

IN THE ROUGH

with **HERB GRAFFIS**

Club and ball manufacturers associations have met and decided that the code in the golf business, although not enforceable by law since the Supreme court decision, will be continued as a trade agreement.

The code eliminated trade evils of long standing in the golf playing-equipment industry. It helped the manufacturers to get back on their feet after some years of severe loss.

Unless chislers break out of bounds and mess up things again, the sound principles of the code will continue to be maintained for good of the ultimate customers, the pros and the manufacturers.

IT IS to be hoped that the code's provisions will stick and that a pick-up in sales during the remainder of the season and a close watch over manufacturers' production schedules will not bring a year of misery in 1936.

Weather the earlier part of this season has been about the worst on record. Rain and cold by preventing play have cost manufacturers and pros millions.

So far as is known now, club and ball manufacturing schedules haven't run so far ahead of sales that the makers will have to sacrifice a lot of merchandise to stores for cash in financing 1936 operations. It took miserable years for the industry to recover from the last job of enforced dumping.

FORTUNATELY for the manufacturers, the pros are confident that their sales efforts through the remaining season will produce enough sales income to make the whole year fairly profitable.

The season in the central states which used to end on Labor Day now runs with brisk activity up until snow flies, mainly as the result of pros and the men and women in charge of the club tournament schedule arranging longer schedules of interesting competitive events. Something that smart pros have discovered and which still is to be realized by many other pros and many in the club manufacturing field, is that sets of clubs can be sold right through August. Some pros even do a lively club business in September and

October on close out sales and especially with the 100,000 or more who go to Florida or California for the winter.

When all of the manufacturers awoken to this pro demonstration that people will buy clubs after June and advertise to the playing public accordingly, you will see a substantial increase in club sales.

JULY 8 to 10, inclusive, at the Westmoreland CC (Chicago district) the Women's Western GA holds its annual junior championship. It is one of the most significant events of the year for most pros in the territory west of Pittsburgh.

It was in this championship that Virginia Van Wie got her first title of champion and it is in this event that the value of pro instruction gets its finest demonstration. Each midwestern pro who has a promising young lady player younger than 18 ought to talk to the parents of this lass about having her play in this tournament.

Mrs. H. D. Raymond of Evanston, Ill., president of the Women's Western and other officials of the organization and their friends take in the youngsters as house guests during the three days of the tournament. Everyone qualifies; there are flights that assure each youngster three days' play.

The technique, sportsmanship and general atmosphere of this tournament make it one of the greatest sports events of the year. Pros who have played in hundreds of tournaments and writers who have covered golf events for years are thrilled and delighted by the performances of the lasses. The WWGA Junior championship is one of the finest pro advertising exhibits of the year.

Any pro who can boost this event and doesn't, is missing a bet. Shirley Ann Johnson, the original of the Shirley Ann in the Harold Teen comic strip, is the present holder of the Icelly cup which is awarded to the junior winner.

CCHEERING reminder to some pros and managers that they will have to work to beat hell the rest of the year to bring their 1935 business up to expectations:

Official weather records in many cities showed May this year to be the coldest May in weather bureau history. This June,

up to the last week of the month, was reported in several cities as the wettest June on record.

WE ALWAYS try to duck used golf ball ads but once in a while we've taken copy from some pro friend who wants to get used balls.

A pro commented on a used ball ad we ran recently: "This is the reason why so many pro shops are broken into."

He's right. So under no circumstances will GOLFDOM accept in the future any "used balls wanted" ads.

The used ball business is legitimately and honestly conducted by the majority of the men in it. However, there are just enough buyers of used balls who ask no questions so that we want no hand in tempting kids to burglarize pro shops.

A WELL known pro said to GOLFDOM recently: "I hope Helen Hicks has done as well for herself as she has done for the pros in our district. She has made the women's club business.

"We were having a hell of a time trying to get women's sales up to where they should be and to get women discontented with playing their husbands' discarded clubs, which about half of them were doing. The Hicks publicity came along just at the right time. It got women so they weren't afraid to ask their husbands about the cost of new clubs. It made the men realize women had a right to new and properly fitted clubs.

"Didrikson turning pro also will give the women's club buying more steam. This all is good for the pros because the pros get a much higher percentage of women's business than the stores get. What I can't understand is why the Wethered tour isn't being used on a strong advertising campaign to sell women's clubs. I haven't talked with a pro yet who hasn't figured that if Joyce Wethered's tour were tied up with a club selling drive after women's business he would make some money out of it."

WETHERED has been playing magnificently and drawing record crowds. Although she is accustomed to match play, the desire at clubs where she plays is for a new women's record on the course and Joyce has accommodated the customers with sparkling medal rounds in which every putt has been holed.

She has some trouble getting the feel of American greens but she is holding her own with leading American male amateurs.

Joyce has drawn as many as 2,200 people in her exhibitions and generally goes over 1,000 even in the smaller localities like Winchester, Mass. In heavy rains at Worcester, Mass., and at Merion she drew galleries of more than 400.

At present her schedule calls for playing 35 exhibitions up to July 31. That means an exhibition on the average of every other day during her stay in the United States. She will go as far into the interior as St. Louis and Kansas City. She could have a much more extensive booking but she gives them all a great show every time she plays and there's no need of her killing herself with too heavy a schedule.

Alex Findlay of Wanamaker's, who is managing her tour, says she may come back this winter to play in Florida and California.

Alex brought over Harry Vardon in 1899 for a tour that made history and this Wethered tour may help to make some history in American women's golf. American galleries have been charmed by the Wethered personality. She's a fine, considerate, smiling young woman, and what a golfer!

HELEN WILCOX and Al Hammond, press agents for Three Feathers whiskey, clicked with the first Three Feathers \$1,000 golf tournament which was played at Engineers' club, Roslyn, L. I., June 18.

The event got good publicity and may be the first of a series of liquor tournaments that will bring the pros new prize money. Sarazen lead the field with 140 for \$300. Clarence Clark was second with 144. Vic Ghezzi, Walter Kozak and Jack Forrester tied for third money at 145.

Liquor people generally have been muffing their sales and advertising chances among golfers. Publicity success of the Three Feathers tournament, following the wide publicity given to the Hiram Walker awards for birdies in the 1934 Western Open, may awaken the distillers to the chances of doing themselves a lot of good by spreading some of their money around in the golf field.

PROS can credit Willie Hunter of California with originating the biggest tournament idea since the game has been played for money prizes. Willie has the Agua Caliente people interested in putting on a \$30,000 invitation tournament this winter.

As the idea stands now, the field will



Peter Hausen, veteran and expert manager of the Edgewater GC, was host to the Chicago District Club Managers at a buffet luncheon arranged by Pete in collaboration with Wilson & Co., packers.

Line-up of Wilson canned products for buffet luncheons included: hams, "heart-o-ham," whole and spiced pork ham, tongues of pork, ox and calf, brisket beef, fancy suize, whole and half chicken, chicken loaf, veal loaf, chili, jellied boneless pork hocks, boneless jellied pork feet, jellied pork tidbits, and sugar-cured spiced feet.

In appearance, selling attractiveness, and palate and belly delight the layout scored a new course record.

be limited to 30 players, to be chosen by a poll of sports writers throughout the country.

Possibly some of the newspapers will work out local contests in which their readers will vote on the 30 foremost pros. This angle has interesting possibilities with prizes of trips to the tournament, but the chances are that if it is used it will not be done as a result of solicitation by the Agua Caliente publicity department inasmuch as one paper using the reader vote idea in its community might kill advance publicity in that territory by other papers.

Whether the field will be restricted to American pros or whether foreign pros and native amateurs will be eligible are matters to be decided as the plans progress at Agua Caliente.

SAM PARKS' victory in the National Open has stirred up a lot of talk among pros. Now that the fellows have had a chance to think about the surprise triumph, they are admitting that Sam is a better golfer than they suspected. They agree that he should make a popular champion.

With Parks as National Open champion and Little as National Amateur titleholder, the country has two demonstrations of the value of pro golf lessons. Both boys are mainly pro-taught golfers.

Parks won't make a fortune out of his title but he will make considerably more than most of the youths who graduated in his class at Pitt. Maybe he is the pioneer of a majority of college lads to star in golf. There's plenty to think about in this aspect of the Parks triumph.

Parks took a post-graduate course in

golf's college, the winter tour. He is the first PGA tournament circuit product to graduate into a championship although he has been a pro only long enough to be eligible for PGA membership this year.

The more you think about the way this Parks boy has been trained, the less amazed you are with his victory at Oakmont. He was due to win something and at Oakmont his putter got hot at the right time.

FRANK BRADSBY, Hillerich & Bradsby executive, recently was made a chief of the Cayuga tribe. Stanley Held of the H&B organization also was elevated to chief rank. Frank is Chief White Tree and Stanley is Chief Clear Sky.

The Louisville palefaces partook of Cayuga native wine, a rhubarb beverage strong enough to knock your head-dress right through a wigwam, at the conclusion of the solemn ceremony.

Whilst convelescing from the rhubarb, Chief White Tree entertained the visiting Japanese golfers at a dinner at the Louisville CC, June 17.

JOHN QUAILL, greenkeeper at the Highland CC (Pittsburgh district), works on ground where the Quail family has been at home for five generations.

The site of Highland was given to John's great-great grandfather as a government grant in 1792 as a reward for his services in the Revolutionary war. That Quail is buried near the ninth tee at Highland. The club brought the property from the Quail family.

The club has two of its pros win the National Open championship—Sarazen and

Parks. Sam Parks, sr., has been green-chairman of Highland for eight years.

IT'S A hell of a job to have to try to please everyone. That is our job and here is one of the ways it works out so we lie awake nights wondering about things.

A pro came into the office looking for a tip on a job. He appeared to be a hustling, competent fellow and looked O.K. in every respect. He told a tale of being canned a couple of weeks ago, without any notice, after doing a good job at a club for four years. He had just received a letter from an owner of a summer resort club that we were passing around to fellows we thought we might be interested, so we told our visitor about this opening.

He is a hustler, all right. He rushed to the train to get an interview with the course-owner.

The owner put in a long distance call for our office.

"Say, you know our course is a couple of hundred miles away from my office. I can't get up there to look things over. I have to have a man who is wide-awake,

on the job and completely reliable. Does this guy fit?" That's what the owner said.

Our reply was, "So far as we know he's O.K."

Then the response: "I've got to know details. How's his credit stand with the manufacturers. Get the dope for me. You know if I hire this fellow and he's a bust, I'll hold it against you."

SO WE called up the spot where all the pro credit records of all manufacturers are kept, The Sporting Goods Clearing House. The dope was that the fellow owed money, but that wasn't what was held against him. Plenty of fellows who are good business men in various lines have gone into the red during the last few years. But he simply wouldn't answer collection letters or make any apparent effort to try to pay off. Therefore, before the fellow would be considered for a job that should have been in the bag for him, he had to make explanations and apologies and provide payment assurances to the representative of the companies to whom he owed dough. Only by heaven's grace did

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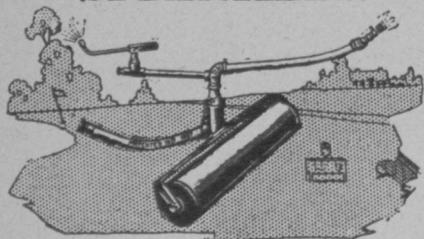
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this fellow land a job he desperately needed.

NOW, if a fellow owed you a thousand dollars and wouldn't send one answer a year to a dozen letters pleading for at least a little bit on account, how would you feel about it?

So we are laughing with tears in our eyes because the guy undoubtedly thinks we are dirty, lousy, no good, for getting sucked into an investigation of his record.

The moral of the tale is that if a pro would answer collection letters and get the manufacturer interested in helping him get off the cuff, instead of getting sore or scornful when the supplier asks for dough due him, pro business life would be happier.

A COPY of Harper's Official Golf Guide for 1901 recently was picked up by Jack Fulton, jr. of GOLFDOM at a second-hand book store. There's much interesting information in it.

No professionals are listed in the guide. The greenkeeper is the only department head mentioned but the jobs then were about all pro-greenkeeping jobs. Pro-greenkeeping obviously is no new development in American golf.

It's surprising how many women were club officials. Many of the secretary and treasurer positions were held by women. One club had a woman president, Mrs. S. S. Davis. This was the Kings' Daughters GC of Evanston, Ill., the first women's golf club in the U. S. of which we have been able to find a record. Family annual dues were \$25. The Kings' Daughters' 9-hole course was 2,785 yards long.

There was a 9-hole 2,050 yard course for St. Paul's School students at Garden City, L. I., N. Y. It had a membership of 25. Students older than 16 could play over the Garden City GC.

In those days clubs didn't think much of their pros or greenkeepers getting publicity. One club, the Hillside Tennis & GC of Plainfield, N. J., supplied the guide with the following information which was printed in quotes: Greenkeeper, described as being "a worthy Scotchman who need not be spoiled by being set on a pedestal".

IT BEGINS to look like the financing problems of the Green Section will ease up if action is taken on the new plan the Executive committee of the USGA approved at Oakmont.

Research is the basis of Green Section work and unless there is enough money to finance research work course maintenance will suffer. The average man hasn't any idea of how far-reaching this research work is. He gets a little sample of it when he realizes that the brown-patch research work of the Green Section led into snow-mold prevention.

A booklet recently sent out by the Dow Chemical people, whose lead arsenate is used on golf courses, shows how these research fellows spread out. Dow started by working on the brine pumped from wells near its present 250-acre plant in Michigan. From research connected with this brine the company's technologists developed 250 products and three huge factories.

More on Pros Versus Slow-Pay Members

WHEN D. H. Mudd in June *GOLFDOM* pointed out that part of the pro credit problem was his inability to collect from members, he exposed one of the ugliest sore spots in the golf business, according to comment of club officials and pros.

A prominent and successful eastern professional and a pro of like standing in the Midwest write to suggest it would be a good idea if the PGA requested club officials to make a periodic check-up of pro accounts receivable and payable, in cases where the club is not responsible for the pro collections.

Both these men pointed out that the pro who asks for fair play in having his club assist him in the collection of accounts due must give fair play and pay his bills instead of operating on manufacturers' money. Whether it is advisable to have the club officials check pro accounts payable, as these pros suggested, is debatable. Those who are in favor of this maintain that it will show the clubs that the pros' net income is so low that for good service and a due reward to an able man a salary should be paid in addition to shop, lesson and club-cleaning concessions. They hold to the idea that the pros pay their bills when the money is received from members.

Prefer Money to Punishment

The pro collection problem is not alone of misery of pros in the United States as the accompanying cartoon from the British PGA magazine indicates. The British idea of punishment to be visited on the member deadbeats seems to be fair enough as a last resort, but the victimized pros would

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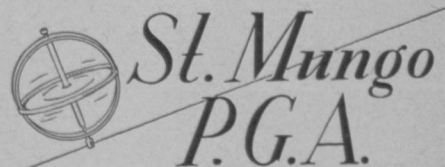
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