

# NOW'S THE TIME

## TO LAY IN YOUR 1945

# GOLF BALL SUPPLY

*Here are Four reasons why:*

- 1** Increased play and players in face of continued shortages of golf balls . . . that's the outlook for 1945. The wise pro will act early to insure his ball supply.
- 2** Fall is ideal time to collect used balls. You'll find your players, nearing the season's end, far more cooperative in turning their old cuts in to you in quantities.
- 3** You still have direct contact with your players in the fall and can collect many balls that otherwise would be locked up or carried away and forgotten.
- 4** By collecting balls this fall and promptly shipping to the manufacturers it gives them the time needed for proper reprocessing. And, you'll have your supply of golf balls as early as you need it next spring. Now's the time to cinch your supply.

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**WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER**



Thomas J. Watson, President, IBM, left, and Robert Trent Jones, who laid out golf course for company's employees, at dedication ceremonies.

# Golf Course Feature of New IBM Recreation Center

★ In keeping with Thomas J. Watson's practice of providing healthful recreational opportunities for his employees, a new nine-hole golf course recently was opened at the International Business Machines plant at Poughkeepsie, N. Y. The new course is described by its designer, Robert Trent Jones widely known golf architect of New York City, as representing the last word in modern golf course architecture.

Every hole is different with no similarity in either the design or the contouring of the greens. The play of each hole will differ depending upon from which side of the fairway one approaches the green. So, no matter how many times the course is played, each round will always have a new flavor.

It is located on 123 acres of company property bordering South Road, near Kingwood Park. Another 300 acre tract, also on South Road, has been purchased by the company and will be developed to provide additional recreation facilities as well as afford dwelling sites for IBM employees. The new nine was designed as the first unit of what eventually would become a regulation 18-hole layout and

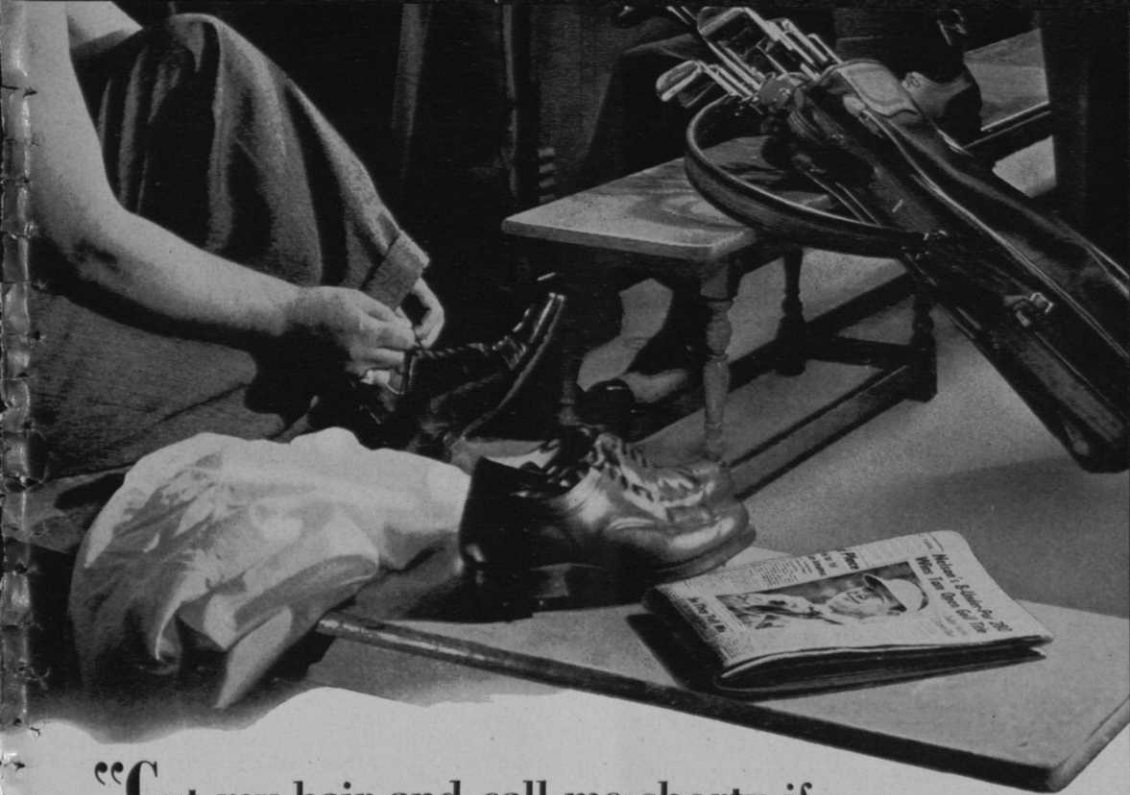
already its popularity has prompted Mr. Watson to approve completion of the homeward nine as soon as conditions permit.

Construction of the clubhouse must await the end of the war. The highest part of the country club property has been selected for it, a point which commands broad view of the surrounding mountains in three directions, and which on clear days brings the Hudson and Newburgh Bay into focus.

In addition to the golf course, tennis courts, a wooded picnic ground, quoits and horseshoe areas, a practice green, caddie shelter and parking lot complete the present facilities. Eventually the recreation center will include swimming, baseball and other sports, and a children's nursery.

The country club is operated by a board of governors composed of the workers in the plant, who are elected from different departments of the plant and rotate periodically. Policies pertaining to operation are determined by this country club board.

Rates for use of the course are 25 cents per round. For a very nominal fee, lessons are also given by a professional



“Cut my hair and call me shorty if old ‘Lord’ Byron Nelson didn’t win the Tam All-American Open to add to his other wins!”

“Certainly, you’re not *surprised*? You sorta expected him or Jug McSpaden or some other player who uses MacGregor Tourneys\* to win, didn’t you?”

**Add two more for By!** After winning the All-American Open, Nelson took first honors in both the Nashville Invitational and the Texas Open to break the all-time record for a single season’s winnings. McSpaden finished second in both contests. And both players use Tourneys—the exclusively pro-sold clubs. The sensational tournaments this year have attracted more spectators than ever in history—sold countless millions in War Bonds.

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provided by the company and it is the company's intention to try and obtain an instructress, as women form such a prominent part of the IBM operations at this time.

In speaking to the IBM employees gathered for the dedication Mr. Watson said:

"We want to do everything we can to see that you have happiness in your work, and security for yourselves and for your families.

"The only thing that we ask of you in return for that is that you observe and measure up to the high ideals of IBM. I do not hesitate to say to you that we have very high ideals, but they are very simple. They are based on character, good manners, decent living, and the desire and willingness to cooperate with one another. That is a very simple formula. All who can join with us and accept those ideals, help carry them out and protect them for the benefit of themselves and their associates, will find that the IBM will be their friends and will stand back of them in every possible way it can to see that they do have happiness, security and proper remuneration for the work which they deliver to the company."

Jones, who designed many of the country's outstanding golf courses up until war began, explains that the modern theory in golf architecture is to create a balanced hole for the various classes of golfers. Covering the subject in a recent issue of "Activity," IBM employee magazine, Jones says:

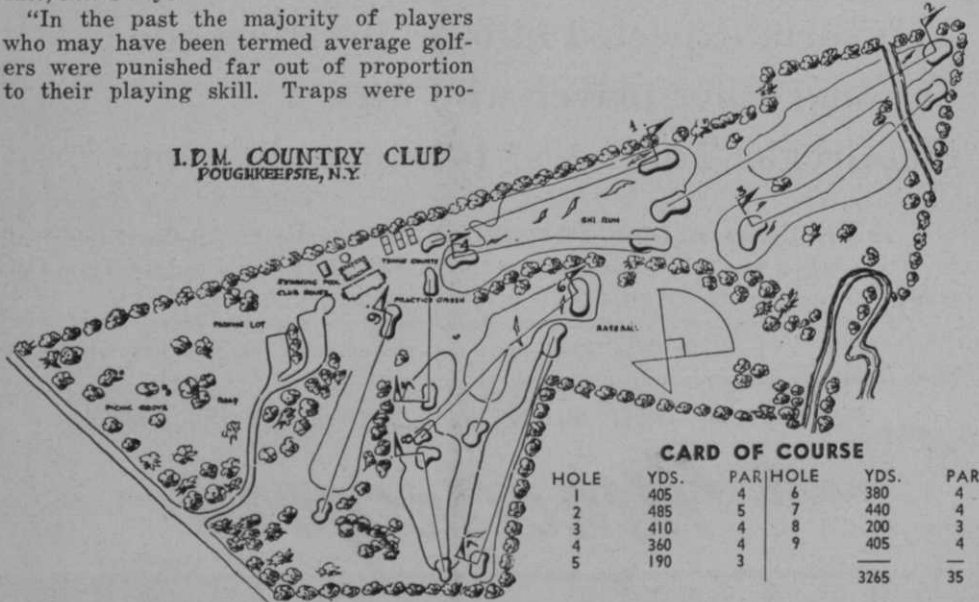
"In the past the majority of players who may have been termed average golfers were punished far out of proportion to their playing skill. Traps were pro-

fusely placed in all areas of the fairway so as to catch a shot only slightly in error. Since the technique of the average golfer's swing is subject to flaws more often than the good or expert golfer's, he was constantly in trouble. As a result the game of golf lost its thrill for him.

"An analysis of the situation disclosed that as far as the crack golfer was concerned, traps under 200 yards offered little or no hazard usually, whereas those same traps were constantly punishing the average golfer. It therefore was feasible that moving such traps would make the play for the average golfer less punishing without spoiling the character of the course or the playing value for the expert.

"It was found that in the green area, the green and trap could be designed so the hole could be tightened or eased by the extent that the pin was placed behind a diagonal trap. In the old penal type of architecture, where the greens were flat and surrounded by a maze of clam-shell traps with a bottle-neck entrance, only one problem was involved—the golfer had no choice other than to hit a perfectly executed shot to the green. Since the shot required was often not in the average golfer's repertoire he realized he was doomed before he started.

"With the diagonal trapping, tongue greens and alternate routine to the green, he can play a shot which he feels is within his range. This involves mental keenness as well as playing skill, as one must vary the manner in which one plays the hole on any particular day.



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# Army Hospitals Benefit from PGA Championship

A lot of mighty deserving fellows were remembered when the stage was being set by the PGA and the sponsor for the association's 26th annual championship, held at Manito G & CC, Spokane, Wash., August 14-20. As a result, two local Army hospitals, Baxter General and Ft. George Wright, stand to split in the neighborhood of \$25,000, representing the entire gross proceeds from the tournament gate. This was made possible by a grand fellow named Joe Albi, president of Spokane's famous Round Table and a lot of fellows like him who make up this non-profit organization of sportsmen.

The event was as smooth in its handling as it was successful in its financial outcome, with credit for on-location details going to Manito's president, Bob Nelson, and his staff. The Army handled the ticket sale and gallery patrol—and well. PGA officials and contestants were generous in their praise of Boyd Walker, Manito manager, Roy Henderson, pro, and the excellent condition of the course attained by Glen Proctor, greenkeeper.

A grandstand was erected overlooking the 18th green in which a special section was reserved for wounded soldiers. Walkie talkies kept the press informed. The

largest gallery in PGA championship history, estimated at over 8,000, turned out the final day.

When it all wound up Bob Hamilton, Hilfrick Field GC, Evansville, Ind., pro held title of 1944 National PGA Champion. In winning, Hamilton defeated the two outstanding pro golfers of the country—Byron Nelson and Jug McSpaden. It was his first participation in the PGA classic. In a meeting held before the event the PGA Tournament Committee voted to eliminate stymies.

Most likely Hamilton will not have to spend much carfare to defend his title in 1945 as two midwest cities already have bids in for the championship with the straw blowing towards Detroit.

## Roundup Brings in Used Balls

Take a tip from Harold Clasen, pro, Northland CC, Duluth, Minn. if you really want to round up used balls. The Northland plan is to schedule their Fall Round-up late in September. The entry fee is one dozen used balls and, coming at the end of the season, a plentiful supply of old cuts seems to be available in dozen lots.

Its a one-club-only event, with no caddies. Dinner is "on the house" and precautions are taken against members expiring from thirst (or chill) during the tour of the course.

Players who feel a surge of skill coming on as they approach Northland's par 3 holes have a chance to win a reprocessed ball by wagering three old cuts that their tee shots will reach the green.

Although a small amount of synthetic rubber has been made available to the ball makers for experimental purposes, successful synthetic golf balls are still very much in the category of future business. So, pros are being urged to continue collections and, of course, the logical time to round 'em up is from now on as the season's end approaches.

Northland's successful plan is a case where club officials, manager and pro have closely cooperated.

A hole-in-one tournament sponsored by Gene Root, pro-manager at the Ross-Rogers muny course, Amarillo, Texas, in support of the drive for old golf balls, garnered 444 of the little white pills.

Bob Hamilton, 1944 PGA Champion.



# Miami's Greenkeeper Doubles in Boats and Bunkers

By JIMMY BURNS

Over a period of years there have been times when the more sedate members of the Miami CC wished that their club wasn't just across the street from the Merrill-Stevens boat yard.

Sounds of hammering, riveting and scraping of ships' bottoms often disturbed their card games and annoyed golfers driving from the first tee. But today, Prexy Ralph Pool and his members are very happy about Merrill-Stevens being so close.

The club's proximity to a defense plant has saved it some of the labor problems faced by many other country clubs. Its greenkeeper, Ernest Felton, with the club since it was organized in 1928, decided to go into defense work. But, he chose Merrill-Stevens and his assistant went with him. They get off work early enough afternoons to attend to some of the golf course maintenance and devote their entire Sundays to that work.

Hence the Miami CC course, which is

little more than a pitch shot from the center of downtown, is in fine condition.

"We were just plain lucky," President Pool said. "We were darned glad to have Felton's part-time services and proud that he was willing to go on living in the greenkeeper's cottage on the golf course."

Pool is another of the George S. May type. He believes in spending money and keeping things in tip top condition. Pool has built up a cash reserve which the Miami CC will spend on postwar improvements. The plans for several changes to toughen the course already have been made by Donald Ross.

Pool has raised the membership dues from \$60 to \$100 a year, without a single squawk or loss of a member. The boys merely accepted his word that it was necessary because of the increased costs of labor, material and general upkeep.

Membership of the club will be frozen at 450 after the war and it is likely that the course will be closed to the general

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Sorry to report we are completely sold out this year but are taking orders now for delivery for the Fall of 1945 and because Madison, Wisconsin is in Critical Labor Area No. 1, we will plant this fall only those orders received up to October 15th this year for 1945 delivery. Suggest you anticipate your needs for the coming year.

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Postwar Planning of Golf Courses

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public. That would be a blow to many winter visitors, who have been permitted use of the course for a \$2.50 daily greens fee. But with the revenue from members the extra dough will not be needed.

During the past year more than 6,000 rounds of the 40,000 played over the Miami CC were by servicemen. They are allowed to play for a buck and as a special consideration Navy officers who get away from Seventh Naval District headquarters too late in the day for more than nine holes are permitted to play for 50 cents.

\* \* \*

Restoration of the Miami Open to its pre-war value of \$10,000 next December was a master stroke by H. H. Arnold, manager of the city-owned Miami Springs course and originator of the tournament which for the past two years was continued as a \$5,000 event with payment in war bonds and stamps.

Arnold persuaded City Manager A. B. Curry to kick in with an extra \$5,000 for the tournament this year. That means the event will attract more of the big name players and hence will result in more publicity.

But, by increasing the cash awards, Arnold also has shown good business judgment and the tournament may not cost the city as much as it did when it was a \$5,000 event. During the past two years the entry fees and gate receipts have been given to charity, but now this income will be retained by the city. If there are 200 entries at \$10 each that means \$2,000. Presume that the attendance will be 5,000 at a dollar a head and you have another \$5,000 and a total of \$7,000.

It is entirely possible that with a big winter season in store the tournament will pay for itself.

\* \* \*

Willie Macfarlane, who is pro, club manager and what have you at the Miami Shores golf course, is rated as the smartest golf business man in the south, according to Gene Dahlbender, southeastern representative.

"Everyone knows that few pros have better business sense than Willie," Dahlbender commented recently. "He knows all the angles and he's ahead of most of 'em with new ideas."

Willie's foresight before the golf ball famine set in helped members of his club. He is the only one in this neighborhood who has not run out of golf balls at one time or another.

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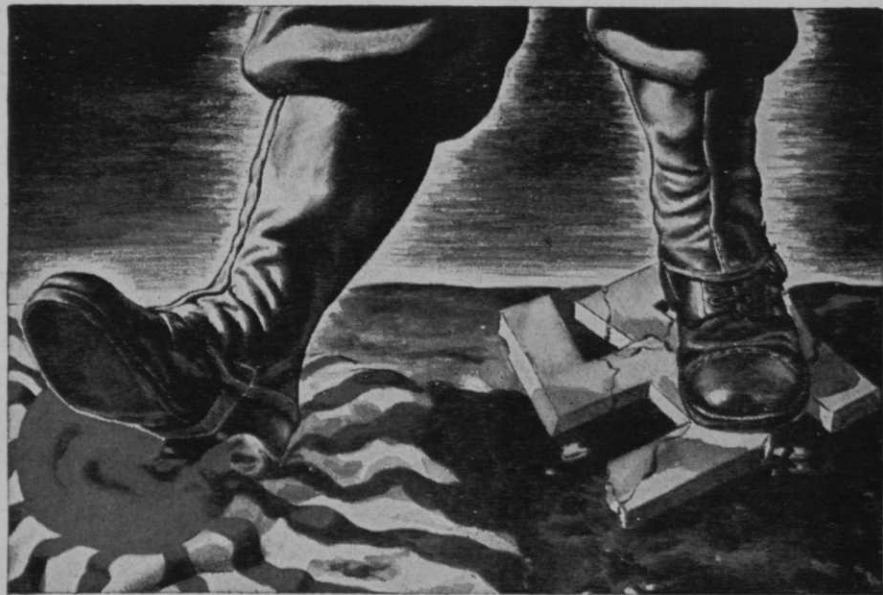
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Your consistent War Bond investments will work for you too at the same time that they work for your boy in service. For whatever you may desire ten years from now, your War Bonds will add one-third more to what you've invested.

Help hasten the day of victory, and help make that victory more secure—buy your War Bonds today.

## BUY WAR BONDS

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The Business Journal of Golf

*This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council*

## How Tamarack Hurdled War Handicaps

In 1943 New York district golf clubs suffered an acute shortage of just about everything in the book, except courage. Among them, Tamarack CC of Greenwich, Conn., found itself in about the toughest location, geographically imaginable. As a result of the gasoline shortage and other handicaps Tamarack had lost nearly half its members before the 1943 season got under way. The remaining members simply determined that the club's half million dollar property would not be allowed to fall apart, with the result that an accumulated deficit of \$6,000 which added crimson coloring to their 1943 opening was turned into a business like blue by the time the loyal Tama-whackers went to the tee this spring. Here are some 'takes' from the scenario from Warren Bullock, a member of the cast:

"Transportation—By pooling transportation and car usage, enough members were able to keep playing to retain the club on an active status—even providing caddies, with caddy carts when boys were short. The club converted its rainy day play room into a barracks style dormitory, so members could go out Friday night and stay the week-end.

"Restaurant—Unused plots of land were converted into Victory Gardens (I don't mean the mashie and niblick type of operations either). Our steward beat the OPA ration point problem by serving fresh garden truck from our own gardens.

"Balls?—Yes, we had them. Members with President Joseph A. Lockhart as chief factotum pooled all their resources in the way of balls whose virgin faces had been tampered with by missed iron shots and sent them in to be reprocessed in quantity lots. Adding to the collection were caddies in bathing suits conducting submarine operations in the water hazards, and Joe Lockhart spent his spare

moments with other assistants in combing the rough for lost pills.

"Upkeep—With the manpower shortage it was a problem to keep the course in decent condition. However, members instead of playing the nineteenth hole turned in (at times) to a little field work on traps, etc., and rules about replacing divots and raking away footprints in traps were strictly enforced.

"Tournaments—The usual club events were held with war bond prizes provided by a membership sports pool. The same problems will be met this year, but with last year's experience we are not worrying."

## Overseas G. I. Joe Tells of Balls They Use

In June, Jack Stafford, engineer with the General Electric Company at Pittsfield, Mass., and active leader in the company's employees' tournaments, received a letter from R. E. Anderson, a former employee now with the Army "somewhere in England", highlighting the value and delight of playing with a good golf ball. Anderson wrote:

"Jim McGurk has written me that he is able to send me a dozen golf balls which you so generously gave him. I want you to know that I am deeply appreciative of your generosity and thoughtfulness in doing this and want to assure you that the receipt of these balls will be one of the most welcome gifts ever received by anyone. Thanks an awful lot.

"Well, Jack, I've seen fellows over here playing with balls that you wouldn't even bother to knock away—you'd just leave them, they were so bad. Fellows over here have played with balls that must have had at least six or seven good nicks in them. I've seen one Englishman with a ball that's had a piece of the cover cut off by a knife so the loose piece cut off wouldn't interfere too much with his putting. I picked up an old scab in the middle of the fair-



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