

Golfdom

The Business Journal of Golf
REG. U. S. PATENT OFFICE

Vol. 8

MAY, 1934

No. 5

News Items Forecast Great Golf Year

By HERB GRAFFIS

THIS SHOULD be one of the greatest years golf has had.

The only doubt in my mind was removed when Emma Goldman, the veteran regent queen of the American Reds said the other day there wouldn't be a warlike revolution in the United States.

With Emma's statement assuring us we can spend our spare time this year knocking the ball around instead of each other's heads off, I settled down to reading the bushel of clippings dumped into the compost pile on my desk.

From a snappy survey of these clippings I'll try to give you the picture of things as they are in the golf business.

First of all, the volume of clippings is about three times that of any previous year. Vastly increased newspaper publicity given to golf is one of the surest signs of busy times.

Now for the news with some comment in italics:

Chicago, Ill.—Chicago Daily Fee pros have meetings to determine uniform policy of simplified and effective instruction for classes in Tribune-Daily Fee free golf school. *Last year the school attracted 17,000 pupils. This year more are expected. Standardized instruction of big groups will bring many more into golf.*

Ridgewood, N. J.—George Jacobus, PGA president, in Associated Press story advises pros to increase attention being given to youngsters' golf instruction. *GOLFDOM*

has repeatedly pointed out there are 6,500,000 kids between 16 and 21 going to school in urban districts and at no time have there been more than 3,000,000 golfers in the United States. Pro build-up of kid golfers means big boost to golf.

All Over, U. S.—Lot of changes in pro jobs. Clubs are beginning to pick qualified, active pros to develop members' interest. *Some signs of bettering pro earning power to keep solid, experienced men in the game and attract right type of future pro material.*

All Over, U. S.—Volume of golf news in March and early April indicates greater early season activity than for years previous.

Paris, Ky.—Reorganization meeting of Bourbon CC called at local bank building. Enthusiasts expect to sign up new members for re-establishment of club and to hire a pro.

Wabasha, Minn.—Women's Golf Ass'n elects officials. *In all sizes of communities women's golf interest continues to increase and be one of the liveliest spots of the game.*

Denville, N. J.—Rockaway River CC members plan building of new clubhouse designed by Clifford C. Wendehack, noted clubhouse architect. *There's far more new clubhouse building and rehabilitation than at any other time since 1928. Simple, sufficient clubhouses are being considered.*

Independence, Kan.—Edgewood fee course sold at mortgage sale. *Low rates,*

inadequate sales promotion, heavy fixed charges and tough times have given fee course owners a hell of a session. Putting some of the courses through the wringer will help only if the buyers at bankrupt prices don't continue to wreck the business by offering playing privileges deeply under cost of production for average of courses in the vicinity.

Marshall, Tex.—Marshall CC host to East Texas Golf Ass'n. *Tournament activities of sectional groups in smaller communities has proved pleasant, thoroughly successful way of increasing golf interest.*

Portland, Ore.—Mayor Carson makes official statement opening Oregon public links season. *Eleven pay-play courses have special events for opening. Public official interest in golf is helping to popularize the game.*

Tama, Ia.—New clubhouse planned by Tama-Toledo club and membership drive in surrounding towns benefits from prospect of new building. *Course and clubhouse building and remodeling in smaller towns is more extensive now, according to the clippings, than the writer has noticed at any other time during the last 8 years.*

Boston, Mass.—Herbert Jaques, pres. of USGA, and George Jacobus, PGA president, appear at Boston PGA meeting and discuss with pros plans for pro-official cooperation in increasing golf.

Danville, Va.—Petition signed by 460 favoring 9-hole munny course as PWA project is presented to city council.

Elmira, N. Y.—Extensive improvements made on Mark Twain public course by Bentley Post, American Legion, which has successfully operated course for last two years after city funds for recreation were inadequate.

St. Cloud, Minn.—Litchfield GC takes mail ballot on taking out club license for sale of beer. *Did you ever play at St. Cloud in the summer and try to cool off with that Minnesota corn?*

Crookston, Minn.—Petition of 140 for munny course has been presented to local park board. *Why hasn't the golf business some facilities for helping these petitioners get their course and begin its operation along right lines?*

Montevideo, Minn.—Municipality rental of private course bringing in playing fees sufficient to warrant plans for purchase of the course by the city.

Atwood, Kan.—Munny course to be built at Atwood Lake.

Northwood, Ia.—Reduction of individual

annual dues to \$5; member's wife, \$2.50 and member's minor child, \$2.50, brings big boost in Northwood CC membership, over 75 new members being quickly signed. *Is golf a rich man's game?*

Eldorado, Kan.—Many course and clubhouse improvements made by local CC. Social memberships authorized for \$10 a year without golf privileges. *The social membership deal is being adopted by many smaller community clubs in making the clubhouse center of community's social life.*

Iowa City, Ia.—University of Iowa's new course opens. Charles Kennett, pro, expects 2,000 different students and 250 faculty members will use course and clubhouse during the season. He will have 500 men and women physical education students in his golf instruction classes. *Here is golf promotion that is real promotion.*

Pueblo, Col.—Ed Orazem, sports editor of the *Chieftain*, writes. "Since the first of the year 20 new names have been added to the membership roster of the Country club. If the financial editor will pardon us, we'd like to come forth with the opinion this announcement can be interpreted as an indication of an improvement in business in Pueblo."

Spokane, Wash.—Indian Canyon munny golf course to be completed with proceeds from \$55,000 bond sale.

New York City—At least one of the three additional 18-hole courses at Bethpage (Long Island) state park will be completed this fall.

Monticello, Ia.—Don Young, Monticello CC pro, and club officials are near success in their drive for 150 members. Clubhouse remodeled and Young is supervising clubhouse service.

York, Pa.—Outdoor club builds new clubhouse to replace one destroyed by fire. Hires new pro. Expect club's liveliest season.

Enterprise, Ore.—Charles A. Bingaman builds new 9-hole course for Wallowa Lake guests.

Athens, Tenn.—Spring Brook course permits play from March 9 to April 2 free, to interest prospective members.

Decorah, Ia.—Forty local golfers band and buy a course.

Hamilton, Mont.—An 80-acre tract has been offered to Hamilton GC, rent free, for building an all-grass course.

Duluth, Minn.—Duluth Auto club plans to enlarge course to 18 holes.

Laredo, Tex.—Casa Blanca CC, \$65,000



One of the reasons why 1934 will bring those with "the new leisure" to golf courses; natural beauty at the Oak Hills daily fee course.

club in financial difficulties, taken over and operated by the city.

David City, Neb.—Remodeling golf course. City council backs enterprise as civic attraction.

San Benito, Tex.—New municipal course, seventh in lower Rio Grande valley, is opened.

Logan, O.—New 9-hole course to be opened July 4.

Red Lodge, Mont.—City has taken 10-year option on Red Lodge G & CC; will build clubhouse and operate entire plant as municipal attraction.

Chamberlain, S. D.—Theodore (Pete) Steen, local barber, has been awarded contract for course maintenance by local golf club.

West Point, Neb.—New course to be built. "Lease on the pasture where the course has been the last several years has expired."

Cortland, N. Y.—Cortland CC, hitherto strictly private, will accept public greens fee play.

North Baltimore, O.—Local golfers campaign for \$4,000 fund to build course.

Kimball, Neb.—Local golf club in excellent financial shape, arranges schedule of matches with neighboring clubs.

Cambridge, O.—Cambridge CC directors approved 18 applications for membership; largest number to come before board meeting since club was established.

Bennington, Vt.—Mount Anthony CC members busy with plans to make club community center for summer and winter sports.

Vancouver, Wash.—Clubhouse to be re-

built and fairway watering system installed by Evergreen GC.

Sioux City, Ia.—Extensive remodeling of Sioux City CC course has been completed.

Fayetteville, Tenn.—Organization of a Junior golf club among the sons and daughters of the Fayetteville GC members, youngsters to be officials of the new group, has been approved by the adult officers.

Dillon, Mont.—Members of the Dillon CC have started to do their own course improving.

Hamilton, O.—Potter Park muni course in best condition of its history, due to CWA work last fall and winter.

Topeka, Kan.—Topeka CC women set their biggest schedule; 37 events being slated from April 3 to Oct. 9.

Schlenburg, Tex.—Built new golf course to "bring new people into our town, to get us better acquainted and make new friends and boosters for us."

Austin, Minn.—Plan to build new muni course. Present course adjoins city disposal plant. Stink of garbage disposal together with that of players' games makes present course uninviting.

Antioch, Calif.—City officials plan to prevent overcrowding of muni course soon to be opened.

Eatonton, Ga.—H. H. Howard offers use of land for 9-hole course being planned by local golfers.

Emporia, Kan.—Fifty students at College of Emporia are building 9-hole course on campus.

Guthrie Center, Ia.—Local newspaper starts a golf column.

Loup City, Neb.—Loup City GC organized.

Deadwood, S. Dak.—Golf course being built at Sawyer park.

Falfurrias, Tex.—Falfurrias CC organized.

Worland, Wyo.—Building many 9-hole course.

Fargo, N. D.—Begin construction on Fargo CC new clubhouse.

All Over, U. S.—Usual number of clubhouse winter fires, giving insurance companies excuse to keep rate high on good risk clubhouses.

Wamego, Kan.—Wamego *Times* notes: "Bobby Jones didn't invite any of the local talent to his invitation tournament."

New York City—Robert S. Moses, Park Commissioner, writes of plans to add 5 golf courses in 4 boroughs of New York, exclusive of Manhattan.

Columbus, O.—York Temple CC begins construction of new clubhouse.

Binghamton, N. Y.—Nine-hole course and clubhouse being built by CCC labor at Chenango Valley State Park.

San Diego, Calif.—CWA labor builds new many golf clubhouse. Material cost, paid by city; \$20,000.

Flint, Mich.—Eighteen-hole many course construction approved for Kearsley Lake.

Fort Yates, N. D.—CWA workers building new course at cost of \$900.

Bellingham, Wash.—Orcas Island to have its first golf course; \$50,000 project.

Waterbury, Conn.—Government loan finances completion of many golf course second 9 holes.

Raymondsville, Tex.—Mowers and other equipment arrive for town's first golf course.

New Albany, Ind.—Petition bearing 225 names favoring municipal golf course presented to the City Board of Recreation.

Hay Springs, Neb.—Municipal golf course players warn, in local newspaper, against letting stock graze on the course. Cattle have damaged layout. Mowers and other equipment have been ordered. "*Git along little dogie, git along!*"

Steele, Mo.—Lifters' club sponsors a golf club here.

How's that picture of activity in the golf field look to you?

From where we sit the evidence indicates that the players themselves are raring to go and if the club officials, pros and manufacturers do smart jobs this year, 1934 will see the return of the prosperity of the good old days.

ACT IF YOU WANT TO SAVE MIDWEST GARDEN

Sectional association response has been slow to the appeal for funds to continue operation of the Midwest Turf Garden, main central states USGA Green Section station and source of many findings that have been of great value to greenkeeping in central states.

Chicago District Golf Association has authorized \$500; Illinois Professional G. A., \$500; Iowa Greenkeepers' Assn., \$25; Women's Western GA, \$10 and C. G. Yarn, sec. of the Iowa Greenkeepers' Assn. and owner of the Woodside fee course at Des Moines, \$10. Yarn, with his contribution, said: "I already have received 50 times the value of my check in information from the Green Sections Garden." A number of other associations, clubs and individuals have made promises but haven't followed through with the actual cash which must be had quickly for the station's continuance.

Action of the Iowa Greenkeepers' association in the matter is especially significant and exemplary. The greenkeepers' income in Iowa, as in other states, is so low that the fact these men have recognized the practical value of the Midwest Garden by kicking it out of their scanty, hard-earned funds, should stir other golf associations to immediate action.

There is no club in the Central States, it can be safely said, that doesn't benefit annually in actual cash saving, considerably more than \$25 a year from the Midwest garden's work under the active management of the USGA Green Section.

Clubs, whether daily fee or private, are implored to act immediately on the desperate need of the Midwest garden for operating funds.

Harry Radix, president of the Chicago District Golf Assn., 55 East Washington St., Chicago, has consented to act as treasurer of the fund and remittances should be sent to him without delay.