

... Byrd has lucrative job as contact man for pre-fab building manufacturer. . . Sam will play in some tournaments but has been undecided about returning to club pro work. . . Wichita, Ks., pros collaborating in weekly golf radio program over KANS. . . Pros at Richmond, Va., put on public clinic at Central YMCA.

Matt Kiernan, asst. vp, A. G. Spalding & Bros., is celebrating his 50th year with the organization. . . Matt was first head of Spalding's golf dept. and the premier importer of Scotch pro talent. . . Matt also was the No. 1 employment agency in getting homebred caddies jobs as pros as the game expanded. . . He's been a great builder of the game and a standout as a cheerful, fine character. . . Matt's due to be guest of honor at a dinner hailing his 50th anniversary in the game. . . Men with competing outfits will be as quick as anybody to tuck up their bibs at a party for Matt and sing "For he's a jolly good fellow."

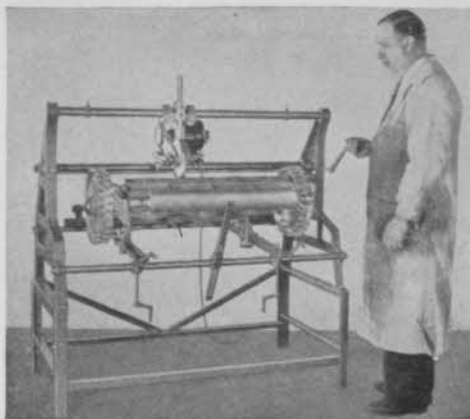
Braid Hills, Edinburgh, opened May 29, 1899, said to be oldest munny course in the world. . . Aurora, Mo., course reopened by Jimmy Michel and T. G. Wilson. . . Charles H. Mayo, Sr., pro at Hackensack (N.J.) CC and pres., PGA Seniors' association, is planning big development of that organization for its 1949 championship. . .



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7. Entire setting and operation is without tools.
8. No mechanical teaming or grinding experience needed to operate with 100% results.
9. Mechanically RIGHT, extremely rugged. We have plenty of 15-year-old grinders in use today.

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Chick Harbert, following his win of the Charlotte Open, was laid up in Greensboro, N.C., by appendicitis attack.

Augusta National GC Board puts on testimonial dinner April 6 for Fielding Wallace, pres., USGA, and Ed Dudley, pres., PGA. . . Wallace is past pres., Augusta National and Dudley is pro at the club in winter season. . . University of New Mexico public course at Albuquerque only missed two playing days in 1947. . . Last year 45,282 players played the course on which the Albuquerque \$10,000 Open will be played June 3-6.

Floods in parts of south have been costly to golf courses. . . Greenwood (Miss.) CC with 16 holes under water fears that if adverse weather conditions continue the course will have to be reseeded at heavy expense. . . Bent greens put in by Supt. Baker at Miami Beach, Fla., Indian Creek CC being closely watched. . . If the greens can be kept through the years and provide excellent putting surfaces change in Southern practice may save millions in southern maintenance expense. . . Experiment station work in Georgia and Florida, Green Section cooperation and greenkeeper tie-up is showing bright promise of revolutionary advances in southern maintenance methods.

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Golfdom

USGA Committees Appointed

Chairmen of USGA committees for 1948 have been appointed by Fielding Wallace, of Augusta, Ga., Pres.:

Rules of Golf Committee—Isaac B. Grainger, New York, N.Y.

Championship Committee—Richard S. Tufts, Pinehurst, N.C.

Implements and Ball Committee—John D. Ames, Chicago, Ill.

Amateur Status and Conduct Committee—Edward B. Leisenring, Philadelphia, Pa.

Membership Committee—Daniel A. Freeman, Jr., New York, N.Y.

Green Section Committee—James D. Standish, Jr., Detroit, Mich.

Women's Committee—Miss Frances E. Stebbins, Newton, Mass.

Public Links Committee—Totton P. Heffelfinger, Minneapolis, Minn.

Sectional Affairs Committee—Totton P. Heffelfinger, Minneapolis, Minn.

Handicap Committee—William O. Blaney, Boston, Mass.

International Relations Committee—Charles W. Littlefield, New York, N.Y.

Museum Committee—C. Pardee Erdman, San Marino, Calif.

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At last—a 100% soluble liquid fertilizer that will help you keep those greens and fairways in better shape, with less work, the year around.

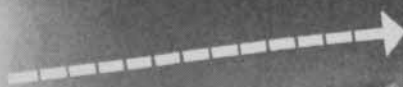
Yes sir, "Na-Churs" Liquid Fertilizer is based on a recommended formula as developed by The Ohio State University, and it contains the proper nutrients necessary for producing and maintaining greener, thicker, healthier turf.

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GOLF SHAFTS OF CHAMPIONS

The American Fork and Hoe Company
Cleveland 15, Ohio

Pro Club-fitting Service Is Selling Point to Accent

By CHUCK TANIS

Professional, Olympia Fields (Ill.) Country Club

It is a sure thing that the pros' top position in golf club merchandising is based not only on their expert knowledge of golf club design and construction but on their capacity for exactly fitting clubs to their customers.

I would estimate, from my observation, that inability of the average player to score better often is due to ill-fitting clubs although failure of the players to receive instruction is invariably named as the reason for high scoring. Almost any experienced pro can point out conspicuous cases of average players being unnecessarily handicapped by improperly fitted clubs, which in the great majority of cases are store-bought and purchased without expert guidance.

What members generally don't realize is that the pro often has a greater variety of weights, lengths and shaft specifications in his shop stock than most of the larger stores have. Many a pro has lost a sale

because the player didn't want to wait until the pro could get a factory club exactly suited to the player. That is one of the problems in our business we have to solve.

During the past two seasons the demand for clubs from the leading manufacturers has been such that their custom departments have been unable to handle the demand. This situation is being corrected rapidly so the pro with good manufacturing connections and who has properly impressed his members will again get back into the strongest possible position for dominating the better part of the market.

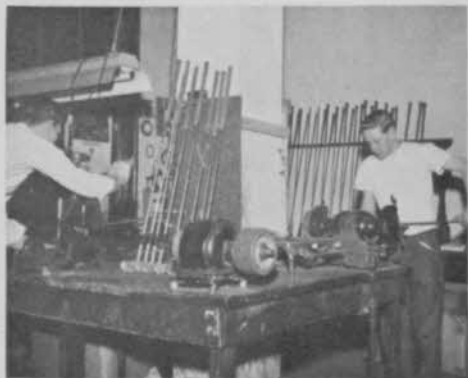
Clubmaking As Advertising Expense

Due to a fortunate combination of circumstances I have been able to do a considerable volume of business on wood clubs, in addition to what I might normally expect, by making woods to order.

Let me tell you, first of all, that it calls for quite an investment. I've got about



Chuck Tanis, Jr. drills a head with a unit of the \$2000 worth of equipment in his dad's shop.



Richard Scott fits one of the 400 steel shafts in stock into a club made to a member's order.

\$2000 tied up in drills, grinders, hand tools and manufacturing supplies and a good piece of money tied up in shafts, heads and grips. I am not making any more money on my custom-made clubs than I make on factory clubs. The reason I make these clubs is to emphatically advertise my policy of assuring members exact fit whether on custom-made or factory-made clubs.

The forbidding difficulty in making a feature of custom-made clubs is that of getting clubmakers. You have to train youngsters for there are very few older clubmaking craftsmen left. My son, Chuck, Jr., always liked to work around the shop and I had him repairing and reconditioning clubs before he went away for 2½ years in submarine service. Another young man, Richard (Scotty) Scott, who was in charge of the rack room in the summer and worked at repairing and overhauling clubs in the winter, was the other capable one I could assign to clubmaking.

I would have them practice on waste material until they gained command of the correct methods. Some young men simply can't do this work. Clubmaking, whether in the pro shop or in a factory, is still a fine art despite the extensive use of mechanical methods.

Extensive Stock Required

We have two models of woods for women and four models of woods for men. The men's models have two deep-faced models for the better players and two shallow-faced for the higher handicap men. We have to carry in stock all weights of shafts from 3½ oz. to 5¼ oz., and about 400 of them.

We also feature factory-made irons to specifications, in addition to the large regular stocks we carry in our sales room and stock. The irons require too much machinery for us to make in our shop with the precision and expert workmanship that must justify the price of a custom-built club.

At present the Park all-weather grip is preferred by about 75% of our customers for custom-made clubs. Making the grip to specifications is quite important and I think that, considering the variations in hand and finger structure of golfers, attention to the grip is one of the points in which the individuality of a custom-made club is most apparent to the buyer.

We believe we have our manufacturing methods and costs so we can operate about as efficiently as possible yet, as I have pointed out, the net profit per club isn't any more than on a factory club and is made only by assuming the load of more work, worry and responsibility.

However the protection of the pro's market and publicizing his set-up and authority in exactly fitting clubs to the customers'

needs makes my club manufacturing worth the risk. In the great majority of cases, due to labor and investment required, the pro is better off to let the manufacturers bear every worry that can be avoided.

One worry the thoughtful professional can't escape is that of letting his reputation as the one thoroughly qualified fitter of clubs get dim in the minds of his members. Keep pounding away on that every chance you get and adjust your stocks accordingly. Pound at the matter so strong and continuously that you'll have members waiting until they can buy from you and be sure of getting exactly what they need. All of them won't wait and you'll lose some sales. But you certainly won't lose as many as you may when the player has the idea that almost any club at any price is good enough for his game.

Hudson Honored By Writers For Contribution to Golf

Robert A. Hudson, packer and grocer of Portland, Ore., has been named by the Golf Writers' Assn. of America as the individual making the most outstanding contribution to the game of golf for the year 1947 and for his service will be the first recipient of the William D. Richardson Memorial Trophy. The award goes to him



The William D. Richardson Memorial Trophy presented by the Golf Writers Assn. of America in recognition of outstanding contribution to golf.

for his untiring efforts in stimulating the game in the Pacific northwest through sponsorship of Open tournaments in Portland, especially the National PGA in 1946. His crowning achievement however came in 1947 when he brought the British Ryder Cup team to this country at a time when it appeared the series might be discontinued.

Southern Fairway Management Methods Outlined

By T. M. BAUMGARDNER

Sea Island (Ga.) Golf Club.

Since Bermuda grass predominates in the fairway turf of a great proportion of the golf courses in the south from Virginia to the southern-most tip of Florida, any discussion of fairway management such as this, we think, should deal principally with the management of this most versatile and adaptable of all grasses. I think we, in the south, are most fortunate to have a fairway grass which, under proper management, can be made to thrive and produce good fairway turf under so many varied and often adverse conditions. I believe most all good golfers will agree there is no finer fairway turf, either for wood or iron shot play than a pure stand of dense, closely clipped Bermuda. Unfortunately, however, all too often these conditions do not prevail.

There are other grasses of course which have their place in southern fairways under certain conditions. Carpet grass, for instance, prevails on many courses in low-lying areas of heavy, moist soils. St. Augustine grass is often found, and Centepede grass is perhaps the best answer for many of the smaller clubs, which operate on a very small maintenance budget, as this grass, once established, will thrive with less fertilization and care than Bermuda grass. All of these other grasses, however, have their disadvantages and are definitely inferior to well managed Bermuda grass for fairway purposes.

Therefore, we are assuming, in general, that the best fairway management practices are those which will encourage maximum development of Bermuda grass.

Probably the first and most important problem in the establishing and maintenance of good Bermuda fairway turf is fertilization, providing drainage and physical conditions of the soil are satisfactory. Bermuda grass probably responds more quickly and more aggressively to fertilization than any other grass; and insufficient fertilization probably accounts for more poor fairway turf in the south than all other reasons combined.

Nitrogen is usually the main deficiency although, of course, certain amounts of potash and phosphate are needed. More frequent fertilizer applications are re-

quired for the lighter, sandy soils than for clay or heavy loam soils, where less leaching occurs and where natural fertility is greater.

On the better courses in the lower south as much as 200 lbs. of actual nitrogen per acre may be applied each year. This is the equivalent of over 1½ tons of a 6% nitrogen fertilizer.

The fertilizing program on fairways should start in early spring, just before or when the Bermuda grass starts to grow. A second application is usually required for best results in late spring or early summer and a third application six weeks to two months before the normal dormant period starts, in order to provide a good dormant turf for winter play. However, necessary rates of application and time of application will, of course, vary greatly in different sections of the south and under various soil and rainfall conditions. But, on the average, best results are probably obtained by at least 600 to 1,000 lbs. per application per acre of a 6% nitrogen fertilizer.

Nitrogen for Drought Resistance

Recent experiments tend to prove that a heavy application of nitrogen in mid-summer will greatly increase drought resistance of Bermuda turf. Usually one application per year of a complete fertilizer is sufficient unless soil tests continue to show phosphate and potash deficiency. Other applications supplying mainly nitrogen usually suffice. Organic sources of nitrogen, particularly in the light, sandy soils, are usually superior but are not always obtainable under present conditions.

The incorporation of some of the minor elements, such as copper, manganese, zinc and iron have given spectacular results in some instances, particularly in South Florida. The simplest method of determining whether any of these would prove beneficial on your course is to use them in small test strips across representative fairways and observe the results.

Bermuda grass will grow on acid as well as alkaline soil, yet it often responds to lime when soil is more than slightly acid. In general, liming seems to be more bene-

(Continued on page 92)

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1 LAMINATED WOOD HEADS

Layers of hand selected maple, impregnated with resinous materials, are compressed under electro-heat pressure to form wood heads stronger than steel for weight. "All-weather" resistant to moisture or temperature. Long hitting professionals report 15 to 20 yards greater distance with their new "Speedwood" clubs.

2 PRECISION BROACHED IRON HEADS

Tourney irons are precision ground on ultra modern machinery specifically made to attain the closest tolerances ever known in golf club manufacturing. Gigantic broach machine cuts rough forging to exact weight and shape. These perfectly balanced, precision ground heads gain you three shots on the field.

3 NEUTRALIZER

So called because it neutralizes annoying shock and vibration. The MacGregor Neutralizer is a section of selected springy hickory, oil tempered, and air driven into the tip of the shaft. It gives rigidity and strength at the neck and absorbs shock and vibration, practically eliminating finger and wrist fatigue. No club equipped with the MacGregor Neutralizer has ever broken at the neck.

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An extraordinary development in shafts, made possible only through the collaboration of the MacGregor Advisory and Technical Staff and True Temper shaft specialists. Particularly selected for weight and flex, it has a definite "built-in feel" that the hands can sense. Overall weight is lighter so that the "feel" is thrown down into the head of the club.

5 INDIVIDUAL RECORDING

Every set of Tourney woods and irons is individually recorded. Complete record showing the exact weight, length, head model, shaft pattern, style and size of grip, loft, head finish and swing weight of each set is kept in the MacGregor Cincinnati office. Now—it's a simple matter to replace a lost club or purchase a new set exactly like your old favorite.

From club head to grip end, MacGregor Tourney golf clubs are scientifically designed and Player-Craftsmen-produced with "built-in feel." It is this indescribable but readily recognized "feel" that aids individual play, makes a difference of several strokes in your score. Through 51 years of golf club manufacturing, with the advice and technical design recommendations of MacGregor's renowned staff of top professionals, MacGregor has been the foremost contributor of new, important and basically right club improvements. Tourneys—Golf Clubs of Champions—are played wherever competition demands the finest.

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Appropriately, two of the biggest hitters in bunkerland, Mal Galletta, ex-North and South and Long Island titleholder, and Gordon Stott, erstwhile Lakeville champion, were tied in the driving contest, a feature of North Hills' 1947 Field Day. Pictured are l. to r., J. T. (Pat) Clancy, president; Steve Bayer, Galletta, Stott and Arthur Cunningham, tournament chairman last year.

North Hills' FIELD DAY Is Great Tournament Feature

By JOHN M. BRENNAN

About this time 20 years ago, when Wall Street was riding for that earth-shaking fall of 1929, a group of Clearview Golf Club members conceived the idea of staging one tournament a year to end all tournaments. The Whitestone club in those days bragged of a membership roster that resembled a Who's Who of the American theatrical world in addition to some of Gotham's most influential citizens and was headed by Vincent X. McGuire, who made a fortune promoting golf and cleaning towels for newspaper presses.

Overlooking Long Island Sound and located within New York City, Clearview had its own 350-foot dock for boats, an extensive pier that was used for boxing shows, softball games; a gorgeous 18-hole golf course and extensive grounds.

With such a commodious layout it was natural that boat-minded golfers (everybody seemed to own a cruiser in those days) would turn to Clearview, for it was a short run through East River from Manhattan to Clearview—and a round of golf.

As a result, sleek, white cruisers during an ordinary day might be seen dropping

off such glamour girls and boys as Ginger Rogers, Harry Richman, who had an estate nearby at Beechhurst; Louella Gear, who also had a showplace adjoining the club; Joe Frisco, William C. Fields, Marilyn Miller, Eddie Dooley, Martha Morton, Bert Lahr, The Lyons brothers with the inevitable bevy of Broadway show girls; Clara Bow and dozens of others whose names were familiar to theater marquees throughout the nation.

It was during a bright moonlight night while an amateur boxing show was in progress on the giant pier that Harry Neu, an executive of Decca Records; Joe Gross, Vince McGuire, Commore "Pop" Gerson and Ray McDeavitt started discussing what's wrong with the tournament schedule. All agreed that Clearview should emerge with a tournament that should set a standard—eclipse any tournament ever put on at any club.

"But we have so varied a membership, how can we put on a tournament that will interest everybody?" reasoned Vince McGuire. "Let's put on a Field Day that will be exactly that," shot back Neu, who played a major role in directing tournaments in those carefree days.