



Greenkeepers' business conferences jammed the convention hall of Hotel Pennsylvania, all during the 1932 meeting's sessions.

# Largest N. A. G. A. Meeting Plans 1932 Course Work

By HERB GRAFFIS

**T**HE GREENKEEPING gang came up strong and smiling for the sixth annual round in their collective battle of the centuries. Almost 600 of them jammed into the arena at Hotel Pennsylvania, New York City for the conference programs, January 20 to 22, and listened to expert advice on how to pet and pound capricious Mme. Nature into being a good gal.

It was the biggest attendance that ever sat in on the conference sessions. The program, well balanced between the practical and scientific, was tuned to the times. That old debbil Budget has the boys in a desperate clinch, but they learned considerable about successful in-fighting during the few days at New York. The exhibits were not as extensive as in previous years but they all made the big play on thrift and apparently made successful overtures for good business in 1932.

Tales were told around the convention about municipal courses being built on unemployment relief programs with a labor cost of \$1.50 a day a man, and all the dirt being handled by shovel and wheelbarrow. Against this sort of set-up and the coyness of the clubs about spending money the equipment manufacturers made an effective presentation of their story of ultimate economy. Equipment and material annual costs seldom run 25 per cent of the annual maintenance charges and the increased work at lower operating and re-

pair costs of modernized equipment greatly recommends purchasing at prevailing figures. The exhibit spaces were stages for going into the figures on this situation instead of reliance being placed on the old generalities. In this respect the exhibition helped a lot to stir up 1932 business.

## Addresses Digested

In this issue of GOLFDOM all of the addresses on the conference program are digested. This valuable service to golf was made possible by an arrangement between GOLFDOM and O. M. Scott & Sons Co. whereby the substantial expense of presenting the complete convention program was shared.

For the first time on a Greenkeepers' association program there was an address on the basic economics of golf club operation. This speech, made by L. J. Feser, shocked the boys into some serious thinking about the greenkeeper's place in golf's scheme of things and undoubtedly will have pronounced effect on the policies of the association and the individual members. This Feser is an estimable intellect reclaimed from the newspaper business. He is superintendent of an exclusive club in the Twin Cities district and owner of a successful fee course.

M. E. Farnham, Oscar Fitts, Jim Campbell and John Quail set forth some excellent ideas about the human side of the greenkeeping job. John MacGregor and



This picture was taken the second day of the conference. On the opening day about 600 men listened to the addresses.

Cyril Tregillus had two of the most valuable practical addresses the greenkeepers have heard on planning and directing efficient use of the budget. John Monteith, Jr. and Ken Welton, aces of the Green section staff; Homer L. (Red) Jacobs, noted young tree scientist; Dr. Jacob Lipman star research scientist; Professors Cubbon and Bracken of the faculties at M. A. C. and Penn State, respectively, where greenkeeping science flourishes; and Dr. Howard B. Sprague, talented young man of the N. J. Agricultural Experiment station, were the big guns of science dragged up to fire on the greenkeeping problems.

Joe Williamson and Bob Hayes, two of the A-1 veterans of the greenkeepers' own troupe gave two excellent close-up addresses from their own funds of experience. This Hayes fellow was heavy man of the show. He was a ringleader in getting the convention for New York, promising the association enough of an eastern turn-out to establish a record attendance. Records showed he made good on that. Hayes and his buddies in the New York sector pitched in on the exhibits and also put on two great parties at the annual banquet and the stag that closed the convention.

### Players' Demands Discussed

Green-chairmen will appreciate one of the heart-felt wails the greenkeepers made as they listened to and discussed the scientific and practical low-down on course maintenance. Greens close-cutting clear down until the dirt shows was again revealed as ruinous by the clear and profound address of bright Prof. Sprague, who was chairman of the conference. But Sprague could explain and talk and prove until hell became the venue of the Olympic winter games and be unable to quell the demand of many of the high-powered pros and ama-

teurs for glass greens. Squawks of the punks for greens so soft every sloppy pitch shot would stick call for excessive watering and that was no inconsiderable factor in the 1931 misery.

But, what the players know about the practical problems of greenkeeping could be put on a gnat's eyeball without any inconvenience to the gnat. GOLFDOM previously has referred to this necessity of greenkeepers' education of the golfing public.

The chief press agent the greenkeepers now have on their side, present company excepted with winsome modesty, is the genial chairman of the U. S. G. A. Green Section, Ganson Depew. Roaming around the convention until the last day he picked up many parts of the greenkeeping message he could put on his able broadcasts and other efforts. The fellows appreciated his interest and help. He got a great kick out of getting right close to the dirt and learning the score, which made everything even. Depew was made an honorary member of the National Association of Greenkeepers at the annual banquet, where he presided as toastmaster. Col. John Morley spoke in felicitous fashion in making the presentation.

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### OFFICERS FOR 1932

#### National Association of Greenkeepers of America

President - - - - - John Morley  
 V-President - - - - - John MacGregor  
 Sec.-Treas. - - - - - Fred Burkhardt

#### DIRECTORS

John Anderson, W. J. Sansom, M. E. Farnham,  
 L. J. Feser, Carl Bretzlaff, John Quail,  
 Edw. B. Dearie, Jr.

#### BOARD OF TRUSTEES

Joe Williamson (1 year)  
 John Pressler (2 years)  
 Grange Alves (3 years)

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Other speakers at the banquet were Robt. Hayes, chairman of the entertainment committee; Cornelius S. Lee, of the USGA executive committee; John Anderson, president of the N. J. Greenkeepers' assn.; Stacey Bender, president, Metropolitan G. A.; Fred Burkhardt, chairman, golf show committee; R. J. Arnott, of the N. J. State Golf assn.; W. J. Sansom, president, Toronto Greenkeepers' assn.; and Eugene L. Larkin, the Westchester County Golf assn.

### Morley Re-elected Head

Col. John Morley again was elected president of the association. The association is John's baby and he has done a marvelous job of nursing it into lusty youth. Green-keeping owes this wiry little veteran a debt that isn't generally recognized. Night after night he stays up writing letters to advance the cause and handle the problems of the organization and that's no welcome task after a day's labor out on the pasture. Fred Burkhardt, pilot of the shows and treasurer of the association also was returned to his spot in the front line trenches with the additional duty of secretary. John Quail, the retiring secretary, was given a testimonial for the able work he has done for the group since the national association was formed.

Chicago won the 1933 convention. The breezy burg gave a demonstration of what type of foresighted and active greenkeepers center around that spot by showing its two reel motion picture film, "Divots from A Greenkeeper's Day," during the convention. The Midwest association, which paid for the film and directed it, was heartily congratulated on its effort to get the golfers acquainted with the vital work the greenkeepers are doing. With almost 600 men spending several days at New York for the good of golf and then only telling each other about what they're doing to advance the game and reduce its cost, it looks like the boys have neglected a job of story-telling to do that's about as important as turf culture when pay day comes around.

### Women's Golf Ball Appears as 1932 Sales Magnet

**D**ESPITE the sales drop in 1931, club sales to women grew with most manufacturers and certainly with the pros who featured women's clubs and made a strong play for this business. Lessons to women continued to run from 65 per cent to 80 per cent of the average pro's instruction calendar. But, none of the folks pick-

ed up the idea of a golf ball especially for women.

This year it's going to be different. The U. S. Rubber Co. has announced a Queen Royal and is planning to put on a big push through the pro shops for women's business on this special product. The ball is USGA standard, measuring 1.68 in diameter and weighing about 1/10 oz. less than the men's new standard ball of 1.62 oz. The slight difference is to enable the women to get the ball up off the ground better, which a number of pros have advised the United States people is the main difficulty most women have in hitting. The ball is U. S. Royal construction.

One of the smart stunts in dressing the new proposition for the market is a package of 6 balls that is a nifty looking container and something women probably will keep for trinkets. The ball comes in mesh and recess marking and with colored or plain dots. Retail price is to be \$4 for a box of 6. Pro price per dozen will be same as that of the U. S. Royal.

The ball made its test appearance as a mystery pill during the latter part of last season after getting a laboratory O. K. Women went for it. The U. S. folks figure it is a smart stunt in tying the pros closer to the continuous rapid growth of women's golf before the girls get going to the stores and buying a dozen golf balls along with something else for \$2.98 and being permanently kept out of the pros' cash register corral by acquiring bad habits at this early stage.

GOLFDOM, continuously hammering at this affair of women's sales, is glad to see the ball makers taking a view of the feminine market; it will help the pros to keep command of the ground floor. This book is telling the pros again right now to climb abroad this women's market. The way the figures have read for the last 4 years, it is almost a certainty that there will be more women than men playing golf within the next decade.

In the lines of the leading manufacturers some grand clubs for women are now available. They deserve pro featuring in 1932. The only criticism we've heard against any of these leading brand clubs for women is a comment made recently by the veteran Jack Mackie. Jack is the mentor of Helen Hicks, reigning princess of the meadows. He is of the opinion that many of the clubs are shafted too stiffly for the average woman player although they're great for the powerful low-handicap darlings.