WE'RE telling them

Over three million copies of this July 4th Saturday Evening Post will carry this good news to American golfers. Here, at last, is the true story on re-covering – how to do it, why to do it and where to do it.

Only through the Pro Shop is the theme of this message. That's what we're telling your members, just as emphatically as we know how. Used balls or new, the message is - "Buy from your Pro."

And this is only the beginning! in later issues of the Post every month during your best selling season the same message will appear in powerful full-color advertisements.

Reproductions of this page, mounted on

you can play golf this summer, good golf – with good balls

YES

NERT'S NOW. First, dark only through some Pro II year are having meet balls have balls and the set of the result while have not the set of the set of accession by a repeatable mean-statement and again hay not shough year Proand again hay not shough year Pro-

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ACUSHNE

SOLD ONLY THEOS Court

handsome easels, will be available through salesmen to put up in your shop. We know y want to use them. They tell our story and story. Be sure you get yours.

Yes, this is a new kind of business. But i good kind of business, a profitable kind of ness for you. We want you to have ever of it you can get — and we're doing all we to help. Acushnet Process Sales Company, Bedford, Massachusetts.



SOLD ONLY THROUGH PRO SHOP

TITLEIST BEDFORD

GREEN RAY

PINN

More Dollars per Man per Month in the PAY-ROLL WAR SAVINGS PLAN

New Target for Industry:



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—AND at the same time to "brake" inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS. If your firm has already installed the Plan, now is the time-

EVERY PAYDA

EVERYBODY

- To secure wider employee participation.
 To encourage employees to
- To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings.

If your firm *bas not* already installed the Pay-Roll War Savings Plan, *now is the time to do so*. For full details, plus samples of resultgetting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.

1

U. S. War Savings Bonds

This space is a contribution to America's all-out war program by GOLFDOM

Here's the reason for the ENVELOPE in this issue of Golfdom

For fifteen years, some of them not so easy, GOLFDOM has been devoted to helping those in charge of golf club administration and management solve their problems of departmental operations.

During all this time we have had no subscription price on GOLFDOM. Our advertising income made it possible to do the job without cost to you officials and department heads.

A miscalculation by the Axis axmen has, for the time being, changed this. Nevertheless, it is our intention to continue every effort toward helping you lick your wartime operating problems, and to save you all possible time, expense and worry.

Meanwhile we are faced with the problem of having our advertising income cut so severely that it is impossible to continue GOLFDOM on a free basis. All of our readers, we feel reasonably certain, will understand this.

So, to carry on, we also believe you will agree that the fair, practical thing to do is to place GOLFDOM on a yearly paid subscription basis . . . at a price that is easily a bargain—

A WARTIME SUBSCRIPTION PRICE OF \$1 PER YEAR

Judging GOLFDOM on its usefulness in the past and its value to you in the perplexing months ahead, we're confident you'll find this wartime subscription a mighty useful investment.

YOU'LL FIND A SPECIAL ENVELOPE IN THIS ISSUE

-fill-in your name and mailing address on the flaptuck in your dollar bill, and mail-today, if you will.

MANY THANKS.

HERB GRAFFIS, Editor

WORTH A DOLLAR?

-many times more, they say!

Here's what Golf Club Officials and Department Heads say about GOLFDOM's Wartime Subscription Plan

".... this is a sensible thing to do and I feel you will not loose a reader. I enclose \$1 to cover my subscription.

Jim Thomson, Schenectady, N. Y.

"I regard this a great bargain, as GOLFDOM is well worth three times this much. I'm glad to see you carry on at this low price."

Bruce Ward, Corpus Christi, Texas.

"Enclosed please find an extra dollar as I find GOLFDOM has always been not only the best in golf magazines but most complete in covering the im-portant things in our operations."

Ted Tormies, Hamburg, N. Y.

"I am enclosing my dollar and consider you should charge more. In my opinion, this is something you should have done long ago."

Harry O'Hagen, Evansville, Ind.

"I'm enclosing one dollar for my subscription to GOLFDOM magazine. This dollar is more than well spent. Thanks for everything that I have learned from GOLFDOM."

Jack Smith, Marshall, Texas,

"Glad to do this. GOLFDOM has done and is doing a great job for golf. I hope everyone responds so you can keep pitching for us."

Ed Livingston, Sioux Falls, S. D.

"It's little enough, considering your good work for golf."

Guy Martin, Kenosha, Wis.

"Enclosed please find one dollar for my subscrip-tion to GOLFDOM. I have enjoyed GOLFDOM in the past, not because it was free, but for the simple reason that it always contained something worthwhile to any one connected with golf."

R. A. Tyrell, Ray Brook, N. Y.

"I don't see how any GOLFDOM reader can turn this offer down after you and your staff have kept us in the 'know' all these years."

Paul Bell, Torrington, Conn.

"Being a newspaper man, I can appreciate your problem and cheerfully send my dollar bill. We in-creased our subscription rates the first of this month and lost only 20 subscribers."

E. J. Paxton, Paducah, Ky.

"Enclosed is my \$1 which is very little. We sure owe GOLFDOM many thanks for its helpfulness. I speak for the Greenkeeping profession and I consider your monthly volumes contain useful information on many topics."

Robert J. Cronin, Glen Falls, N. Y.

"I had been wondering how you made GOLFDOM pay with the loss of so much advertising. Glad to enclose my dollar as GOLFDOM is no doubt a big help to all of us connected with golf."

George J. Heaney, Iowa City, Ia.

"It's a pleasure—and thanks to all your staff for a wonderful magazine."

Joe Seka, Jr., Philadelphia, Pa.

"I realize the fine service rendered by GOLFDOM and am glad to send my dollar."

Gene Root, Amarillo, Texas.

"It is a privilege to subscribe to GOLFDOM which has always been the Greenkeeping Superintendents friend. My dollar is enclosed with my hopes that your wartime subscription plan is a success."

Ray Rolfs, Menomonee Falls, Wis.

"I have wondered for years how much longer we would be fortunate enough to have GOLFDOM sent to us FREE. It happens once in a lifetime"--we have been really getting something worth while for years for nothing."

John J. Fitzgerald, Manchester, Mass.

"I am enclosing check for \$2 to cover wartime sub-scriptions for Dick Baxter and for myself. We feel that GOLFDOM has done so much for golf that everyone in the golf business will be glad to ride with you now."

Stanley Tworig, Williamstown, Mass.

"The useful information in GOLFDOM is certainly worth more than \$1 of anybody's money if they are engaged in the golf business."

George Aulbach, Amarillo, Texas.

"If my subscription will help keep the best of all golf magazines going, please keep my name on GOLFDOM'S list for the duration."

Heinie Sick, Joliet, Ill.

"It would be a serious loss to golf if GOLFDOM were not published. Glad to enclose my dollar." Robt. E. Chalmers, Chagrin Falls, Ohio

"Here's my dollar. They all should go for this." L. F. Rick, Davenport, Ia.

"It's well worth it, AND MORE."

John Stevens, Sparkill, N. Y.

"Very glad to subscribe to GOLFDOM. It's a fine magazine and I know I would miss it very much if it were not reaching me regularly."

Martin Rasmussen, St. Paul, Minn.

"Very glad to go along with you." T. M. Longwell, Custer City, Pa.

"It is very little for all the help given us." Charles D. Thom, Southampton, Mass.

"Here's my subscription. I don't want anything to happen that will interfere with my library of GOLF-DOM copies."

Joe Devany, Grosse Ile, Mich.

"I consider this more than a pleasure for this valuable book.' Alfred J. Campbell, Niagara Falls, N. Y.

YOU'LL FIND YOUR SUBSCRIPTION ENVELOPE IN THIS ISSUE

July, 1942

3

MILARSENITE Golf Dots ... **Does Its Stuff** at BRYNWOOD -

As a result of the fine showing made by Milarsenite on a fairway in 1940, this club "Milarsenized" ALL fairways in the fall of 1941. By the next year clover, plantain, and buckhorn had disappeared. Practically all dandelions were gone, too. The "before and after" pictures, be-low, show the remarkable improvement in turf.



No. 18 fairway at Brynwood before "Milarsenizing," Sept. 1941.



Same fairway, June 1942, after 3 doses of Milar-senite at 300 lbs. per acre, applied during fall of 1941. .

If your club is confronted with a clover or weed problem on fairways, it will pay you to use MILARSENITE. Start this fall by treating a part, one, or several fairways. Then expand the pro-gram next year. For further information, address:

Turf Service Bureau

THE SEWERAGE COMMISSION Dept. B-7, Milwaukee, Wis.



and Dashes-

By K. R. SUTPHIN

AS THE third month of "heavy" golf play gets under way, reports coming into GOLFDOM indicate that number of rounds in most sections this season, compared to last, are holding about even. An exception, of course, is in the East, where gas rationing is cutting down travel to the more remote courses. Many districts report '42 increases, and most of those who show slight decreases blame the weather more than anything else. Decrease in weekday play is widespread, but weekend play has shown great increases. . . . Private courses in the East are feeling the greatest pinch. Public layouts in that section, lying closer in and on main highways, are doing nicely.

Pasatiempo Club, Santa Cruz. Calif., has a woman as its acting professional. Mrs. Earl Eckert was given the job recently when her husband left to take a position at the South San Francisco airport. . . . Nathaniel Vickers, reputed to be the oldest tournament golfer in the U.S., recently missed matching his age by one stroke over his home links at Lakeville (L. I.) The 95-year old player watched his putt stop at the rim of the cup on the final hole. . . . The F.B.I. went to work when the golf course east of Marshall, Ill., recently was visited for a second time by a person with malicious intent. On this occasion he used dynamite to blow up and destroy seven of the nine greens.

Rather than engage in an 18-hole playoff session, Grace Amory, Mau-reen Orcutt and Mrs. Charles Whitehead, who tied for the medal in the recent Women's Metropolitan Golf Assn. championship at Lakeville, decided to split the \$15 in war stamps. ... John Brennand has been appointed manager of the Dayton (Ohio) CC, succeeding Ted Callahan. . . . Charlie Nicoll, veteran Hartford, Conn., instructor, is the new pro at the Shenecossett CC. . . . Walter Bylinowski,

formerly pro at the Oregon (III.) CC, was accidentally killed at Camp Edwards, Mass., June 17. Details of the death of the young soldier were not learned.

July 18-19 have been selected as dates for the PGA's national war relief drive. . . . In the recent Hale America tourney at Ridgemoor, 163 out of 373 rounds were par or better; there were 47 scores under 70, 31 at 70 and 39 at 71. . . The boys took the Mahoning CC, Girard, Ohio, layout apart the following week (Clayton Heafner won with a 264) but par for the course was 68, which kept the winning low score from being put alongside Craig Wood's 264 made in the 1940 Metropolitan Open. Craig made his score over a longer course.

Whitemarsh Valley CC (Philadelphia district) recently honored its pro with a "Maurie Talman Day," in recognition of Maurie's 25 years of service at Whitemarsh. . . . Ernie Shave, Meadowbrook's (Detroit district) golf pro, is now club manager and greenkeeper as well. Former manager, Clarence Calahan. and greenkeeper, Bert Rutenbar, are in line for service in the armed forces. ... A watchman has been stationed at the Guthrie (Okla.) G&CC to guard against further damage to the club. This action was taken after damage had been done, by persons unknown, to window lights and screens.

Jap beetle damage on Maryland courses has been very serious this season. Dr. Ernest N. Cory, U. of Maryland entomologist, estimated there were 10 tons of Jap beetles on the Prince George CC course alone. Extensive damage from beetles is forecast for District of Columbia courses next year unless preventive measures are successfully employed. . . . District of Columbia's golf assn. is asking clubs in the area to keep records of members' contributions to war relief or purchase of War Bonds and stamps so a year's record of golf's activity in war financing may be compiled.

Dr. Fred V. Grau, Penn State College extension agronomist and widely known course maintenance authority,

(Continued on Page 29)



"THIOSAN" will be a "new one" on many greens this year—for it's the effective organic fungicide developed by Du Bay to do the work of your old favorites, on which mercury restrictions have limited production. "Thiosan" is well tolerated by turf, easy to apply, low in cost and of proved effect against brown patch and dollar spot. Order from your supply house now.





'TAIN'T GONNA RAIN ALL TH' TIME...

Old man weather hasn't been on our side. The war, gasoline rationing, curtailment of manufacturing, and other obstacles may tend to "get us down" unless we prove to ourselves and others that we can stand up there and take it.

Keep a stiff upper lip! That's what we're doing. Behind the clouds the sun's still shining, and he'll pop out one of these days . . . maybe sooner than you expect.

Perhaps this year's golfing season will expand in July and August. It's possible that alert, on-the-job pros will be able to catch up on many sales during the next sixty days.

Remember MacGregor's Golf Ball reprocessing service to pros only. For the present, our stocks permit supplying you with Tourney* Golf Clubs (also pro only.)

You noticed that Ben Hogan won the Hale America Open with a record shattering low total of 271 for the 72 holes. And that Jimmy Demaret tied for second only three strokes behind Hogan. And that Byron Nelson was in there to tie in the next bracket with 278. All of these top-notch pros use Tourneys. Mention it to your club members.

acanzaor THE GREATEST NAME IN GOLF

CRAWFORD, MACGREGOR, CANBY CO., DAYTON, OHIO

*TRADE MARK REG. U.S. PAT. OFF. Players mentioned are members of the MacGregor Technical and Advisory Staff.



JULY, 1942

Wartime Course Maintenance Helps Average Golfer

By HERB GRAFFIS

Reduction of maintenance standards considered absolute minimum heretofore, has in many cases brought about better playing conditions for the majority of players.

A PROPOSAL for raising height of fairway and tee cutting and increasing the interval between greens mowing, recommended by the Midwest Greenkeepers Assn. at the suggestion of the Chicago District Golf Assn., now is generally being adopted in the Chicago area. Also in the plan of wartime maintenance is elimination of trap raking, and adopting of winter rules, where needed, under the timely label of War Rules.

Details of this pattern of "standard" greenkeeping practice in the Chicago district appeared on page 44 of May GOLF-DOM. Since publication of this recommendation other district golf organizations have worked out with greenkeeping associations of their districts similar schedules for wartime maintenance and already have begun to see that expected complaints from members rarely have been forthcoming.

Weather Favors Turf Growth

Weather conditions so far this year in most regions have been very favorable to growth of turf, and with the wartime revision in maintenance practice many greenkeepers are expecting that courses may go through the season in better shape and with less trouble and expense than

July, 1942

for many years past. The major worries hanging over the heads of greenkeepers generally now are insect attacks and equipment breakdowns. Enforced development of more rugged turf is expected to reduce fungus damage. That's a lucky break because of the shortage of the customary fungicides which is becoming acute as dealers' stocks are swiftly diminishing. High promise of effectiveness appears in at least one of the wartime fungicides but until it has been fairly extensively used for a season greenkeepers do not consider themselves in position to declare the fungicide problem is solved.

Labor Is Big Headache

Where maintenance trouble is really giving greenkeepers headaches is in the labor department and in parts replacement of machinery, the latter especially at the smaller clubs. Machine care is far more important now than it's ever before been on a golf course and time saved by curtailing course maintenance routine is being devoted partially to careful cleaning, oiling and adjusting of machinery, and the prompt repair of worn or otherwise injured parts.

A large part of the country has had so much rain that watering systems haven't had much use. The greens watering has been sharply reduced at many clubs.

The experience and other qualifications of greenkeepers in mechanical work has qualified many of them for war production factory work and clubs in numerous instances are beginning to wonder how long they'll be able to retain their greenkeepers. Course laborers have gone by the thousands into war factories, leaving the course maintenance work to be done by boys and old men who require special training, supervision and pretty nearly a petting program of labor management. Greenkeepers themselves are taking night school courses in war factory work as foresighted education, just in case...

Greenkeepers Really Shine

But what shines brightest in today's picture of course maintenance is the highly satisfactory manner in which the emergency has been met by permitting the greenkeeper's judgment to determine the minimum wartime maintenance requirements of a course permitting pleasant play, instead of going, as has been customary, by the ruling officials or members who are not conversant with all details of the job of maintaining a golf course.

It has been astonishing to see how the so-called reduction of course maintenance standards has really brought about better playing conditions for the majority of club members.

Longer greens, for instance, have enabled the two-or three-time a week golfer to putt with greater confidence. With his war worries and his nervous tension he simply hasn't got the touch for fast greens. Drier greens also have helped him. It has been thought that heavily watered greens were necessary to get the ordinary golfer's approach shot to stick. But it has been observed that the usual approach shot is far short of the cup and that a harder green giving more of a run to the ball results in bringing the approach shot of the 90-and-up player closer to the cup.

Longer fairways were expected to cause the greatest percentage of complaints because of the longer grass reducing the run of shots. However the slightly longer fairways generally tee the ball up just enough to give the high handicap player a much better chance for a good shot. The low handicap player may complain about the higher cut of fairways making the shots less agreeable to him, but since he's in the minority and there are other far more important subjects of complaint these days he might as well make the best of it and rejoice that he has a course on which to play.

One development that has been highly valuable in providing the groundwork for a logical wartime course maintenance program is that of keeping the greenkeeper quickly and closely informed about the monthly variations in membership and income of the club.

Here is where the cost accounting and other record-keeping operations greenkeepers have been conducting for years demonstrates its practical worth. When the club's gross income sags the greenkeeper who knows exactly what each operation costs him can make wise revisions in his operations immediately, based on all factors involved, instead of waiting until the board meets and debates.

Greenkeeping now, regardless of sound theory, is mainly a day-to-day job that calls for executive as well as technical ability. The way it's being handled by representative greenkeepers is giving club officials revelations of executive ability they never suspected their greenkeepers possessed, as previously, the greenkeeper was not often allowed to manage the job for which he was hired as a well qualified expert.

This Public Course Has Real Tournament Program

ELMWOOD Park GC, Sioux Falls (S. D.) municipal course, has a club tournament program and prize list far more extensive than public or private courses usually have. Pro Ed Livingston of the club has solicited from local business establishments, prizes for men's and women's events conducted every Saturday, Sunday and holiday throughout the season. This year War Bonds were among the prizes contributed.

An army air school is being built adjacent to the Elmwood Park course. A plan was worked out to provide moderatepriced golf for soldiers and to encourage play of the civilian engineering and construction personnel working at the new field.

Greenkeeper Cliff Anderson of Elmwood completed installing a fairway watering system before the season opened.

Seek Data On Golf Club Facilities Available for War Hospitalization

A QUESTIONNAIRE to determine to what extent U. S. golf clubs may be able to provide emergency and convalescent hospital facilities to the Army, Navy and Red Cross recently has been mailed to golf club presidents by Franklin L. Miller, 1454 Hanna Bldg., Cleveland. Miller has been authorized by the War and Navy departments and the Red Cross to obtain preliminary data.

Associations that are participating especially actively in helping to obtain the data required include the Northern California GA, Southern California GA, Southern California GA, Club Managers' Assn. of Washington, and New York Metropolitan, Chicago, Cleveland, Cincinnati, San Antonio, New Orleans, Houston, and St. Louis district golf associations.

What Facilities 'Just in Case'

Purpose of the survey is to solicit no official commitments but to get an accurate close-up on what facilities might be available for rental by the government in case of urgent need. No basis of rental agreements is referred to in the questionnaire, although preliminary discussions between Army and Navy high officials and Miller have favored retention of enough clubhouse space and of course use to allow the clubs to continue operations on a wartime program.

Several golf clubs already have been

rented by the government for schools and other purposes.

There already is a shortage of military hospital space in the United States suitable for convalescent cases. With American forces certain to be more extensively engaged in hostilities in the near future, the survey of golf club hospital possibilities is being conducted now rather than delayed until arrangements must be made with urgency as the sole factor.

Many club and association officials see in this consideration of golf club service two highly important elements; one being the possible opportunity of making effective use of golf club facilities at a time when no American asset should be neglected, and the other being the probability that government rental will provide income that will enable numerous clubs to continue to exist and to supply members with recreation facilities.

Chance To Do a Real Job

It's believed by some thoughtful golfers and golf club officials that golf clubs in making known their readiness to entertain propositions for housing battle casualties will be engaging in one of the most valuable and becoming public relations moves any sport can make. The private clubs too often have been unjustly rapped as camps of Americans who are not particularly interested in the preservation of



Cash penalty traps with the money going for Red Cross, USO or other war relief organizations, have been extensively adopted since the idea first was used at the Elmhurst (III.) CC. A contribution, generally

of a dime or a quarter is required of a player who shoots a ball into the designated trap.

Here's the Red Cross trap at the Lincoln Park municipal course, Grand Forks, N. D. The bank into which the money is paid for the trap shot, is in the shop of Eugene Lovejoy, Lincoln Park pro. democracy. This unwarranted and adverse propaganda won't stand up against a demonstration of private club members' attitude toward providing war victims with emergency hospital facilities, even though such facilities are paid for by the government.

Leading questions of the survey are:

I

NAME AND ADDRESS OF CLUB-

WILL THE CLUB PERMIT THE USE OF ITS BUILDINGS FOR:

Convalescent Hospitalization:

Emergency Hospitalization:

- IF THE ANSWER IS "YES," PLEASE
- SUPPLY THE FOLLOWING INFOR-MATION:
 - Road Map: Showing Exact Location of Club.
 - (Ordinary road map furnished by oil company will do.)

Distance From: Nearest passenger station

Bus route

Street-car station

Landing-wharf (if reasonably near) Size of Club House Facilities.

- Lounges Common Rooms Grills Dining-rooms Sleeping-rooms on all floors Enclosed porches **Open** porches (Please show Kitchens (cooking calength and pacity for how many breadth in people) FEET) Swimming-pools Toilets (number) Baths-shower and tub (number)
 - Other

Layout Plan of Building: (Can be rough, but must be to scale, showing present use of space.)

Number of Employees' Bedrooms: (In club house or detached.)

Source of Electric Power:

Source of Water:

Is supply pure?

Is supply ample?

- Is Heating Equipment Adequate for Year-Round Use of Club House? What fuel?
- Is Sewage Disposal Adequate?

Which? (City Sewer) (Cesspool)

- How Many Club Members Are Doctors? (Not now in service.)
- How Many Club Members Are Dentists? (Not now in service.)

WILL THE CLUB ENDEAVOR TO OR-GANIZE:

- An American Red Cross Volunteer Nurses' Aid Class—in cooperation with and under instruction from Local Red Cross Chapter? (Graduates of these classes may be urgently needed. It is requested that everything possible be done to organize them.)
- 2. An American Red Cross Home Nursing Class—in cooperation with and under instruction from Local Red Cross Chapter.
- 3. An American Red Cross First Aid Class—in cooperation with and under instruction from Local Red Cross Chapter.
- 4. Entertainment Unit (Men and Women.)

III

- HOW MANY AND AT WHAT COST PER MAN WILL THE CLUB MAKE AVAILABLE THE PRESENT SLEEP-ING ROOMS OR PROVIDE SLEEP-ING QUARTERS TO BE USED FOR PERIODS AS "REST AND RECREA-TION" LOCATION FOR COMBAT FORCES AFTER ARDUOUS ACTIVE DUTY? (i. e., Aircraft Pilots, Submarine & Destroyer Crews).
- IF ANSWER IS "YES," HOW MANY MEN CAN BE ACCOMODATED? AT WHAT COST PER DAY?
- WOULD YOUR CLUB BE WILLING TO COOPERATE WITH NEAREST NA-VAL STATION IN PROVIDING MOD-ERATE USE OF COURSE PLAYING PRIVILEGES AT TIMES—NUMBER OF MEN AGREEABLE TO YOU?

Yes-; No-; How Many-; What day-; What cost-.

WESTMORELAND CG (Chicago district) has on its tables an attractive little card, printed in red and blue on white stock, on which is this message:

LESS SWEET FOR THE YAP MEANS FINIS FOR THE JAP

WESTMORELAND COOPERATES.

Tom Ream, the club's manager, says many members and guests take these cards away with them. Westmoreland's table sugar consumption since rationing went into effect has been less than 1 teaspoonful per meal served to member, guest or employee.