

Here's the Greatest Ever!
ACUSHNET
CHRISTMAS GIFT PACKAGE
to make off-season Pro-Profits



Green Rays also in Handsome Gift Box—To take care of your 50¢ ball buyers we are dressing up the Green Ray in a special package similar to last year's Titleist box. In dozens only.



Here's the way the ash bowl will look on your members' library tables — sturdy, gleaming copper—with a clever little cork knob in the center on which to knock the ashes out of their pipes without injuring brier or meerscham.

GET THIS! One dozen Titleists for Expert Use (or Titleist-Professionals or Bedfords) each marked* with the player's name, wrapped in Christmas cellophane and packed in a solid Revere Copper ash bowl with a cork pipe tapper!

What a gift for a golf player! What a swell idea to sell a member's wife as the one thing she can't go wrong on for friend hubby's Christmas stocking! . . . Frankly, we think it is the best Christmas sales builder that we or any other manufacturer have ever offered golf Pros. It's got eye appeal, price appeal and, most important of all, quality appeal. Besides, we are going to give you a lot of help selling it — posters, circulars, display ideas, *everything*.

If the Acushnet salesman who calls on you hasn't shown you this material and a sample of the bowl yet, he will be along soon.

And listen — *don't under-order* this item. We expect the demand to *exceed* last year's — the supply is somewhat limited. . . . Merry Christmas! . . . Acushnet Pro Sales Co., New Bedford, Mass.

*No individual markings on half-dozen.

XMAS PRICES

There's a sweet profit margin for you in these special Christmas packages.

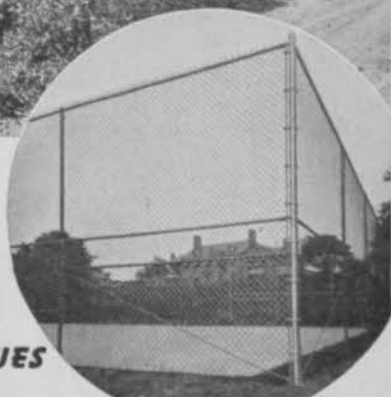
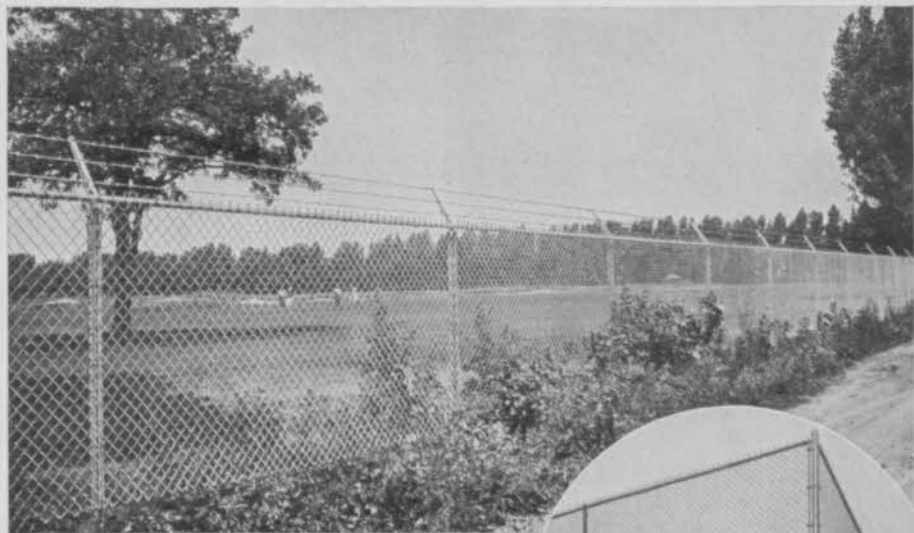
In dozens, Titleists, Bedfords, and Green Rays come to you at regular wholesale prices. *No increase* for the bowl.

In half-dozens, (no Green Ray orders, please), there is a 50¢ additional charge for the bowl. This allows you to quote a profitable retail price of from \$4.75 to \$5.00.

ACUSHNET
GOLF BALLS

SOLD ONLY THROUGH PRO SHOP

PAGE FENCE



KEEPS OUT TRESPASSERS...

ATTRACTS NEW MEMBERS...

STOPS THIEVERY...

PROTECTS TOURNAMENT REVENUES

Since PAGE originated woven wire fence in 1883, hundreds of golf executives have looked to PAGE FENCE for privacy, protection and profits. A large percentage of the nation's courses and tennis courts are now PAGE fenced—protecting against intrusion, theft, vandalism, accidents—safeguarding tournament and exhibition revenues—winning high-class enrollments and membership good will.

AVAILABLE IN 4 WEATHER-RESISTING METALS

To meet destructive air conditions peculiar to various localities, PAGE FENCE is offered in 4 superior metals . . . Page Copper-bearing Steel, Armco Ingot Iron, Allegheny Stainless Steel, Alcoa Aluminum. One of these metals will be found more suitable than others to meet conditions in your locality.

NATIONAL ADVISORY AND ERECTING SERVICE

102 Page Fence Distributors, completely responsible and experienced, are conveniently located and ready to serve you with consultation, estimates and fence erection. Mail the "quick mail" coupon from this issue for name of nearest distributor and illustrated book, "Fence Facts." Address PAGE FENCE ASSOCIATION, Bridgeport, Connecticut.



A PRODUCT OF PAGE STEEL & WIRE DIVISION—AMERICAN CHAIN & CABLE COMPANY, INC.

America's First Wire Fence—Since 1883



**AS FAMILIAR AS "FORE"
ON EVERY GOLF COURSE**

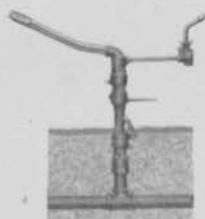
BUCKNER Watering Equipment

Today Buckner Watering Equipment is giving efficient, economical service to thousands of users. Pioneers for 25 years in developing hoseless irrigation, the Buckner organization continues to improve its products through constant scientific research.

Turn with confidence to BUCKNER for assistance with your irrigation problems.

Bucknerize NOW!

BUCKNER MANUFACTURING CO.
FRESNO, CALIFORNIA



Buckner quick-coupling valve and sprinkler in place.

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KILL WEEDS IN TURF

EASILY - PERMANENTLY - ECONOMICALLY

with **CHIPMAN**

DRY SODIUM ARSENITE

Highly recommended by many green-keeping superintendents and turf experts. Kills crabgrass and other weeds. Plan to use this effective weed killer on your greens and fairways next season.

*Write for Prices, Literature and
Golf Course Control Chart*

CHIPMAN CHEMICAL COMPANY

Bound Brook, New Jersey

INSECTICIDES — FUNGICIDES — WEED KILLERS

GOLF DIVOTS OF THE MONTH

SALE of the Congressional CC, near Potomac, Md., which had been planned for Sept. 4, was stopped in a court action by a group of second-mortgage bondholders . . . Johnny Kinder, veteran Plainfield (N. J.) CC pro who recently added the 1940 New Jersey Open championship to his list of wins, was honored in late August with a testimonial dinner given by more than 200 of his golfing friends and associates. . . Fire did \$16,000 damage to the elaborate clubhouse of the Parkdale GC, Dallas, Tex., last August 26. Ben Banks, club pro, John Overturf, his assistant, and Jack Reeves, course employee, narrowly escaped injury when the roof collapsed. The blaze had a 20-minute start on firemen.

Third annual GSA golf tournament will be held October 27 at the Speedway GC, Indianapolis, in conjunction with the organization's

sectional educational-demonstrational meeting, which will also be held at Indianapolis' Speedway Course, on October 28-29. . . . It's a daughter at the Don Boyds (Don's the GSA Show chairman.) The date was August 23. . . . An article in September '40 GOLFDOM mentioned incorrectly that John Andersen, Rockford CC manager, had formerly managed the Marine Dining Room of Chicago's Edgewater Beach hotel. Andersen was employed in various departments of the hotel in '36 and '37 but did not have charge of the Marine room. . . . The Mark Twain Community GCse, Elmira, N. Y., showed a net profit of more than \$500 for the 1940 season.

Lawson Little took the measure of Jug McSpaden 3 and 2 in a match play event scheduled for 36 holes, the other day at Jug's Winchester (Mass.) CC. Little's performance in defeating one of golf's great match plays golfers, has many Eastern experts wondering what Little would have done had he been eligible for the '40 PGA championship. . . . Elabo-

FROM NOW ON IT'S THE 19th HOLE THAT COUNTS



Indoor foursomes mean extra cleaning, extra floor care, extra freshening of stuffy, smoke-filled rooms. There's a superior Dolge product for each of these clubhouse maintenance needs.

BAN cleans floors, walls, woodwork and windows with a minimum of effort.

DOLCOWAX beautifies and preserves linoleum cork, mastic and Dolcovar-sealed wood flooring.

DEODOROMA overcomes foul odors—leaves the air full of the bracing tang of rose, carnation, newmown hay, sandalwood or cedar, whichever you prefer.

There are many other specialized Dolge products described in our 96-page Maintenance Manual that tells you all you want to know about every clubhouse maintenance problem. Send for it now.

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

TIMELY TURF TIPS

Nitrogen Source For Greens . . .

Some lay great stress on the analysis of fertilizer used on greens, but few question the source from which each element is derived.

Fertilizer should supplement the top-dressing. Obviously, between the two they should restore the nitrogen, phosphoric acid and potash removed in clippings during the course of a season's growth. Top-dressings vary with respect to source of organic matter. Some contain manure or mushroom soil, others peat or related humus substitutes. Thus they also differ with respect to all the plant food elements. Hence, no single fertilizer analysis is best for all greens.

If needed . . . phosphate and potash are best supplied twice a year, once in early spring and once in early fall. Both these elements are retained, but later released by the soil. Hence there is very little choice with respect to source among the commonly used materials.

Nitrogen is responsible for color and density of turf. Hence, after providing phosphate and potash if needed, this color-producing and growth-promoting element is the key to good turf. Unlike phosphate and potash, soluble nitrogen is easily lost by leaching.

When only water-soluble nitrogen is applied, grass absorbs and uses it immediately. A rapid burst of growth follows, but it stops quickly, too, and then is even less than before. Nitrogen hunger promotes dollar spot, thinner turf, and poor color.

Although some soluble nitrogen is needed at times, only the true organics produce continuous growth and pleasing color over long periods. So, most of the nitrogen should come from dependable water-insoluble organics, such as Milorganite. By fostering uniform, continuous growth, Milorganite maintains color, improves density and lessens dollar spot if used in moderation as needed.

For 1941 follow a program which will provide the right amount of phosphate and potash if needed. Then use Milorganite to furnish long lasting organic nitrogen and supplement with a little soluble nitrogen as needed.

To help devise the program, write for bulletin on fertilization of greens, tees, and turf nurseries. It is free for the asking.

TURF SERVICE BUREAU

THE SEWERAGE COMMISSION
Milwaukee . . . Wisconsin

MILORGANITE for BETTER TURF

Of Course, It's Skinner System of Irrigation

In the September 9 issue of *Life*, the Fort Wayne, Ind., Country Club is fully described as an outstanding Country Club.

"Even in the summer weather its fairways are green because of a \$22,000 watering system which soaks the grass every night."

This watering system was de-

signed—its installation supervised and all equipment furnished by Skinner System.

It is surprising what a large proportion of Golf Clubs, which attain prominence, are Skinner System equipped.

Write for more information on Skinner Systems for Golf Courses.

THE SKINNER IRRIGATION CO., 415 Canal St., Troy, Ohio

Ft. Wayne C. C.



HIGH MERCURY.. LOW COST..

As mercury metal is the active principle in the most effective fungicides, the higher the mercury content, the less quantity is required. Below is shown the mercury metal content of the four Mallinckrodt mercury fungicides, CALO-CLOR* and CALO-GREEN* in Regular Grades for dry application and SUSPENSION Grades for liquid application.

CALO-CLOR controls brownpatch and dollarspot. CALO-GREEN controls dollarspot only.

AURAGREEN*, a non-mercurial fungicide, is made of green dyes, recommended by greenkeeping authorities, and is effective as a preventive of attacks of brownpatch, if not too severe. It imparts a fresh, greener appearance to turf.

CORROSIVE SUBLIMATE, U.S.P. Grade also available.

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

Mallinckrodt
CHEMICAL WORKS

Second & Mallinckrodt Sts. - St. Louis
70-74 Gold St., New York, N. Y.
Chicago Philadelphia Toronto Montreal

81%

CALO-CLOR (REGULAR)
CALO-CLOR (SUSPENSION)

73%

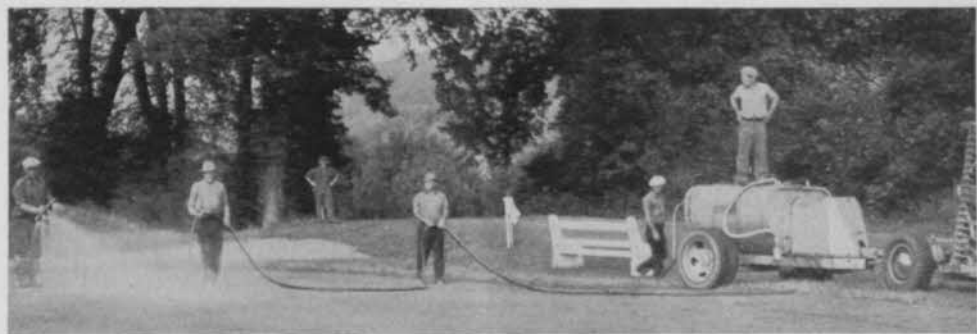
76%

CALO-GREEN (SUSPENSION)
CALO-GREEN (REGULAR)

85%

rate plans and specifications for re-vamping housing facilities at the beautiful Augusta (Ga.) National GC at a cost of several thousand dollars, have been completed. The main purpose of the plan of improvement is to place the clubhouse in first-class condition and provide guests with comfortable lounging quarters.

Tom Howe, Wellesley CC (Fall River, Mass.) assistant pro, retained his New England PGA assistant pro title by defeating Vincent O'Bey, of Worcester, in an 18-hole playoff match. . . . Construction is well under way on the new \$23,000 clubhouse at Tenison Park GCse, Dallas, Tex. . . . The beautiful new clubhouse at the Opp GC, Andalusia, Ala., was put into formal use the 1st of September. . . . Mack Parsons, greenkeeper at the Wooster (Ohio) CC for 14 years, is now located at the Brookside club in Columbus, O. . . . Lanky Bill Hall, one of the best known characters in Atlanta, Ga., golf, has taken over

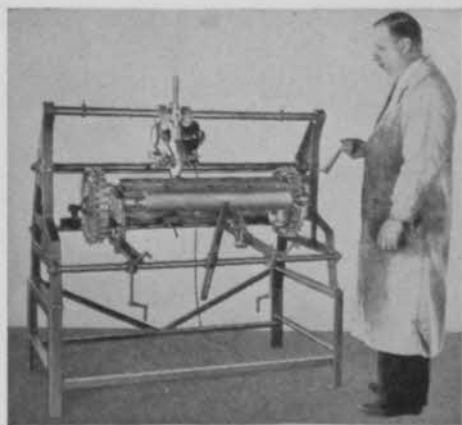


● New Hardie roller-bearing, rubber-tired, streamlined engine-equipped sprayers, and Tractor Trailers with power take-off from golf tractor or all popular farm tractors will protect greens and grounds from insect pests and parasites all over America this year. Specialized spray guns and booms facilitate application of spray liquids, weed killers, brown patch cure and liquid fertilizer. Put a Hardie in the budget. Many models and sizes. Write for catalog. The Hardie Mfg. Company, Hudson, Mich., Los Angeles, Calif., Portland, Ore., New York City.

HARDIE DEPENDABLE SPRAYERS

the pro post at the John A. White course in Atlanta. . . Bicknell (Ind.) CC has recently completed its new utility building, which will be used to house heavy equipment, tools, and other material for maintenance of the course. The structure is 24 x 24 ft. and is made of concrete building blocks.

Johnny Farrell, popular pro at Baltusrol GC, Short Hills, N. J., is smiling even more than usual these days. The reason? The first daughter in the Farrell family arrived September 25, weight, 8 1/4 lbs. Johnny's three other children are boys. . . New officers of the Rhode Island Greenkeepers' Assn. are: president, Oscar B. Chapman, Misquamicut; v-pres., Pat Tameo, Louisquisset; treasurer, Martin Greene, Wannamoisset; secy., Prof. Jesse DeFrance, Rhode Island State College faculty member. . . Tim Gagen is the new pro at the Schuyler Meadows CC, Schenectady, N. Y. Gagen succeeds Steve Holloway.



CARPENTER MOWER GRINDER

Grinds bottom knife and reel blades . . . quickly and economically . . . on any power or hand lawn mower, including large power or tractor-drawn units. Precision contact of cutting blades assured. No experience needed . . . no attachments . . . no lapping. Many satisfied users.

Write for prices and name of nearest dealer.

NARRAGANSETT PRODUCTS CORP.
East Greenwich, R. I.

THIS IS THE WAY MODERN
Golf Clubs KEEP MOWERS

A Post Card Will Bring
 Complete Information
 Without Obligation . . .

Every Greens Committee will welcome the good news the Peerless Mower Sharpener brings—that all cutting units are in perfect condition—that next year your Fairways will be the envy of Clubs for miles around. The PEERLESS sharpens all makes of power mowers and tractor units in half the time taken by ordinary methods. Attach to light socket. Simple to operate as A B C. Get the facts today. Send postal to . . .

THE FATE-ROOT-HEATH CO.
 400 Bell St.
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MANUFACTURERS OF THE *Silver King* GOLF COURSE TRACTOR

INTRODUCING
 PERFECTION'S 1941 SPRINKLERS



Perfections have always led in Even Distribution, now they will still lead with that and also with the simplest and most practical Guaranteed Positive Slow Turning, Maximum Coverage Sprinkler ever offered.

See them at the Greenkeepers' Convention in February, ask your dealer for demonstration, or send direct for trial sprinkler. You will choose this one above all others if you try it before you buy.

PERFECTION SPRINKLER CO.
 PLYMOUTH, MICHIGAN

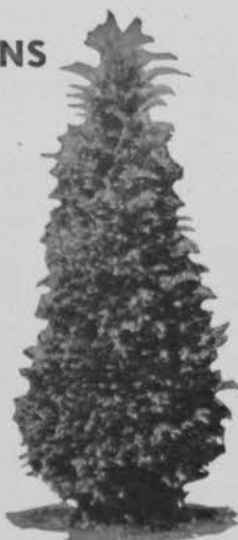
JAPANESE YEW
 THE ARISTOCRAT
 OF
 EVERGREENS

GOLF COURSE
 and ESTATE
 SUPER-
 INTENDENTS
 THROUGHOUT
 the
 MIDDLE WEST
 KNOW
 the BEAUTY and
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 of
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REAM NURSERY
 FORT WAYNE, IND. R. 2



Members of the Fall River (Mass.) CC held their annual costume tournament Sept. 22; one of the leading 'characters' was Marty Higgins, club pro-greenkeeper. Marty thought he should put himself on the spot if club members were willing to do so. . . . Damage to the clubhouse to the extent of several thousand dollars was caused by fire, smoke and water at the Lucerne-in-Maine (Me.) CC September 23. Only excellent work on the part of the combined fire departments of Brewer and Lucerne saved the structure from complete destruction. . . . Hugh L. Thomas is the new manager at the Flint (Mich.) GC.

Winner of the Harry Vardon trophy, awarded annually to the pro accumulating the most points in the regularly sponsored PGA tournaments, probably will not be decided until the last event on the 1940 list—the Miami \$10,000 Open on Dec. 12-15. Ben Hogan has a 7-point lead on Sam Snead in the race for first place. . . . Betty Jameson will long remember September, 1940. First she won the Women's Western closed championship, held in Seattle, by defeating Marion Miley 6-5 in the finals. Betty climaxed a record year two weeks later by taking the Women's National championship (at Del Monte, Calif.) for the second straight year. . . . Byron Nelson will return to Inverness CC (Toledo) in '41. . . . Dick Metz, Oak Park (Ill.) CC pro, and his assistant, Lloyd Mangrum, have been signed for the '41 season.

Norman Macbeth, one of the founders and a president and green-chairman of Wilshire (L. A. district) CC, and long prominent in national and California official golf circles, died recently at the age of 61 in Los Angeles. He was born in England and prior to coming to the U. S. lived in India. He was a grand fellow and a noble sportsman. He had much to do with the development of golf, especially in California. . . . Henry Cotton raised approximately \$120,000 for the British Red Cross in exhibition matches prior to joining the Royal Air Force.

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



Similarly how well your greens fare 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 fineness 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



* 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.

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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

Golfdom

The Business Journal of Golf

OCTOBER, 1940

1940 Facts In Review

By Herb Graffis

No startling major developments
but many minor trends mark
golf's calm but steady growth

BAD weather, except in most of Kansas and California (adv), retarded playing equipment sales and put a premium on pro merchandising effort and ingenuity. Golf club sales were at the rate of about 4 clubs to every 5 players.

Ball life continues to get longer, especially in the top grades. However, pros haven't yet been able to get across to the general golfing public that a good ball is a better bargain in lively, true performance, than a cheap ball.

Initial price continues as the dominating factor with most golfers. It suggests to many pros careful study of broader price range in their shop stocks.

Play at play-as-you-play courses again was in excess of the number of rounds played at private courses, although there are only 1,898 municipal and daily-fee courses as against 3,045 private.

Obviously golf is broadening its market. Pros' work in extending golf instruction in high schools and colleges and the National Golf Foundation promotion in this field have made a base for vast expansion of the game.

PGA's most effective publicity and service idea of the year was the PGA caddie training charts, favorably publicized in hundreds of newspapers and magazines.

Disqualification of several players in the National Open again emphasized importance of pros being letter perfect in the Rules of Golf.

Women's golf registered continued growth. Organization of Women's Intercollegiate Golf association with annual national championship appears to be imminent. Rumors persist that several prominent girl amateurs would like to turn pro if they could get jobs, and a women's open tournament circuit organized.

Very little conflict between pros and manufacturers concerning themselves with the other guy's business. Both apparently realize the public, which is boss of both,

o

National Fire Prevention Week, October 6-12, was held before October GOLFDOM came from the presses, but while the subject of fire prevention is fresh in our minds, we want to remind that plans to provide adequate protection against fire around a golf club should be an important item in planning sessions this coming winter. A good idea would be to hunt up your June 1940 issue of GOLFDOM and read what Bethune Jones has to say on this subject.

cares about itself and not about manufacturer-pro mutual troubles.

PGA political wrangles seemingly few, minor, and far between, with the organization devoting itself to increasing pro income possibilities, jobs, and job security.

USGA beginning a membership selling campaign and telling its sales story. The USGA working on ball distance control problems at Armour Institute, Chicago. The problem's a delicate and dangerous one. Last time the USGA legislated on the ball and brought in the balloon ball, public protest and disregard weakened USGA status as golf's governing body.

National Amateur championship picking up slightly in public interest. National Intercollegiate golf championship at Ekwanok gave signs that the event is growing swiftly as one of the year's major competitions.

Section Goes Afield

Green Section's work with green grasses and chemical weed control expands through field jobs. Weed control begins to find the answers with more uniformity. Temperature appears to be highly important as a factor determining effectiveness of chemical weed control without killing the grass.

Mechanization of course maintenance increases, with much of the last 12 months' remodeling work being done to facilitate mechanical maintenance.

Greenkeeping short courses, and national and regional meetings of greenkeepers have probably highest total attendance in history. Tremendous effect of these educational enterprises in improving course condition in many instances at decided reductions in budgets, finally begins to register with club officials.

Pennsylvania State College extension work on course problems, in association with greenkeeper organizations, again is one of the year's standout regional jobs.

Pros and universities pick up the short course idea from greenkeepers and conduct several interesting business clinics that were reflected brightly, and to benefit of clubs as well as of pros, in pro department operations for the season.

Managers expanded clubhouse entertainment programs, in many instances offsetting bad weather's effect on house revenue.

Liquor volume increased. Numerous managers hiked volume and profits by sale in case lots to members at attractive prices. Rum drinks in big gain. Managers continued effort to establish favor for

choice American wines, but found the going tough. They got practically no cooperation or recognition from American wine growers despite the fact that club managers are prime educators in eating and drinking tastes of almost every community's leaders in good living and hospitality.

Golf having put Scotch liquor in high favor in America, managers now are beginning to worry about supply of first class Scotch at reasonable prices.

Increased food prices gave managers a headache, especially since they have had decided success during past three years in reestablishing the better golf clubs as their communities' best eating places.

Swimming pool operating, service and maintenance problems grew into major dimensions as another worry for the managers.

Kid patronage at the clubhouse had a spurt. Many managers made special provisions and bids for it.

Club officials generally awakened to learn it's now too late to do much about tax problems. The problems mostly are those to be handled by collective effort, but most clubs preferred to tackle tax matters individually, hence made no special showing of strength before taxing bodies.

GSA's 1940 Tourney and Demonstration at Speedway

THIRD annual GSA tournament will be held October 27 at the Speedway GC, Indianapolis, Ind. Tournament will be 36-holes of medal play; defending champion is Don Boyd, Portage CC, Akron, Ohio. Competition this year is expected to be more keen because many more district associations are planning on being represented at the Speedway event.

In conjunction with the annual tournament, GSA officials are conducting an educational-demonstrational meeting October 28-29, also to be held on the Speedway course. A large section of the grounds of Indianapolis' famous speedway has been set aside for the demonstration.

The fall GSA executive committee meeting will be held Sunday evening at the Claypool hotel, meeting headquarters, and a banquet is scheduled the evening of the 28th. General chairman of the event is Carl A. Bretzlaff, Meridian Hills CC (Indianapolis) superintendent.