilization and Growth. Grasses. Fairways. Hazards. Tees. Putting Greens. Topdressings and Turf Repair. Weeds and Diseases. Equipment and Supplies. Greenkeeping in the South. Golf Course Trees. Drainage and Water Systems. Birds, Animals and Insects. Keeping Course Records. Growing Choice Flowers.

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visions on the basis of low gross, low net, high gross, and 'kickers'. Scores must be entered on the official "20-'40-60" Remote Control Score Cards, which will be furnished without charge to the agents in whatever quantity desired and with complete instructions for themselves and guests.

Following compilation of scores and handicaps, the tournament committee of the Indemnity company, under the supervision of Dudley, will be the sole judge of winners, and its decisions are final. Benjamin Rush, Jr., vice-pres. of the company, in announcing plans for the tournament, said: "The prizes will be well worth playing for, and it is desired that the tournament will make for a friendly competitive atmosphere from one coast of the country to the other on Saturday, July 27."

Chick Evans To Be Honored—Chick Evans' fiftieth birthday will be celebrated by 250 guests at the Edgewater GC (Chicago district) July 18. The Western GA, Chicago District GA, and the Edgewater club are staging the party. There'll be golf and a banquet. A statue of Chick will be presented by many of his friends to the Edgewater club.

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IT'S ON THE HOUSE

By **TOM REAM**
Mgr., Westmoreland CC

Material progress will not be made in safeguarding health until the individual worker is imbued with the idea that the well being of his family depends in part on his personal cleanliness.

The manager of the club has achieved something if the member thinks and speaks of it as "my club."

The loyalty of old employees makes club operation a pleasure.

"Getting by"—the two shabbiest words in the vocabulary.

New pieces of equipment, carefully designed and manufactured, can take out many kinks in a busy club kitchen.

A club employee should be happy. He is paid to be where other people pay to be.

Saving space and steps count much toward efficient service in any club kitchen.

The employee who is easily insulted hasn't fully learned the club business.

Earning the pay one gets is the world's best way to receive the pay one would like to get.

A tip: members don't mind your making money on them but they do resent your saving on them.

Buying cheap merchandise to save money is like stopping the clock to save time.

Let restfulness, beauty and dignity characterize your club.

GOLF ATMOSPHERE

Your clubhouse or golf shop 'has it' when you decorate walls with photographs of all the great golfers, past and present. Golfers like nothing better than 'browsing among the greats.'

Photograph prices: 8 x 10 glossy or dull finish, mounted on 11 x 14 inch cardboard all ready for framing—\$12 per dozen.

11 x 14 inch glossy or dull finish, mounted on 14 x 18 inch cardboard—\$24 per dozen.

For further particulars write to

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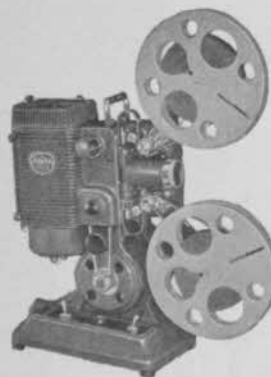
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frame for analysis and discussion. Brilliantly clear illumination, simplified threading, centralized controls, reverse picture operation, automatic re-winding, are but a few of the scores of Ampro features. Send for 1940 Ampro Catalog, giving prices and full details on the complete line of Ampro 8 mm. and 16 mm. silent and sound projectors.

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Illinois Rules Against Tax on Caddies

Illinois unemployment compensation tax on caddies has been tossed out by the State, except in cases of clubs that come into the unemployment compensation act minimum of 9 employees only by counting caddies as employees. In such cases the club must pay unemployment compensation tax covering the adult regular employees.

The Illinois Department of Labor in considering club protests decided the state did not intend to collect unemployment compensation tax against which no claims could be made. Analysis of the situation as set forth by H. J. Fawcett, mgr., Lake Shore CC (Chicago district) is said to present the situation in a way the Illinois Dept. of Labor considered valid reasoning.

Wrote Mr. Fawcett, prior to the Illinois discard of caddie unemployment compensation tax:

"It seems to me that the approach on which the Department could be induced to rescind the caddie tax ruling could be based on the very patent and unescapable fact that caddie employment is, for the most part, of juveniles, whose attendance is uncertain. Therefore, it is practically impossible for any caddie to earn, within the time specified in the Unemployment Compensation Act, a sufficient amount of money to entitle such caddie to receive any benefit payments from the State. To make this clear—before any compensation payments can be made to a caddie, his earnings would have had to total \$225.00. Our auditor advises me that he feels certain that no caddie, finding employment at the Lake Shore CC, will total that much in the course of a single season here, with the possible exception of our private caddies.

Compensation Payments Were Unlikely

"If the State is going to insist on collecting a tax on caddie compensation, and even if the clubs were in a position to correctly estimate such caddies' compensation, the State would then find itself in the position of collecting tax on earnings on which it is extremely unlikely that it will ever be called upon to make a compensation payment.

"The Federal Government has recognized the utter futility of collecting tax on such casual labor, and has exempted clubs from making a return on it."

George A. Ormiston, Widely Known Official, Succumbs

GEORGE A. ORMISTON, sec. of the Western Pennsylvania Golf Assn. for the last 26 years, once a very competent amateur golfer, and widely known and beloved in golf, died at his home near Pittsburgh, June 9. He had been ill with a heart attack for several weeks.

George was born January 30, 1874, at Haddington, Scotland. His family came to Pittsburgh when he was about 10 years old. He entered the printing business in 1896 and became nationally prominent in that industry.

He is survived by his widow; a daughter, Mrs. Arch Mackrell; and two sons, George, Jr., and Kenneth Loudon.

George won the first West Penn amateur championship in 1899 and often was a highly-favored competitor in the National Amateur. Of late years he had confined his play to Father-Son tournaments and the week-end sweeps at Oakmont.

He was one of the grandest companions on course, in clubhouse, and in golf's official meetings. George was a fellow who really is going to be missed by hundreds scattered over the golf courses of this country.

WHAT'S NEW

Multite Products, a division of Protectosol Company of America, announces the perfection of "Turf Cultivator," a unique new implement which introduces fertilizer, soil conditioners and insecticides beneath the turf at the root line. Spike discs attached to the bottom of the underground feeding blade open up subsoil for deeper root system development.

Ground superintendents and green-chairmen in the Chicago district have had an opportunity to see "Turf Cultivator" do its stuff under severe operating conditions resulting from heavy spring rains. Needless to say, golf course maintenance men are closely interested in this new, basic method of turf culture made possible by the development of this revolutionary implement.

"Turf Cultivator" will treat the average green in about two hours, safely and uniformly—without interference to playing conditions when work is completed.

Used with the "Turf Cultivator" are two products of the Multite Products concern—"Culturaid," a specially prepared organic fertilizer and soil condi-



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When brownpatch strikes, rely on a fungicide with a high mercury content. Mercury is your surest safeguard against turf disease.

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CALOGREEN*, containing 85% mercury metal, is an efficient remedy for small brownpatch.

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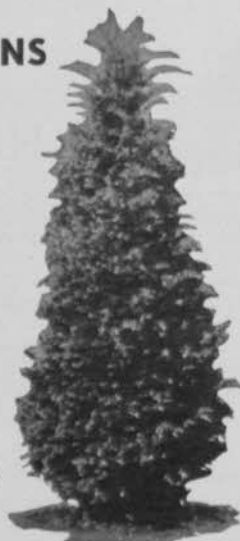
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tioner combined, which is applied beneath the turf surface at the root line; and "Sollaid," which the makers claim to be an improvement on peat moss, and which is applied in like manner. Complete information on "Turf Cultivator" and "Culturaid" service may be had by writing Multite Products, 1906-24 S. Western Ave., Chicago.

Kaddie Kart Mfg. Co., 105 N. Clark St., Chicago, reveals that in one week in June, tabulation of rentals at Jackson Park, Chicago, shows over 700 rounds of golf were played with Kaddie Kart. Players paying over 25c per round have used Kaddie Kart in increasing amounts each week during the year. Increased use of Kaddie Kart is being reported from all over the district.

Some day, say the makers of the device, some progressive golf course is going to equip the course completely with Kaddie Kart, supplying it as a service to the player or the caddie without charge.

Ampro Corporation, 2839 N. Western Ave., Chicago, maker of the Ampro 8 mm. and 16 mm. silent and sound movie projectors, announces that one of the most popular features of its projectors is the fact that they are so simple and easy to operate. And this is an important factor, especially with golf instruction with movies becoming more and more popular, which means that many pros are working with a projector for the first time.

The Ampro 16 mm. or 8 mm. projectors feature the convenient still button, which permits stopping pictures at any frame, especially important in helping the pro analyze the pupils' swings—and faults. Other Ampro features are centralized controls, reverse picture operation, automatic rewinding, simplified threading, and certainly not the least important, brilliantly clear illumination. Copies of the 1940 Ampro catalog, giving prices and full details on the complete Ampro line, may be had upon request to the company.

Consolidated Cover Co., San Francisco, announces that its Conesco toilet seat covers are a sanitation courtesy appreciated by customers and employees. They are an important factor in building public goodwill. The use of toilet seat covers in public wash rooms has been recommended by health authorities throughout the country as an efficient aid in the prevention of infection and disease. Where they are not provided, indiscriminate and wasteful use of large quantities of towels and toilet tissue results.

The expense of plumbing stoppages and the litter of spilled towels and tissue used as makeshift covering are eliminated by installation of Conesco covers.

Conesco covers are supplied in attractive dis-



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