

# At the Metairie Country Club...



Metairie Country Club is one of New Orleans' outstanding clubs and the home of many tournaments. It is known to every amateur and professional golf star in America. Metairie Country Club features an all-year social calendar which is very popular.

## “Sani-Mats are an indispensable item”

says *W. F. Roulo, Manager*



# SANI-MAT

DISPOSABLE BATH MAT

ADMAT CO.—Sales Agents: DONHART SALES CO.,  
Crichton Station, Mobile, Ala.

### SANI-MAT—the disposable bath mat

Use it once . . . throw it away

Sani-Mat—the disposable bath mat—is made from 100% wood pulp. It is sanitary and positively non-skid, either when wet or dry. Sani-Mat can be used under shower—on floor—to stand on in locker room.

Sani-Mat is very absorbent—soaks up water like a blotter. Guests like it because it gives added protection; club executives like it because it saves towels and reduces laundry bills. Sani-Mat can be disposed of easily after use. Try Sani-Mat in your own bathroom. SEND FOR FREE SAMPLES TODAY!

**AVAILABLE NOW**—in standard designs or one of your own creation. Choose any standard color for your imprint.



Be sure distributor feeds uniformly

to be brought to each area the first time it is used, and if records are kept of the actual amounts used, this will aid in later treatments of the same material, on that area at that rate.

Charts should be made up in triplicate, at least, in the event that one copy is lost or destroyed. The chart will aid in making up the budget requirements for material, as outlined in the article by T. T. Taylor in June 1946 *GOLFDOM*. As in the case of fairways, assuming one intends to make two 20 pound per thousand sq. ft. fairway fertilizer applications in the coming season, simply add up all the ten unit rates for fairways, multiply by 4, and the total tonnage can be known.

A point some readers wish clarified is, how many pounds of material are needed to apply a stated pound of plant food element. In one instance, a man read that 1 pound of nitrogen per 1000 sq. ft. per month, during a growing season of 6 months, was a good feeding of this element. It did not seem right to him that only 6 pounds of fertilizer (as he interpreted it) were enough for 1000 sq. ft. or 30 lbs. a year for a 5,000 sq. ft. green; or, for fairways 43½ lbs. per acre of fertilizer a year. Assume the material contains 5% total nitrogen, or 5 pounds in a 100 pound bag. Divide 100 by 5, 5)100(=20, the latter figure being the number of pounds of 5% N. fertilizer needed to apply 1 pound of nitrogen, or, for 6 monthly applications 120 pounds would be required for the season. On the acre basis, 20 lbs. multiplied by 43½ (1000 sq. ft. units in an acre) result in 870 pounds to yield 43½ lbs. total nitrogen feeding per acre for that treatment.

### Calibrating or Setting Spreaders

Spreaders in common use are the hopper type with rotating or sliding agitators driven by wheels in ground contact. Other types are powered by hand crank or drive wheels turning fan-like broadcasting blades, and a third is like the first, but mounted directly on the truck or tractor, and is driven by the rear wheels. Discharge openings are regulated by setting a control handle on a

notched quadrant, or spacer washers, or stop-screw adjustments are used.

There are two general methods of finding what calibration to set a spreader. If both are used, they can be checked against each other. Assume fertilizer is on hand, but weather or ground conditions are not right for spreading. Raise the spreader on blocks so the drive wheels clear the floor. Lay paper, canvas or empty cloth bags under the hopper. Weigh 1/10 the amount required to treat an acre. This is to assumedly go 1/10 an acre or 4,356 sq. ft. as previously mentioned. Hopper width is 8 feet. What distance must the spreader travel over an 8 foot width to cover 4,356 sq. ft.?  $8)4356(=543.25$ , meaning spreader must travel approximately 544 lineal feet to cover 1/10 acre.

Drive wheel rims are 9 ft. in circumference, as tape measured or with string and yardstick, or figured, circumference is equal to diameter times 3.1416, or say roughly 3 times the diameter, which in this case may be 3 feet across.

How many turns must the wheel make to simulate travel of 544 feet?  $9)544(=60$  turns approximately. If we wish to apply 10 lbs. material to 1000 sq. ft. or 435 lbs. acre, then 1/10 acre will require 43½ lbs. Weigh out and evenly lay this amount in the hopper. Chalk or string mark a spoke or point on the drive wheel. Open the hopper to a guessed-at setting. Turn the wheel 60 full revolutions. If the material all runs out BEFORE 60 turns are made, stop operations. Close hopper, pick up material and dump it back in hopper. Open discharge plate to a smaller setting. This time, after 60 full wheel turns there is material still in hopper. Pick up that on the floor, dump it back in hopper, and try a slightly larger opening. The third time, after 60 full turns, all material ran out. Close hopper, dump the material back in, open to the last-tried setting, and make a check run.

Now we have a setting quite close for

(Continued on Page 44)

The right amount will go a long way.



# Tufhorse

● The finest golf bag for those who appreciate the finest in craftsmanship, style and dependability. It's golf's most practical bag, too—the bag with separate compartments for each club.



## The G8 Sunday Pax

A featherweight, inexpensive, smartly styled Sunday bag. Compartments for 12 clubs. A pace setter for both men and women that can't be beaten.

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**TUFHORSE**  
The  
Aristocrat  
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Golf  
Bags

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**MacGregor**

THE GREATEST NAME IN GOLF

★ ★ ★ **DES MOINES GLOVE & MFG. CO.** ★ ★ ★  
306 COURT AVENUE, DES MOINES, IOWA

what we need for THAT material, at THAT consistency or graininess, at THAT rate for 1/10 an acre. Drawing the spreader over a full acre at that setting is the same rate.

When weather and ground conditions are right for spreading, take the distributor out to the test field. In the case of an 8 foot hopper, stake out a double strip 16 ft. wide by 272 ft. long. This is better to work with in 2 runs than an 8 foot strip 544 ft. long. The test made in the barn was under "ideal" conditions. Now observe how the determined setting works out under field conditions, and make adjustments accordingly. Frozen or hard ground may cause the spreader to bounce and jar, and run out the material faster, and a greater amount may go on the ground than intended.

The foregoing means also applies to cut-in seed drills. However, wheel slippage may slow down the discharge rate under actual field use, and a larger discharge setting may be needed. When making tests, shut off discharge at the end of the run, so no material is lost when turning around to come back over the adjoining run.

When grass is dormant, it sometimes is difficult to "follow the line" of wheel marks made by the spreader, and a swath marker may be needed. This can be stiff wire attached to ends of hopper to scratch a line, or a 1"x2" stick about 18" long with 6 penny nails driven through both sides to make a scratcher. One of these can be attached to each hopper end, using wire, light chain or rope to permit ground drag.

Burlap or canvas shields can be put on wheels if they are the spoke type, and in front of and behind the scatter boards. This helps keep fluffy material from wind blowing. Scatter boards should always be used under hoppers, set at an angle, and some prefer to stud these with nails. The idea is to get the material to fall in a "sheet" rather than in lines, which may later show up in stripes—fertilized and unfertilized lines. Tractor-drawn spreaders are commonly used in the manner of gang mowers, running up and down the fairway length. Some do and some do not bother to shut off discharge in making turns at ends of runs. Where the material being used is very costly, highly concentrated, or careful application is essential, runs are made across fairways, and shut off at turns.

### Treating Small Areas

Hand-pushed spreaders commonly used on greens can be adjusted on the same principles as with tractor-drawn spreaders. Popular makes of hand-pushed distributors have hoppers 3 feet wide, with

wheels 12" and 18" in diameter. Material applications are made in given amounts per unit of 1000 sq. ft. To pass over 1000 sq. ft. a 3 ft. hopper spreader would need travel about 333 lineal feet, or roughly 3,996 inches. Therefore a 12" diameter wheel would need roll 108 turns, and an 18" diameter wheel 71 revolutions, to travel that distance. Similar tests can be made indoors to ascertain approximate settings. To save time, one may want to try 1/10 the rate per 1000 sq. ft. or, 100 sq. ft. on like basis of 1/10 acre for larger spreaders. In terms of a 3 ft. wide hopper on 18" diameter wheels, this would mean 7 revolutions (1/10 of 71 turns for 1000 sq. ft.) in the stationary test. Again it is wise to check the adjustment on the squared test field staked out 31 ft. 8 inches, totaling 1000 sq. ft. As chemical injury is more likely to show up on greens, than on fairways, 10 trips to cover the test field are worth the time involved.

Those who are really fussy about treating greens, use string guides for the spreader operator. This requires a man at each end of the string, which they move while the spreader man is making turns. The men tending the string ends have a yardstick to measure the next setting point. At the end of each day's use of the spreader, a good rule to observe is, "Shake it out, sweep it out, wash it out." This applies especially to such chemicals which may draw moisture, cake, and corrode the spreader.

Hand broadcasting and the use of mechanical sowers carried by the user, requires mostly practice. The main idea is to keep a constant pace—and when using mechanical sowers—a constant hand cranking speed timed to the pace. It's best to work with the back to the wind, throw high and wide, keep the eyes on the job—wear goggles if needed—and disregard the dames playing off the adjacent tee.

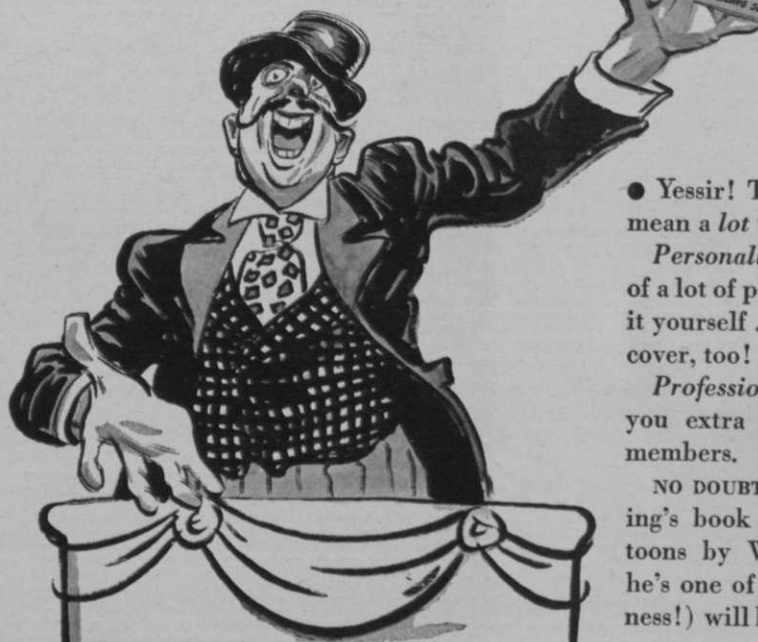
### "Washing In" Dry Applications

If manufactured fertilizers are used on fairways in light doses in the growing season and applied evenly, there is not much danger of discoloring turf. Should this occur, and there not be a fairway irrigation system installed, there is not much which can be done about it. The next rain usually takes care of things nicely.

Dry applications on greens is another matter. Sometimes, work schedules necessitate doing the job when there is high humidity. In such instance, it is advisable to wash the chemicals off the grass blades and down into the soil. Have men follow up the spreading crew, and have hose already coupled and laid out. A

(Continued on page 58)

"**HURREE! HURREE!**  
IT'S FULL OF FACTS  
IT'S FULL OF FUN  
AND IT'S **FREE!**"



● Yessir! This **FREE** book will mean a lot to you!

*Personally...* you'll get a whale of a lot of pleasure out of reading it yourself... and from cover to cover, too!

*Professionally...* it will gain you extra goodwill from your members.

NO DOUBT ABOUT IT... Spalding's book of 1946 Sports Cartoons by Willard Mullin (and he's one of the best in the business!) will be snapped up fast... we warn you! So let us know **NOW** how many we should reserve for you. Write **TODAY!**

**A. G. SPALDING & BROS., INC.,**  
Div. of Spalding Sales Corp.  
19 Beekman Street, New York 8, N. Y.

**SPALDING**

SETS THE PACE  IN SPORTS

# Powerful Ad Campaign Draws Record Crowds to May Show

**H**EAVIEST advertising campaign ever put to work for a golf tournament was that run by George S. May & Co. for the All-American tournaments at Tam O'Shanter CC at Chicago. Radio, newspaper, magazine and outdoor advertising required an expense of \$40,111.25 for space and time.

Heres' how the advertising budget was allocated:

Broadcasting .....	\$13,907.10
Transportation Ads. ....	666.18
Outdoor Advertising .....	2,607.20
Chicago Newspapers—Pages ....	10,130.72
Newspapers—Tournament Schedule .....	4,806.00
Suburban and Community Newspapers .....	383.75
Special Magazines and Programs .....	7,610.30
	<hr/>
	\$40,111.25

Bill Stern broadcast a half hour over NBC nationally, and on a Chicago outlet, from the scoreboard and the radio booth in the grandstand. Johnny Neblett was interviewer in the television broadcasts. The national broadcast went Thursday to Sunday inclusive. Announcers with pack sets reported from the course and were tied into the programs.

As guests on various national and local sponsored programs, during the tournament, there appeared Betty Hicks, Dick Metz, George S. May, Lloyd Mangrum,

Byron Nelson, George Lowe and others. There were more than a dozen quarter hour programs and 4 half hour broadcasts about the event.

The transportation advertising consisted of 3-sheet posters at 20 L stations in Chicago's Loop, 16 in. by 48 in. brightly printed cards over the doors of all Rapid Transit Line cars in Chicago and over cars of 5 suburban railroad lines serving Chicago. The cards appeared July 14-20.

At 160 locations large billboards were used.

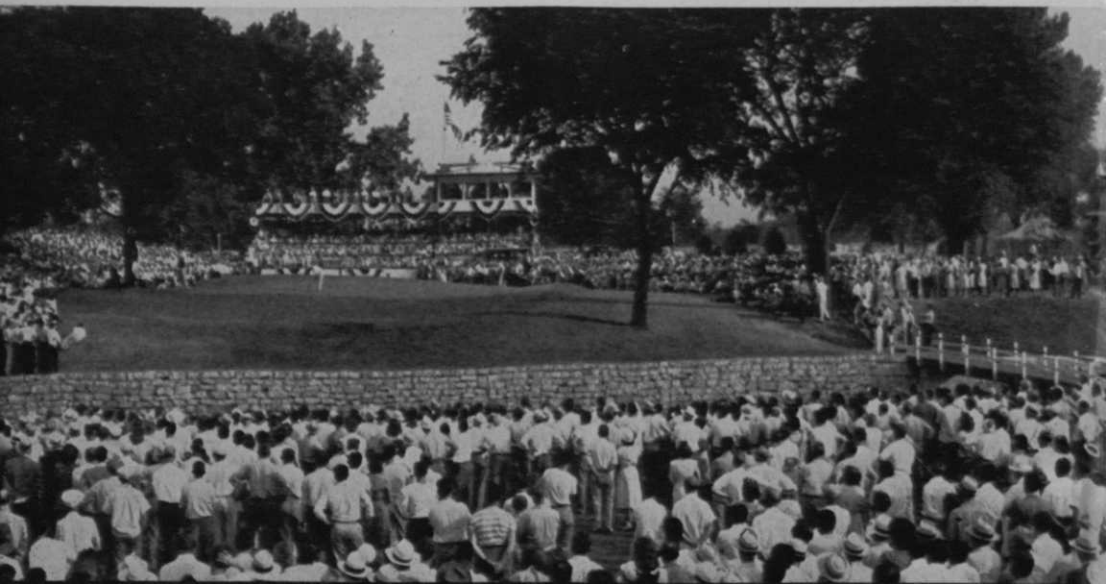
Full page ads appeared in each of the Chicago newspapers, with the papers being given option of running the ads July 22 or 23, before the tournament. The entire week of the tournament a one column 50 in. ad appeared in the sports section, amusement section and main newspaper section of all Chicago metropolitan newspapers. A 2 column 150 line ad appeared once in each of 39 neighborhood and suburban papers in the Chicago areas.

Full page ads appeared in 16 magazines and programs.

## Insurance Coverage Extensive

The club was protected with the following insurance: Insurance against loss by fire, theft, etc. of property in the locker room, pro shop, etc. of personal effects owned by the contestants, executives and

One of the All-American galleries at "Tam" on Saturday. Crowds were bigger on Sunday.



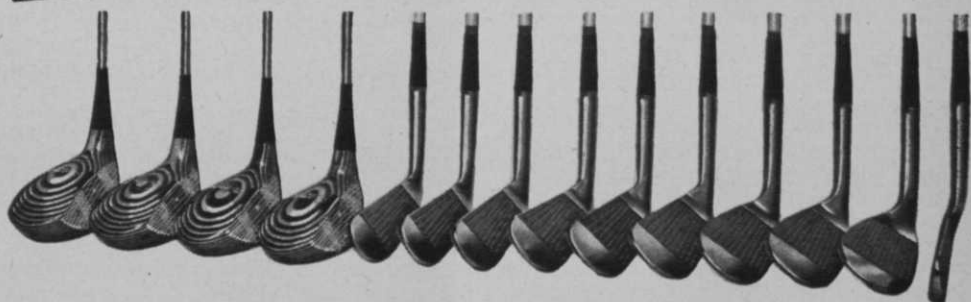
# First Flight

THE ORIGINAL REGISTERED SWINGING WEIGHT CLUBS are so perfectly matched that every club in the set will balance at exactly the same point on the Swinging Weight Matching Scale. This insures a uniform swinging feel that improves timing, and *better timing means lower scores.*

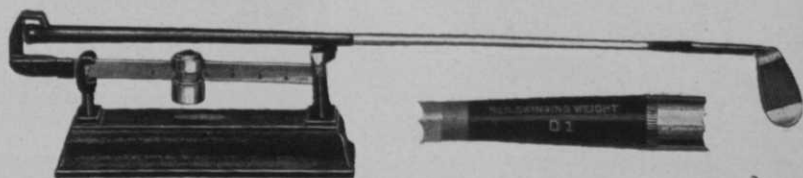
NO OTHER  
WOOD  
LIKE IT!

**ELECTRONICALLY  
LAMINATED WOODS**  
PIONEERED BY *First Flight*

● These woods, pioneered by First Flight, are lifetime bonded by electronic induction heat. MORE BEAUTIFUL, MORE DURABLE. The solid, perfectly modeled head gives you more solid contact with the ball, thus gives you extra distance.



*First Flight* CLUBS ARE NOT SOLD IN STORES



*First Flight* WOODS AND IRONS

WOODS, retail:  
True Temper Dynamic Shafts.....\$17.50

IRONS, retail:  
True Temper Dynamic Shafts.....\$10.75



AVAILABLE ONLY THROUGH YOUR GOLF PRO

**PROFESSIONAL GOLF COMPANY OF AMERICA, Inc.**  
CHATTANOOGA, TENNESSEE



George May pins number on Sam Snead.

officials of the tournament up to \$10,000 total protection with limits of \$300 for any one person. This policy did not cover money, nor did it cover personal property of members of the club. There also was coverage on personal effects stolen from parked cars up to \$500 per car.

Protection was provided against the club's legal liability for theft of automobiles from the various parking spaces. The club also was protected against legal liability for damage to the cars resulting from riot, civil commotion, malicious mis-

chief or vandalism on any damage in excess of \$25.00.

The club was protected against all general liability for injuries or deaths to third persons during the tournament with limits of \$100,000 for any one person and \$200,000 for any one accident involving more than one person. The club was protected for property damage losses up to \$1,000.

Inside and outside burglarly and hold-up insurance for the club was increased to \$10,000.

The club has rain insurance, which would have paid \$10,000 in the event of one-tenth of an inch of rainfall on Saturday, July 27 between 10:00 A.M. and 1:00 P.M. It was protected in the amount of \$20,000 against one-twentieth of an inch of rainfall on Sunday, July 28 between the hours of 10:00 A.M. and 1:00 P.M.

Arrangements were made for a first aid tent and ambulance and for a doctor, who was present from 9:00 A.M. to 6:00 or 6:30 P.M., July 25, 26, 27 and 28. This doctor was prepared to take care of all ordinary accidents and in the event of serious injury, the injured be taken to the Swedish Covenant Hospital.

Stickers were put on cabs that were available at the L station nearest Tam O'Shanter. A flat rate of 50 cents was charged for the ride between the station and the club. Arrangements were made with men's stores for window displays on the tournament.

## Longer School Golf Season

This spring there was more golf instruction in high schools and colleges than during any year. Students showed keen interest in learning the game. Finales of the instruction program often featured outdoor demonstrations by students and instructors. Annual field day of Olney high school at Philadelphia had 3000 students and their parents watching a golf demonstration by pro Jimmy Dangelo, who taught at the school during the spring, and an approaching contest by star students. Principal Andrew J. Haines of Olney said response of students and observation of faculty plainly indicated golf as a logical answer to physical education department of getting extensive participation of students in sports.

Inquiries received by GOLFDOM forecast considerable golf instruction at schools and colleges during the forthcoming fall and winter, seasons previously seldom showing much activity in golf at northern and central institutions.

According to physical education department heads and pros there's been a tremendous increase in golf interest among

young women. It's realized by the smart lassies that golf is a game the most desirable boys are playing, and it's a game that a girl can play along with the lads if she really knows how to swing a club.





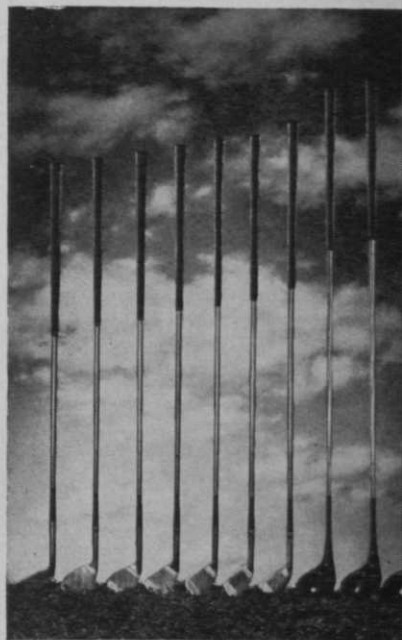
# BUILD CONFIDENCE FOR BETTER SHOTS *with the PERFECT* "FEEL" OF THESE PRECISION-BALANCED BRISTOL CLUBS

**W**ANT to get more fun out of your golf? Then see how the perfect "feel" of these new precision-balanced BRISTOL Clubs can inspire you to better shots. BRISTOL originated the steel golf club shaft... an achievement which revolutionized and helped bring lower scoring to the grand old game. Today BRISTOL is contributing

another notable accomplishment to the art of fine club making. Foremost golf authorities have determined for BRISTOL the exact proportion between weight and length for every club in the set. The result will thrill you the first time you swing one of these handsome, superbly-balanced BRISTOL Clubs on tee or fairway.

## NEW ACCURACY IN WEIGHT TO LENGTH

*Swing in turn each club in the new BRISTOL set. Notice the thrilling uniformity of "feel." This is due, among other things, to BRISTOL'S accuracy in the matter of club weight to length. To obtain this perfect uniformity of balance for all clubs in the set, the weight of each club is increased as the length is diminished in an accurate, predetermined set ratio.*



Advertisements like this, building prestige and sales for BRISTOL Clubs, appear regularly before the 5,000,000 readers of LIFE, America's most influential weekly magazine.

*Hit  
Better Shots  
with the  
NEW*

**Bristol** GOLF CLUBS  
THE HORTON MANUFACTURING CO.  
BRISTOL, CONNECTICUT

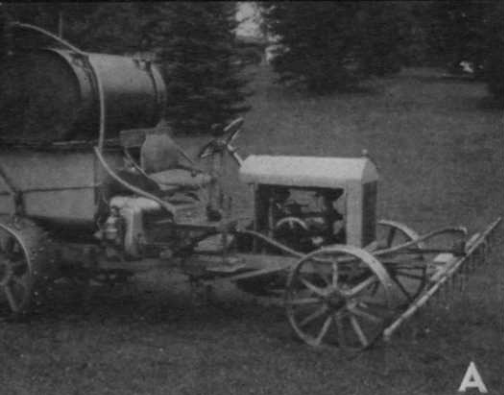
Also Makers of  
BRISTOL  
FISHING RODS • REELS • LINES



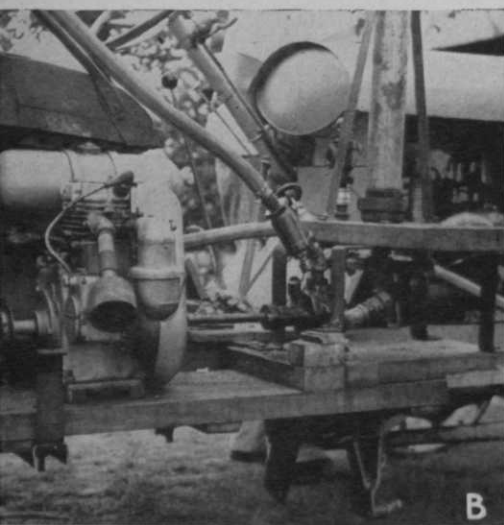
# WEED KILLING AT OAK RIDGE C.C.

MINNEAPOLIS, MINN.

A picture story from the camera and captions of  
O. J. NOER



A



B



C



D

(A) When unable to get delivery of a power sprayer the indomitable and resourceful green-keeper Emil Picha, constructed this unique machine for spraying the Oak Ridge fairways with 2,4-D. A 275 gal. storage tank, originally intended for an oil burner, was mounted on the truck, together with a Viking gear pump and a Briggs and Stratton engine.

(B) This close-up view shows how the Viking gear pump and the Briggs and Stratton engine were sturdily, neatly and accessibly mounted on the truck chassis.

(C) Here is the outfit in operation, with Picha at the wheel. It's working over part of the Oak Ridge rough. The nozzles are of the cone type and spaced 18 in. apart. The rate of application for 2,4-D is about 1½ lbs. per acre, applied with a little less than 200 gal. of water.

(D) Besides the boom the sprayer is equipped for hand spraying with a nozzle. Besides spraying the banks around greens by hand Picha uses 2,4-D to kill surface weeds on ponds on the course.

(E) This is an Oak Ridge fairway about a month after spraying. The club has 18 fairways like this one. Before spraying with 2,4-D plantain and dandelion were heavy all over the course. Picha realized that killing the weeds was only half the battle. He fertilized beforehand so the grass would be encouraged to spread and fill the voids left by the dead weeds.



E