

One up—1943



TWENTY...THIRTY...
forty thousand feet up!
Where the air is cold,
and thin...and deadly.
Where no bird, no living
thing *can* live.

Yet he lives! . . . and
fights! . . . and returns to earth to tell
of war-plants blasted and of enemy
planes sent to reeling, smoking, blaz-
ing destruction.

A year, two years ago, "one up" to
him meant drinks on the other fel-
low at the "19th." Today it means a
Japanese Rising Sun, or a Nazi Swas-
tika, on his fuselage.

Rubber, raw and synthetic, molded
and shaped into highly-efficient, high-
altitude oxygen masks makes such
feats possible.

And those masks, as well as hun-
dreds of other items, are using the
rubber that we used to build into the

biggest-selling Pro-Shop-Only golf
ball that any member ever banged
down the fairway.

So there won't be so many this year
for you to sell or for your players to
hit. But, never forget, that each day
that passes is one day nearer to Vic-
tory and Peace, when Acushnet sales
will again be ringing the bell on the
cash register in your shop and bring-
ing smiles to members' faces.

It's worth making a small sacrifice
to hurry that day, isn't it? Acushnet
Process Sales Co., New Bedford, Mass.

ACUSHNET

GOLF BALLS

SOLD ONLY THROUGH PRO SHOPS

TITLEIST BEDFORD GREEN RAY PINNACLE

Of Golf Of Course

Some clubs are eliminating or restricting social memberships, because of the help and food problems. . . . It appears that fully a third of the pros are in defense work and handling their club jobs on the side, judging by news clips about them. . . . Glen Ridge (N. J.) CC will hold a war bond tourney each week-end this season. Last year the club subscribed to \$11,650 worth of bonds and stamps. . . . Oakmont CC (Pittsburgh distr.) cut its April-July dues in half to encourage use of club facilities.

Columbia CC (Washington, D. C.) has upped its green-fee scale, to discourage members bringing guests to the club. The help is barely able to handle members' wants, so why boost attendance, reasons the board. . . . 20th Century-Fox Film Corp has bought the 90-acre Westwood Hills GCse for expansion purposes. . . . To encourage members to turn in old balls, someone has suggested punchboards, allowing a poke at the board for each ball turned in, with new remades for the prizes. . . . St. Louis DGA sponsors a Victory Open June 17-18 at Glen Echo CC for the benefit of the USO. . . . John Brophy, former pro at Bay Shore CC, Miami Beach, died May 12 after a short illness. . . . On Thursdays from radio station WBAL, Baltimore, Md, golfers may hear "Golf Doctors," an informal clinic of advice by a panel of six local pros. Program is unrehearsed, listeners sending in the questions and the pros answer 'em. . . . Women of the New Orleans (La.) CC celebrated Hitler's birthday by holding a war bond tourney. . . . Wisdom of not having a short hole early in the round is proved by this season's re-routing of Kissena Park GCse (Flushing, N. Y.). The former 3-par second hole is now the fourth, following three long holes. Play has been speeded at least 25 per cent, according to Pro Dick MacDon-

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ald. . . City commissioners of Ponca City (Okla.) are pondering the purchase of the Marland golf course for \$50,000.

Big Ten championship, held recently at Westmoreland CC (Chicago), resulted in a tie for the championship at 311 for 72 holes by Ben Smith of Michigan and Jim Teale of Minnesota. . . . Royal and Ancient GC of St. Andrew's, asked if golfers could accept war savings certificates as prizes and still hold their amateur status, has ruled "No," because the certificates can be converted into cash. War or no war, the R&A sticks to the old rules.

Pros have exclusive rights to balls lost in water hazards, ruled Magistrate J. R. Hockett of Flushing, L. I., when he placed Ceslaus Grabowski, 53, on parole after Henry Miller, pro at Hillcrest GC, had Grabowski arrested and charged with raiding the course water hazard 42 times. . . . Duke of Windsor, on his late May visit to the U. S., played The Links (Manhasset, L. I.) as a guest of Vincent Astor. . . . Midwestern floods in May hit a number of golf courses. Scovill Park links (Decatur, Ill.) had over an inch of silt deposited by the flood waters on the greens and fairways. . . . Fire wrecked the clubhouse of Portland's famed Peninsula GCse on May 17, with an estimated loss of \$20,000. . . . Another fire loss of the month was the Hartwell CC, owned by the Mutual Benefit Ass'n of the Cincinnati Gas & Electr. Co. The building was constructed of old phone poles. Loss put at \$60,000.

Lew Myers, pro at Providence (R. I.) Municipal GCse, ran a tourney in early June to which the entry fee was an old golf club or old balls. Collected equipment was sent to servicemen at Ashford General Hospital, White Sulphur Springs, W. Va. . . . Byron Nelson figures tournament golf will slump 8 to 10 strokes, due to the war; where 278 or 280 was needed to win in recent years, 288 or 290 ought to do the trick for a while after the war is over. . . . Helen Dettweiler, star woman golfer of the Washington-Baltimore sector, is completing training as a member of the Women's Auxiliary Flying Service, a branch of the Army's Ferry Command.

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When the war is over, we'll again be building Jacobsen Fairway and Putting Green Mowers for you—"super-mowers" that will save you time and upkeep costs on your golf course.

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JUNE, 1943

Pros Have A Post-War Opportunity

By DON YOUNG

ONE OF the healthiest aspects of the present war is that of post-war planning. Even in the face of some experts' opinions that 1945 will still see us in there pitching, scarcely an issue of our metropolitan dailies hits the street without a few lines on the front page devoted to what we plan to do to keep from doing it all over again—and again.

Everything considered, the post-war picture looks pretty sweet for the pros. First, the war is creating, and will continue to create, a new crop of golfers. That means business from every angle—providing we go after it with as much ingenuity as the stores are sure to do. Second, the demand for new clubs, balls, and accessories is bound to be tremendous following such a manufacturing curtailment period as has been enforced. All we have to do is prove ourselves business men and we can corner our share of this post-war market because we have something to offer the golfer that cannot, under any circumstances, be matched by the stores. It is a personal, professional interest that is continuous.

It is probably safe to state that in the past the average pro's reaction to qualifying for club general management has been indifference. Perhaps a certain percentage was justified in such an attitude. But conditions, like strip teasers, are inclined to change, and from purely an unbiased long-range viewpoint it looks very, very much as if the handwriting is on the wall.

General managers have existed at the

larger clubs for years and have proved outstandingly successful. It has simply been a matter of applying a business man to a business job. And thank God a golf club has finally become generally recognized as a business institution as well as a sports plant. However, we now find the "club manager" idea sifting downward into the smaller clubs, which creates the problem of applying such a principle to a limited group and a limited budget.

Many of the smaller clubs, in other words the bulk of the market, are going to find the additional personnel expense of a club manager impossible to handle. There will be just one answer to that one—a pro or green superintendent with enough brains, ambition, and imagination to handle both jobs. Pretty tall order, you say? Yes, but not too tall. It is my contention that any man with enough ability, ambition, and personality to make a success of a small-club pro job can, with a certain amount of personal prodding and burning of midnight oil, make a successful club manager of himself.

Now just how this may be accomplished is something else. Certainly no broad general principle can be laid down to make a pro-manager out of a pro. So the problem evolves itself into a personal one. The job demands a workable knowledge of business, sports, food, service, and entertainment. If you are a successful pro you are already endowed with three of these gifts. So rustle up and see if it isn't possible for you to ferret out

the angles necessary to the preparation and serving of good food, and the presentation of the sort of entertainment that keep club members interested and coming to your golf club.

Visit Around

Surely all of us have among our acquaintances one or more persons who are doing a good club management job of some kind, either private or public. They have to be very good to succeed in a club managing job under today's conditions. Their advice is priceless if you can get it. Further, invest a little dough in your future by spending a liberal amount of it in places catering to food and entertainment. Make it a purely business proposition, keep your eyes open, and see if you can't analyze just what makes this place or that place click. Then deliberately go to one in the doldrums. Certainly it shouldn't tax your imagination too greatly to distinguish what makes one place a success and the other a failure. The facts will be right before your eyes—so use 'em.

I have two acquaintances who have become very successful club managers. Both of them happen to be graduates of a correspondence course in hotel and restaurant management. No the C. S. didn't turn the trick, but it surely helped a couple of boys who had a certain amount of ambition and imagination and sense enough to use it.

Now the facts that you glean in your quest for club management knowledge may not be directly applicable to your situation. But if you will give the matter some thought you'll discover, no doubt, that these facts are basic and some way, some how they are applicable to your very job. So throw your imagination machinery in gear and put 'em to work.

A good percentage of the medium-size clubs have always had club managers. In the majority of cases they have proved not only money-savers but money-makers for the club. In view of this it is certainly not too much to expect this angle to eventually envelop the medium-size field. It's in the air—and it's good sound business sense.

Some of these medium-size clubs are open for combination pro-managers. The man who takes one of these jobs and makes a success of it must be possessed

of ability and imagination and write his work ticket. If he lacks one of these qualities he'll probably be one of the boys who spend a liberal share of their time playing buck nassau with the club champion and complaining that club managers as a class make it a practice of undermining pros to the Board of Directors.

Yes, the club manager idea is certainly on the increase, and since it's good sound business sense it's sure to prosper. The clubs with 15 or 16 on the Board of Directors will select instead about four or five business men, and the whole kaboodle of them will try and get something out of their club membership besides fretting and sweating how to keep the club out of the red—a job none of them relish. They'll do this by hiring a club manager—and telling him if he can't do the job they'll get someone who can.

To the small club pro this eventuality presents a myriad of possibilities. Each small club will be a problem in itself.

Assets of the Pro Job

So far as the pros are concerned, we never have had nor have not now any reason for worrying over the "club manager" situation. In the large and medium size clubs, there is no reason for conflict to exist between the managerial and pro departments—aside perhaps from a small minority of political situations. If your club installed a club manager who made you look silly, you'd better study the situation and see if he didn't sell 'em a bill of goods you failed to have in stock.

Also, we pros are a pretty fortunate lot. The club provides us with a place to do business, and a ready-made clientele. All they ask us to do is develop it. This of course requires business sense and hard work, the very ingredients required in any other business. But by the way, do you know of any other business or profession whereby your success is assured by the patronage of the very people who set you up in business a very little expense to yourself?

That's something to think about—and for which to be thankful.

And in preparing yourself for the new "club manager" era that is surely bound to come, just bear in mind that the secret of being a successful club manager is no different than that of being a successful pro. It's giving people something they want—at the price they want to pay.

SUPT. SOLVES WAR-UPKEEP ACHES

TRANSPORTATION has begun to bear down hard on recreation in the eastern states. One golf course superintendent tells GOLFDOM that bus drivers in his vicinity refuse to permit passengers carrying sports equipment to board buses on weekdays. He says nothing about the possibility of the buses being used by passengers en route to the movies or ball games.

Up to the time of the drastic transportation restrictions play was normal, considering weather. Pro shop sales were ahead of last year; probably, this superintendent guesses, because of golfers thinking they'd now better get what they think they'll need for the duration.

Travel restrictions have brought some new bag storage patrons to the course. The clubhouse is about a 10 minute walk, across the course, from the clubhouse.

Considerable of the play at this correspondent's course is of war workers. He says there's still much confusion about the place of recreation in the program of war workers in his section with the present attitude seeming to indicate that it is O. K. for a war worker to get needed recreation in a saloon or elsewhere indoors rather than escape crowded, noisy industrial city conditions if such escape for outdoor recreation requires even some use of public transportation.

War industries in his section have a high absentee rate.

Budget Much Lower

The 27-hole course and park where this correspondent is in charge, are being operated on a sharply reduced budget. Much rain this spring has required more than normal mowing and considerable of it under very unfavorable conditions.

Of this season's operations at his course this superintendent reports:

"We are operating with seven men (including the working foreman) and a boy who comes in Saturdays. Three of these men are newly broken in on greens mowing, and one man newly broken in on rough cutting. About 90 per cent of our mowing is done by power.

"Greens now are power mowed three times a week, Tuesday, Thursday, Saturday, using three machines. Two men each mow nine greens each (including also turf nursery for one man), and the third man

mows 10 greens which include the practice green. Unable to get transport carriages for two new mowers, we bought parts, and made others to make up two carriages for those new machines bought winter of 1941. Fuel consumption for three machines per week (cutting 200,000 sq. ft. putting surface) is under 10 gallons gas (mix 4 gal. gas, 1 qt. SAE 30 oil). Except on Saturday, we do not mat the dew off the greens, nor do we use the grass catchers. We do other work in A.M. until greens are dried off; saving eight labor hours per week. Up to gas restrictions we worked nine hours, five days, eight hours on Saturday. Two men are nine hours on course patrol Sunday; starting 7 A.M. to 4:30 P.M., ½ hour for lunch. Now that play has dropped off, we are starting at 7 A.M. and quitting 3:30 P.M.; giving the workmen more time to work on their V gardens here on the place. We have no V gardens for players, and have no request for space.

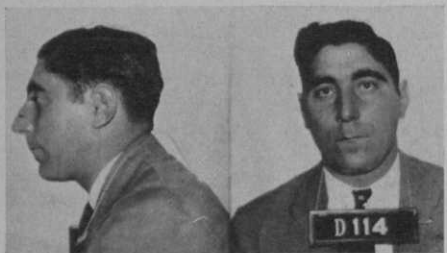
Less Play Cuts Work

"Banks of greens are mowed by tractor units. Banks have been mostly regraded to facilitate this work, to be done when fairways are cut first part of the week. 'Collars' of greens, up to gas shortage, were mowed with three units. Less play, less trap raking, etc. We are now cutting collars by hand, once a week, days we mow greens, while waiting for dew to dry off putting surface. Some banks inaccessible to tractor mowing are also cut by hand mower once a week. Banks and collars are not all cut in one day, but progressively through the week, until the job is done. Now with play off, we are changing cups Monday and Sunday; moving tee markers a pace ahead, every other day through the week.

"Watering is done to retain about 1 inch irrigation per week, with or without rainfall, to make up the total. We took up our lines from fairways, and extended greens lines to snap valves, now using 1/3 the hose previously used with the gate valves then in use. Watering is done in A.M. when and as needed. Fertilization and topdressing now done as needed to retain growth, but not forced for color. We have no weed problem on greens, except some poa annua and slight clover.

"Tees are mowed twice a week with

Have You Seen Him?



Here's a chance to help the FBI catch a murderer—William Bommarito—although he probably isn't using that name today. He is wanted for killing his mother-in-law and wounding his estranged wife in Detroit in 1937.

Bommarito is an expert golfer, scoring in the low 70s. He loves the game and plays at every opportunity. In 1930, '31, and '32, he was a member of the Detroit team in the national

Public Links championships. He was finalist in the 1930 Michigan Amateur. He wears a glove when playing, hits practice shots before each match, uses the best equipment, prefers to play for money, is hard loser. Has a wide stance; putts with heels together.

He's 39, of Italian extraction, 5'5", weighs about 170, muscular build, swarthy, unruly dark brown hair, brown eyes. Swaggers when he walks, dangling his arms which are too long for his torso. Beard heavy and dark, may wear a mustache. Has a 1" scar at outer corner of left eye; brown spot between shoulders.

Bommarito likely plays public links, so look at the pictures above, which were taken 11 years ago. This man may have played your course since his flight from Detroit in 1937. If you think you recognize him, help apprehend a murderer by notifying the nearest field office of the FBI.

fairway units. All have been regraded and average 4000 sq. ft. each. Watering and divot reseeding, topdressing, etc. done as needed, with some curtailment.

"Fairways are still mowed twice a week. They were leaded last year. No fertilization or liming this year, as we have reached a point in accumulated fertilization where we can coast along on this for a few years. No weed problem to speak of. Some reseeding done last fall and this spring where low spots were drained, filled in, or regraded. Cutting ht. 1 inch, same as tees and greens collars. Fairway total 56 acres, 50 yards wide average.

Save Gas on Rough

"Rough cutting height is two inches—where cut. Rough now considered 10 yds. each side of fairway, plus first 100 yds. in front of tees. About 15 per cent of our rough is being left grow up to hay, in areas where only a wild ball may land occasionally. Our greatest gas saving will be on rough cutting, also leaving some lawn areas grow up to rough, or even hay length.

"Traps are raked and weeded only on Fridays now; formerly 3 times a week. Fringe trimming is done every two to three weeks using grass whip type cutters.

"Compost is still made regularly, some 300 cu. yds. yearly. We are not using cyanamid; ammonium sulphate, instead. Rotted cow manure, which we have plenty

of, received from dairy for pasture use of part of park.

"Gardening work is done Saturday afternoons and Monday mornings. By keeping a day book, cost records, etc., jobs are started, left for other work, then gone back to, regularly until a cycle has been completed. Gas consumption runs up to 100 gallons per week, all machines.

"We have plenty of nursery sod if needed, and other spots are temporarily reseeded with redbud, rye, bent, etc., mixed in smaller quantities. Daily work slips, machine operation records, etc., are still kept. Boys employed (3 to 4) under 18 years old. Other men are over 38, with one exception, who is married and in 3A, —and myself.

"Fairways and practice field areas totals 58 acres. Total rough (60 acres) about the same. We may let the practice field grow up to hay. The foreman and myself are kept busy trouble-shooting, and keeping machines serviced and in operation. In other years we broke all men in to care for their machinery, but with present type labor, and turnover, these men make no repairs, oiling or adjustments, except fueling, and cleaning up after use. All painting done each year is continued. Tree work done in fall, winter and spring. We have discontinued tree spraying as 'preventative', and only spraying as control."