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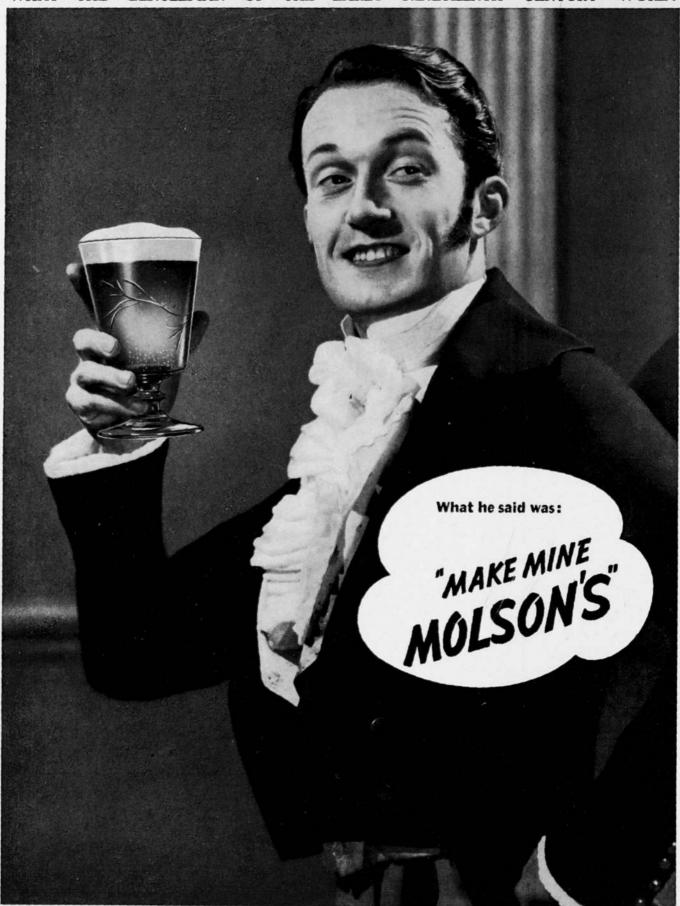
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WHAT THE GENTLEMAN OF THE EARLY NINETEENTH CENTURY WORE!



THE ALE YOUR GREAT-GRANDFATHER DRANK

# Teatury FOR THE MONTH

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17-20 Manitoba Amateur championship, Elmhurst G.C. Winnipeg Man.

17 Kent Club Field Day, Kent Club Quebec

P. Q.

Manoir Richelieu Invitation Tourney, Murray Bay, P.Q. 20 Oshawa G.C. Invitation Tournament,

Oshawa Ont. 24 Shoe Trade Golfers Special Invitation

24 Finals, Winnipeg Free Press Tournament, Southwood G.C. Winnipeg. 27-28 Two Ball Aggregate Tourney, Sea Island, Ga.

land Golf Club, Sea Island, Ga. 29 Interprovincial Team Matches, Mayfair

C.C. Edmonton Alta. 29 Canadian Junior Championship, Mayfair C.C. Edmonton Alta.

30-Aug. 2 Canadian amateur championship Mayfair C.C. Edmonton Alta.

31- Quebec 10-and-Over Handicap tournament, Rosemere G.C. Montreal.

AUGUST

3 Kawartha G. and C.C. Invitation Tournament, Peterboro, Ontario.

St. Jerome Tournament, St. Jerome

10 St.

11 Val Morin Field Day, Val Morin, Quebec. 14 Elm Ridge Field Day, Elm Ridge C.C. 15 Quebec Field Day, Royal Quebec Golf Club, Quebec, Que. 15-17 Canadian Open Championship, Scarboro

Golf and Country Club, Toronto, Ont. 16-17 Lesley Cup Matches, Brookline, C. C. Brookline Mass.



GOLFER TAKES TO TREE SCORES A FIVE

It may be an aboriginal "throw-back" this fact that most golfers show an marked aptitude for "taking to the trees" during a round of golf. Few, however, give much of a demonstration getting out. But here is Carroll Stuart, new professional of Belleview Golf Club, Woodlands P. Q. playing his approach shot on the third hole in the Quebec Spring Open. He is standing on a bench and the ball is fully 12 feet from the ground. Notwithstanding, the new professional mounted his precarious stance and belted the ball out on the green. He then two-putted for a respectible one-over-par five. Inset note the ball's quaint lie.

17 Phoenix Trophy Tournament, Beaconsfield Golf Club, Montreal.18-24 Golf Week Banff Springs,

Banff, Alta.

20 Pro-Amateur Best Ball Tournament, Kanawaki Golf Club Montreal, Quebec. 24 Intersectional Matches-(1) Summerlea (2) Whitlock (3) Senneville (4) Elm

Ridge (5) Rivermead (6) Ki-8-Eb (7) Sherbrooke. (P.Q.G.A.) 26-28 Sixteenth Annual Maritime Senior Championship, The Pines Hotel Golf Club,

Digby, N. S. 26-1 U.S. Professional Golf Championship, Hershey, Pa.

28 Quebec Senior Championship, Marlbo-rough Golf & Country Club, Montreal.

30 Quebec Open Championship, Summerlea Golf Club, Montreal. 30-31 Women's Invitation Golf Tournament, Seigniory C. Montebello P. Q.

### SEPTEMBER

1 Mixed Foursome Tourney, Seigniory C.

Montebello P. Q.
1-7 Fifteenth Annual Totem Pole Golf Tournament, Jasper Park Lodge, Alta.
2-6 Canadian Senior Championship and De-

vonshire Cup Matches, Mississauga G. & C.C. Toronto.

President's and Captain's Prize - Golf. Labor Day Seigniory C. Montebello G. C.

Continued on page 7

DUKE OF KENT TROPHY KENT HOUSE, QUEBEC JUNE 22.

15-16 Annual Summer Tournament, Sea Island Golf Club, Sea Island Ga. 19 Grovehill Field Day, Grovehill G. and

C.C. Montreal. 19 Winnipeg City and District, St. Charles

G.C. Winnipeg Man. 19 McKellar Park Field Day, Ottawa Ont.

20-22 Ontario Amateur Championship, Summit G and C. C., Toronto Ont.
22 Duke of Kent Trophy Tournament, Kent

Club Quebec, P. Q. 26 Quebec Mixed Foursome Tourney, Mount

Bruno G.C. Montreal. 28-30 Metropolitan Trophy Tourney, Bea-consfield G.C. Montreal P. Q.

#### JULY

3 Chaudiere Field Day, Ottawa. 4-6 Quebec Amateur Championship, Laval-sur-le-Lac Montreal.

5-Ontario Junior Championship Mississauga G and C.C. Toronto. 8 N.B.-P.E.I. Junior championship, River-

side Saint John N.B. 8-10 N.B.-P.E.I. Open, Riverside G. and C.C.

Saint John N.B. 8-10 N.B.-P.E.I. Amateur championship, Riverside G. and C.C. Saint John N.B.

8-9 N.B.-P.E.I. Business Men's champion-ship, Riverside, Saint John N.B.

10 Quebec Junior Championship, Ilsemere G. and C.C. Montreal.
 11 N.B.-P.E.I. Mixed championship, River-

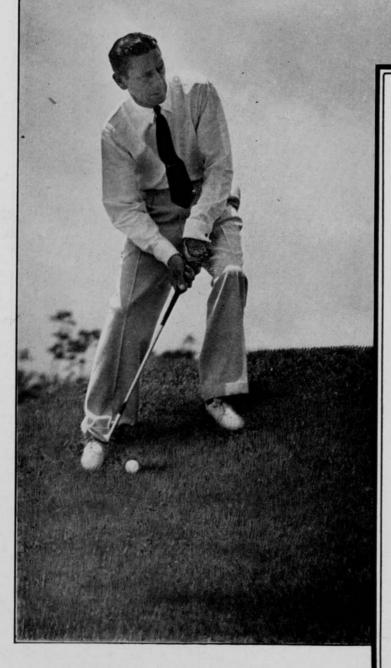
side, Saint John N.B.

12 N.B.-P.E.I. Senior-Junior championship, Riverside, Saint John N.B. N.B.-P.E.I. Father and Son, Riverside,

Saint John N.B. 13 Sunningdale Field Day, Sunningdale G.C. London Ont.

The CANADIAN GOLFER-June, 1940

# AND THE GREEN GRASS AND THE GREEN GRASS GROWS ALL AROUND



# WATERED FAIRWAYS DOUBLE THE PLEASURES OF GOLF

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Your members will enjoy the thrill of playing on green fairways where they can get under the ball and send it flying toward the pin! Write to Goodyear, New Toronto, Ontario for prices and hose samples today.

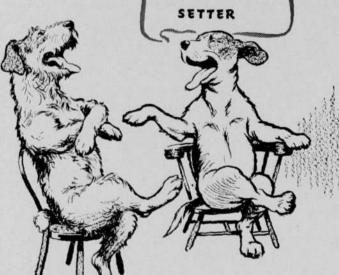






ALL BARK I'D SAY BUT NOT MUCH FITE'-BURNETT'S IS THAT MUCH BETTER

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OOD gin and simplicity are the G foundations of success.

You do not need the mixings and fixings of an elaborate bar. You'll find the makings in your cupboard.

Follow the recipes closely and try them as you go along by occasionally sipping or tasting. Remember, wherever gin is called for, Burnett's is just that much better!

- 2 ozs. BURNETT'S White Satin or London Dry Gin 1 oz. fresh squeezed Lemon Juice 2 heaping teaspoonfuls of Sugar (if you like it sweet) 2 or 3 cubes of Ice.

Pour all into a 10-oz glass—add a little soda water and stir. Fill up the glass with the remainder of the soda as required.

As a variation from the ordinary Collins, pour into a cocktail shaker the Gin. Lemon Juice, Sugar and Ice, and 4 ozs. of Soda Water, and then add two or three sprigs of mint. Shake well and pour into a 10 oz. glass and add more soda water and ice as required. Decorate glass with a sprig of fresh mint.

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Sir Robert

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### ASSOCIATED SCREEN NEWS

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Great Manoir Richelieu Course Beckons July 20th.



You may get some idea of the vastness and the impressiveness of the Manoir Richelieu layout from this picture. This course has been often cited as expressing the most golfing "personality" of any on the continent. The Annual Manoir Richelieu Shield classic takes place here July 20th.

### CANADIAN OPEN

**GOLF CHAMPIONSHIP** 

SCARBORO GOLF AND COUNTRY CLUB

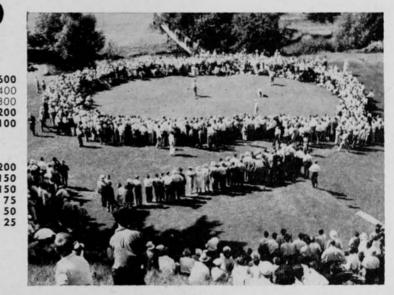
TORONTO ONT. AUGUST 15-16-17 1940

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Second Prize	\$600
Third Prize	400
Fourth Prize	300
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Sixth Prize other cash prizes to a total of \$3000.	100
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1st Prize	\$200
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4th Prize

5th Prize 6th Prize



. . . head north where a real holiday can be combined with good golf. Golfers everywhere know the Gray Rocks course . . . and Jimmy Black, the Gray Rocks "pro". Here is sport at its best on a course that provides new charm on every fairway.



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THE LATE AND BELOVED R. H. "DADDY" GREENE

H UNDREDS of golfers throughout Canada will be sorry to hear of the passing of Mr. R. H. (Daddy) Greene, Vice president and chairman of the Tournament Committee of the Canadian Seniors' Golf Association, and Canada's best beloved Senior. He was taken ill last month whilst in California and died on his way home to Toronto. The funeral service which was fully choral, at the Church of the Redeemer, Toronto, was attended by a very large number of prominent golfers and friends, the Governors of the C. S. G. A. attending in a body as a mark of love and esteem. The officiating clergy were, Bishop Rennison, Arch-

Cont. on page 24



### PHIL SUPPLANTS GIL

at London

Word arrives from up London, Ont. way that the annual London Hunt Club invitation tournament, one of the most important 36-hole events on the Eastern Canadian calendar, was recently played with the result that an old favorite in the person of Phil Farley, now living in Toronto, paced the field with consumate ease. Phil must have had his putter working well for he rounded the course, built around Western University, with scores of 71-71-142. This was good enough for a nine stroke margin over the field. Second in the list was a home-clubber, popular Jack Nash, a member of last-year's record-breaking Ontario Willingdon Cup team. Jack shot a 151 total. The 1939 champion, Gil Walker, was well back in the field. The player in this event who was most missed this year was the widely-renowned Ross Somerville, who is overseas with the First Canadian Division.

P. Q. C. A. PRESIDENT AND NOTED ARCHITECT



Viewing proceedings at the first major event of the Provincial season in Quebec. Left, Mr. C. D. Cowie president of the Province of Quebec Golf Association chats with the noted international golf architect, Herbert Strong, creator of the St. Andrews East course, rated by many as the hardest nine holes in Canada. Mr. Cowie who has been recuperating from illness this spring was warmly welcomed by players of a field of 71 which turned out for the Spring professional and amateur championship of the province. Stanley Horne won the Open title which he adds to a similar victory last year; while Gordon B. Taylor of Montreal took the amateur award. Horne's total 139; Taylor's, 148!

# ATTENTION!

Golfers!

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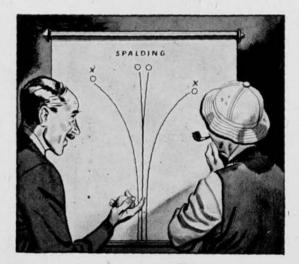
right down the middle"



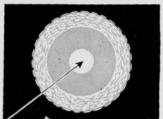
1. Hey!...look...it's gone! I've lost that screwball slice and hook. Change my swing? Nope, it was easier than that. Listen ...



One day, I'm up to my ears in underbrush. Along comes Jim, our Pro. "What're you doing in there? Forget that ball, come out in the open... and put that same swing back of this Spalding..."



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# The Canadian Golfer

CONCURRENT MONTHLY ISSUES FOR 25 YEARS FROM 1915 TO 1940

OFFICIAL ORGAN OF THE ROYAL CANADIAN GOLF ASSOCIATION — THE CANADIAN LADIES GOLF UNION CANADIAN SENIOR WOMEN'S ASSOCIATION—THE MONTREAL PROFESSIONAL GOLF ASSOCIATION.

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By H. R. Pickens Jr.

### GOLF, THE 'UMBLIN' GAME Golf, the Fickle! Golf,

the most changeable mistress of them all, has shown another evidence of its unperdictable qualities out on the West Coast. Hard on the end of May the British Columbians played their amateur championship. Ken Black, their 1939 provincial titlist and our national champ was in the field, of course. There were 102 entries and a number of the best American threats, but Kenneth Black of Vancouver need doff his bonnet to no man on a golf links. We, and thousands more like us, figured Kenny to take the West Coast sceptre once more with only the veteran Seattle player, Harry Givan, capable of puting up an argument. Harry, a former Walker Cupper, is a threat for any championship and has beaten Ken before, but never the Black we saw at Mount Bruno last July. True to form Given "walked" through his side of the bracket, but champion Black had a desperate time even reaching the semi-finals where he met a young Washington University Fresh-

man, Jerry Bert. Bert a 202 pounder is a good golfer, currently Seattle city champ, but hardly to be compared with Black for polish, artistry and background. However, it was "nip and tuck" coming up the finish with Kenny holding a slight margin. Then alas, being one up at the 17th, Ken hit an unforgiveable iron. We didn't see it, but cruel whispers of a "shank" trickle East! The match was tied up right there; and Bert had only to get an orthodox four on the 18th after Kenny again "blew" a second shot—this time into a trap! Now we've all seen Kenny blast out of traps "stiff" to the pin. Even in the pinches! But this time no such shot was forthcoming. Kenny got out, but far from the cup so that the magic of his putter was not great enough to keep the game going. Our champion had fallen. Fallen before a good, but hardly superior, player. Givan eventually won from Bert, but those ghastly finishing shots by Kenny at the 17th and 18th holes burn deep once more that old adage, "Golf, my sons, is an 'umblin' game!"

TO A NATION OF SPORTSMEN In this troubled world of today there seem to this writer more than enough sources where the wrongs and rights of our system are being extolled now that studied treachery on the part of our foes, the Germans and Italians, seems to be bearing the usual initial fruits. France has fallen like all the rest except the British Empire. The supreme test is not far off as these words are being written. Yet as we write we read that only a short two weeks back Britain still had time to think about her beloved sport. And of all the games which Englishmen play, this latest remaining "outlet" was our grand game-Golf. The News of the World's annual tournament was the one championship permitted under the present stress of war and the total proceeds were donated to the cause! Valiant, individualistic Henry Cotton won, as was fitting. Henry is the lion of Britain's golfers. He beat Alf Padgham, former Open champion one up in a stirring tussle. It brings tears to the eyes to contemplate the horrors of war, but one of those tears must be shed for that most pathetic creature of all-the ruddy Englishman deprived of his sport. God grant that the least price be required before that great nation of gentlemen and sportsmen may return to wearing the school colors in place of kaiki; laying aside the sub-machine gun for the jigger or cricket bat-and in the name of Christianity and Justice-all this with Victory!













### WHY LITTLE WON THE OPEN!

By Stanley Horne C. P. G. A. Champion 1936-37-38

OF COURSE for anyone to claim he can definitely pick the winner of the United States Open championship in advance is absurd! And yet when the word came through from Cleveland that Lawson Little had turned in that brilliant 70 to beat little Gene Sarazen in a playoff for the title, I can truthfully say I wasn't surprized!

Why? Well, I had the pleasure of Lawson's company playing in three tournaments this winter. Oakland, San Antoine and at the North and South Open in Pinehurst—these were the spots and it is eminently true that the former amateur master was a different player this winter right from the beginning of the circuit.

In my own opinion, I attribute Lawson's victory to three things. The first is perhaps the most important. Lawson has stopped striving to outdrive Thompson and Snead. He's still a "mile-long" off the tees, but is not attempting to tear the cover off the ball every time he takes out a wood. You might say he's hitting more "within himself" now. That, it seems to me, was the big lesson he had to learn in professional company. He didn't have to press in amateur circles to be the longest driver in almost any tournament, but since becoming a professional this striving to match the "seige guns" may have had much to do with his spasmodic showings.

Second, Lawson was thoroughly rested for this big event. His 1939 season spent at Breton Woods as a club professional renewed his keenness after three years of incessant campaigning as part of Spalding's "Big Four" — Thompson, Horton Smith and Harry Cooper. He came back with a bang to win the Los Angeles Open this winter, you'll remember, and it was then that his new controlled iron play was first noticeable.

The third reason for Lawson's Open victory is this matter of improved iron play. In the past season he has come to using about a club less for all his iron shots. Like big Clayton Heafner, the North Carolina "swatter", Little is now more of a "sitdown" iron player than he ever was before. In other words he simply squats more at address. This in turn calls for bent knees and restricts the pivot more to the hips and torso. This lessened body action naturally forces more of the responsibility for the shot upon hands Cont. on page 23









(Action photos of Lawson Little taken especially for Canadian Golfer by H. R. Pickens Jr.)

### BRITISH COLUMBIA NAMES TEAM

### NEW FACES STEP INTO THE WEST'S USUAL "POWER-HOUSE" QUARTETTE"

By Stu Keate

British Columbia will have two new faces on its Willingdon Cup team competing at Edmonton this summer.

One is a veteran—the 32-year-old Eddie Sharpe, who upset the entire field in the Vancouver City championship with rounds of 74-70 to win his place on the team.

The other is a junior, likeliest prospect to come out of Vancouver since Ken Black—17-year-old Davie Dixon of Langara, who finished one stroke behind Sharpe in the city after capturing the British Columbia junior title with rounds of 72 and 74 at Marine Drive.

Other three members of the team are well-known both East and West. There's the omnipresent Mr. Black, defending his Canadian Amateur championship this summer; Ted Colgate, the blonde Victoria clouter; and Jimmy Robertson, who earned his spot by making the semi-finals of the B. C. Amateur.

Although the Vancouver City was Sharpe's first major win on the Pacific Coast, he is well known throughout the prairies and in the Maritimes, where he won the Amateur championship at Digby, N. S., in 1934.

A jaunty, chirpy little fellow with a sweet, compact style and a world of confidence, Sharpe has that indefinable something called "color".

He's a real stylist-not a long hitter, but beautifully ac-

curate and very sound on the greens.

Dixon is tall, lanky and powerful. He has been playing golf only three years but this summer "went to town" in every tournament. In the city, he finished a full four strokes ahead of Kenny Black.

His chief fault at the moment is a tendency to rush his shots. With a little seasoning—for which he has plenty of time—he should be one of Canada's best.

Jimmy Robertson has been on previous Willingdon Cup teams. In 1936 he went to the finals of the Pacific Northwest Amateur championship before bowing to Harry Givan, the Seattle star and Walker Cup ace.

This year it was Givan who again put him out of the B. C.

Amateur, eventually going on to win the title.

Robertson has an unorthodox grip but manages to nudge par in virtually every tournament. He's a good medal player.

Colgate was on last year's provincial team. He won the Empress Midwinter tournament this year and continues to dominate the field on Vancouver Island.

Defending champion Black was playing better than ever two months ago, when he defeated Bud Ward in an exhibition match at Bellingham, Wash. Lately, however, he has been off and it's purely a matter of hard work and "breaks" from now until July 26, when the boys start firing at the Mayfair club in Edmonton.

### BLACK "CRACKS" - GIVAN WINS

Ask people out in British Columbia to name the finest amateur golfer in America and ninety per cent of them will tell you: "Harry Givan".

The husky, handsome Seattle insurance salesman breezed into Vancouver in May and romped through to the British

Columbia amateur championship, thus repeating his triumph of four years ago, when he captured the P.N.G.A. at Point Grev.

For the first time in twelve years, it was an all-American final. Givan won 7 and 5 from Gerry Bert Jr., the 19-year-old Seattle slicker who was co-medallist in the 1939 Publinx championship at Baltimore,

From an audience standpoint, the final was disappointing. They had hoped to see Givan tangle with Ken Black, an arrangement which was precluded when the latter obligingly "blew" to young Bert on the last three holes of their semi-final match.

Kenny led the husky young Seattle boy all the way from the fourth hole. One up and two to go, he came up with an inglorious "shank" on the seventeenth when he played hurriedly, the ball going out of bounds.

On the eighteenth, he drove 300 yards and then hoisted his approach into a deep sand trap. Bert played cautiously for his par four and the match was over.

Fans were more or less stunned. It's not very often that they see Black wilt in the pinch.

Givan reached the final by disposing of Jimmy Robertson 3 and 2. Although the Vancouver boy put up a game fight,

3 and 2. Although the Vancouver boy put up a game fight, the issue was never in doubt.

The smooth-swing Seattle star, fully recovered from an illness which threatened to put him out of competitive golf, was 23 strokes under par for the eight rounds played during the tournament. He also won the medal.

### SARAZEN'S CHALLENGERS SUB FOR BRITISH TEAM

Gesture to the Red Cross

T HE recent gesture made by Gene Sarazen,—namely his cocky challenge of United States 1940 Ryder Cup team (which did not have a chance to meet the British this year on account of war) looks like it may become something more than a good newspaper story. Fred Corcoran, U.S.P.G.A. tournament manager, has asked Gene to get his team together to substitute for the British.

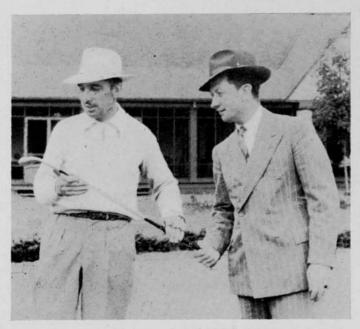
The battle will be held in one of four large American cities with the total receipts to go to the Red Cross Fund. Walter Hagen will captain the Ryder Cuppers, of course. However, Sarazen who has been on every U. S. team since the inception of the Ryder Cup, will be playing with the challengers this time. The teams will meet before July 15th and here is pro-

bable line-up: RYDER CUP TEAM CHALLENGERS Gene Sarazen Walter Hagen Captains Ed Oliver Byron Nelson Vs. Lawson Little Henry Picard Dick Metz "Jug" McSpaden V5. Jimmie Demaret YS. VS. Ben Hogan Clayton Heafner Craig Wood Horton Smith Ralph Guldahl Lloyd Mangrum Jimie Thompson Vic Ghezzi Jimmie Hines Tommy Armour Harry Cooper Sam Snead Paul Runyan

Looks like the Challengers by a scant margin!

### QUEBEC'S HORNE "BLASTS" — WONT "BLOW"

STAN'S POWERFUL HITTING AND 68 IN P. M. WIN SPRING TITLE

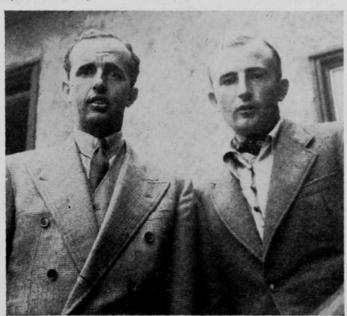


Jack Littler, Rivermead's smart young professional, looks over a putter belonging to Phil Farley (right). This shot was taken just before Littler started on his first round in which he scored field-leading 69 in the Quebec Spring Tournament at St. Lambert C.C., Montreal. Farley was a spectator in this one! Littler ended in third place.

SEVENTY-ONE golfers of the province of Quebec teed off at the St. Lambert Golf and Country Club and when the firing of the 1940 Quebec Spring tournament was over, Stanley Horne, this province's Open titlist, had posted 71-68-139 and again shown that he is very close to Canada's top fairway performer.

Fresh from a long 'trek" around the U.S. winter tournament circuit, Stan proclaimed his game better than ever in an interview before the Quebec Spring championship. By his up-

Bobby Lyle, Marlborough's young amateur star in Montreal. He won the low amateur award in the Quebec Spring Open 1939 and was paired with Stan Horne (right) who won the 1940 Quebec Spring Open title recently.



hill battle for leading honours, he more than proved his prognostication to be the truth.

It was an uphill battle—this Quebec Spring event, for Horne was two shots behind a pair of Ottawa aces, Bobby Alston, of Chaudiere and handsome Jack Littler, Rivermead at the 18-hole mark. Both Alston and Littler were spectacular with "smoking putters" in that round. But Horne was off very early in the afternoon.

### Absurdly Close to Green

With his booming drives leaving him absurdly close to most of the greens Stan took some of the steam out of the two "Capitalists" when he notched an immaculate 68. Already showered, and enjoying the ease of the clubhouse veranda, all the Ilsemere pro had to do was wait for someone to beat his 139 total. And what "sizzle" was left in the Ottawa boys' putters "phffted" out as an annoying rain caught them on the last nine. Littler needed par for the last nine to tie, but wilted like a starched bathing suit as he used 40 lusty clouts to finish. His 144 wasn't even good enough to take second as Alston (who was virtually out of it at the 27th) managed a "rainy 74" for 143 and runner-up position.

### Representative Field

At the same time there was a "hot" argument going amongst a splendid and representative field of Quebec's leading amateurs. At the last minute the 1932 Canadian amateur champion, Gordon B. Talyor of Kanawaki decided to enter the event. His decision was rewarded by two steady rounds of 73-75-148. And that gave him the MacDonald Trophy emblematic of the Spring Amateur title. Taylor has not been playing much this year being chiefly taken up with business and C.O.T.C. training. However he showed that he will be one of Quebec's real mainstays once again this year if he decides to try for the Willingdon Cup team.

### Archer "Holes" Explosion

Before this day at St. Lambert was over, the crowd had seen a little bit of everything. Indeed there was a three-way tie for runner-up berth in the amateur division between Marlborough's, Nick Besner, Country Club's Barney Pritchard, and long-hitting Jack Archer of Mount Royal. They all had 152 totals and went out in the rain to gain second best honours. Archer won out by virtue of an explosion shot which found the cup at the third extra hole. Besner "bogeyed" the first and was out while Pritchard "canned" a 20-footer to keep the game alive at the second—all to no avail!

Marlborough's powerful team of four again won the club award being represented this time by Charles Harrison, Bob Lyle, Besner and Mike MacShane.

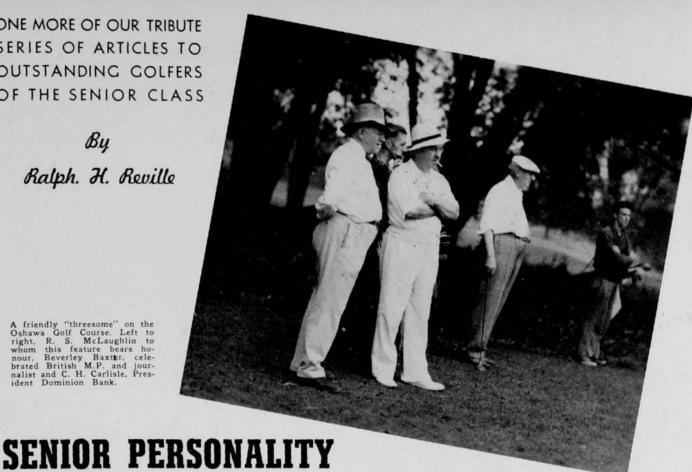
Scores of the contestants follow:

xStanley Horne, Islesmere	71	68	139
xBobby Alston, Chaudiere	69	74	143
xJack Littler, Rivermead	60	75	144
A Jack Littlet, Rivermead	03	70	144
xJules Huot, Kent	72	72	144
xJules Huot, Kent Gordon B. Taylor, Kanawaki	73	75	148
xGerard Proulx, Fairway	75	75	150
E. B. Pritchard, Country Club	76	26	152
Jack Archer, Mount Royal	77	20	
Jack Archer, Mount Royal		10	152
Nick Besner, Marlborough	75	77	152
M. McShane, Marlborough	80	73	153
George Hearn, Summerlea	78	75	153
E. A. Weir, Summerlea	77	76	153
E. A. Well, Summeries	11	70	
F. G. Taylor, Beaconsfield	77	76	153
Bob Lyle, Marlborough	77	76	153
Bob Lyie, Marlborough xAlbert Murray, Beaconsfield	78	76	154
xBill Thompson, Chambly	78	77	155
P. I. Dev. V	70	01	
E. J. Fry, Kanawaki	74	91	155
Arthur Berube, Islesmere	75	80	155
John Kerrigan, Royal Montreal	75	80	155

ONE MORE OF OUR TRIBUTE SERIES OF ARTICLES TO OUTSTANDING GOLFERS OF THE SENIOR CLASS

> By Ralph. H. Reville

A friendly "threesome" on the Oshawa Golf Course. Left to right, R. S. McLaughlin to whom this feature bears honour, Beverley Baxter, celebrated British M.P. and journalist and C. H. Carlisle, President Dominion Bank.



OF THE MONTH

Mr. R. S. McLaughlin of Oshawa, Ontario, is generally acknowledged to be Canada's leading industrialist. For many years now, he has been in the forefront of the Dominion's rapidly expanding automobile industry besides taking an active interest in many other businesses and in addition is an outstanding figure in the realms of finance.

Just to mention a few of his activities: President, General Motors of Canada, Ltd and all its numerous affiliated branches which took over in 1918 the businesses of the Mc-Laughlin Companies originally established in 1867 and of which he was a former President. Vice President of the General Motors Corporation U. S. A. Vice President The Dominion Bank, Director Canadian Pacific Railway Company. Consolidated Mining & Smelting Company of Canada. Member of the Executive Committee, International Nickel Company of Canada. Director, Royal Trust Company. The Canadian General Electric Company Ltd. McIntyre Porcupine Mines Ltd. Ontario Jockey Club, Oshawa General Hospital, Governor Seigniory Inc. His clubs are: York, Toronto, Toronto, National, Toronto, Toronto Hunt, Royal Canadian Yacht, Canadian Military Institute, Empire, Canadian Granite, Toronto, Canadian Seniors' Golf, Lambton Golf, Toronto Golf, Oshawa Golf, Long Point Company, Seigniory, Mount Royal, Montreal. He is an Honorary Colonel of the Ontario County Regiment and last, but by no means least, an Honorary Indian Chief with the imposing name of Kitchi Kah-Soo-Kin-Eskayo. Pronounce that off-hand if you can? His personal friends, however, still prefer to affectionately call him "Sam".

Mr McLaughin who was born in Enniskillen, Ontario, in 1871 entered his father's factory in Oshawa, as a youth in 1887 and in 1895 became a partner in the McLaughlin Carriage Company which subsequently became the McLaughlin Motor Car Company Ltd of which Company he became President in 1907. As before mentioned, the McLaughlin Motor Car Company is now the General Motors of Canada, Ltd employing thousands of men and has been the means of raising the small town of Oshawa to a flourishing city and the leading motor car centre of Canada. And the business and executive ability and acumen of the subject of this brief sketch, is generally given the credit for bringing about this happy state of affairs alike for Oshawa and Canada at large, General Motors being represented in every town and city in the

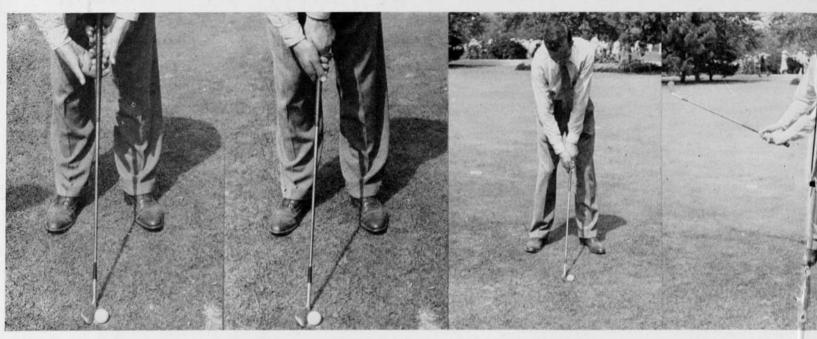
Notwithstanding, his multiple business and financial activities, Mr McLaughlin has found time to take a great interest in the affairs of the city of his adoption and has been on the Aldermanic and other Boards of the city. He and Mrs. McLaughlin, have been especially interested in Hospital matters and as a result of their generous patronage and support, Oshawa, to-day, has one of the finest and best equipped General Hospitals in Ontario. They both can always be counted upon to liberally head any patriotic or philanthropic appeal either local or Dominion-wide.

Mr McLaughlin took up with "the game of gowff" 34 years ago, joining the Oshawa Golf Club which then had a 9-hole course. Now the Club has a splendid 18-hole lay-out of championship calibre. In 1929 he joined the Canadian Seniors' Golf Association and in 1938 was elected a Governor of that prominent organization. He takes a particularly keen interest in the Seniors and always attends the Annual Tournaments and meetings. He dearly loves to play a round of 18 holes and is always the life of a friendly foursome. Mrs. McLaughlin

Continued on page 28

# IRONS

### FEATURING BOB GRAY JR. SCARBORO, TORONTO



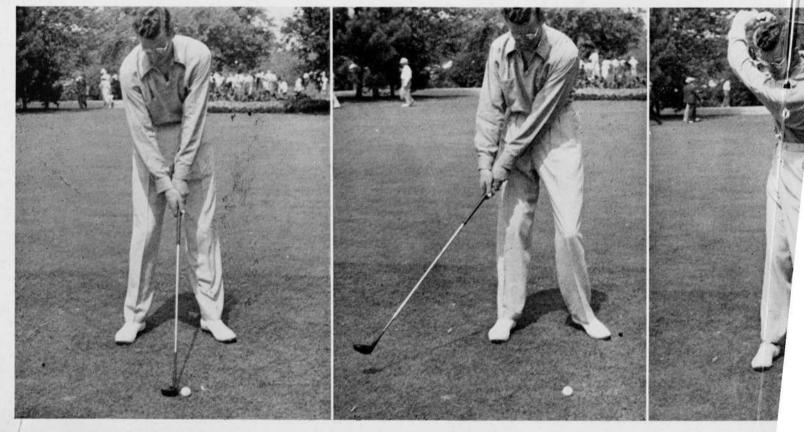
There are very few teachers who have the self-assurance to lead with their chins before any knowing pupil by attempting to go into the differences between the swing used for iron play and that employed in good wooden club play technique. The reason is that even for good teachers the difference is more a feel than any "describe-able" variation of motion or muscular than the self-assurance.

a feel than any "describe-able" variation of motion or muscular action. A smart teacher contents himself in such cases with generalizations and seldom essays to compare or differentiate. And yet even the average player knows that the very feel of an iron promotes a different sense in his hands than does a wood. Because this item has come up many times when new players inadvertantly stumble upon the question we present the two model swingers and master Canadian professionals showing various positions of excellent technique with both wood and iron. Using Mr. Bob Gray Jr., professional of the Scarboro Golf Club (above) to serve as a model for irons. (He is seen here with a No. 2.) And calling upon classicist Bob Burns (below) with his driver, let's follow the main difference between iron and wood swing. iron and wood swing.

First of all it is widely felt and often stated that the ideal risk of all it is widely felt and often stated that the ideal iron shot does not require such a full swing. The difference generally comes in the extent of wrist break which is fuller with the wood. This is not always followed by top players (i.e. Sam Snead uses full wrist cock with irons and woods alike.)

But generally we say that the iron is a punched shot while But generally we say that the iron is a punched shot while the wood, successfully played, is a sweep. Next, the very nature of this last difference in concept tells us that the swept stroke must meet the ball when the clubhead is already moving on the upward arc. The iron, being "punched", suggests in turn that the blow be a descending one. Hence we always think of the irons in terms of hitting down.

For this reason it is natural that the average iron shot must be played a little further back than is the wood. Wood shots are generally said to be best achieved by teeing the ball off a point opposite the left heel. The club is thus past the lowest portion of the arc and provides and "up-through-the-ball-and-over" sensation.





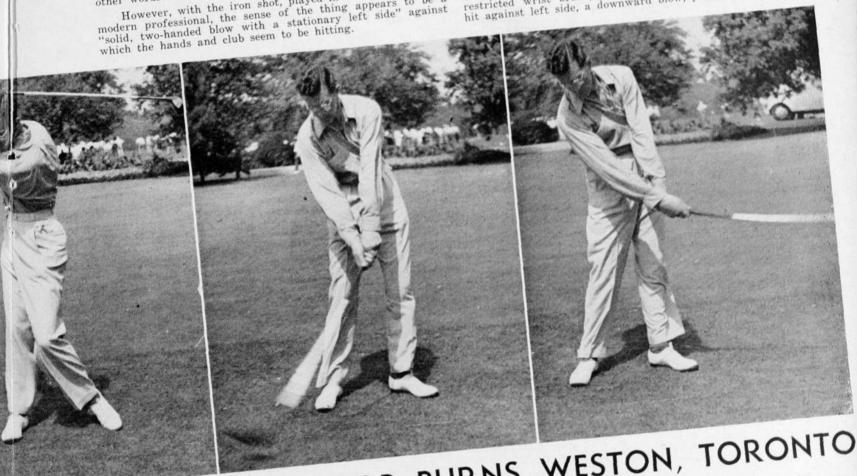
Teeing the ball back nearer the centre of the feet or even back off the right heel insures the "downstroke" sensation. The club has not yet reached its lowest point as the ball is analysis.

Probably one of the greatest fundamental differences between the iron swing and that used with the wood is the matter tween the iron swing and that used with the wood is the matter of the forward pivot. Since with the wood you wish to sweep—the path must be clear to sweep out evenly and with increasing speed. Hence the left side and the hips must be turning or turned so that the body is more facing, at impact, the hole turned so that the body is more facing, at impact, the hole than at address. In short, "clear" the left side but keep the than at least weight well back. In neither shot will you find that Burns of Gray have allowed their hips to slip out over the left foot. In other words the weight is still in the middle.

However, with the iron shot, played in the manner of the modern professional, the sense of the thing appears to be a "solid, two-handed blow with a stationary left side" against which the hands and alph seem to be hitting

You have certainly heard your club professional admonish a pupil with the remark, "Hit more against the left side". That simply means that the iron shot is best played with the club-head moving down on the ball with the left leg and side solidly set in the address position. This may give the reader a rigid

head moving down on the ball with the left leg and side solidly set in the address position. This may give the reader a rigid picture, but in attempting this suggestion your faulty iron play is bound to be improved—although you'll never be quite able to "set" that left side—try as you may on the professional circuit in the United States is a giant North Carolinian, Clayton Heafner. He is called a "sitdown hitter", chiefly because of a bent knee position assumed on all his irons. This squat causes the knees to become rather rigid—eliminates excess pivoting and accentuates the use of hands and eliminates excess pivoting and accentuates the use of hands and eliminates excess pivoting and accentuates the use of nands and wrists. The success of such a system bears out the fact that, in general, iron play is performed with considerably less pivot than the wood. To summarize: For woods, full wrist cock, clear left side full pivot upward stroke sween. For irons many left side, full pivot, upward stroke, sweep. For irons, more restricted wrist break, shorter swing, more restricted pivot, hit against left side, a downward blow, punch!



FEATURING BOB BURNS WESTON, TORONTO

WOODS

# Sectional GILF Trans-Canada

### Eastern SECTION

Charlottetown, P.E.I.

Maurice Dowling was appointed professional of the Belvedere Golf Course at Charlottetown recently.
Halifax, N.S.

Winners in the two-ball foursome at the Gorsebrook golf club recently, were as follows: Low gross, C. H. Ryde and Mrs. R. W. Cameron; low net, C. E. Jubien and Miss Dorothy Conlogue; second low gross, Dave Doig and Miss Mona Mailman; sec-ond low net, J. G. Anderson and Miss Ethel Howard.

Saint John

The executive of the Ridgewood Golf and Country Club announced that Earl Jamieson, former pro of The Pines, Digby, and Portland Place Golf Club, Saint will be the new pro and manager of the course and supply shop at Ridgewood for 1940. Mr. Jamieson replaces Jock Anderson, former pro, who has returned in his native Scotland.

Halifax, N.S.

Jas. Foley, Yarmouth, N.S., golfer, has been engaged as professional for the Summerside Golf Club this year. The Summerside club is a going affair this season. Plans are being made to remodel the club house while the greens committee reports the fairways and greens are in good con-

### Quebec SECTION

Stan Horne, pro champ of Canada from 1936-39 teamed up recently with his old side-kick Ernie Wakelam of Royal Ottawa in a bestball match over the Rivermead Golf Club to turn back the classy duo of Bobby Alston, Chaudiere pro and Jack Littler, of the home club. Horne, now professional of the Ilsemere club in Montreal thus staged something of an old-homeday event for Ottawa was his first professional berth when he served under Harry Towlson at the Ottawa Hunt Club. This foursome has played many a match together—all are hot shooters. Their latest effort was, however, in benefit of the Red Cross. Badges were sold and proceeds turned over to the above institution. Montreal

Mrs. Louis Papineau, one of the steadier type of women stars who has long been an outstanding figure in Quebec provincial circles was recently elected to the presidency of the famous Laval-sur-le-Lac golf club. Mrs. Papineau was singularly honoured in this post as she is one of the few English members ever to succeed to this important post in this internationally-

known French-Canadian club.

Ottawa Northern Ontario medalist two years ago and winner of several important tournaments in his home town of Victoria, B.C., before he came east, A. J. "Sandy" Marling, of the home club, captured low gross honors in the opening Province of Quebec Golf Association field day at the Ottawa Hunt Club. Marling, making his first appearance in a P.Q.G.A. event since coming

to Ottawa from Sudbury, led the field with a 78, putting together a par-37 on the first nine and finishing with a 41 in the home stretch. W. Lorne Rochester and 22-year-old Murray MacLean, also of the Hunt Club, finished on the heels of Marling with Rochester posting a 79.

Montreal, P.Q. Mrs. A. B. Darling, 1936 Canadian women's open golf champion and a leading player in the Dominion for several years, triumphed easily at Summerlea as the 1940 season of the Canadian Ladies' Golf Union's Quebec Branch got under way. The former Dora Virtue, a member of the Whitlock Club, posted a fine 18-hole score of 44-41-85 in the opening field day of the year to chalk up a four-stroke mar-gin over her nearest rival—Mrs. J. E. Nickson of Beaconsfield, runner-up for the provincial women's championship last year. Nora Hankin of Rosemere, co-favorwith Mrs. Darling in medal play tournaments for the past two seasons, was six strokes off the winner's pace with 46-45—91 and tied with Mrs. G. Blair Gordon of Royal Montreal who posted 47-44-91.

Montreal, P.Q.

One of the Dominion's toughest courses, the St. Andrews Golf Club layout here, holds no terrors for sixth ranking ama-teur in Canada in 1939 Ted Fenwick of Summerlea. The Willingdon Cup player made it two victories in a row on Saturday as the Province of Quebec Golf Association's 1940 season swung into action. He had only to shoot a mediocre 81 to win over this testing course while a number of Quebec's top amateurs stumbled along with the following scores: C. Harrison 84, Nick Besner 84, B. Lyle 84, M. McShane 84, F. D. Fenwick 85, H. R. Pickens Jr. 86.

### Ontario SECTION

Niagara Falls

Frank Pattison, retired collector of customs, who for the past sixteen years has been president of Erie Downs Golf and Country Club, tendered his resignation from that post at a special meeting recently! Mr. Pattison thought was succeeded by O. W. Ryder and W. G. Wilson, former M.L.A., took over Mr. Ryder's post as first vice-president. Hon. William L. Houck, Vice-chairman of the Ontario, Hydro Electric Commission and Ontario Hydro Electric Commission and M.L.A. for Niagara Falls was announced as new chairman of the Board at Erie

Woodstock, Ont.

Efficient professional, Bob Anderson, of the Oxford Golf Club writes recently to state that the first Hole-In-One of year at this layout was rifled "home" from the trusty No. 5 iron of Frank Renn. The hole, measuring 152 yards, is a tough but Mr. Renn's ball never varied in its line to the cup. A. W. Cole was playing with the new member of the Hole-In-

Toronto

Toronto and district women's foursomes championship tournament, one of the most popular events of the golf season, will be played over the Toronto Golf club course Monday, June 24. Trophies donated by Mrs. S. A. Reid and Mrs. H. F. Patterson go to the winning pair. It is an 18-hole competition under handicap. Entries close June 18. They should be filed with Mrs. Murray Stewart, 282 Glencairn Ave.

Sarnia Bob Finch, with a gross of 83 and a net of 62, won the Detroiters' Cup at the Sarnia Golf Club recently from a field of 43, only 22 of whom finished the 18 holes because of a drenching rain and

bitterly cold wind.

Brantford, Ont. The May Cup of the Brantford Golf and Country Club will be in the possession of J. H. Malcolm for the current year, for his 67 won the contest played at the Country Club. Other contestants' net scores were: J. H. Malcolm 67, J. H. Johnson 74, R. J. Fletcher 74, W. W. Greig, 76, J. S. Lewis 77, W. D. Powell 78.

Toronto

Ada MacKenzie, Ontario Ladies champion last year "walked out quietly" in the first tournament round of the season and posted a one-over-par 78 in the event held at the Rosedale Golf Club. The contest was played in aid of the Red Cross. Mulqueen, still holder of the Canadian Ladies' Open title was out in 36, but slipped to a 44 on the way home. Her 80 took second place. Meanwhile, to complete the triumvirate of Ontario's aces, in came Mrs. E. H. Gooderham with 81. Mrs. E. R. Frankish won the putting event; while second prize went to Mrs. Van Zant of the home club. Rosedale's team of four won the day as Miss Barbara Wookey, Mrs. A. A. German, Mrs. C. A. Downey and Mrs. H. J. Coon played steadily. The Red Cross netted \$100 for

Toronto Jim Boeckh, noted amateur golfer, carded a three-over par 74 at Summit recently to win the eighth annual Upper Canada College Old Boys' golf tournament. Boeckh finished one stroke better than Joe Cressy.

A field of sixty-six teed off.

Toronto Hugh Borthwick, professional at the Uplands Club, and a competitive golfer for the past fifteen years, boosted his hole-inone record to three early in June when he "aced" the 95-yard fourth hole at Uplands.
"Oners" are no novelty to Hugh, as he carded a tee-to-tin shot on the same hole four years ago. The first hole-in-one of his career was recorded some years ago on the sixth hole at the Islington club.

Toronto

Bobby Gray, long-driving professional of Scarboro' Club, turned in a one-over-par 73 to top all competitors in the second O.G.A. pro-amateur match of the season at Glen Mawr Golf Club. Gray put together a first nine 36 and came home one over that, as against Glen Mawr's 35-37 par. He was two strokes better than Hugh Borthwick, Arthur Hulbert and Bill Kerr, who were deadlocked for second place with 75's. Low gross for amateurs resulted in a tie between Dr. Leon Hipwell, Glen Mawr captain, and A. Wilkes. Each carded 40-42 for 82.

Kitchener, Ont. Up at the Westmount Golf and Country club, Kitchener, 60 members of the Hamilton and District Ladies' Golf association teed off recently in the annual invitation event, which was won by Mrs. Cliff Shuttleworth of Hamilton, defending champion. Mrs. Shuttleworth had to go the limit in an 18-hole playoff with Mary Barrie, of Galt, to defend the title she won last year. The Glendale ace called upon tournament experience to pull her through on the ninth and 18th greens of the special match, dropping a seven-foot putt to square the count at the end of 27 holes and holing out her 20-foot approach shot on the 18th to win the match. She started the final hole of the playoff round one stroke down to her slim opponent.

Galt, Ont.

Drawing more than a hundred players from all parts of the province the Ontario Golf Association spring tournament was held at the Ava Club, Galt, Ont., and saw Howard Jones, of Burlington, card the low gross of 72 in the "A" division. The team prizes went to Fort Erie players of the Erie Downs Club for the second year in succession, the prize winners being Ralph Williams, Chuck Novak, Douglas Laughton, Gilbert Snashell and Warren Kingsbury.

Toronto, Ont.

J. G. "Sonny" Adams, a member of Scarboro Golf and Country Club, recently shot the course over which the 1940 Canadian Open championship will be held in the neat total of 70 shots. This is a fair indication that the former Ontario Provincial champion is sharpening his clubs for another assault on Canada's golfing heights.

Toronto, Ontario

Toronto and District professional golfers played their first pro-member tournament of the season at the Uplands Club, June 2nd. Gordon Brydson, brilliant professional at the Mississauga Club, stole the spotlight with a par round of 70 to top the list by three strokes. Brydson needed 37 strokes outgoing, but literally burned up the course with a splendid 33 coming home. Clare Chinery of York Downs placed second with a 38-35—73, while Jimmy Johnstone, Willie Lamb, Lou Cumming and Bobby Burns shared third position with 74's. Bill Duckworth was low amateur with a 78, while Joe Cressy posted 83 for second low gross. In the team event, Roger Plaxton and Gordon Brydson headed the list with 85-70-155-4—151, followed by Bill Duckworth and Dick Borthwick with 78-77-155-3—152. J. Ellacott with 86-11—75 and E. C. Strong 102-27—75, tied for low net in the amateurs followed by A. T. Hunt with 94-18—76.

### Mid-West SECTION

#### Swift Current Sask.

The Elmwood Golf Club elected K. J. Mc-Millan for 1940; while the other officers named are as follows: Committee, J. I. Donnelly and G. F. Roth; greens committee, William Watters and F. J. Dickson; house committee, F. J. Lundholm and George Southon.

Calgary, Alta.

Miss E. M. Dunford was elected Captain of the popular Regal Golf Club for 1940. Miss Dunford is one of the best known players among the ladies of the Mid-West and was Regal club champion last year. Mrs. Jas. Thomas was elected vice-captain and Mrs. A. Binnie, chairman of the entertainment committee. Miss K. McKevitt was elected honorary secretary-treasurer.

Edmonton, Alta.

Henry and Burns Martell, the Highland

Golf Club aces who have completed a successful brother act in defense of the famous Eaton's Rose Bowl tournament last year, beat Doug Kilburn and Eddie McFadyen over the Highland's Golf Club. Henry Martell shot a 69 in beating the Country Club pair. Martell's round was three under par.

### Rouleau, Sask.

R. H. Carter was re-elected president of the Rouleau Golf Club this year after a successful season in office in 1939. Mr. Carter is also the club champion. Other officers are: Honourary President, Andrew King; vice-president, R. Naylor; secretary-treasurer, C. B. Lynch. Members of the executive committee elected were Dr. A. H. Singleton, A. E. Fowlie, W. J. Gordon, H. S. Craig, Rev. Geo. Robins, Wm. Lee, B. L. Seaman, Mrs. R. H. Carter, and Mrs. J. W. Paul. P. E. Webster, H. S. Craig and Rev. Geo. E. Robins are members of the entertainment committee. A. E. Fowlie, club captain, and W. J. Gordon, general superintendent.

#### Gravelbourg, Sask.

The Golf Club at Gravelbourg has elected the following slate of executives to help organize the 1940 season: Mr. L. A. Hunter, president; Mr. R. Ladouceur, vice-president; Mr. A. Charbonneau, secretary; Greens Committee: Messrs. E. Carlson and E. Longpré; Membership Committee, Messrs. M. Denis, R. Ladouceur, G. McLean and Miss G. Bidart.

#### Strathmore, Alta.

L. C. Van Tighem was elected president of the Strathmore Golf Club at a meeting held recently. Other officers chosen were: Vice-President, T. S. Hughes; Secretary-Treasurer, C. F. Nicholl; executive committee, B. Field, L. H. Wood, F. W. Holmes, N. White; general committee, W. S. McNeill, B. D. Fessenden; entertainment committee, D. A. Perry, A. Pierson, E. W. E. Whiteside, L. Jones; captain, F. W. Holmes. Officers of the Ladies' Club are: President, Mrs. J. Van Tighem; Second Vice-President, Mrs. J. Van Tighem; Second Vice-President, Mrs. J. Freeman; Captain, Miss Mildred Marcum; Vice-Captain, Mrs. F. W. Holmes; entertainment committee, Mrs. T. S. Hughes, Mrs. J. Freeman, Miss Mildred Marcum.

#### Lloydmaster Sask.

Mrs. G. L. Cooke was elected president of the Lloydminster Ladies' Golf Club at the meeting held on Friday, May 10th, when there were twenty-one members present. The new president was elected on the motion of Mrs. McBride and Mrs. Delves. Other officers elected were Mrs. Delves, secretary on the motion of Mrs. McKenna, and Mrs. G. L. Cooke, and Mrs. McKenna, sports captain, on the motion of Mrs. Bamford and Mrs. A. B. Cooke.

Didsbury, Alta.

The Didsbury Golf Club has re-organized for the season with the following officers in charge: Hon. President, H. W. Chambers; President, Ed. Watkin; First Vice-President, Dick Wallace; Second Vice-President, Joyce Morgan; Secretary-Treasurer, A. C. Fisher; Green Committee: J. W. Wordie, Charles Geiger, A. Brusso; Membership Committee: Tom Johnson, George Law, Mrs. A. C. Fisher.

#### North Battleford, Sask.

At the annual meeting of the Ladies' Section of the North Battleford Golf and Country Club the following officers were elected for the coming term: Honourary President, Mrs. George Boyd; President, Mrs. C. R. McIntosh; Vice-Pres., Mrs. E. Marr; Secretary, Miss R. Douglas; Treas-

urer, Miss W. Fullerton; Captain, Mrs. W. E. Scott; Vice-Captain, Mrs. N. Cuthbert.

Winnipeg (News)

Stony Mountain Golf club, one of the keenest clubs in the province, will not be able to operate this year. Why? Because 44 men, representing some 80 percent of the male membership, are in His Majesty's forces. That piece of news came out of a discussion at the annual President vs. Vice-President match of the Manitoba Golf association, opening M.G.A. fixture for 1940, held Wednesday at St. Charles Country club. A request from the Athletic Patriotic association for help in supplying sports equipment for the troops brought a suggestion from Eddie Armstrong that the clubs of the province might try, each on its own account, to hold some event or raise some money for this purpose during one week. The M.G.A. would merely make the suggestion leaving club executives to make their own decisions. June 15 to June 22, an eight-day period including two Saturdays, was tentatively set, and a letter setting forth the idea has been sent to all clubs.

### B.C. SECTION

#### Victoria, B.C.

Featured by a hole-in-one on the short fourteenth by Hon. John Hart, British Columbia Minister of Finance and president of the club for the past two years, members of the Victoria Golf Club scored an easy victory over the invading squad from the Seattle Golf Club in the first half of their annual inter-city clash. The final check-up showed the Oak Bay shotmakers in front by a 31½ to 12½ score, a margin which they will carry with them to the Sound City when the second half is played on June 1.

### Victoria, B.C.

Victoria's Colwood club will be the scene of the 1941 British Columbia amateur golf championships, it was announced by the B.C. Golf Association following a recent meeting. The championships will be played during Easter Week. Championships for 1942 were given to the Vancouver Golf and Country Club. Alan Dennison of Colwood was named president of the British Columbia Amateur Golf Association and Mayor Avery of Burquitlam, vice-president. Directors include Vic Gowan, Quil-chena; A. S. G. Musgrave, Oak Bay; Doug Fletcher, Uplands; Bill Lindsay, West Point; Ron Hopkins, Jericho, and R. Bell-Irving, Capilano.

### Vancouver, B.C.

David Dixon, promising young Langara golfer, broke into tournament limelight for the first time at Point Grey Saturday, when his second round 72 gave him a total of 153, to win the city junior title. In carding his hot round in the afternoon, the Langara boy shaded B.C. junior champion Billy McColl by one stroke. The goodnatured Billy, who is in Vancouver with the army, shot 78-76 for 154. Leading scores follow:

Dave Dixon	81-72-153
Bill McColl	78-76-154
Bobby Wright	77-79-156
Hans Swinton	77-81-158
Bill Charlton	83-75-158
Gordie Davidson	79-81-160
Bruce Yorke	82-79-161
Denham Kelsey	78-84-162
Dave Dale jr	85-82-167
Norm Wright	86-81-167

# THIS IS NOT **GOERING'S** MEDAL

When your lie is just under the overhanging lip of that bunker and your partner's ball is sitting nicely for a chip on to the green you have more important things to worry about than Goering's air force. And a good job too. We fellows should play more golf and take our minds off unpleasant things as we take in more fresh air. Make up your mind that you'll lower your handicap before peace is signed and to help you to do it make sure all your clubs have True Temper shafts—the shafts that give you longer drives and more accurate control.



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The late Mr. E. F. Seagram, donor of the Open championship trophy presents Lawson Little, 1936 Canadian Open titlist with the handsome cup in Toronto 1936. Mr. J. I. Rankin, then president of the R.C.G.A. is in the centre. Little, left, is 1940 U.S. Open champion.

### SCARBORO PROVIDES A Perfect Setting

By H. R. Pickens Jr.

When the Hogans, Demarets, Woods, Nelsons, Littles and Coopers arrive on the scene in Toronto August 15th to 17th for the little matter of settling the "Second Ranking title in 1940 Golf' the course awaiting them will undoubtedly rank with the best that the nomads of the fairways have seen this or any other year.

Seekers of the Seagram Cup, emblem of the Canadian Open crown, come to a layout which has been in constant state of improvement for 28 years. 6,400 yards of rolling challenge stretches out to test the best that the boys can compile. Recently they have been super-hot along golfdom's money trails. Take for instance, Craig Wood who last month made a new all-time 72-hole championship scoring record!

That happened in the hectic Metropolitan Open played out on swank Long Island. Ben Hogan, who has been as sizzling as a jitterbug in July for the past two months, scored 67-68-71-69-275 in this tournament and still placed second nine shots back of the Blond Adonis from New Jersey!

Craig was 64-66-68-66-264 and that certainly proves something about the greatness of the big fellow who has been on hand for almost every Canadian Open in the past ten years. Mind you, however, it is doubtful if that sort of a massacre will take place at Scarboro in the coming Open. Wood literally "ate" the Forest Hills course to win his first tournament of the year but so does every winner on the professional circuit, it seems.

How will Scarboro stand that sort of challenge? It's our guess that the scoring will be pretty low, but nothing like that Metropolitan Open total will be required to win. In the first place the fad for making courses as easy as possible for publicity has not become so popular in Canada as yet. Moreover the average championship course in this country is generally as tough as they come. Your just can't soften up a course like Scarboro without cutting distances. To back up these facts lets look over the layout by holes:-

No. 1-577 Yards. Par 5. Long Driver has advantage. Wide fairway. Green trapped on both sides.

No. 2-220 Yards. Par 3. Ditch guards green to the right, trapped around green. Woods at the back.

No. 3-330 Yards. Par 4. Flat for 200 yards then uphill

Continued page 24



NEWS OF PLANS FOR COURSE AND CLUB CONSTRUCTION AND CHANGES ACROSS CANADA

DUNDAS VALLEY, Hamilton, Ont.

In order to break up the fairways between holes one and six, officials of the Dundas Valley Golf and Country Club announced recently that 5,000 trees were being planted, most of them of the fir variety. Lloyd Terrio is the club profes-

COBURG G. and C. C. Coburg, Ontario

Extensive repairs and renovations were made upon the Coburg Golf and Country Club clubhouse at the start of the season. The Country Club is one of Coburg's most popular recreation centres and the "homey" nature of the clubhouse is being preserved, while facilities are augmented for what is expected to be a banner season.

EARL GREY G. C., Edmonton, Alta. Several changes were made this spring upon the Earl Grey Golf Club layout of which Pete Pryke is the professional and manager this year. A new practice fairway has been cut while the first hole has been converted into a dog's leg; the second hole has also been altered and the third has been considerably lengthened.

REGAL GOLF CLUB, Edmonton, Alta.

Plans have been made for watering the upper levels of the popular Regal Golf Club over which a great deal of Edmonton's golf is played annually. Bobby Mills, Club professional, feels that this innovation of fairway watering will provide infinite improvement during the damaging "dry periods" of the summer

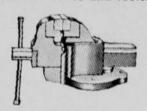
ELGIN G. and C. C., St. Thomas, Ont. Directors of the Elgin Golf and Country Club decided recently to consider plans for immediate expansion of the present locker-room facilities. The 1939 accommodations for men were generally called inadequate. The entire veranda on the west is to be 'walled in' between the north and south walls of the clubhouse. This move will more than double the previous locker space. Tenders were being asked upon the work. The cost of this work is expected to run in the vacinity of \$500.

SOUTHWOOD G. C., Yorkton, Sask. All assets and net revenue of the Southwood Golf Club will be put into course improvement during 1940. This year the club expects to liquidate all liabilities including its land mortgages balance and show a clear title with no debts for 1941. John Knox is club manager.

WESTMOUNT G. C. Kitchener, Ont.

The Westmount Golf Club coming through the winter in exceptionally fine condition is doing considerable work in improving the course. New tees are being built at the 8th, Bench Lathes, Tools Electro Drills

We carry a complete stock of DELTA, DRIV-ER, ATLAS and MOODY screw cutting bench lathes and tools.

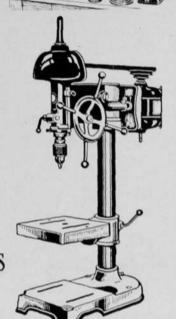


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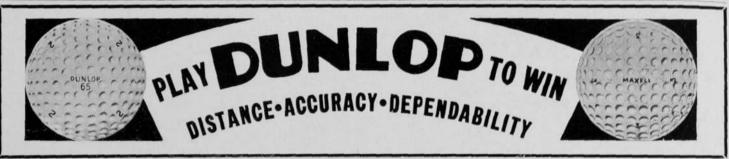


14th and 16th holes. The season will be one in which the entire course will receive considerable attention with improvement of fairways, leveling, and "dressing up" of approaches to the greens mainly the matters of greatest interest. The hill which "blinds" the 18th green from the tee is going to be cut down also. Some 3000 feet of pipe will be used in extending the sprinkler system and in addition a booster pump is to be installed to maintain clubhouse water pressure. Acquisition of a piece of land near the course will provide for a new sand supply, also ample splendid top-soil for green dressing-enough to last a lifetime. The hole in front of the 18th tee where the fairway has always been bad will be filled.

CALGARY MUNICIPAL G. C. Calgary, Alta. The Municipal Golf Club of Calgary proposed to spend \$6,000 for a new watering system to protect the fairways against drought during the coming summer months. Mr. W. E. Robinson of the Calgary waterworks outlined a plan whereby the fixtures could be installed for around \$5,000 through which water could be pumped from the neighboring Bow

SUMMERLEA GOLF CLUB, Montreal

Between \$25,000 and \$35,000 was put into improvements for the clubhouse and the landscape surrounding the popular Summerlea Golf Club just outside of Montreal. This program for extending and beautifying makes the 1940 Summerlea one of the most pretentious plants around Montreal.



During the Edmonton Tournaments

### THE MACDONALD

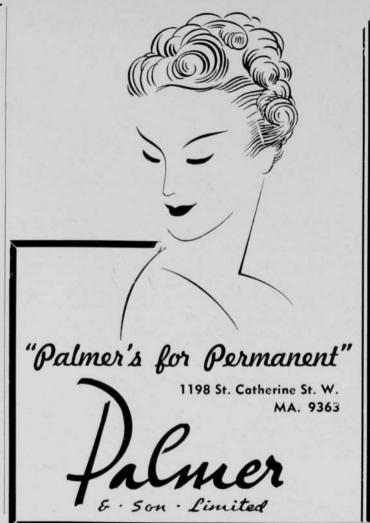
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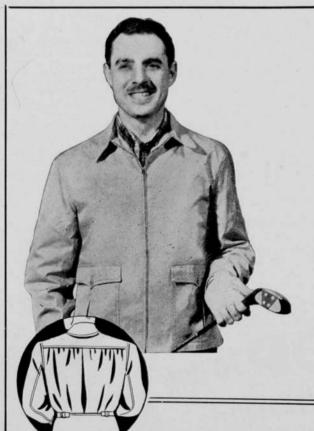
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TORONTO BOWS TO THE **OPEN CHAMP!** 



MRS. F. J. MULQUEEN

She gave Toronto Ladies seven strokes.

It was seventeen years ago that Sydney Peplar first won the Toronto Ladies' City and District title. During that interval the name Sydney Peplar has been forgotten to some extent in Toronto ladies' golf in favor of another, "Mrs. F. J. Mulqueen" but Sydney Peplar and Mrs. Mulqueen are one and the same person.

That means of course that Mrs. Mulqueen has been "tops" for quite a spell, but the swing of youth is still her's as evidenced by her early June victory in the "Toronto City and District".

Of course Mrs. Mul-

queen had to beat all her old and much-loved opponents who have contested every title in years with her. These number among them such illustrious figures as Miss Ada MacKenzie, Mrs. E. H. Gooderham and Mrs. J. A. MacDougald. This group have just about kept the major Ontario titles in a vice

It will be remembered that Mrs. Mulqueen has still the distinction of being the "holding" Canadian Open Ladies' champion. She won that title in a stirring display back in 1938 at Ottawa and since then there has not been another national

championship played.

The 1940 Toronto Ladies' title is really the most important championship to be held in that province this year since war has caused the cancellation of the Provincial championship this year as well as the Canadian Open. This year's affair was held at glorious old Lambton, a course rich in Canadian golfing history, and Mrs. Mulqueen nursed along a first round twostroke lead on the first day when she shot an 80 until it grew to seven at the end of the second. This she accomplished by

Mrs. E. H. Gooderham, a Toronto Golf Club member also, needed 82-87—169. Mrs. Gooderham was the defending titlist. Right behind this pair was Miss Ada MacKenzie with 90-81. Miss MacKenzie is the Ontario 1939 Ladies' champion and her 90 in the opening round was one of her worst scores in years.

In the team event Lambton managed to wrest a twoshot lead at the end of the first round, but slipped and had to be content with sec-

Cont. on page 23



MISS ADA MACKENZIE The CANADIAN GOLFER-June, 1940

### HOLT RENFREW



"Caddie Pocket"\* Dress in Chambray

by MULLEN

Dear to a golfer's heart, this perfect sports dress in fine striped chambray. Exclusive touchthe "caddie pocket" zipped low in the side seam, hideaway for lipstick, tees and small change. The price-18.75. Other McMullen Classicsstarting at 12.75.

McMULLEN SPORTS CLASSICS ARE EXCLUSIVE IN THE DOMINION WITH HOLT RENFREW

Sherbrooke at Mountain, Montreal =

### SCARBORO PROVIDES

Cont. from page 18

for 130 yards. Trapped on sides and back of green. Woods to the right. Large elm tree on fairway.

No. 4-206 Yards. Par 3. Chick Evans, when he played the course, commented on the feature of the hole. Accurate shot must be played as the hole is guarded on the right by the river and the left by woods.

No. 5-440 Yards. Par 4. River runs across fairway and then to the left. Woods on the right. Green trapped on both

No. 6-477 Yards. Par 5. Fairways guarded by woods and river Flat, Trapped in front of green and both sides.

No. 7-272 Yards. Par 4. Narrow fairway guarded by river and woods. Traps on the right and left of fairway also both sides of greens.

No. 8-450 Yards. Par 4. Fairway rolling, dropping down to river level at the 200 yard mark. River across fairway about 40 yards from green with woods to the right.

No. 9-360 Yards. Par 4. Flat fairway. Green trapped on both sides. Rolling.

Cont. on page 24



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Special all-inclusive steamer-and-hotel rates for Golf Week from Montreal, including bus transportation between docks, Hotel and Golf Club, and swimming pool privileges, returning to Montreal Monday, July 22nd at 7 a.m. E.S.T.; leaving Montreal 6.45 p.m., E.S.T. on

Mon., July 15th .. \$57 Wed., July 17th .. \$41
Tues., July 16th .. \$49 Thurs. July 18th .. \$33
Fri., July 19th .. \$25
Automobiles carried to Murray Bay and return,
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### WHY LITTLE WON THE OPEN!

Continued from page 10

and arms and wrists. Eliminating that powerful body turn of his has shortened Lawson about one club but he is now more deadly than ever with his iron.

In this action series which CANA-DIAN GOLFER presents of the new champion, note the position of the left hand at address. This is closely related to the position of that hand way down in the ninth picture. The lesson to be learned here is that wrists are not to be rolled in good iron play. Always "punch down", as Lawson is doing in the eighth picture, but keep the arms extended fully through the ball. Follow these stages of the swing of the new 1940 American Open champion and you can't go far wrong.

Lawson has long been a great putter. His woods will always be outstanding because of a grand pair of shoulders and



hands. But today Lawson Little is a more definite threat than ever. The reasons, in my opinion, are his new-found contentment in position play from the tees. He'll be playing in less competitive rounds from now on which will increase his keenness. And last, but not least, this new "sitdown" position from which he is playing his short irons gives him greater accuracy than ever.

Indeed he should be around a long time winning major titles and he'll be the man to watch at Scarboro in Toronto August

### TO THE OPEN CHAMP!

Cont. from page 21

ond place as Toronto Golf Club's powerful squad of Mrs. Mulqueen, Mrs. Gooderham, Mrs. J. A. MacDougall and Mrs. R. W. Gouinlock nosed them out on the total by a single shot. Mrs. E. F. Risdon, Mrs. G. E. Ellsworth, Miss Mary Harding and Miss Peggy Hunter made up the "home" forces.

15-17th. He might just be the first ever to win the Seagram Gold Cup twice!

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North British SS (Special Scratch) 75c North British TT (Tough and True) 75c North British 18 - 50c Pin-Hi - 35c Bluebird - - 25c

### North British Woods and George Nicoll Irons



Mr. and Mrs. Emile Collette, whose comparatively recent marriage united two ardent players. They are members of Marlborough in Montreal and the Seignory Club, of which Mrs. Collette is captain.

### MR. R. H. "Daddy" GREENE

From page 6 deacon Armstrong and Canon Woodcock. Archdeacon Armstrong the rector of the Church of the Redeemer, in a touching address referred to the outstanding physical, mental and spiritual attributes of the late Mr. Greene who was in his 91st year. The chancel of the church was a mass of floral baskets sent in by friends and clubs and societies with which the deceased was identified. To the widow and family the sincerest condolences of golfing and other friends will go out, in which sentiment the writer and Canadian Golfer beg leave to be associated. (Note — a sketch of Mr Greene's long and colourful career appeared in the May 1939 issue of the Canadian Golfer)

Vancouver
Miss R. Osborne and Peter J. Sharp teamed up to capture the low gross 82 in the two-ball mixed foursome holiday event at Quilchena Golf course recently. Low net honours went to Mr. and Mrs. J. S. Porter, with 73. Miss D. Helmer and G. W. S. Montgomery posted a net 74. Miss M. Casselam and G. Griffiths had a 75, Mrs. A. R. Thompson and L. Heywood finishing with a net 77.

### SCARBORO PROVIDES SETTING

Cont. from page 18

No. 10—542 Yards. Par 5. Fairway dogs-leg to left. Green trapped on two sides and front.

No. 11—120 Yards, Par 4, Trapped all round. Small green. No. 12—452 Yards. Par 4. Elevated Tee. Cross river twice. Green guarded by river and bunkers on both sides.

No. 13—453 Yards. Par 4 Green not visible from tee. Uphill for about 100 yards, flat fairway 275 yards. Elevated green, Punch Bowl type.

No. 14—222 Yards. Par 3. Guarded on two sides by bunkers. Mounds at back of green. Narrow entrance to green.

No. 15—286 Yards. Par 4. Narrow fairway. Woods on both sides. Elevated green, trapped on right side and back. Steep hill on left.

No. 16—264 Yards. Par 4. Narrow fairway. Ditch fifty yards from tee. Trees on left of fairway. Green trapped on two sides.

No. 17—363 Yards. Par 4. Elevated tee playing to river bottom. River crosses fairway fifty yards from green. Not trapped.

No. 18—392 Yards. Par 4. Fairway rises from river with woods to the right of the fairway. Elevated green trapped on three sides.

# PRAIRIE Curtain-Raiser

By Alan Anderson

Manitoba's first 1940 event, the Inter-Club, drew an entry of 23 teams, not far behind the 1939 record of 26. There were no surprises. Allan Boes and Ernie Palmer, leaders in Manitoba golf since Bobby Reith went East, finished one-two with 74 and 75.

Both are members of Southwood Country club, and their team, defending the title, managed to keep it by a one-stroke margin over the home club, Pine Ridge, led by the veteran Douglas Laird, 76, and Art Johnson, 77. In a high, gusty wind, these were respectable scores on the difficult par 72 Pine Ridge course.

Howard Bennett, Dominion junior champion, a student at the University of Manitoba, has just started a summer job in the passenger department of the Canadian Railways, and did not play. He is hitting the ball well, however, and expects to be out in defense of his title when the time comes to pick the Manitoba representatives.

There was no sign of any other youngster good enough to upset the veterans, although several boys in their teens showed good promise. Boes, Palmer, Herb Pickard, Foster Woolley, all members of recent Willingdon teams, were among the 14 men who broke 80.

Favored by several heavy rains, Winnipeg courses are in magnificent condition, and club golf is flourishing. A good entry is looked for in the Winnipeg and District event, scheduled for St. Charles Country club, June 19.

In C.L.G.U. golf, The Tribune Trophy handicap tournament at Pine Ridge drew more than 40 entries. Mrs. Jack Annandale, a 36-handicapper playing in her first tournament, made an unusual sweep by taking the trophy and the qualifying medal as well. She shows good form, and should develop into a good golfer.

Complete scores in the Winnipeg Inter-Club tournament follow:

Team totals, in order as they ranked, were: Southwood No. 1, 313: Allan Boes 74, Ernie Palmer 75, R. Baxter 81, R. Watson 83.

Pine Ridge No. 1, 314: Art Johnston 77, Bob Morgan 79, Fred Kiewel 82, D. Laird 76. Canoe Club No. 1, 324: Kenny Hanford 84, Kel

Baxter 80, Bud Foster 82, Murray Boulton, 78. Norwood 329: F. Woolley 79, J. C. Kinnear 82 R. D. Garrett 82, F. F. Tribe 86.

St. Boniface, 331: Jim Brown 80, C. Cormode

78, C. Shackell 83, F. Adams 90. Canoe Club No. 2, 335: H. Collie 79, Fred Walker 84, C. A. Reed 83, Bill Fulton 89.

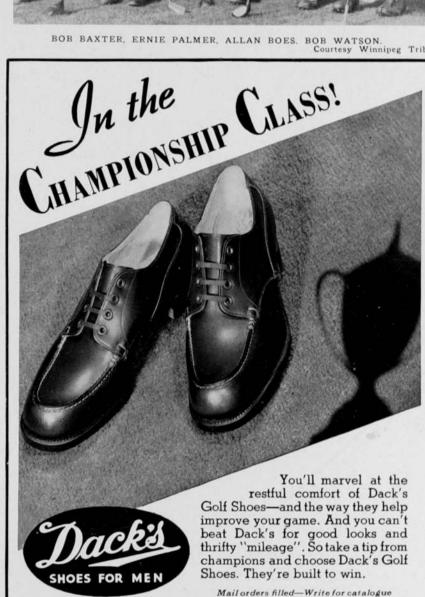
St. Charles No. 2, 336: D. E. Kilgour 83, G. Konantz 82, A. Robertson 81, John Rogers 90.

St. Charles No. 1: 337: Bob Kennedy 90, G. W. Cont. page 27

### SOUTHWOOD'S WINNIPEC TEAM CHAMPIONS

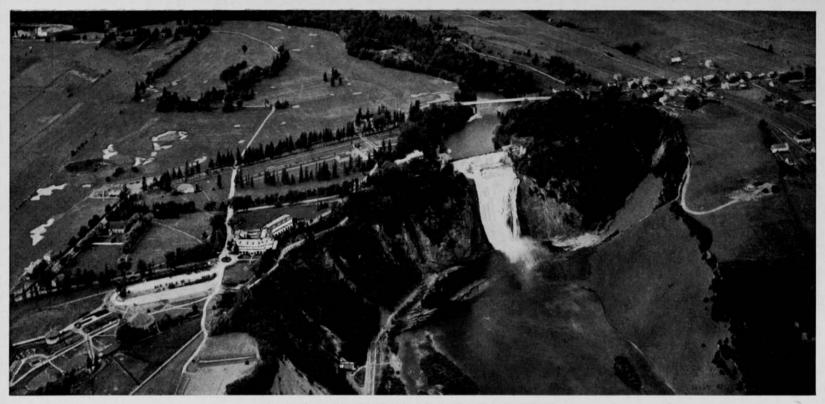


BOB BAXTER, ERNIE PALMER, ALLAN BOES, BOB WATSON, Courtesy Winnipeg Tribune



TORONTO: 73 King St. West

MONTREAL: 1436 Peel Street



SITE OF SEVENTH DUKE OF KENT TOURNAMENT

Aerial view of the picturesque Kent House Golf course at Montmorency Falls just outside of the City of Quebec. Here on June 22nd the Seventh Annual Duke of Kent Trophy Invitation tournament will be held. This event attracts the leading players in the province of Quebec annually. Winner in 1939 was Carroll Stuart of Montreal who took the step into professional ranks this spring. The 1938 winner, W. D. Taylor is now living in Toronto and will not likely be in the field hence a new face and name will undoubtedly predominate in the presentation of honours for this selective tourney. Competitors must be of 10 handicap or less.

### SCIENTIFIC GOLF

### PART TWO OF A TURF ARTICLE DEALING WITH COMMON DISEASES AND CURES

A special putting green fertilizer developed by soil chemists goes a long way toward solving one of the greenskeeper's most difficult problems. It is now possible for him to stimulate the growth of fine leaf grasses and at the same time suppress clovers, weeds and broad leaf grasses by simply applying the one chemical fertilizer. The mixture is a specially blended and balanced fertilizer of complex composition developed specially for use on the modern putting greens with their fine and delicate leaf grasses. It contains substances which exert a toxic influence on all but the finer grasses and nitrogen is its dominant ingredient. An adequate supply of fertility, especially phosphates and nitrogen, is one of the best means of controlling weeds, in that it promotes strong rooting and vigorous growth of grass, enabling it to crowd the weeds out. The denser turf covering also provides for a better lie. The point that the soil chemist emphasizes is that phosphate stimulates root growth while nitrogen gives abundant leaf growth of the grasses and a part of the nitrogen supply should be in quickly available form to promote early thickening of the stand before the period of summer weeds.

A Soil Test Laboratory, which Canadian Industries Ltd. has organized, has also been of considerable aid to the greens-keeper. Minor adjustments to the fertilizer formula can be made to meet any mineral deficiency revealed in the analysis of the soil conditions of his particular course or district.

### By George Stanley

The universal demand for better turfs on putting greens has led to the development and use of grasses of the finer leaf type. The most popular belong to the Creeping Bent species which, unlike the fescue or ordinary grass, tend to grow horizontally rather than vertically. To keep these turfs at the peak of playing condition frequent applications of water and fertilizer and vigorous combing are necessary. Turf diseases which are becoming more prevalent and serious than was formerly the case must be controlled also.

In Canada the most serious afflictions that can grip putting greens are brown patch, dollar spot and snow mould. The symptoms of this trio of blights are easily noticed. Brown patch, caused by *Rhizoctonia solani*, is favoured by warm, humid conditions and it is more severe during the hot sultry periods of summer. Brown patch appears suddenly as discoloured areas ranging in size from very small spots to patches of several feet or more in diameter. Around the borders of the fresh spots where the fungus is still active and spreading, a dark ring or "smoke screen" is frequently found. The grass in the ring has the appearance of being scalded or smoked with a lamp.

New spots examined in the morning while the grass is wet may be covered with a fine cobweb-like growth, which is the mycelium that enters the pores of the grass blade to feed on the plant juices. As soon as the sun is high enough to dry the grass, this cobweb growth disappears and the discoloured grass blade shrivel and die, giving the patch the typical colour for which it is named.

Continued on page 28

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### DATES

Cont. from page 1

Quebec Father and Son Championship, Royal Montreal G. C.

11 Field Day, Royal Ottawa Golf Club, Ottawa, Ont.

14-15 Seigniory 9th Annual Invitation Tournament, Montebello, Que.

5-6 Curling Golfers Tournament. Seigniory. Club, Montebello, Que.

### CURTAIN - RAISER

Cont. from page 25

Kennedy 81, J. G. Mundie 84, B. McCririck 82. Niakwa, 37: W. J. Sinnott 82, C. A. Woods 85, J. K. Murdoch 84, J. L. M. Thomson 86. Assiniboine, 339: D. Arnott 83, H. Eidswig 78,

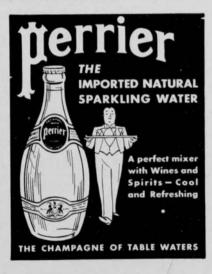
A. Savage 2, Don McNabb 96.

Parks Board, 341: Reg. Walsh 76, J. Doyle 85, Jim Berry 94, T. Dundas 86.

Charleswood, 342: M. B. McKinnon 86, J. B. Bradley 79, G. Thomas 93, C. M. Dixon 84.

Tuxedo, 344: H. Hartley 90, R. J. MacDonald

82, Bob Swanson 85, Bill Corner 87.
Pine Ridge No. 2 344: J. Gardner 84, A. Black,
Jr. 84, N. R. White 83, J. I. Munro 93.





# Buckingham Cup

for the

### JUNIOR GOLF CHAMPIONSHIP OF CANADA

To be played at Mayfair Golf & C. C. EDMONTON, ALBERTA JULY 29th 1940

1939 WINNER

HOWARD BENNETT, WINNIPEG.



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Always carry Canadian Pacific Express
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Dollar spot is a similar form of disease. It is prevalent throughout the country and may appear almost any time during the growing season, sometimes suddenly and overnight. The grass is killed in the infected areas, which are seldom larger than a silver dollar, and as it withers it turns a bleached brown colour. It gives the turf a moth-eaten appearance. The cause of the infection has not been definitely established but it is known that the disease, like the other two, can be spread by mowing machines and by the feet of players, birds and animals.

The third disease—snow mould—is caused by the fungus, sarium nivale, which lives in most soils. To thrive on turf it must have a temperature near the freezing point and a saturated atmosphere such as occurs on greens when snowdrifts slowly melt in the spring. Afflicted grass has a dirty grey colour or a pinkish cast.

Thousands of dollars worth of putting greens and fairways would be ruined each year by these scourges were it not for the special fungicides which the chemical fertilizer industry has developed over a period of years. Combinations of mercurials, they are used safely, effectively and economically by hundreds of greenskeepers.

Weeds and fungi, pests and water, all have been overcome to some extent by research and experience but the menace of the tramping feet and flying club heads still remains. Every day hundreds of players tramp down the sweeping fairways and swarm across the greens. Theirs is the right of way and at the cry of "Fore" the work of grooming and nursing gives ground to the damaging assault of flying clubs heads and driven balls. Even the scratch man does his share of the damage while the dub may leave a trail of havoc in his wake. But the game's the thing and the greenskeeper will smile with understanding no matter how many times the awkward beginner forgets to keep his head down if he can but remember to replace the divots.

### SENIOR PERSONALITY

From page 13

too, is a great devotee of the Royal & Ancient. For some time now, she has been an outstanding member not only of the Oshawa Club but of the Canadian Womens' Seniors' Golf Association, of which organization she has been the gracious and hospitable President for the past three years.

As virile as ever, Mr. McLaughlin still retains his active interest in his varied and far-flung industrial and financial interests and that he may continue to do so for many more useful years, is the heartfelt wish of hosts of warm friends, throughout not only Canada but the United States where he is also almost equally as well known as in the country of his birth, which owes so much to his industrial initiative and leadership.



Belmont Beach Club with its expanse of coral-pink-and-white sand, the smart rendezvous for surt-bathing, sun-tanning, luncheons, dinners, teas.

# POU'LL BE IN THE SWIM—AT BELMONT MANOR BEACH & CLUB BERMUDA

You'll meet people you'll like at this hospitable hostelry, open all the year. You'll enjoy Golf on our own famous course, bathing on our beautiful private Beach, tennis, cycling, riding and a host of other recreations. Unrivalled cuisine, courteous service. Canadian dollar at full value.

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Make this Triple Test
.... and you'll change
to White Label.

### See the Head!

Compare the heads! There'll be a light, creamy head on your White Label glass. Now, watch! White Label will hold its head, and as you drink it, the filmy cells of foam will cling to the glass as positive evidence of superior quality.



"So you think I should change to White Label Ale? Brother, it would have to be nectar to make me change. It's so simple for me to stick with my own brand. You know—phone 'em up, give 'em the empties, and get in a new case."

> "Harry, I went along the same easy path until the day a friend asked me to try White Label. He sent me up a case and now it's not only just as easy, but the added enjoyment I get is well worth the little trouble I took to switch to White Label!"

### Catch the Aroma!

Slowly pass a glass of the unnamed brand under your inquiring nose. Draw in your breath. Good? Yes, but wait! Now! Repeat with White Label! Don't get impatient. Enjoy that rare aroma before you lift the glass to your lips.



### Feel the Difference!

Yes, feel. Take a deep, satisfying draught of White Label. Has your eager throat ever felt anything quite so smooth—or a flavour that clings so pleasingly? For generations White Label Ale has never known a rival for light, satisfying smoothness.



Tonight ... test ... and taste ... and you'll understand why more and more critical ale drinkers are changing to White Label Ale.

# WHITE LABEL

MO ALE WO

White Label Ale has successfully challenged all other ales time and again since 1875. Time after time White Label has captured gold medals in International contests-with famous English-and American ales.



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