

pros the even break they have been seeking. Now the matter of cashing in on this even break is strictly up to the professionals with energy and ability.

GOLFDOM ventures the opinion that much of the alarm expressed about adverse effect of a code on the golf business is unwarranted. In the first place, if the general idea of the National Recovery Administration gets across, people will have more time to play and more money to play with. Certainly that will help golf. Repeal of prohibition legislation will help the club-houses to compete with cafes and road-houses for restaurant business. Beer has done well, in this respect already.

On the courses from 60% to 75% of the expense is labor, and even if the labor wage is hiked and working hours reduced it may be a good thing in encouraging the replacement of slow and expensively-operated obsolete equipment with swift and thrifty equipment, enabling the present staff to do far more work in less time. Golf clubs have done their share in adding to the vicious cycle that has kept the depression from departing by adopting the popular policy of not buying anything other than the bare necessities.

Golf, if the general idea of the code works out, ought to be one of the favored beneficiaries.

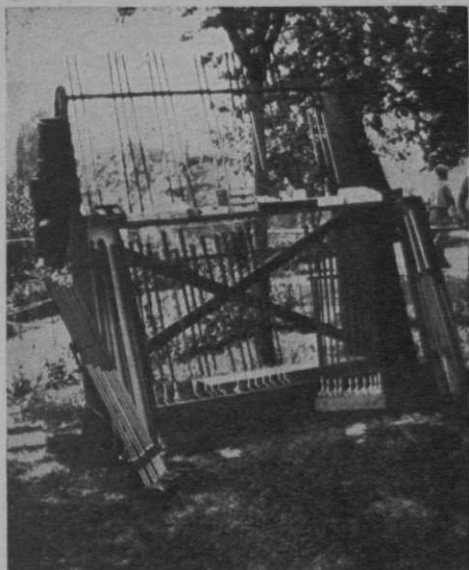
OUTDOOR DISPLAY

Clubs and Balls at First Tee Catch Business for Omaha Pro

STANLEY DAVIES, able pro at the Omaha (Neb.) Field club, had the outdoor display rack shown in the accompanying illustration, built for use at the first tee.

On Saturdays, Sundays, holidays, women's days and at tournaments, Davies has a display of new clubs and a good variety of balls on this rack, handy for the crowd that always is awaiting turn at the tee. He picks up many ball sales that he otherwise would not secure and by giving the prospective customers tempting opportunities to swing clubs and discuss them with other players, he gets an "in" on club sales that he ordinarily would miss.

Seldom does this first tee display idea fail to prove highly satisfactory as a serv-



ice to the members and a great sales help for the pro. The mystery is why more pros don't use it, especially in cases where the pro shop is poorly located. The first one we ever heard of was one put up many years ago by Willie Hoare, now with Wilson-Western. Willie then was at Tedesco. The first tee display rack worked there and has proved a sales tonic for every pro who has tried it since Willie gave it the initial try-out.

Webworms Continue to Damage Courses in Mid-West

ACCORDING to a warning by J. H. Bigger, assistant entomologist of the Illinois State Biological Survey, striped sod webworms, which caused so much damage during 1931 to lawns and golf courses, will be present in sufficient numbers to seriously affect turf areas this fall. He bases his warning on the fact that adults of the insect have been flying in large numbers recently and it will be the worms from the eggs laid by these adults that will do the damage.

The scientist recommends preventive measures be taken at once against this early invasion and suggests application of arsenate of lead, sprayed or dusted onto the turf. "Damage from the webworms is most likely to be severe," he says, "if hot, dry weather prevails to reduce the natural vitality of the grass."