

THE FIRST

Complaint

OF THE YEAR!

We get a lot of letters—frankly, we're glad to say complaints are few and far between, but here is one that came in the other day:

"I wish you would stop selling Acushnets to *everyone* in our club. It's a darn nuisance.

"Last Saturday we had a hell of a time on the long dog's-leg twelfth. . . . Four balls were around the corner grouped on the fairway, and . . . *every one was an Acushnet!*

"Sure, I know . . . you mark 'em with different colored dots. . .

or number them. But when every last lad that can swing a club swings at an Acushnet . . . well, there's bound to be confusion.

"Can't you please do something about this?"

Our answer—we're sorry, sir! but there really is nothing much we can do about this. Perhaps you might take a few lessons from your pro and get out ahead of the gang. Acushnet Process Sales Company, New Bedford, Massachusetts.



To the Pro—With Acushnet sales in every club skyrocketing as never before, we suggest that you take particular pains to see that each member of every foursome uses an Acushnet with a different color dot—or a different number. . . . Just tell your members to check up before they go to the first tee.

ACUSHNET *GOLF BALLS*

SOLD ONLY THROUGH PRO SHOPS



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Valuable Booklet
on
**HOSELESS
IRRIGATION**



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The Skinner Irrigation Company, 415 Canal Street, Troy, Ohio

Skinner System Bulletin No. 341 covers the latest developments in Hoseless Irrigation. It will be of interest and value to every Golf Club who has and is considering the solution of a watering problem. Send us names of officials interested and we will mail a copy to each.

GOLF DOTS and DASHES

ONE of the most bitter golf controversies ever known in New Jersey arose over the refusal of the N. J. State Golf Assn. executive committee to permit Mike Cestone, of Montclair, to play in the state amateur tournament held at the Baltusrol club the last week in June. Cestone, who is the 1941 Metropolitan Amateur champion, was not considered by the officials to be a "regularly playing member of a private club." . . . The golfing Turnesa brothers gave Willie Turnesa, former National Amateur champion, and his bride, the former Miss Mae A. O'Connor, an arch of golf clubs as the pair arrived at the Westchester CC, Rye, N. Y., for a reception following the wedding ceremony June 23. The brothers, all pro golfers, were Jim, Doug, Joe, Mike, Frank and Phil.

Jack Clarke, widely known Massachusetts golf pro, was severely injured and his wife was killed, when a bomb demolished their home at Montrose, Scotland, recently . . . A new public golf course to be known as the Lee Park GC, Peters-

Are You PREPARED?



A sudden weather change increases the danger of an attack of brownpatch. Be prepared with CALO-CLOR*. Due to high mercury content (81% mercury metal in Regular Grade—73% in Suspension Grade), it requires only 1 oz. as a preventive and 2 to 3 ounces as a remedy, per 1000 sq. ft. of turf. For both brownpatch and dollarspot. Write for booklet.

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BENT GRASS SEED

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Bent should not be simply 'bent' to you. It is very important to know the source of your seed. Right here in southern New England is the natural home of the bent grasses. Our seed is of highest quality for the lowest price that seed of equal quality can be offered.

Place your order now for fresh, viable seed that is right now coming from the fields, and thus assure yourself of seed of the very highest percentage of germination.

SAVE FOR YOUR CLUB—BUY SEED DIRECT FROM THE GROWER

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KINGSTON, R. I.

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Sprinkling Equipment

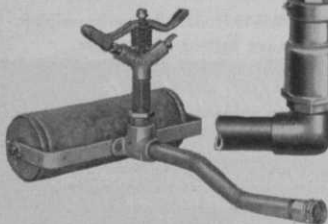
"Silver Top"

Quick Coupling
Valves

Rain Bird and Lark
Sprinklers

Send for new
catalog

**L. R. NELSON
MFG. CO.
PEORIA, ILLINOIS**



burg, Va., was formally opened for play June 27. The 9-hole course was built through WPA funds on land leased from the city. . . . Despite unfavorable weather, the Ponkapoag GC's (Canton, Mass.) new 9 holes were launched with a highly successful inaugural party June 23. The honor of driving the first ball on the new unit, which makes the course one of three 27-hole layouts in the section, went to Gov. Saltonstall, who played with Melville P. Merritt, president of the Mass. Golf Assn., in an exhibition match against Talbot C. Chase, former M.G.A. president, and P. J. Monahan, state commissioner of administration and finance.

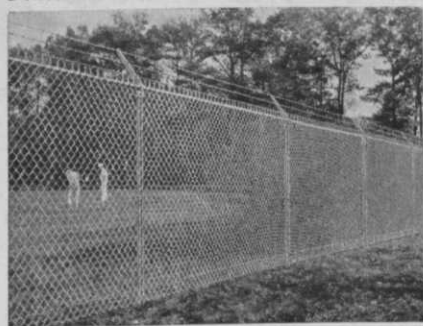
Fire of unknown origin destroyed a large tool shed and virtually wrecked the spacious locker-room of the Sadaquada GC, New York Mills, N. Y., on June 21. . . . An overheated kitchen range started a fire which caused \$8,000 damage to the clubhouse at the Roanoke (Va.) CC. . . . Wedding bells rang out June 26th for George E. Drennen, Stump & Walter golf department salesman in N. Y., N. J. and Pa. territory. The bride is the former Lenore Emma Gardner; the event took place in Hackensack, N. J.

Entries from practically every high school in southern California played in the championship conducted by the Cali-

Golfdom

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To be sure of an adequate supply of essential supplies, it's wise to stock up now, and be sure you have enough on hand at prevailing prices. For instance:

ALTA CO POWDER
(White, Non-staining)
Used by leading clubs and universities for more positive Athlete's Foot control.

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Speedy cleaning powder. Makes cleaning easier, faster, cheaper.

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Our 96-page Maintenance Manual tells you all you want to know about every clubhouse supply necessity. Send for it now—it's free.

DEODOROMA

Conquers unpleasant odors—fills the air with the bracing tang of rose, carnation, sandalwood, cedar or new mown hay.

TINK

The easy, effective remedy for clogged or frozen pipes.

BALMA

The aromatic, skin-bracing liquid soap.

The C. B. Dolge Co.
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Joe! THE GREENS ARE GETTIN' BROWN PATCH



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Take these important points into consideration when you select a fungicide for your costly greens.

If you want to be sure of real service and economy in your Brown Patch problem, demand Fungol.

Fungol is so very different from ordinary fungicides you will be amazed at its performance. Low cost alone is sufficient reason for your using this super-strength turf conditioner.

Fungol has won hundreds of customers by its special chemicals supplied at no extra expense for combatting Earthworms, Sod Webworms, Cutworms, Grubs, etc.

Send for free testing sample, literature and new low prices today.
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ON EVERY GOLF COURSE**

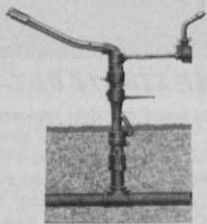
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NEW YORK SAN FRANCISCO

fornia Interscholastic Federation at the Rancho course, June 16-17. . . . Kildeer CC (Chicago district) at the annual invitation tournament will celebrate the 25th anniversary of Chick Evans' win of the US National Open and Amateur championships. To the guest fee \$2 is added which will go to the Evans Caddie Scholarship Fund of the Western Golf Assn. . . . More than 600 clubs participated in the national handicap golf tournament for British War Relief Society, Inc. The tournament committee was headed by Bob Jones and included many prominent in golf, in business, society and the show business.

New Jersey Section PGA raised \$464.75 for British War Relief at an exhibition match. The pros' guest stars were Patty Berg, Helen Dettweiler, Maureen Orcutt and Laddie Irwin Whitehead. . . . Holders of Chicago District Golf Assn. handicap cards will be admitted free to qualifying and practice rounds for the Chicago Open which will be held at Elmhurst GC, July 18-20. . . . Blue network of the NBC has signed up the Augusta Masters' tournament as an exclusive feature for 5 years ending in 1946. Columbia Broadcasting has exclusive on the USGA and PGA national championships.

C-1 STOLONS NOW READY IN THE SCOTT NURSERY

This new strain of Bent developed and endorsed by the Green Section.

Write for particulars.

O. M. SCOTT & SONS CO.
Marysville, Ohio

Scott's

SCOTT'S SEED *makes* BEAUTIFUL TURF!

Contestants and officials at the National Public Links golf championship, and their wives, will have a big week of competition and entertainment beginning Saturday evening, July 12. The Spokane Athletic Round Table will take over the complete facilities of Liberty lake, fifteen miles from Spokane, for the staging of its annual "Christmas Party." . . . The caddie problem is nothing new. In 1899 at the Marion (Ind.) CC girl caddies were employed. Boys didn't want the "sissie" work. . . . An interclub Junior Golf Alliance has been formed by teams from Wilshire, Bel Air and Riviera clubs in the Los Angeles district. The boys will play their league schedule at times not interfering with play of senior members of their clubs.

A spectacular fire shortly after midnight June 30 destroyed the Oak Hill CC (Fitchburg, Mass.) clubhouse. Loss has been estimated at more than \$50,000. Cause of the blaze is undetermined. . . . A group of Lebanon (Tenn.) citizens has accepted the invitation of Col. H. L. Armstrong to form the Lebanon GC. The new golf club will use the 9-hole course at the Castle Heights Military Academy.

July, 1941

A Message to all Greenkeepers

Your sprinkler troubles are over. No longer will you spend hours each day "fixing" or "adjusting" your sprinklers to keep them going around.

That is true if you buy the latest Perfection with the new, simplified, guaranteed, positive non-clog, non-stop, slow turning drive.

Experts agree that this new driving mechanism is the most simple, rugged, fool-proof, understandable and practical ever devised and you will agree, too, that it is the answer to sprinkler perfection.

The new Hot Galvanize Dipped Disc Bases are far better than any others, the prices are lower by actual comparison and every sprinkler is guaranteed for even distribution, greatest coverage and perfect performance.

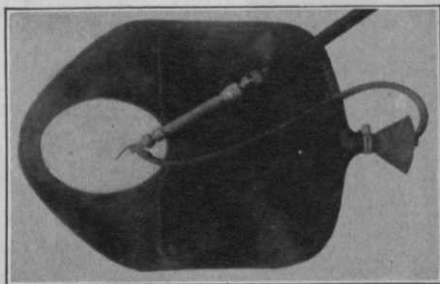


Tell your dealer you want to try a new Perfection first or write direct for 10 days' free trial.

Don't let any salesman tell you that he has the best unless he has these new Perfections.

When asking for trial state the water pressure it is to operate on, at the sprinkler, or send for folder with full particulars first.

AND! DON'T FORGET THE POPULAR



FULLY-GUARANTEED
ONE-MAN PROPORTIONER

Said one Greenkeeper at the recent Show at the Greenkeepers' Convention in Detroit, pointing at a Proportioner on display, "that thing is worth its weight in Gold." And that was only one of many flattering reports from users.

You cannot afford to be without this most excellent convenience that will actually save, in time alone, several times its cost in a single season.

Save your Greens the easy way from Brown Patch, Worms, Grubs, Weeds, etc., or apply soluble fertilizer.

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"PABST PLEASES PARTICULAR PEOPLE"



Perfect blend
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... in full or club size bottles,
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A Mark of Better Service!

"33 to 1"—Pabst Blue Ribbon—is the perfect blend *after fun in the sun!* It refreshes...and blends perfectly with light summer snacks. What's more, when your members call for cooling Pabst Blue Ribbon, they enjoy a *special treat* . . . 33 fine brews blended to make this *one* great beer!

You will make your members feel more "at home" by serving the beer that's First Choice in America's Homes . . . Pabst Blue Ribbon!

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33 Fine Brews Blended to Make ONE Great Beer

... It's Smoother . . . It's Tastier . . . It Never Varies!

JULY, 1941

PUSHING PUBLIC PLAY

By GLENN MORRIS

A golf boom is on at public and daily fee courses!

A tested and successful low-price club rental plan is speeding the boom in several cities. It's a plan originated at Cincinnati's public courses by "Red" Strauss, the city's muny golf supervisor, and Tam Deering, Cincinnati director of recreation.

Glenn Morris, Managing Director of the National Golf Foundation, tells here the high spots of this plan which overcomes the primary expense handicap of golf for the masses, and vastly expands the market for golf equipment.—Editor.

NON-PRODUCTIVE time is the big problem of the fee course owner. It's the fee course owner's version of the private course problem of having to pay heavy fixed charges before a ball is hit off the first tee.

In planning with fee course owners to convert this non-productive time into revenue, several facts are continuously impressed on us.

Course owners agree that persistent, planned and comprehensive promotion is essential to development of fee course business profits and security.

They agree that ably managed public courses can be, and frequently are, the fee courses' greatest promotional asset instead of a sharply competitive factor not having to bear a tax load.

They further agree that the well-managed fee course with its prices almost invariably higher than the muny course rates, automatically gets the play of those who find the public courses with too heavy traffic.

Therefore, the more play the public

courses get, the better is the chance of the fee courses to get an overflow that can be distributed in the present unsold time on fee courses. The next step, of course, is the increase in private course membership as a result of the fee course play becoming too heavy for those who want more privacy and elbow room when they play.

Consequently the whole financial structure of the golf business is based on bringing new players in at the public courses, and on the coordination of promotion activities.

Bowling has had a tremendous increase in popularity of two factors in addition to the fundamental attraction of the game. These two factors are:

(1) Heavier investment of the plant owners which demands that they become



Glenn Morris

and stay active in business promotion.

(2) The players not having to invest in playing equipment.

Golf is becoming fully aware of the necessity of applying this No. 1 factor, promotion, also because the owners of fee courses and the member co-owners of private courses recognize the substantial figure of their investment in plant.

According to the National Golf Foundation's investigation and findings the low-price club rental plan at public and fee courses is overcoming the handicap of rather substantial playing equipment investment required of the beginner. Next to the vast growth of golf in high schools and colleges during the past few years this low-price club rental plan is the most significant development in golf promotion. And it's probably more effective than the school promotion as an immediate developer of revenue golf business inasmuch as the course fees and the investment of players in their own equipment, after sampling golf on rented equipment, has brought many thousands of dollars into the golf business.

Primary instruction, too, is an essential item in successful golf promotion.

'Sampling' Pays Dividends

The Foundation does not advocate giving too much instruction free, but it is convinced that the golf business as a whole and the pros as individuals, benefit greatly from "sampling" just as the gum, cigarette and other product manufacturers have built gigantic demand by sampling.

The Foundation's experience shows the golf business picture with these highlights:

1. People play primarily for fun.
2. People must discover, or get sold on, the fun and health and recreation benefits of the game if they are to become golf patrons—in short, there must be introductions to golf.
3. Obviously, the more golfers, the better all phases of the golf business and the lower per player cost of golf.
4. The more enjoyment the player derives from his participation in the game the more he wants to play—and does. His enthusiasm and the time he devotes to the game usually is measured by his ability to make decent shots.

5. A large percentage of beginners, if left to their own resources, become discouraged and are lost to the game. Ignoring these would-be golfers, failing to help them when they are struggling to learn what the game is all about, how to grip

and swing a club, etc., is ignoring an important profit factor of the golf business.

6. Can we expect the average individual, who has never played golf and who cannot possibly know about the fun of playing and the thrill that comes from a well-hit ball, to have any desire to go to a golf shop and lay real coin of the realm, dollars mind you, on the line for a set of clubs, a bag, balls, etc.? And then to top it off, drive—miles maybe—to a golf course to pay a green-fee. To do what—publicly (he thinks) make an ass of himself!

Promotions Attract Beginners

7. Let's suppose the same individual mentioned above reads in his newspaper or hears on his radio that free group instruction classes are a regular weekly feature at a local public or fee course. Or that he (or she) can join a class for as little as 25 cents per lesson. He learns that to play and find out if he really wants to take up the game, he doesn't have to buy an expensive set of clubs, bag and whatnot—can rent a good five-club set, a bag and three balls for 15 cents per day; can, with no deposit and no red tape, rent his complete playing equipment for no more than the price of a package of cigarettes. Won't this kind of promotion get him over that first hurdle that's made up of lots of dollars and complete ignorance of the game?

We won't have to answer this question. The City of Cincinnati and dozens of other cities have already provided us with the answer—a most emphatic "Yes."

8. The better the patrons of your course can score the more rounds of play your course can take. The inept clog up the course, provide bottle-necks to profits. The more your players know about handling clubs, the more they know about the rules and etiquette of the game, the speedier becomes the play. Your patrons enjoy your facilities more—consequently, play your course oftener and boost it to their friends. Providing your customers therefore with playing tips and understandable authoritative literature on whys and wherefores of golf rules, etiquette, etc., makes productive time out of non-productive time—speeds up play and profits.

9. A competent professional instructor, constantly alert and on the job to pass out free playing tips on the game's fundamentals, to handle regularly scheduled classes for men and women, boys and girls, can do more to step up play on daily-fee courses than any other factor. In our opin-

ion he is worth his weight in gold to the course owner—especially, if such free professional teaching services are properly publicized by advertising. And, if your professional staff is anyway dependent upon private lesson income, it will be found that proper dispensation of free elementary “tips,” and watching and nursing beginners as well as others in difficulty, will get more lesson bookings than any other method.

The National Golf Foundation recently published a treatise entitled “Renting Golf Club Sets to Increase Play,” a copy of which will be sent free upon request to interested fee course owners or operators. This treatise gives details of the City of

Cincinnati's method of handling club rentals and other valuable information about this club lending library plan as successfully used in many other large cities.

Course owners and professionals interested in doing a thorough-going promotional job by passing out free instruction literature will do well to take advantage of the Foundation's share-the-cost offer on supplying its recently published textbook for beginners and golf class students, “Golf Fundamentals.” Copy of this attractive 16-page book, lithographed in two colors, with full particulars, also sent free upon request to professionals or course operators; address National Golf Foundation, 14 E. Jackson Blvd., Chicago, Ill.

Southwest's Open Handling Presages More Major Tourneys for Section

By HERB GRAFFIS

AS a result of the manner in which the 1941 National Open was handled at the Colonial Club at Fort Worth, it's certain that the USGA will favorably consider other national championship bids from ace clubs in this section of the nation.

There's been a question about the advisability of awarding National Open championships to the southwest because of the comparatively small USGA membership in this part of the U. S. However recognition of the southwest with an Open is expected to increase the association's roster in Texas, Oklahoma, Kansas, Arkansas and adjacent states.

Although Fort Worth probably was kept from record attendance in dollar volume by heavy rains preceding the tournament and on the second day of the competition, it's also believed that a possible over-emphasis of expectations of record galleries kept away many who wanted to see the southwest's first National Open but were afraid to buck the tremendous crowds forecast for the event.

However, the Colonial gate, in numbers came near to the record established at

Minikahda in 1930—the Jones Open finale. Minikahda's prices were higher.

The Colonial gate was approximately:
Season tickets—4,000 at \$6 net.....\$24,000

Daily Tickets:	
Thursday—929 at \$2 net.....	1,858
Friday—957 at \$2 net	1,914
Saturday—1,643 at \$3 net.....	4,929
	\$32,701

Colonial members and their families were admitted free. This accounted for approximately an additional 700 admissions. A precise count including newspapermen, police, marshals, messengers and others on passes would be less than 8,500. Compare that figure with some newspaper estimates of the final day's crowd. The newspaper count on a golf championship crowd is anywhere from 50 to 150 per cent higher than the actual count. GOLF-DOM's editor, although able to figure out by simple mathematics how many people can crowd three deep around a 72d hole where most of the gallery eventually gathers, lies the same as the other boys in making his newspaper estimate. Why shatter a fine old tradition?

Greenkeeper R. M. Alexander, Jr., Man-



Grass continues to grow and must be mowed on British golf courses, war or no war. Above photo shows members of the greens crew at Richmond GC, Surry, walking ahead of the mower to spot and remove shell fragments which might otherwise damage the mower blades.

ager C. E. Nottingham and Professional Bob Byrnes, of the Colonial club handled their assignments perfectly. Byrnes, as the home club pro, qualified automatically for the Open, but found out what Bob Jones is up against at the Masters. Playing his shots while wondering how the caddies were performing, whether the visiting pros and amateurs were being completely satisfied with the service of his able, cheerful and diligent shop staff during the rush, and bearing other responsibilities of Texas hospitality was no cinch for Byrnes.

The frequency of one-putt greens attested to the job Alexander has done at Colonial. Craig Wood had 7 one-putt greens in his final round. Other boys holed many of considerable footage. While it's true that expert approaching accounted for many one-putt greens, it requires good fairway lies to make those approaches.

Bent as it's handled at Colonial Club proved its case as greens grass in the southwest.

Following the heavy rain of Friday Alexander had his men busy far into the night and early Saturday morning applying cottonseed hulls to paths and gallery areas around the clubhouse, tees and greens. It provided dry footing and protected the turf. To prevent injurious use of tee areas during practice rounds chicken wire netting was laid and anchored over the prohibited tee areas.

The clubhouse made a great case for air-cooling. The grill and the cocktail lounge finished shortly before the Open were especially attractive and comfortable spots of a beautiful clubhouse.

Clubhouse prices were kept at normal level during the Open. Seldom now is the once common practice employed of putting Broadway prices on food and drinks during a major tournament, and of serving sandwiches of tissue thinness of grub between two slices of bread.

Sulphur dusting powder was provided in the locker-room to protect against chiggers. Those who didn't use it later wished they had.

Friday's rain provided an emergency problem of clubhouse operation. Players and contestants rushing drenched and muddy into the clubhouse transformed the neat and attractive place, especially in the men's locker-room, into a sight to drive a manager crazy.

The negro locker-room and house men were unable to keep up with the rush. Emergency help was called in to clean the floors and pick up the towels and after a couple of hours the situation was under control.

Manager Nottingham also learned quickly what every club manager who receives a big national tournament, or any big regional event, generally learns to his distress. It is that a hot-weather golf gallery and contestants use more towels than