

## Survey of 1931 Shows Golf Does Well in Bad Year

**G**OLFDOM's Survey of the 1931 golf season reveals that the game ventured into the rough for the first time since it became the most popular American sport. Play at the 4,448 private courses, the 700 daily fee courses and the 543 public courses of the country slumped 12½ per cent from the 1930 high, but in registering a total of 93,519,400 rounds played gave ample indication that it continues to enjoy a long lead as the favorite athletic pastime of the populace.

Figures in GOLFDOM's survey are determined by separate analyses of the 18-and-more-hole clubs and of the 9-hole clubs. Further distinction was made between private and pay-as-you-play courses.

Reports made it plain that weather conditions adversely affecting courses and players' comfort figured in cutting down play. The economic situation, of course, affected the private clubs but was balanced to a degree by the increased play at the municipal courses where those out of employment could enjoy themselves at a minimum of expense. Golf's loss of 12½ per cent, compared with the reduction in baseball attendance of 25 per cent and collegiate football's drop of 20 per cent in the gates, gave additional evidence of general business conditions not being an especially heavy handicap to play. At many of the private clubs the play figures were about equal to those of 1929 when the business rush prevented many games.

It is interesting to note that about 27 per cent of the country's courses are on a pay-as-you-play basis. The greater part of the new course construction during the year was of municipal and fee courses. A number of the municipalities built new public courses or added to their present layouts during 1931 in relieving local unemployment.

As in all such surveys there is a danger in considering that the average figures are precisely representative of conditions at clubs that might be considered average. There are 115 clubs with more than 18-hole plants in the country and at a number of these the figures on investment and play are considerably out of line with the 18-hole average. However, numerous checks against the totals give evidence that these totals are substantially correct. GOLFDOM has been conducting this survey annually for four years and although it considers



## Get This Free Booklet

Every greenkeeper, every pro, every club official interested in a better golf course should have a copy of "The Putting Green." It has 40 illustrated pages of unbiased information on grasses, construction, planting and care of greens. Ask for your copy.

Here are a few of many comments from those who already have it:

*I thank you for this interesting and instructive booklet.*

—John E. Moore,  
Continental Oil Co.,  
Ponca City, Okla.

*Thanks for my copy. I will re-read it again.*

—E. H. Allen,  
Cresco, Iowa.

*This book covers the subject thoroughly and will help us keep our greens in good shape.*

—E. L. Schneider, Chairman,  
Greens' Committee,  
Dearborn Country Club,  
Lawrenceburg, Penna.

*"The Putting Green" is very clear and concise. Have read it with much interest.*

—Geo. E. Cornwall,  
Wakefield, Mass.

*"The book is great."*

—J. M. Charlotte,  
Greenville, S. C.

*A splendid and most useful treatise.*

—George Philler,  
Sidney, Ohio.

See us at the convention, Booth 28. Your note pads will be there.

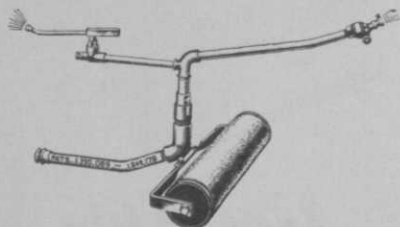
G. M. SCOTT & SONS  
COMPANY

**SCOTT'S**  
SEEDS

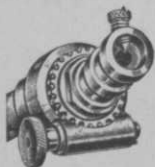
MARYSVILLE  
OHIO

# And Now..

## a positive, worm-gear adjustment controlling speed of rotation



# "The Lark"



Note the worm-gear, positively controlling direction of nozzle.

Another advantage is added to the many superiorities of the LARK. A positive worm-gear adjustment controlling the speed of rotation of the sprinkler simplifies the "setting." Note the thumb-screw in the small illustration. By simply twisting this screw, the nozzle of the sprinkler is elevated, lowered, or turned as desired. Easy to operate. No tools needed.

Greenkeepers know and prefer the LARK sprinkler for its never-failing performance; its EVEN distribution; its far-throw; and the other advantages that have made it the leading golf sprinkler.

All parts of the LARK, except roller base and hose pipe, are long-lasting brass. If you want trouble-free sprinklers, buy LARKS.



**L.R. NELSON MFG. CO.**  
PEORIA, ILLINOIS

the figures are the most exact and comprehensive that can be obtained, is perfectly willing to admit that the survey reveals the need of further research and co-operation. This year's survey was assisted materially by the U. S. G. A., the P. G. A. and sectional greenkeepers' organizations.

### Two Million Active Golfers

Examining the membership and playing figures of private clubs and going over the pay-play course figures to determine how many players are represented in total rounds, it is revealed that in 1931 the country had 2,072,614 active golfers. The number of women included increased approximately 17½ per cent over the 1930 figure. Play at the larger clubs was off from the 1930 mark about 12 per cent on a national average but lagged only 4 per cent at the 9-hole clubs.

Other high spots in the 1931 season survey follow:

U. S. golf plant investment....\$830,041,298  
1930 pro sales..... 25,442,295

Pro sales were off from 1930 15 per cent at 18-or-more-hole clubs and 7.3 per cent at 9-hole clubs.

1931 maintenance cost (including course labor cost of \$33,-531,807) .....\$ 47,902,582

1931 caddie fees..... 35,000,000

Cost of clubhouses..... 161,411,130

1931 club income total..... 116,333,534

The complete survey is available from GOLFDOM at no cost. It presents figures of special interest and help for manufacturers and advertising agents.

### Wisconsin U. Greens Course, Feb. 8-12, Announced

**A**NUAL SHORT course in greenkeeping at the University of Wisconsin is to be held February 8 to 12, inclusive, at Madison. In general outline the course will be similar to that of 1931 with stronger emphasis put on diagnosis of turf troubles and correction of conditions responsible for the injuries. This detail of the work will be based on many of the instances with which greenkeepers had to contend during the 1931 season.

Expense of registration is \$10, payable when application is made. There are no other charges. Enrollment of greenkeepers, pros and green-chairmen is limited so application should be filed promptly with James G. Moore, Horticultural Building, University of Wisconsin, Madison.