

Greenkeepers district associations all over the country are conducting summer meetings and inspection tours in getting best workable ideas for postwar maintenance. . . Keeping these associations together during the war was an achievement golfers and club officials haven't adequately recognized. . . One tip-off to the value of the greenkeepers' association and short course work is extension of better maintenance standards to smaller clubs.

Several correspondents tell GOLFDOM caddie shortage is proving favorable to increase of play. . . Reduced expense with light bags and bag carts is getting play from plenty who might curtail their play because of caddie cost. . . Mike Merig is new pro at Cedars CC, Lakeville, Conn. . . Construction started on Warrenton (Ga.) CC. . . Chillicothe (Mo.) CC remodels clubhouse. . . Lubbock (Tex.) CC issued program for Texas PGA 26th annual championship that was up to national event standard.

Pres. Redvers MacKenzie, Canadian PGA, is trying to figure out method of

Peterson's Perfect

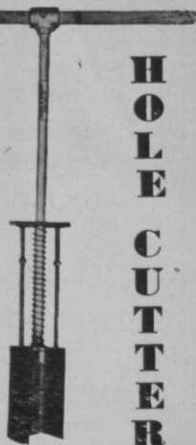
A New Improved Hole Cutter

Recoil spring returns ejector plate and prevents jamming by pebbles, etc.

Replaceable shell of finest steel.

Patent Applied For

Order from your dealer, or direct from



**H
O
L
E
C
U
T
T
E
R**

ARTHUR D. PETERSON COMPANY, Inc.
420 Lexington Ave., New York 17, N. Y.



Don't let **INSECTS** spoil your Turf... use **NIAGARA LEAD ARSENATE!**

A good turf is a thing of beauty. Don't let various grass destroying worms in the soil destroy it! Niagara Lead Arsenate is a very effective controlling agent and is easy to apply. Application is usually made by mixing with sand or top dressing and spread over the turf surface. Then when the turf is watered, the Lead Arsenate is washed down among the grass roots, thereby depositing the poison in the feeding area of the worms. Niagara Lead Arsenate may also be mixed with fertilizer and applied in the usual manner. Grub control on turf is economically and practically accomplished by proper treatment with Niagara Lead Arsenate.

We'll be glad to send complete information about Niagara Lead Arsenate. Write to:



NIAGARA SPRAYER AND CHEMICAL DIVISION
FOOD MACHINERY CORPORATION
MIDDLEPORT, N. Y.

Richmond, Calif.; Greenville, Miss.; Jacksonville, Fla.; Harlingen, Tex.
Canadian Associate: Niagara Brand Spray Co., Ltd., Burlington, Ont.

A golf course regularly treated with Niagara Lead Arsenate, thereby destroying grass root eating insects and insuring a thick, heavy turf.

★
SKINNER
SYSTEM
 OF IRRIGATION
 ★

... makes your course independent of RAIN

Now is the time to get information on the Skinner System Planning and Engineering Service and make plans to keep your course fresh and green all summer long. Write for catalog and details of Skinner Service. No obligation.

SKINNER IRRIGATION COMPANY

415 CANAL ST., TROY, OHIO

★
 Send for
CATALOG
 No Obligation



tying association members closer together by playing events. . . It's a tough problem with membership stretched thin from coast to coast. . . Canadians home to revive U. S.-Canada pro matches if some sponsor will put up enough prize money. . . Canada is making a strong play for American amateur tourist golf this summer.

Athletic Round Table, Spokane, Wash. is having a hole-in-one contest with \$15,000 prizes. . . Three shots for \$1 on 150 yd. hole. . . Sister Kenny fund is beneficiary. . . Send the Round Table your money and ask them to have somebody else shoot for you. . . Bud Ward was promoting the event when he wasn't playing at the National Open at Cleveland.

Royal and Ancient decides to retain its present ball standard. . . British National Association of Public Golf Courses have formed a northern section. . . All space was taken early at Golf Traders' exhibition at St. Andrews during the British Open. . . The affair is organized by Golf Monthly, Edinburgh. . . It began with the 1938 British Open and has been a feature of every British Open held since.

Laurie and Dave Ayton and Jimmy Spittal, St. Andrews pros, are conducting classes for St. Andrewans who have re-

WEEDLESS FAIRWAYS

This Labor-Saving Way!

WEEDANOL M1

2:4D Turf Weed Killer
 LEAVES GRASS HEALTHY

Available to you in two highly effective forms (WEEDANOL M1 and WEEDANOL 40% CONCENTRATE) WEEDANOL eradicates weeds on greater acreage at less cost! Easily prepared and sprayed, WEEDANOL is your means to beautiful, weed-free fairways this summer! Ask your supplier for WEEDANOL, or write us for facts.



ASSOCIATED CHEMISTS, INC.

NORTH COLLINS, NEW YORK

turned from armed services. . . About 100 are in the classes. . . Frank Stranahan and John Langley, ex-Australian Air Force bomber pilot, in fifth round of British amateur set what British golf writers think is a championship record in taking more than 32 minutes to play two holes, both of which were halved in sixes. . . James Bruen, first Irish player to win British amateur, broke two steel-shafted mashie-niblics during the championship. . . . Bruen defeated American-born Bob Sweeney, ex-RAF pilot, 4 and 3 in the finals.

Robert A. Hudson, sponsor of the Portland Open, will underwrite cost of a golf instruction movie to be made at PGA championship at Portland, Aug. 19-26. . . Betty Jameson introduced canary yellow as women's club steel shaft color at Women's Western Open. . . PGA membership in recent months growing faster than at any other time in the association's history. . . Lawson Little may be PGA member soon on basis of war service. . . Little, if qualified for PGA championship, will have a chance to show if he retains his old match play merit which gave him four consecutive U. S. and British amateur titles.



Perfect Coverage
DAVIS' Sprinklers

The prime requisite of fine turf, greens, tees, fairways and lawns is a sprinkler which can give uniform distribution and coverage of large areas, rotate evenly and stand up under hard usage. Davis Inc. has an excellent line of sprinklers with these and many more qualities. Write us—we are certain to have just what you need for all of your turf problems.

George A. Davis Inc.

5440 Northwest Highway, Chicago 30, Ill.

Year after year America's golf clubs use MILES and MILES of **MELFLEX MATTING**

. . . because Melflex means:

- *maximum underfoot safety*
- *utmost in durable service*

MELFLEX IS PROMPTLY SUPPLYING:

TIRE CORD FABRIC LINK MATS
in any required sizes

MOLDED SAFETY STEP TREADS
in all sizes for heavy step and
stair traffic

MATS AND RUNNERS
for entrances, halls, landings, corridors,
lockerrooms, pools, etc.

SAFETY STANDING MATS
for shower stalls

**SPECIAL GOLF TEE DRIVING
MATS**
for protection and economical
maintenance of driving tees.

*NOW READY—the new Melflex
Pedestal and Cuspidor Mats for
floor protection*

WRITE for folder and prices on the
complete Melflex line

★ **MELFLEX** ★
PRODUCTS CO.
L. E. WARFORD, President
415 Wheeler Lane, Akron 8, O.

FALL

is the best time for SEEDING

WE SPECIALIZE IN GOLF TURF

GRASS SEED

SELECT VARIETIES — MIXTURES

CHEWINGS FESCUE	FANCY RED TOP
ASTORIA BENT	PERRENIAL RYE GRASS
SEASIDE BENT	DOMESTIC RYE GRASS
WHITE CLOVER	ORCHARD GRASS

FINE GOLF TURF SEED WILL BE
SCARCE

Plan your needs now. Ask for Prices

J. OLIVER JOHNSON SEED CO.

946-960 W. HURON STREET

CHICAGO 22, ILL.

Phone: Monroe 6580

Detroit DGA with Detroit Women's DGA sponsors a 2 day 36-hole medal play event for boys and girls between ages of 12-18. . . Harry Radix, Chicago sportsman who donated Radix trophy for yearly low medal average of pros, it sending his friends "True Golf Facts" a booklet of extraordinary and interesting golf incidents gathered by editors of the Golfer's Handbook, Edinburgh. . . Spalding claims almost two thirds of the Open field played a Spalding ball.

Bob Andrews, Perth product who's in his 26th year as pro at Roebuck, Birmingham muny course, is subject of an interesting story in Birmingham News; one of a series on Leading Sports Figures in Alabama. . . Canajoharie Fort Plain (N. Y.) Businessmen's Golf Ass'n plans to buy Canajoharie CC. . . Harold B. Harrison is new pro-mgr., Forsgate CC, Jamesburg, N. Y.

Larry Robinson, World-Telegram golf writer, estimated that New York met district golfers played 60,000 rounds over last week-end in March although muny courses were not due to open until week following . . . This is beginning to look like the record year if good weather continues in most sections . . . Bill (Bunny) Richards new pro-mgr., Hillcrest CC, Lin-

Stantox 2,4-D

KILLS
WEEDS
•
HARMLESS
TO
GRASS
•

Standard, pioneer in the development of selective weed killers, now offers Stantox 2, 4-D. It has been thoroughly tested by numerous agricultural experiment stations, our own agricultural field men and many commercial cooperators.

One spraying of your fairways will usually kill the following weeds without injury to the grass: dandelion, narrow-leaved plantain or buckhorn, chickweed, ground ivy, ragweed, pennywort, speedwell, heal-all, and other similar weeds.

Write to our nearest office and arrange for a demonstration conducted by one of our field representatives.

STANDARD AGRICULTURAL CHEMICALS, INC.

1301 JEFFERSON STREET • HOBOKEN, NEW JERSEY
429 FORUM BLDG. • SACRAMENTO, CALIFORNIA

coln, Neb. . . . Johnny Blood turns pro on job at Battle Creek, Mich., Riverside CC.

Marion, Va., planning new club . . . Pat Denofrio, back from army, new pro at Statesville (N. Y.) CC . . . Additional 9 holes to be completed at Pebble Lake GC, Fergus Falls, Minn., in July . . . Reggie Myles now pro at Walnut Hills CC, Lansing, Mich. . . . Hannibal, Mo., Hillcrest 9 holes reopened after 2 year wartime shut-down . . . Charlottesville, Va., Young Men's Business club considering building course near Thomas Jefferson's birthplace.

Harry Kinnell new pro at Springdale CC (N. Y. Met district) . . . Gene Sarazen now big grower of fancy grapes and peaches on his farm near Germantown-on-Hudson . . . Count us in this fall Gene when you stomp on those grapes getting ready to make them into vintage vino . . . Middlebury (Vt.) CC closed for some years, being conditioned for reopening by war vet students at Middlebury college.

McGregor, Ia., constructing new course . . . Al Jamison, new pro at Officers club at Quantico (Va.) Marine base . . . Piping Rock club (N. Y. Met district) has waiting list of 500 . . . Eugene (Ore.) CC completing installation of \$45,000 watering system . . . Ottumwa, Ia., renews lease on many course and additional 9 will be ready for play in early summer.

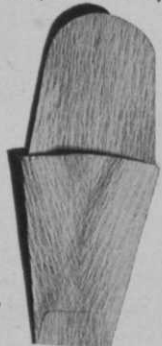
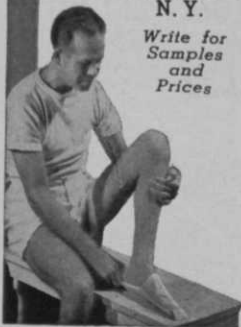
SANI-TREADS

The Original Fibre Bath Slippers

A NECESSARY CLUB SERVICE

Members expect the foot protection that Sani-Treads give . . . in locker room and shower room. Comfortable, cushiony creped fibre material; water repellent; fit any foot. They save on towels . . . lessen laundering costs. Dispenser racks supplied. Sani-Tread Co., Inc. 1722 Elmwood Ave., Buffalo 7, N. Y.

Write for Samples and Prices



BENTS

*Proved by Test
over 99% pure*

We have on hand for immediate shipment from our own air-conditioned warehouses these scarce Bents, as well as other fine Turf Producing Grasses and Mixtures:

**SEASIDE
TRIPLE A
COLONIAL**

**COCOOS
ASTORIA
VELVET**

Write for prices on above, and other varieties and mixtures of grasses

★ ★ ★

FOR YOUR TURF

2-4D WEEDKILLERS

Karmex Tufor Weedone

Brown Patch Remedies

We will have Mowers, Sprinklers and all types of Golf Course Equipment as they are made available.

Write Us Your Wants

Stump & Walter Co

Grass Seeds, Fertilizers, Golf Equipment

**132-138 CHURCH STREET
NEW YORK 8, N. Y.**

YOU NEED THIS

FAST-ACTING AGENT TO
relieve misery and kill cause* of

ATHLETE'S FOOT

Helps
Guard
Against
Re-infection!



Here's a product that *really* does what it claims. It's a Doctor's wonderfully soothing yet powerfully medicated liquid called Zemo. First applications relieve itching and burning between cracked, peeling toes and aid healing. Zemo actually kills on contact the vicious germs* that cause and spread this trouble. That's why Zemo has such an amazing record of *continuous* success. First trial convinces. All drugstores.

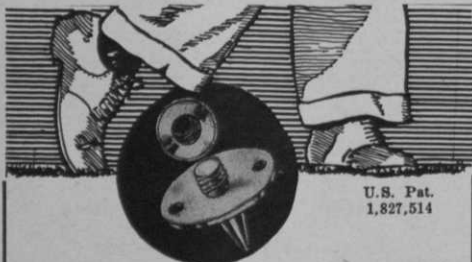
ZEMO

Golf's Investment Future Looks Bright

By WALTER KELLER

Sitting on the terrace overlooking the 18th green of the Brentwood CC in the Los Angeles district, I was thinking about several people who are making large investments in real estate and golf courses in this vicinity. For instance, the Brentwood club now is owned by a group of wealthy foreigners—the name of Rothchild being among them—who also have purchased other income producing property throughout the U. S. A.

Another example—is that of Fred McMurray, film star, Frank Borzage, film director, and their associates who are having a \$2,000,000 hotel constructed alongside the Rolling Hills CC in Los Angeles so people coming to California for a vacation will live in a hotel adjoining a golf course. Since people are getting keener for participating sports these investors obviously think very much of the golf business, which forecasts that the golf business will be bigger than ever. The investors see a trend toward healthier living by multitudes who will devote more



U.S. Pat.
1,827,514

PHILLIPS Golf SPIKES

"THE SPIKE OF CHAMPIONS"

Solid Steel Spike and Receptacle. Boxed refills now available for pro shop replacement service. 100 Detachable Spikes to the box.



PHILLIPS
Golf Spike
WRENCH

PAT. APP. FOR
Retails for
\$1.00

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

GOLFERS . . . THIS IS IT! The MUTH Golf Machine

The machine you've been waiting for, now ready for delivery. The Muth-Golf machine gives you the real hit of the ball and records the distance the shot would have traveled. A device which can be installed indoors as well as outdoors. It is durably constructed to withstand outside weather and rugged use. The Muth-Golf machine is an all weather and all year round practicing device. It's new and revolutionary in its field. Muth Golf not only makes practicing a matter of convenience but puts the kind of 'kick' into practice that makes it fun. With



the Muth Golfer you can get all the practice it requires to make you a good golfer. And for the golf pro this device has tremendous proven merit as a teaching machine.

It's New
It's Instructive
It's Fun

FOR FULL DETAILS WRITE TO:

Edco Manufacturing Corporation

Sole Agency of the Muth-Golf Machine

Romaine Building
Paterson, N. J.

136 Washington Street
Telephone—Armory 4-0779

Golfdom

time to outdoor play during the era of the 5-day week.

Schools all over the land are increasing their sport departments to get into sound balance with the scholastic end of the daily program. This assures far greater sports participation than during the pre-war period.

The rehabilitations programs for the armed forces have proved that golf helps amazingly in rebuilding damaged muscles, in lifting morale, relaxing taut nerves, restoring confidence, and generally adapting patients to normal living.

Golf is giving the hospitalized vets change of pace and lifts them out of the hospital atmosphere into a world of fun, exercise, fresh air and sunshine, and takes their thoughts off themselves. In my own case—I was wounded in the left fore-arm and the ulnar nerve was severed—golf has developed my arm and hand to a point where it is almost as strong as it normally was.

Look at the picture from any angle and you'll see that the investor in golf has vast and solid promise of returns exceeding those held in prospect by any other sport today.

**First
Perfect
Tool of
Its Kind**



Chrome Plated

GOLF BALL MARKER

**ENGRAVES AS It Imprints
THREE INITIALS to Last
For the Life of the Ball**

Precision made and beautifully finished—uses foundry type to produce permanent inked initials. Carries its own ink supply in the handle. Retail for \$4.00 with any three initials.

Write or Wire Your Order For
a Dozen or More—Usual Discount

ASAM PRODUCTS COMPANY

6823-29 Mack Avenue Detroit 7, Michigan

BI-CAL

A Mixture consisting of
65% Calomel,
32% Corrosive Sublimite
and
3% Activating Agent

**CALOMEL
•
BICHLORIDE
OF
MERCURY**

**METALSALTS
CORPORATION**

27 FIRST AVENUE,
PATERSON 4, N. J.

Paterson: ARmory 4-4422
New York: PENnsylvania 6-2626



IT'S NEW
TRUE TEMPER

Dynamic

The Golf Shaft of Champions

(Banded for Identification)



FUNDAMENTALS

THE playing qualities of a golf shaft universally desired by all golfers are—

- More Power
- Better Control of Direction
- Better Control of Distance
- Sweetest Action and Feel

The new True Temper Dynamic is the most powerful golf shaft ever built.

Its exclusive True Temper construction, from seamless tubes of super alloy steel, shaped to the exclusive Dynamic design, its uniformity of temper assured by modern electric equipment, results in better control of distance, better control of direction, and to a supreme degree, sweet action and feel.

The True Temper Golf Shaft is band marked for identification. It will soon be available in limited quantities on the clubs of America's most famous makers. Produced by The American Fork and Hoe Company, Cleveland, Ohio, makers of True Temper Products. *Ask your Pro.*

TRUE TEMPER
DYNAMIC
TRUE TEMPER
STEPDOWN

The Golf Shafts of Champions

TRUE TEMPER FIRSTS:

- First in Power
- First in Control of Distance
- First in Control of Direction
- First in Beauty
- First in Durability
- First in Tournament Victories

Stocks, Display, Advertising, Are Tanis Success Keys

By **HERB GRAFFIS**

THERE are not many merchants, large or small, in any phase of the sports goods business who do any smarter or more thorough job of merchandising than Chuck Tanis does as pro of the Olympia Fields Country Club on the south side of Chicago district.

Chuck's method of shopping, display and advertising have resulted in development of a volume that compares favorably with that of many a sports goods store or department operated on a 12 months basis.

His percentage of the total golf buying done by his members probably is among the highest enjoyed by any of the nation's pros. His shop volume is added to by many of Olympia's Fields' members bringing their friends to buy at the Tanis shop. That's a clear indication of the high prestige as a golf goods merchant Tanis has built with his advertising, merchandise and service.

Tanis is by no means a high pressure salesman. He's a quiet, competent, thoughtful worker. There's no forcing in his methods. The keynote of the Tanis operations is helping the members to buy right.

That, of course, means careful selection of merchandise as the first step. Chuck makes buying trips to see what's the best he can get to sell. During recent years of merchandise shortage he's picked up merchandise that not many pro shops or sports goods stores have been able to stock. One main reason for that is his practice of ordering far in advance. Hats, caps and other apparel items, for instance, he orders in the fall for delivery at various times the following summer. His cash and credit position qualify him as a first class customer for some of America's top manufacturers of sports ap-

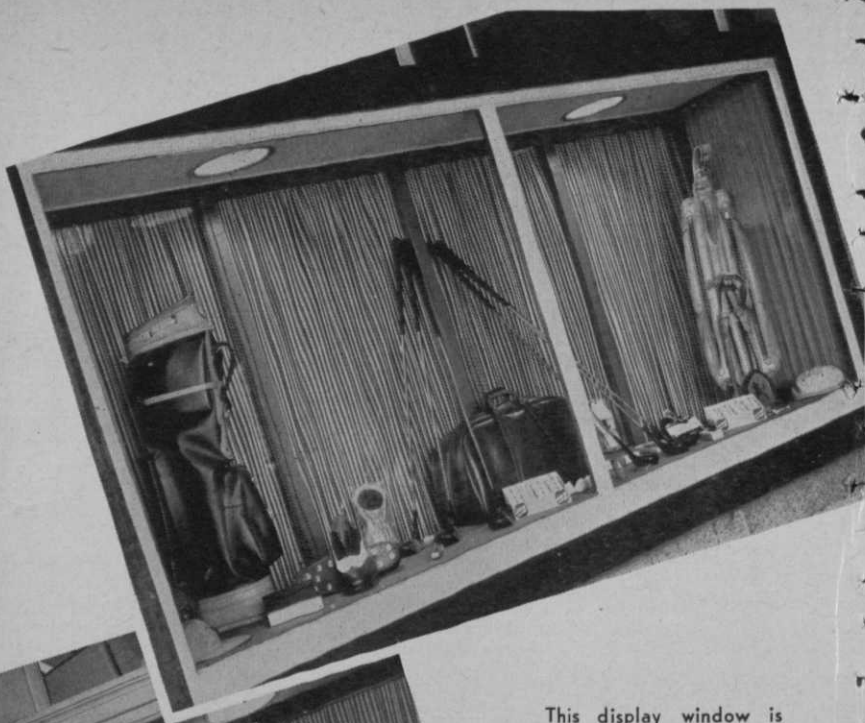
parel. He has brands usually carried only by the exclusive sports apparel stores. But don't let that make you think Tanis fails to make a sound price balance in his stock so he can supply the needs of buyers who don't throw much money around when they come into a pro shop.

An All-Star Staff

Another prime reason for Chuck's successful operation of the pro shop as a service station for members is the staff he has assembled and trained. He's got four men. That gives Tanis a quite hefty overhead as he pays his assistant well. But, by their qualifications, training and work they boost sales and customer satisfaction and make their salaries good business for Chuck. Irv Kleinedler who was with Chuck for 3 years before he went into the army now is back on the job as teaching assistant. Ernie Davidson has been with Tanis for 5 years and is in the shop all the time. Bob Rossing, who was with Chuck 3 years before enlisting in the Marines is back in the repair and rack room. Richard Scott, who has been 2 years with Tanis in the repair and rack room, is the youngest of the group.

Tanis has developed an exceptionally high class staff all of whom are keenly ambitious to make their department a model of pro department operation. The boys are on their toes looking for chances to improve their work and discuss in frank, friendly manner where they think any of them have missed a bet. The work of the department is well organized. The shop is dusted daily and the floors are mopped 2 or 3 times a week, or oftener if traffic on muddy days so requires. All of the fellows regard themselves as being engaged in an exacting and unique business and take pride in having established and maintaining their shop as a

This window facing the first tee of Olympia Field's No. 1 course is changed every 2 weeks. The attractive background brings the merchandise out in rich and striking display.



This display window is in the lockerroom at Olympia Fields. It is changed frequently so the members and guests get a good idea of what fine merchandise the pro shop has in stock.



What would add to the member's enjoyment of his game? Chuck Tanis has it in convenient and attractive display in his pro shop. Club stock like this these days is rare.

