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Here in our new home we have the larger space needed for our greatly increased 1947 merchandise stocks and the more convenient shipping facilities to better serve you. Away from the snarl of loop traffic and parking problems, our new quarters are more quickly and pleasantly accessible.

Visit us soon. You'll find the new 1947 Jackman line the largest and most attractive in our many years of specializing in sportswear for America's golf professionals.

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Ren Smith, President

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Prepared Exclusively for Pros

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TACKY GOLF GRIP CONDITIONER . . . Keeps leather grips soft and tacky. Small bottles for resale.

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THE CLUB SITUATION: We are now filling orders for sets of woods and irons received many months ago. Sorry we can't give rush service. Please continue to place orders many months ahead of your requirements.

operated," Bud said. "In the end, I think that did as much as anything to pull us up."

Improvements came so gradually they were hardly noticed. Today the new members simply assume they were always there. But, let's take a look at that one-room club house Bud and Winnie found upon arrival.

Made Many Improvements

First of all it's been enlarged. There's a ball room and dining room, both newly decorated. There's the Indian room, a beautifully decorated bar and tap room, there's a new ladies lounge, game rooms and ladies' locker room.

Those are things that meet the eye. Add to that a new kitchen, serving rooms and a new heating plant and a five-room apartment which serves as living quarters for the Connells.

The men's locker rooms have also been improved, and then there's the course itself.

Naturally beautiful, a good portion of the layout was hacked out of native timber. Well-wooded, it demands accuracy. The greens testify to Bud's ability as a greenkeeper and are well trapped.

This year the course will have the benefit of the long experience of Joe Benson, greenkeeper at the Cedar Rapids CC for many years, who is transferring to the up-and-coming Indian Creek club.

Joe will have at his command complete equipment for caring for the course. The machinery must also be included among the many hidden improvements effected by Bud since 1941.

Addition of Benson to the staff will also give Bud the opportunity to devote full time to professional duties, a task he was forced to neglect while improving the club and course facilities.

And, there are still plans for the future.



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needs this STANDARD "CLUBMASTER" Golf Club BUFFER-POLISHER. Wide swing with 1 H. P. 1750 RPM motor permits two boys to work at the same time. We can also furnish the 8" by 1" cloth and wire wheels.

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THE STANDARD ELECTRICAL TOOL COMPANY
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You remember the name Indian Creek, mentioned earlier as running adjacent to the course? Well, it winds its way back and forth through 72 rolling, wooded acres.

"We wanted to change the name of the club when we came," Bud said. The Marion CC had never been successful in 20 years and we wanted to get rid of that stigma as soon as possible.

"So, we called it the Indian Creek club, and not just because we thought it sounded pretty, either.

"Some day, soon, we hope to have that second nine laid out on those 72 acres through which Indian Creek winds its way."

GO ALONG WITH NATURE IN GETTING GOOD FAIRWAYS

Charles Baskin, Waterbury, Conn., CC in addressing the GSA convention, counseled making a careful study of what grasses, soil conditions and watering naturally does the best job of developing fairway turf, and adjusting all maintenance practice to those factors nature has tested and proved.

Although standards of appearance, walking ease, playing conditions and weed control are sharply lowered by inability to apply fairway watering properly, Baskin remarked, "Healthy grasses growing on properly treated soils are not injured to any great extent by periods of drought, even though these grasses do become brown over dry periods. The turf merely becomes dormant and will again renew its normal growth when conditions become favorable. Under some conditions it may be necessary to change slightly the treatment of the turf and improve soil conditions some in order to make full use of our annual rainfall.

"On most Northern fairways which have no artificial watering we find a variety of grasses growing and thriving. Chiefly among these we find Kentucky blue, fescue, and a variety of Colonial bents. I think here I may say that most of these varieties of Colonial bents, cut at a height favorable to Kentucky blue or fescue make an excellent turf and a good fairway grass.

"From a golfer's point of view, I do think that up to now we have not found a grass more suitable for fairways than the grasses just mentioned, especially the fescues and Kentucky blue grass. That being so, then let us cultivate and cut these grasses so as to improve them. We should see to it that our soils do not become over-acid. Over-acid soils not only shorten the root growth of the plant, but it has been proven in tests taken that such soil will not absorb the rainfall. Consequently it allows a loss of valuable moisture.

"We should apply the right amount of a

Remarkable New TEACHING AID for PROS

Quick Results for Your Students
Will Make Them Enthusiastic
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*Will Definitely Improve
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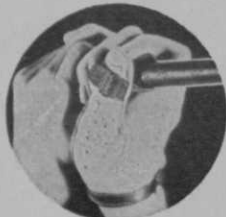
Eliminates over-swing. Eliminates loss of control of club at top of swing.



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Gives left hand full control of club during entire swing.



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The Big-Fore is a remarkable new glove that will help you give them the desired results faster. Tested by pros a proven aid for correcting faults. Enhances your reputation as a teacher. Means more lessons for you. Write today for folder containing complete information and prices.

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well balanced fertilizer at least once a year. This fertilizer should be composed of organic nitrogen if at all possible and should contain a high percentage of phosphate. I prefer the fall of the year for application of these fertilizers because the action of the frost on the soil during the winter and early spring has a tendency to get that fertilizer right down into the soil where it belongs. This will produce a better and deeper root system for the grass during the hot summer months.

"No doubt the height and frequency of cutting has very much to do in maintaining the health and vigor of these grasses. I think we are safe in cutting as close as three-fourths (¾) of an inch during the heavy grass season if we cut often. By cutting often I mean as frequently as 3 times a week. As soon as we approach the dry, hot weather, however, we must raise that cut to possibly 1¼ inches. If we carry out a program of this type maintenance, we will attain a well covered, healthy, deep rooted turf which will result in less run off of rainfall, less browning during the dry, hot spells, and a much better lie for the golfer.

"Now let us consider fairway watering. First of all, it is a big capital investment. To this must be added a yearly expenditure of maintaining this equipment, the cost of water, plus the cost of labor to apply the water. The investment demands wise use.

"Next, let us look at courses which have installed water systems over the past 15 or 20 years. In cases we find such grasses as fescue and Kentucky blue grass completely gone. What has taken the place of these grasses that have gone out? Generally it is Poa Anna, clover or chickweed. In cases the disappearance of these grasses may be due to close cutting, which seems to be the demand of watered fairways.

"Watered fairways require more fertilizer than unwatered due to loss from leaching and because of certainty of fertilizer getting down into the soil.

"The weed problem needs consideration in determining proper watering practice. Weeds in unwatered fairways mostly consist of the broad-leaved variety, such as dandelion, plantain, and buckhorn. These weeds are now very easy to kill with 2, 4-D. In the watered fairways we find a majority of the smaller creeping type of weeds, such as chickweed, and the like, which are harder to eliminate.

"Hold on to the valuable grasses and improve them."

PENNSYLVANIA LAWN MOWERS, manufactured at the Camden, N. J., plant of American Chain & Cable Co., Inc., have appointed George W. Lockwood as plant manager. Mr. Lockwood, who has been with the company for many years, was formerly in the General Purchase Department at Bridgeport, Conn.

CHANDLER HARPER NAMED PGC NATIONAL SALES MANAGER

Professional Golf Co., 1231 Carter St., Chattanooga, Tenn., makers of the pro-only "First Flight" line of clubs, has made Chandler Harper, National Sales Mgr., and head of its field staff. Harper, pro at Glensheallah GC, Portsmouth, Va., came out of the Navy to return to tournament golf in which he has had an excellent and profitable



record. Last year he hadn't regained his pre-war tournament stride but did manage to get the National Open's lowest score of 67, get third place in the Los Angeles and Chicago Victory opens and lose the Virginia Open to Sam Snead after shooting a 63 and catching up with Sam's 9-stroke lead.

With Herman Keiser as his teammate Harper shot 61 for the lowest round in the 1946 Inverness 4-ball. Harper's 29-29-58 on the Glensheallah par 35-35-70 course is claimed to be a world record.

Chandler joins up with a company that has been growing fast since it was taken over by J. Harkins. The registered, matched swinging weight clubs of the company are in strong demand. The laminated wood head in which the company pioneered before the war now is in brisk production. The Professional Golf Co. also makes custom-made clubs for pros and their members and is enjoying large demand for them. The entire output of the organization is sold exclusively through pros.


UNIFORMS FOR DECORATION — That dining rooms can be "redecorated" by the use of properly designed and harmony styled uniforms for service personnel, is the belief of the Shane Uniform Co., Inc., Evansville, Ind. Shane has evolved a decorating plan based on: a new design development called "harmony styling" intended to increase the decorative function of uniforms; and a "color selector" to harmonize colored uniforms with the existing decorative scheme. New models have also been developed to include styles and materials suited to different seasons. A presentation of Shane's plan can be obtained by writing Shane Uniform Co., Inc., West Maryland and Buchanan, Evansville 7, Ind.



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You can easily sell these high quality golf shoes at attractive profit without troubles of overhead, stock, or delivery.

Just put one pair of these shoes on your counter and watch the orders pour in. They're high grade throughout. Right-weight top quality oak soles...replaceable Phillips Screw-in spikes. Send coupon below for information about these quick, easy earnings and how you can get them with no trouble or costly overhead.

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8mm — 16mm
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"Fisby Story"

Ben, star of film, loves the outdoors, but encounters lots of "misery" when he takes his best girl fishing. She, afraid of water, has Ben carry her across stream. He slips, pops buttons, and loses pants. Picture ends with Ben chasing girl down stream, after she tells him how to handle gear. Excellent comedy. Sells and rents fast.

Prices

100 Ft. 16mm, K., Sound \$17.50	100 Ft. 16mm, B&W, Sil't \$3.00
100 Ft. 16mm, K., Silent 15.00	50 Ft. 8mm, K, Silent . . 5.50
100 Ft. 16mm, B&W, Snd. 7.50	50 Ft. 8mm, B&W, Silent 1.75

Morrison System OF GOLF

Morrison, noted Golfer, features belief all good golfers must first learn to be relaxed and "natural". How to handle Driver, Brassie, Spoon, Mid Iron, Mashie Iron, Small Mashie, Wide Mashie and Putter, recommended clubs for complete set, are shown. Excellent film for both beginners and seasoned golfers. A rental library favorite.

200 Ft. 8mm	400 Ft. 16mm
B&W Silent \$10.00	B&W Silent \$15.00

16mm Sound SMASH HIT!
"GOLF SLAPPY"



One reel, ten minutes, of continuous laughs, following a dub golfer who breaks ALL the rules! Features EDDIE GRIBBON and other famous Hollywood slapstick comedy stars. A Charles R. Dorey production. Excellent film for showing at Home gatherings, Club smokers, Parties. Should be in library of all Golf Clubs.

400 Ft. 16MM In Sound **\$25.00**
 Per print

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The Golf Robot . . 1206-A	Goofy Golf . . 1207-A

Two amusing cartoons of the THREE MONKEYS, a Walter Lantz production, who use Robot machine, in one, to play golf, and pull many "goofy" stunts, in other, keeping audience in gales of laughter.

At your dealer, or shipped direct. Orders filled day received. Send check, money order or draft.

Hollywood Film Enterprises, Inc.

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4TH YEAR OF SPALDING SHOW—Spalding's "Sports Show" ads return for the fourth straight year to the sports pages of leading newspapers coast to coast—appearing week after week during the height of the sports playing season. It is estimated that an audience of more than 20 million fans every week will be waiting to greet its cartoons and anecdotes. To date, more than 1,000,000 copies of the Spalding Sports Show books, containing the collected cartoons of each series, have been distributed to sports fans.

SPEEDY MFG. CO., Sioux Falls, So. Dak., whose "Speedy" Power-Vac Rakeland machine has been widely adopted in golf course maintenance since its introduction last fall, now is announcing a new trailer mounted machine, Model 101. The machine was designed to answer the greenkeepers' perplexing problem of fairway leaf raking and disposal. Its powerful vacuum devours the leaves and then chews them to fine bits in the hammermill. The pulverized leaf material is blown back on the turf where it settles to form a natural fertilizer and soil conditioner. The new Model 101 is mounted on a trailer which carries a shielded coupling which can be slipped in a few seconds onto the power take-off from the rear of the tractor. The new trailer model is designed to permit mounting of a 10 h.p. motor on the trailer frame to provide motive power when tractors are tied up with other work. Both tractor mounted and trailer mounted machines promise better playing conditions earlier and later in the season and improved turf conditions, with an economy in operating that is decidedly important in these days of manpower shortages and high maintenance costs.

BAILEY AND IZETT MOVE

Bailey and Izett, sales representatives for North British Rubber Import Co. of America, Inc., have moved into their own building at 2538 Haverford Road, in Ardmore, Pa., just outside Philadelphia.

MET PGA PROPOSES NATIONAL WALTER HAGEN DAY

New York Metropolitan district PGA officials and members have been discussing plans to stage a nation-wide testimonial honoring Walter Hagen for his pioneering performance in revolutionizing the status of pro golfers. NY Met pros want the national PGA to get into the campaign and help make it one of golf's greatest demonstrations. Sports writers have told the New York pros that all professional athletics could smartly participate in the celebration as it was Hagen in his role as "The Great Emancipator" who did more than any other individual to get the paid performers of sports recognized as socially *persona grata*. Possibilities of newspaper and radio publicity are vast. Plans for the celebration are in the formative stage with the general idea being to focus the affair on a one-day party during mid-summer.

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BACK VIEW



SOUTHERN TURF ASSN. COMPLETES ORGANIZATION

Organization has been completed of the Southern Turf Assn., A. G. McKay, its new president, has announced. First meeting was held at Richland CC, Nashville, Tenn.

Along with McKay the following officers were elected: Mike DeMassey, Fairyland GC, Lookout Mt., Chattanooga, V. Pres.; Bill Perry, Cherokee GC, Memphis, Tenn.,

2nd V. Pres.; Lon Mills, Whittle Springs GC, Knoxville, 3rd V. Pres.; and Charlie Danner, Richland CC, Nashville, Sec. and Treas.

The new association has scheduled an April meeting at the Fairyland GC, Chattanooga, a July meeting at the Cherokee GC, Memphis, and the Richland CC, Nashville, in Sept. Annual meetings are scheduled for Knoxville in conjunction with the University of Tenn.



Southwest greenkeepers at first Texas A & M short course.

Dunedin Pro Clinic

Continued from page 70

It was the general observation of those present that every qualified professional was well informed on the basic elements of the swing and competent to discern and appraise such advances as are made by the star players. An urgent need was conceded to be that of greater study of the swings of the common golfer rather than intense study of details of the stars' swings. In that respect the professionals at the Dunedin clinic agreed thoroughly with the statement of Dr. Dyer, previously referred to, that the professionals' path in improving instruction results must proceed along far more complete study of the ailing rather than such absorbed study of the methods of the healthy swinging masters.

In developing that idea the pros at Dunedin believed that in pro clinic programs much good could come from study and discussion of motion pictures of the swings of the suffering duffers.

Lesson Time Basis Questioned

There was serious question of the traditional method of giving lessons on a time basis. It was the expressed experience of all at the Dunedin clinic that teaching should be charged for on a "visit" basis, in most cases. The main exception was in charging for instruction of beginners.

When a pupil books a session with the pro for the purpose of having some fault cured and the pro is smart enough to correctly diagnose the cause of the fault and apply effective treatment in comparatively short time, the purpose of the visit is successfully served. The doctor, under comparable circumstances, would be on his way after applying the treatment, but the pro by the customary procedure has to spend the remainder of the half hour or hour with the pupil.

The result generally is that other faults are given treatment so the pupil, instead of concentrating on overcoming his most

J. L. HAINES SON DIES—A motorcycle accident caused the death in Denver, Colo. of Jimmy, son of Mr. and Mrs. J. L. Haines, while the father and mother were en route home from the GSA convention at New York. Mr. Haines is supt., Denver CC. The Haines' were notified of the accident in Chicago and boarded a plane to fly to their son's bedside. The plane was grounded in Omaha and they reached Denver the morning after their son had died.

210 at Purdue Short Course

Photo at left furnishes an iron clad alibi and an excellent one for most of the greenkeepers absent from home Mar. 18-20. Event was the Purdue Short Course and the scene, the steps of Purdue's Union House.



serious fault, is brought into the job of rebuilding much of his game. The pro is practically compelled to give the pupil in such instances more than the pupil can successfully absorb. It becomes a case of trying to cure the patient of everything from warts to leprosy because the pupil has paid for a half hour's lesson time.

Many pros are using the "visit" method of giving and charging for lessons and find it highly effective in compelling the pupil to concentrate on getting a fundamental of the game soundly set.

Many practical difficulties must be overcome before this more logical and effective method can be applied. The golfing public is so accustomed to paying on the time basis that it probably is going to require some years of education before the pupil whose major fault is a defect in his grip will pay for an effective cure of that fault applied in 10 minutes, after he's been expecting at least a half hour with the professional. The 10-minute cure actually may be of greater value than a half-hour's lesson at from \$2 to \$10, but a big job is ahead of the pros in getting the public to realize that.

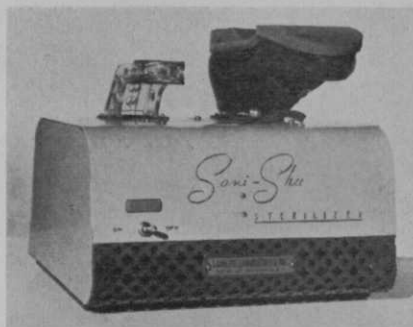
Develop Public Confidence

It was agreed by those at Dunedin that an important phase of all pro clinics is the publicity value in acquainting the public with the PGA's emphasis on qualifications of its members as teachers. We must admit that today the general golfing public doesn't have confidence in golf teaching because it does not know to what extent the really qualified pros study and discuss teaching. This phase of the professional golfers' association with each other is virtually unknown to the public. The public is kept constantly informed of pro playing activities in the major money tournaments and district affairs but is in almost complete ignorance of the time, thought and effort pros devote to instruction betterment as a means of protecting the public and increasing the public's enjoyment of golf with improved scores.

The development of the clinic idea affords not only the newspaper and word-of-mouth publicity the pros need in this direction but it will provide the PGA with a sound basis of identifying qualified instructors. As it is now PGA membership does not mean what it should to the public as evidence that the master pros themselves are deeply interested in protecting the public with the best possible instruction.

Eventually we are going to have to hold a series of clinics in each PGA section. The pattern for them will have to be determined after consultation with education authorities and doctors who have an idea of the sort of a task that confronts us.

Then we will have to have a winter



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- ★ Popular colors—Autumn Brown or Sand Tan.
- ★ Stout oak stick from end to end.

A star studded golf bag for the most discriminate buyer—retails at \$5.00. Pro inquiries invited for our complete catalog.



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Call this a shirt or jacket, it acts as either for lounge or play. Pleated back for freedom of action. In luxurious light-weight wool flannel. Choice of colors ... Sand Tan, Maize, Luggage Brown, Powder Blue. Write for complete catalog.

Small, Medium, Medium-Large. **\$7.00**
Large, each

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school at Dunedin for assistants and others in the business who wish to attend. After means of exchanging and developing the knowledge of successful professionals are provided then it will be in order for the PGA to set up examining boards to pass upon the qualifications of all seeking PGA membership.

If this were done I am sure that it would do a great deal to remove distrust from the golfing public and from the minds of club officials who have the responsibility of hiring pros.

There may be some in our profession who are so self-satisfied and opinionated they would not engage in such a program. That need not be discouraging for the great majority of competent professionals would participate enthusiastically. Those who would hold out probably would have only negligible contributions to make anyway.

The Dunedin clinic program although informal, again was convincing proof to me that intensive development of the clinic idea is essential to promoting the best interests of the professional golfers, and that means also promoting the best interests of all who engage in the game as amateurs, club officials, club employees and golf goods manufacturers.

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