

fortune out of them after taking a licking in the war years. . . Money couldn't happen to a better guy.

Lewis Weiland, gkpr. at Springdale (NJ) CC for 27 years, now is gkpr., Hopewell Valley GC, Hopewell, N.J. . . North Jersey CC, Paterson, N.J., votes to buy club from lessor, Wayne Holding Co. . . Carroll Boggs, winter pro at St. Augustine (Fla.) CC, says club this winter will have revived most of its pre-war events including the National Pro-Amateur championship. . . Spalding featured in Connecticut Valley Historical society radio program for its prominence in the district's manufacturing since it located in Chicopee Falls in 1895.

Neil McHugh has been signed as pro-gkpr. at Grove City (Pa.) CC. . . Neil worked for the Signal Corps at Belle Mead, N.J. for 4½ war years, constructing a 9-hole course in addition to his work as warehouse supt. . . He put in a busy year last year by teaching at a Vaux Hall, N.J. range. . . Better not delay ordering fertilizer. . . We'll be sending a lot to Europe this year and U.S. food crops will have first call on what's left.

Midwest Greenkeepers' Assn. has begun publication of a bulletin for its members.

Adequate Water Service Pays!



There's a dependable Myers Water System that will supply plenty of water at low cost for your needs—for watering fairways and greens; spraying weeds; for locker and shower rooms, complete water service in clubhouse and other buildings. See your Myers dealer and inspect the wide range of Ejecto and Plunger Types. Capacities up to 4500 gallons per hour; pressures up to 250 pounds. Write for catalog.



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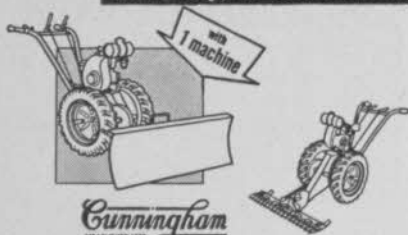
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No digging. Valve working parts removable without taking casing from ground or shutting off water. Auxiliary valve closes automatically.

No back Hammer—flow control is absolute.

Lock nut on key holds any desired setting of pressure and flow.



Polished chrome-plated hinged lid easily visible at night.

Send for catalog.—Write for appointment with engineer.

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PEORIA, ILLINOIS

Manufacturers of Golf Course and Lawn Sprinkling equipment Overhead Irrigation Since 1911

. . . The Midwest bulletin bears the interesting name of The Bull Sheet. . . Western Golf Assn. headquarters now are at 8 S. Dearborn, Chicago, Ill. . . Telephone is ANdover 6950. . . Art Alves, son of the veteran pro Grange, now is pro salesman for Wilsons in Cleveland dist.

Not getting any national publicity was the tie between the U.S. and British Ryder Cup teams—of caddies. . . Caddies of the international players played against each other in the same line-up as their players in the U.S.-British competitions. . . Match was put on by Joe Mozel at Lloyd GC, Portland, Ore. . . Caddies of the American players won one doubles match and halved two. . . Caddies of the British players made a like showing. . . Each team of caddies won 4 singles matches.

Harry Todd named pro at new Northwood CC, Dallas. . . Women's Western Open date probably will be changed because of conflict with Curtis Cup date in England. . . Des Moines (Ia.) G&CC team won Women's Western GA 1947 par trophy event, 1 down to par. . . Curling fans of Chicago district golf clubs met and decided to form a league.

Frank Kerwin, 59 years old, knocked in a 70 on par 71 Maxwellton Braes course at Baileys Harbor, Wis., as a

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closing round last year and had the seventh ace of his golfing career on the 130 yd. 17th of that round. . . Of the 200 contestants in the 1947 National Amateur Spalding says 136 used their Dot ball. . . Charley Carr new pro-kpr. at Kishwaukee GC, DeKalb, Ill.

Illinois greenkeepers and pros to have a little tournament of their own at Tam o' Shanter May 12. . . Dunes Golf and Beach club being organized at Myrtle Beach, S.C. . . . Max Schlaepfer of Switzerland has joined Wilson's export dept. as asst. to Victor East. . . Jimmy D'Angelo believes he gave first television golf lesson. . . It was in 1942 over Philco station in Philadelphia.

Neil McGeehan, York, Pa., will be pro aboard Holland-America liners making 13 day West Indies cruises. . . Balls are driven off deck and distance measured by colored markers on a line cast into the ocean. . . Kernwood bent planted on Southern Pines (N.C.) greens. . . Country Club of New Jersey 27 holes at Riverdale, N.J. being constructed by Smith and Mitchell, golf architects and builders.

Joe Swan returns as pro to Orchard Park CC (Buffalo dist.) after his successful first year there. . . Orchard Park membership doubled last year. . . Sam Pickett, 25 years mgr., Sadaquada GC, Utica, N.Y. and one

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Driving Range and Public Course Operators . . . here we believe is the finest tee made from tires. Designed to specifications of well-known pros, these mats are functionally ideal, reversible, and virtually everlasting. Immediate delivery. Sizes 42"x60" and 48"x60". Also special sizes.

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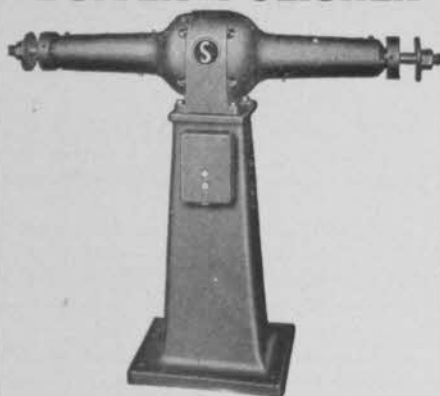
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— TODAY'S FINEST
Valuable around pro
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Smooth, steady power
at your fingertips to
grind, drill, polish,
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of the finest gentlemen in golf, died in Florida last fall after GOLFDOM's last issue of 1947 had gone to press.

Donald Ross, who's built about 600 courses in the U.S., is having one of his busiest times. . . Ross and J. B. McGovern are building 27 holes for Hartford (Conn.) GC. . . Other Ross-McGovern courses are being built in New York, Pennsylvania and Florida. . . Managers of North and South Carolina and Virginia clubs have formed Piedmont chapter of Club Managers' Assn. of America. . . C. W. Gelwick, Myers Park club, Charlotte, N.C., was elected pres. . . Frank E. Mitchell has been made Field Sales mgr. for Kroydon. . . Mitchell is a veteran in golf club selling, having been with Wanamaker and Wilson prior to joining Kroydon 12 years ago. . . He formerly was sec-treas. of the Central N.Y. PGA.

Betsy Lawson, daughter of veteran Carnoustian now pro at Long Beach (Calif.) Naval hospital, was married at Indianapolis, Ind., in Dec. to Peter Keeler of Indianapolis. . . Jim and his Mrs. came back from California for the affair. . . Jim's doing a great job with sailors at the hospital. . . Part of his tuition is on etiquette of golf so when his pupils go out to play they're all officers and gentlemen regardless of the braid they may or may not have in the navy.

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SIZE
1" Diameter

FITS
Regular
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- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
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- WEATHER TIGHT — RUST PROOF.

(White Plated or Black Finish)

WILL NOT TURN BY THE THREADS

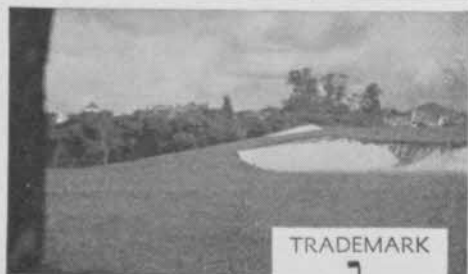
F. C. PHILLIPS, INC.
STOUGHTON, MASS.

Cornish Joins "Dick's" Staff at Amherst

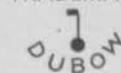
Geoffrey Cornish has been engaged as a full time assistant to Prof. Lawrence S. Dickinson at University of Massachusetts. Cornish graduated in agronomy from the U. of British Columbia. He worked for Thompson, Jones & Co. as construction foreman, then as supt. on the construction and renovation of a number of courses in Canada, Bermuda and British West Indies. In 1937 and 1938 he attended Dickinson's winter school in greenkeeping at Amherst. In 1940 he was supt. for the St. Charles CC, Winnipeg. After service overseas with the Canadian army he was mustered out as a major and returned to Thompson and Jones. He went to U. of Massachusetts as instructor in agrostology.

Dickinson began stressing the word agrostology some years ago for work on fine turf as distinguished from agronomy which popularly is regarded as concerning food crops.

The Massachusetts short course this year will culminate with a turf conference March 11-13. Dickinson contemplates some very interesting work on fine turf research and course maintenance costs through establishment of fellowships enabling extension of the school's valuable job for golf.



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Write for Bulletin 48 showing
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**1948 WINTER TURF
CONFERENCES**

- Jan. 6-7—Univ. of Tenn. and Southern Turf Assn., Knoxville, Tenn.
- Jan. 10—USGA annual meeting and Green Section Committee, Waldorf-Astoria Hotel, New York.
- Jan. 12-13-14—Texas A & M and Texas Turf Assn., College Station
- Jan. 15-16—Middle Atlantic Greenkeepers, Baltimore, Md.
- Jan. 26-27-28—Oklahoma A & M and Okla. Turf Assn., Okmulgee, Okla.
- Feb. 9-13—GSA annual Turf Conference, Detroit, Mich.
- Feb. 23-26—Penn State College meeting, State College, Penna.
- Feb. 23-27—New Jersey meeting, Rutgers Univ., New Brunswick, N. J.
- Feb. 27—Beltsville Turf Gardens, 8th Post Engineer School, Fort Belvoir.
- Mar. 1-2-3—Purdue Univ. and MRTF, Lafayette, Ind.
- Mar. 8-9—Iowa State College and Iowa Greenkeepers, Ames, Iowa.
- Mar. 10-11-12—Minnesota Greenkeepers, Minneapolis, Minn.

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THE GREENKEEPING SUPERINTENDENTS *Association*

INVITATION AND WELCOME TO *19th National Turf Conference & Show*

The Greenkeeping Superintendents Association, together with the Host Association, Michigan and Border Cities Association, extend a most cordial invitation to you to attend our 19th National Turf Conference and Show in Detroit, February 9, 10, 11, 12, and 13, 1948.

This is the only national meeting concerned exclusively with basic and specific problems encountered in the production of turf. The program will be of interest and value to all who are in any way interested in the production of turf.

An extensive and comprehensive educational program has been developed. It seems evident that the extent of the exhibits will only be limited by available space. The educational value of the lectures and exhibits will amply repay *any organization* for the expense incurred by their representative in attending the meetings.

While reasonable guarantees of hotel space have been obtained, you are urged to make reservations early, using the official card. Official reservation cards can be obtained by writing the Secretary's office, Box 106, St. Charles, Illinois. Request *confirmation* and have *confirmation* with you at time of room registration. Attention is called to the desirability of using double or twin-bed rooms to take the fullest advantage of hotel facilities. Try to plan your trip to Detroit with a fellow roommate.

The educational program, the show of equipment and supplies, and the opportunity to meet and discuss problems and accomplishments with the leading turf production men of the country all offer constructive educational values which I trust you will not overlook.

I hope that I may have the pleasure of seeing you at Detroit.

Cordially yours for Better Turf,

MARSHALL E. FARNHAM, *President*
The Greenkeeping Superintendents
Association

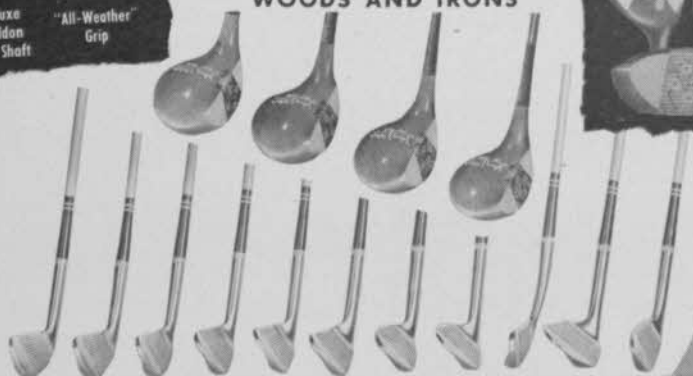
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Old Oakland Revitalized by General Management

Like so many golfing organizations founded before the turn of the century staid Oakland GC, located a brassie shot from Long Island Sound and 10 miles east of the majestic Empire State Building, discovered that pursuing traditional and conventional ideas was a sad mistake.

It was back in 1942 when Oakland made the discovery and as a result the club today is probably unique in American bunkerland. Getting back to early 1942, when the club was approaching its Golden Anniversary the members elected one of New York's business leaders, Thomas W. MacLeod, VP of Stern's, as president with the understanding that the antiquated method of doing things around the club would give way to more modern procedure.

Given complete authority, the progressive MacLeod immediately decided that Oakland, in order to be streamlined and transformed into a magnificent golf club, would have to have a general manager. The man best qualified for the post, in the

By John M. Brennan

opinion of the department store executive, was Martin Lyons, a man with an extensive and excellent background in the business, having served at a number of top-flight clubs in the Metropolitan area.

When Lyons moved in at Oakland in May of 1942 the club was in sound financial condition (the club has never had a mortgage and had at that time a sinking fund of \$100,000) but almost every other factor was in urgent need of rehabilitation to provide the facilities members had a right to expect.

The course was in only fair shape. The club had had a half dozen managers within a few years. The bookkeeping was done at the treasurer's office in Pine street, Manhattan, and most of the orders were given by remote control from Wall street. The clubhouse was in mediocre condition, especially the kitchen which was operating with obsolete equipment.



Oakland GC clubhouse, showing extensive putting green, one of the largest in the east. Near men is bronze statue of Walter J. Travis on pedestal.



Oakland's development depicted in photos on lounge wall. Original contract to build clubhouse in 1896 and photo of first clubhouse and original stock certificate are in middle group. At lower left are photos reminding members of war days when horse-drawn wagons were used to convey members. Other shots are clubhouse destroyed by fire and interior shots.

When Lyons took over with instructions to refurbish and revamp "everything" he did not make the mistake of trying to rush things. Marty, when he assumed the job at Oakland felt that he would have things in ship shape by the time the Golden Anniversary was reached in 1946, but, of course, the war necessarily changed his plans.

Modernizes the Plant

However, a miracle has been performed at Oakland by the dynamic Lyons, who, in his capacity as general manager, has not only modernized the old clubhouse and course for operating efficiency but has given them a facelifting as well.

An inspection of the course, now one of the finest in the east, shows Oakland's complete new watering system. In giving his attention to the course, Lyons instituted many improvements including double tees, planting more trees and shrubs around the 130-acre tract, improving and enlarging the greens and developing splendid fairways.

For years, until Lyons came to Oakland, the pro shop was located near the 10th tee, but Marty shifted the pro shop, presided over by Elec Ednie, to new quarters constructed in the west section of the clubhouse, near the first tee.

The old pro shop was streamlined and transformed into a combination refreshment stand for the players reaching the back nine and as a caddie shelter.

The quaint lounge room, exquisitely decorated and furnished, was given greater usefulness when Marty removed a small door and gave the room more sweep with an attractive archway. New iron stairways were built up to the ladies' quarters. All these improvements were in keeping with the English motif.

When Lyons took over Oakland had no bar. He has constructed a solid mahogany bar and built a cocktail lounge in part of the lockerroom, one of the best equipped in the east.

The office, which used to be a cubby hole with room for a couple of employees and a telephone, is now modernized with private quarters for Marty and his able assistant, Joe Burke, a war hero. In order to build the manager's office it was necessary to break through a 36-inch wall.

Lyons figuratively tossed a bomb into the kitchen. It is now completely done over with the latest in refrigeration, ranges and other equipment. In addition, the clubhouse has been completely redecorated, with the inside in brighter pastels.

Oakland, which always had a roster that looks like a section from Who's Who of America, currently has no mortgage, continues to have a sinking fund of more than \$100,000 and has an imposing waiting list. The limit on members is 275 and with 50 women players.

Oakland has never operated in red ink despite the fact that the place was allowed to run down during the depression years for lack of constructive and aggressive management.

Oakland used to bar women, both from its clubhouse and course, but when some of the old members passed on to greener fairways and a modern crop of members assumed control the distaff side began digging divots on the hallowed soil on which Walter J. Travis, immortal of the early years of golf, learned to play the game while living at the old Niantic club in nearby Flushing. The women have more than a toehold on things at Oakland during these days thanks to some encouragement from Lyons and others at the helm. A dozen social parties a season are held at the clubhouse where such events used to be banned.

Says General Management Is Best

We met MacLeod the other day at Oakland and he was loud in his praise of Lyons' accomplishments. "This general manager idea is the salvation for many golf clubs," MacLeod said. "The setup of having manager, course superintendent and professional each conducting and reporting uncoordinated activities to committee heads, then to club directors is a waste of effort, a cause of unnecessary misunderstanding and the cause of a time lag that is extravagant and serious in operation of a short-season business. Golf clubs should be operated along the lines of a big department store, or any other big business, with one man directing and responsible for the whole operation. We, at Oakland, have found the general management