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**POWER ROLLER
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TURF SLICER
only \$130**
**WITHOUT SLICER
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For conditioning old or newly-developed greens and lawns. Roller is 18 inches x 24 inches. Filled with water, it weighs 350 pounds. The turf slicer gives the turf a criss-cross slicing that allows sun, air, moisture and top-dressing to penetrate.

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“It’s a birdie,” says Alvin Young, greenskeeper at the beautiful 36-hole Sportsman Golf Club, (daily fee), at Northbrook, Ill., of his Royer.



Pepys Goes to the Show

(Continued from Page 10)

architects, is in attendance. . . He’s just finished a course for the Cromwells on their New Jersey estate. . . You know them. . . He’s the new ambassador to Canada and she’s the famous Doris Duke of tobacco fame and fortune. . .

Bumped into Art Peterson, one of the exhibitors. . . Art managed Vardon and Ray when they made their second American tour in 1920, one of the most successful in history, both financially and in point of victories. . . Those were the days! . . . No beetles, no turf and no greens such as we have today. . . The Akron delegation claims their city the most golf-minded town in the country. . . Twenty-four courses in a city of 250,000 inhabitants. . . Who can match that? . . . Home to bed and head awl. . . No, not from what you might guess—demon rum—but from facts and figures on golf.

Attendance Hits New High

Thursday, Feb. 8.—Back to the show where they divulge the information that the registration already has reached an all-time high of more than 700 and that the New York show and conference has and will top all others. . . That’s great news. . . Tonight’s the night—of the banquet—but before that there’s work to be done, things to be learned. . . The conference session begins with a talk by Ralph Childs of Columbia University, aided by “Good Time” Charley Burns. . . “Handling One’s Self” is the topic and the greenskeepers are told how practice makes perfect in expressing one’s self. . . a cold sweat breaks out on this brow at the thought of addressing the banqueters. . . Speakers, think we, are born, not made. . .

No One ‘Cut Class’ Here

And then comes the most interesting discussion of all, at least for the greenskeepers—“Fairway Renovation and Maintenance.” . . . M. E. Farnham of the Philadelphia CC, scene of last year’s National Open championship, takes charge and the professors—J. O. Pepper and Dr. Fred Grau, entomologist and agronomist, respectively, at Penn State; Dr. B. O. Dodge, pathologist at the New York Botanical Gardens, and Charles K. Hallowell, one of the county agents in Pennsylvania—jump through the hoop at his command. . . Knows what he’s talking about, this man Farnham, and does a good job. . . The talks are pretty technical for a layman, but the greenskeepers drink in every word.

Then the banquet, attended by 300

(Continued on Page 14)

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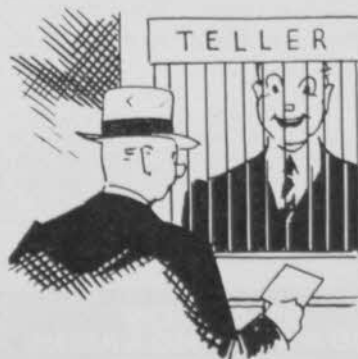
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will get your course in tip-top shape to build-up play—and at the same time, cut maintenance costs for you. Why? Because Davis has the Midwest's most complete line of seed, supplies and equipment—all proven products ready to go the limit in cutting costs on your big job of spring maintenance.

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persons—a sellout. . . . Met one of the old standbys on the way in—John Anderson of Essex County (N. J.) and his charming family. . . . Up at the table among others are President Frank Ermer of Cleveland's Ridgewood, who has made a fine executive; his predecessor in office, Joseph J. Ryan of Media's Rolling Green in Pennsylvania; Gene Larkin, for years chairman of the Metropolitan Golf Association's Green Section; Robert F. Arnott, who has served in the same capacity for the New Jersey association; Joe Dey of the USGA; A. L. (Gus) Brandon of St. Charles, Ill., the indefatigable secretary-treasurer of the GSA, who is a camera fiend; and Col. John Morley of the Youngstown (Ohio) CC, about whom more later. . . . Herb Grafis is toastmaster and what a TM! . . . Merry quips fly off the tip of his tongue like sparks off a mower grinder. . . .

President Ermer makes a fine opening address, giving snatches of association history, tracing its development from the "trial and error" days, when it was a case of every greenkeeper for himself and devil take the hindmost, up to now. . . . Ryan gets a silver service so big he'll need a trunk to carry it home. . . . A swell token of appreciation for a swell "guy" who would grace any banquet table. . . . Looks a mite like "Black Jack" Pershing when John was younger. . . .

Service Award to Col. Morley

It is my pleasant duty to present the association's "distinguished service award"—a handsome silver plaque—to "Kid" Morley who is alleged to be in his 73rd year but neither looks nor acts the part. . . . Has been at Youngstown CC for 26 years and in club and golf management for 45 years. . . . Is the

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YOUR PUTTING GREENS
PUT NEW VIGOR IN
YOUR GRASS WITH**



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AND PERFORATOR**

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McCLAIN BROTHERS COMPANY, CANTON, OHIO

"father" of the GSA, its first president, holding that office for six terms, and now president emeritus—the only one. . . . He gives a fine talk in accepting the honor bestowed upon him, sounding his "haitches" as is natural for a person born in Shropshire, Eng., as he was. . . .

Don Boyd is called up to receive the "swag" he won at the association's championship at Beverly last fall—a silver platter that Herb said was so heavy it brought on his hernia trouble again just to lift it. . . . Don fashioned out a total of 154 in topping his fellow competitors for the honor. . . . And the floor show! . . . Best these aged eyes have ever looked at. . . . A swell crowd of entertainers who went "all out" for the audience. . . .

Pepys Late for Final Round

Friday, Feb. 9.—Awakened by a pleasant-sounding voice saying: "It's 3 o'clock, may we make up the room?" . . . Three o'clock in the afternoon. . . . And we've missed the first lecture. . . . It's on, of all things, "Residual Poisons," and led by Dr. Walter S. Eisenminger of Mass. State College and participated in by Prof. Lawrence S. Dickinson of the same institution and Edward J. Casey of the Wykagyl Club. . . .

Breakfasting on alkalis we hasten down to hear a paper written by Dr. Howard B. Sprague of the New Jersey Experimental Station—"The Superintendent and his Future." . . . Traces the history of greenkeeping work from the early days up to the present time when so many men are graduates of universi-

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• You can do a *great deal* to get your course into *top* playing condition by the start of the season if you feed Swift's Special Golf Fertilizers and VIGORO . . . and do it *right now!*

These effective, scientifically developed fertilizers have proved themselves on leading golf courses everywhere. Applied early, they produce strong roots, choke out weeds and help assure healthy, perfect grass.

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Rototiller does a complete job in ONE operation—really a greenkeeper's idea of Paradise! Major Butts Golf Course Discs introduce all the essentials into established greens and fairways, making them evenly grassed and patch-free.

Engine driven tines prepare deep, finely pulverized, completely aerated putting green foundation—fertilizer worked in evenly from top to bottom—ready for planting. Rototiller also tills soil, weeds out quack grass, and with accessories, mows lawns and rolls greens. It'll pay for itself in a hurry! Write for catalog.

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THIS WON A PRIZE!

A course superintendent named
Mac

Was considered the head of the
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But his bargains in seed
Turned out to be weeds . . .

He forgot 'twasn't Scott on
the sack.

The winner . . . I. H. Peterman
Upper Darby, Penna.

Let this be a lesson . . .

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it costs no more!!

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ties and when at least four universities conduct schools especially for greenkeepers; he says greenkeeping has changed from a trade to a profession and points out the opportunity that awaits trained men. . . . Other speakers were John Counsell, president of the New England Greenkeepers Club, Peabody, Mass., Fred J. Roth, Plainfield CC, Lester R. Moffit, Walkill CC, Alex H. Reid, Twin Brooks CC, and Fred Ingwerson, Shore Acres Club. . . .

When the conference was over scarcely a stitch of the exhibits were left, having been packed and removed. . . . It was finis for the No. 14 meeting. . . . Hands were clasped, farewells said. . . . All over but the business meetings. . . .

John Gray Takes Over

Late in the day came word that the veteran John Gray of the Essex County Town and Country Club, Windsor, Ont., had been elected "prexy" for the coming year. . . . His club only last month gave him a 25-year contract. . . . 57 years old, born in Aberdeen. . . . Been in Canada since 1910 when he came over to superintend the construction of Essex's first 9-hole course. . . . Has served as G. S. at the club for a quarter of a century. . . .

Saturday, Feb. 10.—A final business session which awards the 1941 show to



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Magnesium deficiency may be limiting to turf development—in fact, it has been termed the "fourth plant food element." It is supplied without additional charge in Wilson fertilizers.

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2. The fourth limiting element—Magnesium.
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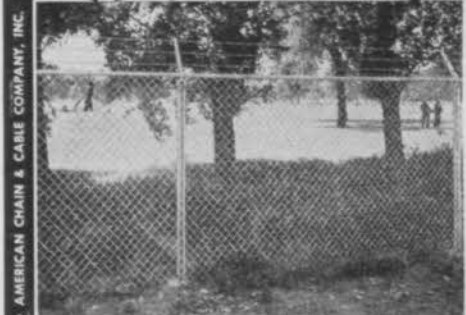


Detroit. . . . Sometime in February. . . . Qualifications resolution adopted. . . . To become a member in the future applicants will have to pass tests based on the one Bob Mitchell of the Edison Club, Rexford, N. Y., won the recent competition with. . . . Six zones will be established for the 36 states in which there are members.

Also decided to hold outdoor conference in the South, either in Atlanta, Augusta or Pinehurst. . . . National tournament to be held at same place and time. . . . Learn that Ed Gale is appointed head of the Federal Research Committee which will attempt to get Congress to vote funds for the study of turf.

According to Dept. of Commerce figures \$200,000,000 is spent annually in the U. S. on upkeep of lawns, estates, cemeteries and courses. . . . Bill presented a year ago was side-tracked by the political "big-wigs" for lack of a lobby and funds. . . . Also because of erroneous impression it was for benefit only of followers of "that wicked, rich man's game—golf." . . . "Thousands for the azalea growers, tobacco growers, etc., but not one cent for golfers who are the heaviest taxpayers!" Sounds pretty dumb. . . . Suggest inviting congressmen to next conference and show. . . . They'd learn something!

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● Many of your members will fondly remember the silk blue ribbon that once graced the neck of every bottle of Pabst. Now that famous blue ribbon is back—and there's a bright new gold foil bonnet for extra distinction!

Club members like this attractive bottle. It says *quality* more convincingly than words. And as for the beer itself—Blue Ribbon certainly lives up to its looks and its reputation.

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March — 1940

GOLFDOM

Vol. 14, No. 3

What Events?

The author believes he has uncovered, after many years of experiment, the factors that insure the popularity of a club's golf-event calendar

By B. F. Wysson

"WELL, what are we going to give 'em this year?" Early each spring, every golf pro in the country has these words thrown at him by his tournament chairman. The tournament committee, of course, always bobs up with some ideas of its own—and some of them mighty good ones, too. But for the most part the gentlemen rely on the pro, a perfectly natural thing from their standpoint, because the pro—well, he is the pro—and he should know about such things.

The yearly problem of staging an attractive tournament program for any active golf club is truly a nerve-racking one. Last year's program may be pulled out of the mothballs and rehashed and juggled around to look entirely new. But before the season is half gone the members begin to realize that they are merely chewing on the same old steak that was served them last year, glossed over in a figurative dress of butter sauce. And that state of mind makes a definite difference in participation figures.

The pro's realization that his tourna-

ment program is proving a gilt-edge flop generally sends him and the tournament committee into a nervous huddle. Much head-scratching and nail-chewing is in order in a frantic effort to discover or invent something that will provide the necessary spark for bolstering up a program that seems to be of little or no interest to the club membership as a whole. The condition has been aptly termed "mid-summer doldrums," and just how difficult it is to avoid this almost inevitable lethargic state, only a conscientious pro and tournament committee know.

In casting about for this elusive and necessary spark, one finds, unhappily, that there isn't very much new in golf events. It is true that some bright boy bobs up each season with something new and spicy. But you have learned long ago that this tournament-race business, in order to attract the crowd, must have not one winner but a lot of them. And mighty few also-rans.

The mystery of supplying a club, either private or public, with a successful and

interesting tournament program is probably never completely solved until the pro wakes up to the fact that the problem is not one of holding a lot of "screwball" events, but a matter of simple locker-room psychology. In other words, it's not **what** they play but **how** they play it. The guy who wrote the song "It's Not What You Do, It's the Way You Do It," inadvertently hit the tournament nail squarely on the head.

The writer confesses to having stumpled around in the tournament wilderness a good many years before getting hep to above fact. And the time necessary for penetration of same through a rather thick skull was considerably lengthened before discovering that what gets four large bells at one club will sometimes barely rate a lukewarm baby's rattle at another.

No Avoiding Cliques

The most vital necessity in considering an attractive club tournament program is to first stare facts full in the face. Probably the most outstanding—and likewise deplorable—of these facts is that golfers, as a class, are "cliquey." They have certain friends or golfing pals whom they prefer playing with, and their enjoyment of the game is, as a rule, not complete unless they are playing with these friends.

As a general thing, the first consideration by a tournament committee in regards to the year's tournament program, is consideration of the club's playing "cliques." Ways and means are advanced and launched in an effort to break up that John Jones-Bill Smith foursome, and thereby (illogically) promote a more congenial and comradely spirit among the club's golfing membership as a whole. And mistake No. 1 is born!

There's no doubt the idea has some merit. But whether you are located in Kickapoo, Maine, or Wild Pansy, Kansas, you must admit that breaking up of the club's playing "cliques" acts as a damper on the success of the tournament program. John, Bill, and all the rest of the boys will cooperate for a time, but about the middle of the season Bill will corner John in the locker-room and say:

"Look, I'm getting tired of this playing with every Tom, Dick and Harry. How about skipping the tournaments for awhile and getting the old gang together again for some real fun?"

Then the doldrums have arrived!

The sacrificing of any club's playing "cliques" for the good of the club is a sure short-cut to tournament suicide. These genial groups can be successfully disrupted about twice or three times a season. Beyond that you are inviting trouble.

Unless your club is a notable exception, a careful canvass of the membership of any average golf club will disclose that a very small percentage indeed care for what might be termed "screwball events." Driving through barrels, putting with niblicks, using clubs in rotation, etc., looks good on paper and sounds like a lot of clean fun. It is—about once a season. But golfers as a whole are competitive minded, and it takes but about two of these so-called side-splitters to sour a whole season's tournament program.

Some years ago I hit on a sure-fire solution of the tournament problem by mailing questionnaires to club members requesting them to name the events they most enjoyed playing. I used the returns of these questionnaires as a basis for arranging the following season's program—and suffered a neat 20 per cent loss in tournament entries.

Checking back in an effort to find the answer to that riddle, I discovered that the events requested were, with but two exceptions, good old tried and true ones. And by keeping my ears open in the locker-rooms and pro-shop, I finally concluded it was not the events that made the program a success or failure, but the way the events were handled.

Make 'Em Challenge

Using the same event list for the following year, I made every tournament of the season, with the exception of the club championship, handicap championship, and three other events, a **challenge** tournament. Tournament events were weekly affairs at the club and instead of working my head off getting entries and matching them by draw at the clubhouse, I let every man challenge his own opponent. And man alive, how they went for it—for a 30 per cent increase over the biggest tournament season I had ever experienced prior to that time.

To ease my conscience on the "clique" thing I made two of the season's affairs "lot" drawings, and the other a simple handicap "play against par."

The challenge idea is certainly not a