

SPALDING

Presents

COAST-TO-COAST BROADCAST

of the

1946 NATIONAL CHAMPIONSHIPS

(DIRECT FROM FOREST HILLS, LONG ISLAND, N. Y.)

SEPT. 7th AND 8th

Complete coverage of Semi-Finals and Finals ★ See Your Local Paper For Time and Station

• Don't miss THIS broadcast! From the great horseshoe Stadium at Forest Hills, Spalding's topnotch tennis reporters will be at the mike *for two solid hours* each day... giving you a vivid play-by-play description as America's tennis greats battle for top honors in this first postwar National Championships Tournament.

You'll hear guest stars, too... players of another day who once thrilled the world with *their* brilliant tennis. So, we repeat... *don't miss THIS Broadcast!*

A. G. SPALDING & BROS. • Division of Spalding Sales Corporation
MEMBER OF THE ATHLETIC INSTITUTE

SPALDING SETS THE PACE IN SPORTS



New Angles in Golf Movies Put Ex-GIs in Business

By **BILL GRAFFIS**

FACED with the reconversion problem of using Army photographic training to make their living as civilians, a group of Hollywood former GI's have formed the first motion picture outfit specializing in sports films, particularly, golf pictures.

When Jerry Courneya, Ray Fernstrom, and Joe Brown, Jr., son of the Hollywood luminary, received their discharge papers from Army Air Force Combat Camera units they had every intention in the world of returning to their old jobs at various Hollywood studios. For Ray, a studio cameraman for many years, the step back into civilian life did not seem so tough. However, for Joe and Jerry it was an entirely different story. As seems to be the situation in many other cases of veterans wanting a break when they return to their places of employment, the studios did not care if Joe and Jerry had the secret of the atom bomb or if Army training had made them the greatest cameramen in the world. They could get their old jobs back, period.

Debut in LA Open

Before the boys decided to blow their studio jobs, they decided to find out just how good they were in the business of making pictures. Initial effort of the organization was the 16 mm. color motion picture film on the 1946 Los Angeles Open. Success of the film and pros' statements that the pictures were among the best they had ever seen for instruction purposes prompted Warren Sneider, Junior Association of Commerce president and head of the L. A. Jaycee group running the Open, to give Courneya's Productions exclusive 16 mm. rights for next year's tournament.

By the employment of new camera angles, every phase of a master golfer's swing is covered. Much of the credit for these shots goes to Ray Fernstrom.

While serving as a member of the Ninth Combat Camera Unit in the Mediterranean Theater of Operations and making plenty of pictures of Allied bombing raids on Axis targets, Ray observed that the films most in demand for training new bombing crews were extremely high level shots, made at 12,000 or more feet, and extremely low level shots made "on the deck." By comparing bombing results from both type shots, the problem of where to bomb and when was graphically demonstrated to the uninitiated crews. With the formation of Courneya's Productions, and with Ray given the job as chief cameraman and producer, the high

and low level camera angles, not made from any 12,000 feet or any 250 miles an hour aircraft, of course, but from stationary 14 foot platforms and a glass topped excavation over which the player stands, every angle of a swing is completely covered. Many of the points a pro tries to tell or demonstrate to a pupil, particularly the position of the hands at the beginning of the down-swing, are covered from the platform shots. By shooting from underneath the subject, Ray and his cameramen make a film record of every position of the feet and the body during a stroke.

Helpful Angles For Teaching

"By going for these unusual angles," says organization head Jerry Courneya, "a study of a professional golfer's swing is of some value to an audience. I have yet to find any golfer who got much benefit from a head-on or side shot made of a pro's swing.

"What we're doing with our golf films is to make them thoroughly educational as well as entertaining. Too many pictures of tournaments that I have seen merely show crowds racing down the fairways, through traps, and in general, covering every angle completely but the most important one, the pros themselves."

Introducing another idea into the field of motion picture coverage of golf tournaments, Courneya's Productions have found out that only by going on "location" at a tournament—holding club a couple of days before a meet is held is it possible to work out all the angles needed for comprehensive coverage. With increased attendance at golf tournaments just putting cameramen around the course is not enough, according to Jerry Courneya.

By walking around the course before the tournament begins and selecting high spots on which crews with cameras having telephoto lenses can be placed, the fairway filmers are all set to go when the first contestant tees off.

Film Day's Highlight

With other cameramen spotted at the first tee or eighteenth green, and 5 or 6 other photographers assigned to rove the course, concentrating on pre-tournament favorites or suddenly torrid contestants, the Courneya's Production group can easily obtain a film record of each day's play.

In placing camera crews around the course before the tournament begins Courneya's Productions have gone far in eliminating the beef often made by pros against all motion picture cameramen cov-



First Flight SCORES AGAIN!

SWINGING WEIGHT ELECTRONICALLY LAMINATED WOODS

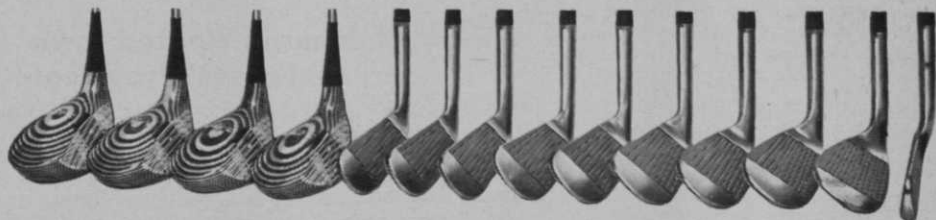
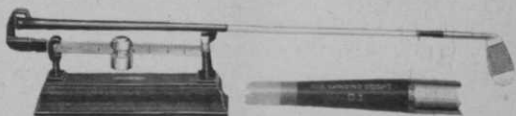
**ANOTHER FIRST
ANOTHER
REVOLUTIONARY
IMPROVEMENT**

AVAILABLE ONLY THRU YOUR PRO

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.

• Lifetime bonded by electronic induction heat—the same process that made laminated wood advantageous for airplane building. Gives the strength of steel, the weight and feel of wood.

These lifetime bonded woods are more beautiful, more durable. The solid, perfectly modeled head gives you more solid contact with the ball, thus gives you extra distance. There is no other wood like it. Available only through your Golf Pro.



First Flight CLUBS ARE NOT SOLD IN STORES

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

CHATTANOOGA, TENNESSEE

First Flight

WOODS AND IRONS

WOODS, retail:

True Temper Stepdown Shafts... \$16.50
True Temper Dynamic Shafts... 17.50

IRONS, retail:

True Temper Stepdown Shafts... 9.50
True Temper Dynamic Shafts... 10.50

ering golf tournaments. Many of the golfing greats have protested that the whirl and other disturbances of motion picture camera operation sounds like the takeoff of a Constellation, particularly when they are playing under pressure.

For closeup shots of the players, the photographers are equipped with silent cameras.

Complete Tournament Film

In future filmings of golf tournaments, the Courneya group is really going into "production." Before going on "location" at a tournament holding country club, both a shooting and an estimating script will be written. The shooting script will cover all the golf shots, both at normal speed and in slow motion, required for the various "props" needed. Too, in future productions, the work done by the members of the various committees, the marshalling of the crowds, the preparation of the course and of foods and all the other details that prime the officials of a tournament host club for trips to Mayo's will be presented. By noting the methods used by other clubs in preparing for tournaments, Courneya feels that his films will be as interesting to the club officials as they are to the members.

All coverage by Courneya's Productions is with 16 mm color films shot in Cine Special cameras. In using the 16 mm high fidelity color reproduction film, enlargements to 35 mm can be made without any loss of detail. With color it is also possible to obtain sharply detailed black and white prints for any organization wanting more than one copy of the film and not wanting to go to the expense of numerous color reels.

Courneya's Productions, which have now made sports film that range in scope from underwater fishing and alligator hunting in the Florida Everglades to lion hunting in Mexico, are of the firm opinion that golfing pictures are by far the toughest, not from the danger angle but from the hard work involved in keeping numerous players on all parts of a course completely covered in motion pictures.

Courneyas Says:

"In making a picture of a man stalking a mountain lion or a young lady engaged in wrestling with an alligator, you have a pretty good idea of which party is going to win the engagement before you start filming. But with any sport film, and golf in particular, you don't know until the last couple of minutes who is coming out with the prize. After thinking that the leader of a field of tournament golfers is a sure thing, the guy usually winds up taking an eight on one of the last holes and most of the film you have shot on him is no good at all. The only way to make certain that you are covering every player in the field is to have either a large number of cameramen spread all over the

course or 5 or 6 cameramen placed in position whereby they can cover 2 or 3 fairways and greens at a time.

"When we first started out, some of the old Hollywood cameramen along with a few newsreel photogs stated that no matter how strategically placed the cameraman might be, they never would be able to cover more than 40% of any day's play. Our group of ex-GIs found out differently. It took a lot of work but we managed to film about 85% of the play in the Los Angeles Open. This did not include our high and low angle shots which we had to work out with individual pros."

The proof of the success that the servicemen outfit has had in shooting educational sports shorts lies in the fact that for their next 2 jobs they have allotted themselves a budget that runs over \$15,000. The films included in this budget are shorts slanted for clubs having badminton and tennis courts.

One, "King of the Courts," is an instruction film based on the playing actions of Budge, Perry, Tilden and Riggs. The other, a 400 foot film story, is concerned with the activities of young Dave Freeman, national badminton champion.

For clubs having a swimming pool, the Courneya crew will have a slow motion instruction short on swimming and diving ready for release within a few weeks.

Starting from a small outfit with no other assets than a lot of ambition and willingness to present new and more instruction sports motion picture films, and having developed within a few months to one of the largest motion picture units dealing almost exclusively with educational sports films, Courneya's Productions is now set up to go anywhere in the United States or Canada on assignment.

Information on the Courneya's Productions golf films may be obtained by writing the main office at 1566 North Gordon, Hollywood, 28, Calif.

Al Johnson Elected Iowa Greenkeepers' President

E. F. (Al) Johnson, gkpr., Iowa State College GC, Ames, Ia., was unanimously elected pres., Iowa Greenkeepers' Assn. at the organization's June meeting held at Wakonda G&CC, Des Moines. Johnson succeeds Wm. Keating, wartime head of the IGA, who was not a candidate for reelection.

Norman Westfall of Creston was elected v. p., and T. E. (Ted) Adams, 1000 Polk Blvd., was reelected sec.-treas. Johnson recently returned to Iowa after army service.

Jack Welch, veteran pro-gkp. of Wakonda, took the June gathering around the course in the forenoon. With the war over and labor more plentiful, Wakonda is

"Best thing I ever used for ending mole damage"
That's what veteran greenkeepers say about

E-Z TRIP MOLE TRAP

Here's a new, different and better mole trap that is satisfying the most critical turf management men. *Practical design, cold rolled steel construction, positive action.* Easily set—depress spot to close run. Push trap jaws through middle of depression with jaw points in line thru run. Pull trap top open to spread jaws and push down until trigger touches depressed spot. Mole attempting to open run trips trap and is clamped between jaws. Trigger rises when trap is sprung to signal catch.

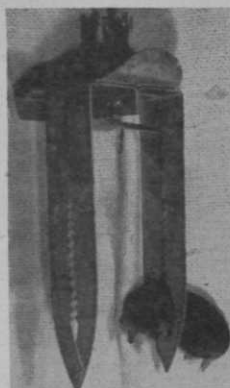
PRICE \$1.80 F.O.B. TOLEDO, OHIO

If your golf supplier cannot supply you write us direct.
Some territories still open for distributors.

WILSON, TROUTMAN MFG. CO.

4809 DETROIT AVENUE

TOLEDO, OHIO



taking on its former appearance of perfect grooming; sand traps being filled, rough in good shape, fairways excellent and the greens satisfying the most exacting golfer.

Jack explained that the second application of topdressing was being applied (made up of one part each of loam, sand and peat) to which had been added enough ammonium sulfate to give each green around 50 lbs. of ammonium sulfate. Those greens run from 6000 to 7500 sq. ft.

The topdressing was being applied at the rate of about 1 yard per 6000 sq. ft., then dragged in by going 4 times over the green with a 3 section mat drag, then watered.

Some of the boys wondered whether there might be some burning due to the heavy application of ammonium sulfate. Jack replied that the prompt watering in would prevent burning. He further explained that this was the first ammonium sulfate that had been applied since 1941. Traveler sprinklers used at Wakonda for 24 years have required very little repair work and do an excellent job of distributing water.

Diseases have been practically non-existent on Iowa greens up to mid June. H. L. Lantz warns the Iowa men: "From

now on, every wise and provident greenkeeper must be on his toes to protect those valuable greens from the ravages of brownpatch. When the weather is muggy and warm, brownpatch is likely to strike quickly. So from now on, take every precaution to protect the bent grass by the use of your favorite fungicide. Protect the green. Do not wait until brownpatch has ruined the green before putting on fungicides. Fungicides protect the grass and prevent the disease from gaining an entrance."

2,4-D came in for its share of attention. Lantz asked for comments from those who have used 2,4-D this spring. Several responded and reported satisfactory results. Plantain and dandelions have shown the reaction typical of treated plants but have gone down slowly because of the comparatively cool weather which had prevailed. 2,4-D appears to be a most useful chemical for the control of most, if not all, of the broadleaf weeds which infest fairways, lawns, and other turf areas.

On the turf garden at Ames, Lantz explained, 2,4-D solutions of .01% damaged bent grass severely when applied in August of 1945. An application on October 17, gave no injury. The dandelions went down slowly and this spring, they were gone.



Every Golfer Wants a "BALLMARK"

Golf Ball Marker

No type to bother with! "BALLMARK" comes complete with player's name in metal type. EASY TO USE. Impresses inked type INTO golf ball. Extremely compact and appealing. Each "BALLMARK" made to order . . . delivery in five days from receipt of order. Entirely new, different and practical. Get our display material . . . put it where it can be seen . . . you'll sell hundreds of these fine ball markers.

Display Cards Furnished FREE
They Sell "BALLMARK"

HOLIDAY PRODUCTS CO., DAYTON 1, OHIO

DELIVERED
Complete for

\$2

40% Discount
to pros and shops

A WHOLE . . .

Parade of Top-Flight Golf

IN ONE . . .

Sensational Sports Short!

20th ANNUAL LOS ANGELES OPEN GOLF TOURNAMENT

The best amateur and professionals playing the 3rd toughest golf course in the world. In color or black and white . . . 400 ft. sound . . . Sale or Rental.

MOVIES OF THE MASTERS

Study the styles of Nelson, Hogan, Vines and other golfing greats. 100 ft. silent 16MM or 8MM in color. For Sale.

Write or Wire

COURNEYA PRODUCTIONS

1566 N. GORDON
HOLLYWOOD 28, CALIF.

he can't
blame the
greens
if they
are kept
right...



The prevention of brownpatch is most important, and the best known preventive and remedy is mercury... there is no substitute.

CALO-CLO®	for both small and large brownpatch conditions. Regular Grade, 51% mercury metal—Suspension Grade, for sprayer use, 72% mercury metal.
CALOGREEN®	for small brownpatch only, Regular Grade, 83%—Suspension Grade, 78%.
DOSAGE:	Preventive, 1 oz. per 1000 sq. ft. of turf. Remedy for severest cases, 2 oz. per 1000 sq. ft. of turf.

To avoid the wrath of an irate golfer, play safe—have Mallinckrodt CALO-CLO® or CALOGREEN® on hand for immediate use. See nearest dealer.

TRADE MARK REG. U. S. PAT. OFF.

MALLINCKRODT 79 Years of Service	CHEMICAL WORKS In Chemical Works
Mallinckrodt St., St. Louis 7, Mo. CHICAGO PHILADELPHIA	72 Gold St., New York 8, N. Y. LOS ANGELES MONTREAL
UNIFORM • DEFENDABLE • PURITY	



NORMAN PRIESTLEY
now at Washington

NEWTON C. PRIESTLEY, who for several years was located at the Chicopee, Mass. factory of A. G. Spalding & Bros., has been made the Pro Golf representative of the Company's Washington, D. C. office.

From 1922 to 1943, Priestley served at Chicopee in Spalding's golf production department and national distribution warehouse. During the war he saw service both with W. P. B. and in the Army. Before taking up his duties at Spalding's Washington office he acted as Administrator of the Bicycle, Fishing Tackle and Candle Industries.

BEFORE HEADING FOR SUMMER TOURNAMENTS—Golfer Betty Jameson inspects new A. G. Spalding & Bros. fairway equipment at the firm's Willimansett,



Mass. plant with company representatives. Left to right: James Long, assistant golf club production manager; Betty Jameson; Oswald A. Savaria, rubber division production manager; Ralph Wheeler, assistant vice-president.

Twice winner of the Women's National Amateur Championships, Miss Jameson is a member of the Spalding golf advisory staff. In this capacity she is currently aiding in the design of Spalding "Betty Jameson" clubs, a completely new line of women's models which the company plans to have in production by the first of the year.

BOOK FOR SCORE ANALYSIS—Con Maslakow, 1049 Spaight st., Madison 3, Wis. has a new booklet, "Pocket Par," containing simplified golf instructions and analytical score sheets for keeping brief record of shots, by clubs, and analysis of details of play.

— PATENTED —

Kaddie Kart

NOW READY FOR DELIVERY!
Including All Repair Parts

Ball Bearing wheels, grease reservoirs good for 2 to 5 years. Light durable construction capable of withstanding hard use, neglect and abuse. All parts interchangeable and easily repaired. Ideal for rental fleets. Long axles, 28½" wheel base for hilly courses and 22½" for flat courses. Feather tip patented balance. Proven invincible and the choice of nearly every golfer. Write for full details including price and state number you want. We will finance your fleet if necessary.



NEW KARTS
NOW READY FOR DELIVERY

In any quantity on 24-hour notice

**BUY
DIRECT
FROM
FACTORY**

GOLF CART SUPPLY CO.

Manufacturers of Kaddie Kart Products

OFFICE

CHICAGO, ILL.

FACTORY

82 W. WASHINGTON ST.

1466 W. MADISON ST.

PATENTS

Kaddie Kart patents cover the principle of balancing the weight of the clubs and bag over the axle. No other device can use this principle and you can get this balance that eliminates all weight carrying only in a genuine Kaddie Kart.

Patent suits are now pending in the Federal Courts to protect these principles.

GOLF CART SUPPLY CO.
1466 W. MADISON ST.
CHICAGO 7, ILL.

Please send me information about Kaddie Karts for Club Use,
for Individual Use.

Name.....

Address.....

City..... Club Name.....



AGRICO

AMERICA'S NO. ONE GOLF-COURSE FERTILIZER

Order Agrico now—ask your regular source of supply, phone nearest A.A.C. Sales Office, or write to The American Agricultural Chemical Co., 50 Church Street, New York 7, N. Y.

GOLF BALLS FOR DRIVING RANGES

Write for full particulars
McDONALD & SON GOLF CO.
WEST CHICAGO, ILL.

Old Orchard Turf Nurseries

FIRST!

FIRST IN COMMERCIAL MARKETING Old Orchard (C52) STRAIN
FIRST IN COMMERCIAL MARKETING C7 STRAIN
FIRST IN COMMERCIAL MARKETING C19 STRAIN

R. R. BOND — BOX 350, MADISON 1, WISCONSIN

The Greens are the Foundation of All Successful Golf Courses

George S. May Sponsors Golf's World Title Event

In announcing the prize money for this year's All-American Championships the public was reminded that — \$50,000 Ain't Hay!" And, according to plans recently announced by George May, "That Ain't All." The rest of the story adds up to another gala event for Chicagoland golf galleries with a prize pot of \$10,000. May's follow-through event will be the Tournament of Champions for the Golf Championship of the World and will bring into competition golf's four top title holders of 1946. Tam O'Shanter C.C., Chicago district, will be host to the all-star competition which will include this year's U. S., British, All-American and P.G.A. Champions. They will play in twosomes over 36 holes of medal play—18 holes Saturday Sept. 7 and 18 holes Sunday the 8th, starting at noon both days. The admission will be one dollar plus tax.

Spalding Hooks Up Net Classic

The third nation-wide broadcast of the matches in the National Tennis Championships will be made from West Side Tennis Club, Forest Hills, L. I., September 7 and 8, under the sponsorship of A. G. Spalding & Bros. For two hours each day, from 3:00 P.M. to 5:00 P.M. Eastern Daylight Saving Time, a national hook-up will carry this first postwar tennis classic.

National newspaper advertising will bring the news of this sports program to the public, broadsides and posters to dealers, tennis and golf clubs will follow through.

In keeping with Spalding's policy of emphasis on the game, commercials will be cut to the bone. As in previous years, the sportscasters will be "Lev" Richards and Harry Wismer. Richards is a noted tennis analyst who has been umpire and referee at countless national and international championship matches. Wismer has been acclaimed as the Nation's No. 1 sports announcer in *Esquire* and *Sporting News* polls.

The Spalding-made Wright & Ditson tennis ball will again be the official ball of these tournaments—making the 60th consecutive year it has been the official ball in use at the U.S.L.T.A. National Championships.

WOTHERSPOON

(Continued from Page 53)

events. As everyone likes to win it is usually better to give small prizes and many of them so that almost every golfer will win something before the year ends. A percentage of this pool for the ladies is usually agreeable with the Men's committee and helps to maintain their playing interest.

Many professionals pass up the opportunity to advertise and a notice in the monthly statements can be very advantageous. Tips on the game, how to take care of the golf course, how to treat a caddie and make him a better one and coming interesting golf events may be included with the news of something new in the golf shop.

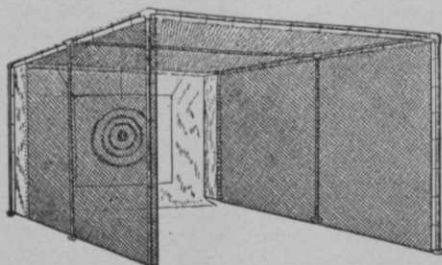
SPALDING BUYS TIMBER—Four hundred acres of timber in northern New England have been purchased by A. G. Spalding & Bros. to insure a constant supply of the highest quality wood for tennis rackets, it was announced today. These tracts contain considerable quantities of northern ash, oak, white birch and hard maple. The Spalding Company has also

bought a sawmill. These tracts have sufficient wood for over 1,000,000 tennis rackets if they were 'logged clean' but Spalding's pres. Charles F. Robbins, says: "We will continue to buy large quantities of ash the way we have in the past; however, these tracts will serve as an added protection to the uniform quality of our rackets."

Modern tennis rackets are made of several strips of laminations of wood. These number from five to nine depending on the type and quality of the racket. To stand the great strains and stresses of a tennis racket, the northern ash has been found to be the best wood because it is not too heavy and yet very strong.

OPEN ORGANIZATION CHART—Canterbury GC, host to 1946 National Open, has prepared an organization chart that's a model for clubs holding big tournaments. Committees under gen. chmn. include gallery, contestants, caddies, ticket sales; publicity, press and information; finance accounting, insurance, house, admissions-registration, parking-transportation, hotel accommodations, police protection, program, scoring, reception, and women's. Committee members' names are on the chart.

EDERER



OUTDOOR GOLF NETS

A "must" for modern clubs. Made of the finest quality netting. Compact, easy to install or move.

"We know our outdoor nets were a wise purchase because they've been in constant use day and night."

Player-popularity is proving the importance of **Ederer Outdoor Golf Nets** at clubs from coast to coast.

For lessons, for practice, for unloading before the round and for keeping players happy during those crowded hours on congested days . . . you'll find Ederer Nets provide the most popular answer.

EDERER'S "INVINCIBLE" NETS are made for golf, tennis, badminton, volley ball and other sports.

Write for folder and price list

E. J. EDERER COMPANY

Invincible Sports Nets

HOME OFFICE: 540 ORLEANS ST. • CHICAGO

**PRESIDENTS
SECRETARIES
GREEN CHAIRMEN
GREENKEEPERS
MANAGERS
PROFESSIONALS
DIRECTORS**

Each month *Golfdom* presents the latest, most practical ideas on golf club administration, management, upkeep and service . . . in readily usable form for time-labor-and money-saving guidance of officials and department heads. Help the *right men* at your club do the *job right*. We'll get them "on the beam" if you'll tell us who they are.

FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club:..... Private
 Daily Fee }
 Muny }
 Address..... Town:.....
 Zone () State..... By..... Club
 Position.....

President's
 name..... (Zone.....)

Add:..... Town:..... State:.....

House Chrman's:
 name..... (Zone.....)

Add:..... Town:..... State:.....

Manager's:
 name..... (Zone.....)

Add:..... Town:..... State:.....

Green Chrnm's:
 name..... (Zone.....)

Add:..... Town:..... State:.....

Greenkeeper's
 name..... (Zone.....)

Add:..... Town:..... State:.....

Professional's
 name..... (Zone.....)

Add:..... Town:..... State:.....