



PRELIMINARY figures on the 1933 census-of-manufacturers made by the US Department of Commerce, indicate that the pros' moans about drop in sales really should have been mild compared with the howls of agonies other sufferers in the sporting goods business were entitled to vent.

Value of manufacturers' sales in the 1931 census was given as \$49,257,447. In two years the census figures show the value slumped to \$25,267,000.

Value of golf goods in 1929 census was 36% of entire value of sporting goods (not including firearms or ammunition), and in 1931, 47%. No government figures are available on golf's percentage in the 1933 census, and there may never be, due to budget restrictions on this census. Our guess for golf is 40% of the 1933 total.

SPORTS' business is recovering nicely.

Excise tax returns based on factory sales indicate that sporting goods' business covering most of the sports' equipment except firearms and ammunition, was \$7,000,000 better in the 12 months ending June 1935 than in the previous 12 months and \$18,000,000 ahead of the 12 months ending June 1933.

The 10% tax collection for May 1935 was highest of any month during the three years for which tax records are available. It was \$558,109. June 1935 was second highest.

THEY decorated public buildings in Providence, R. I., August 11—or should have, on that historic day—because a son and heir was born then to the Woodworth Bradleys. Wood, sr., is the golf course supply man of fame, which now is wider since the arrival of the Bradley sporting edition.

ON eight holes on the Country Club of Peoria (Ill.) course during the Illinois PGA tournament Sept. 8 and 9, there are going to be prizes for birdies and eagles. Eagles on the tenth hole win suits of clothes. On the other holes the sharp-

shooters get whiskey and gin prizes. There also are cases of gin to be given for the most twos, the most threes and the most fours during the 72 holes of the tournament.

ROLAND MacKENZIE, pro at Congressional CC (Washington district), and his wife, are taking flying lessons. They made the winter tournament circuit last year in an automobile and trailer and figure that this year they can make the circuit by air at not much more expense.

Comfort and speed of air travel, Roland reasons, will ease the strain of competitive play.

MacKenzie who has been in the professional end of the game only three years, has installed a full time bookkeeper and auditor to handle his business. The young man is Lawton Hydrick, a graduate of a Washington business college.

While Roland is out on the golf course, playing or giving lessons, Hydrick carries on the business end of the golf shop. It works two ways, for the new plan gives MacKenzie more time to do his own promotional work, give lessons and keep up with his golf game, and it also enables him to keep abreast of his business affairs.

Congressional, where many of Washington's political figures play their golf, has a membership near a thousand and MacKenzie is a busy man. He figured out that by employing a man to handle all his shop business, he could have more time to devote to lessons and the thousand and one little jobs the pro is expected to do, and in addition, could keep his business affairs in proper shape without burning the midnight oil.

LEFTHANDED golfers of Missouri will hold their first state tournament at Norwood Hills CC, St. Louis, for five days starting Sept. 10.

Ben Richter, portsider pro at Triple A Club, St. Louis, sparkplug of the tournament, is making a strong bid for the high handicap southpaws to enter the tournament and promises them big value and a



Many a brassie shot away from this first tee at Highland CC, Indianapolis, Ind., is the orphan's home of the Veterans of Foreign Wars which will be beneficiary of the \$5,000 "Parade of World's Champion's" tourney here Oct. 4 to 6. American and British Ryder cup teams will be among the great field. Jack Pettit, Indianapolis, is the VFW tournament manager.

wide distribution of prizes. C. T. Sullivan, 145 N. Clay ave., Ferguson, Mo. is the fellow to write to for further details of the tournament which Missouri pros ought to encourage as a feature for their forgotten southpaw members.

JOHN O'DONNELL, Davenport (Ia.) sports writer batted out one of the best golf pieces we've read recently in telling of a Sarazen-Didrikson exhibition with the 14-year-old star Edith Estabrooks and Dr. P. Barton at the local Country club. Gene got 64, seven under par. Babe got 80—women's par. They drew \$225.

O'Donnell calls Babe "The Dizzy Dean of golf," which he means as a compliment. He comments: "She has a fine time pleasing the customers."

He notes that Sarazen calls the Babe "Ella." Babe calls Gene, almost invariably, Sarazen. O'Donnell quotes Sarazen: "Do you know what the Babe did when we had a day off the other day? She played 36 holes of golf! She wanted to correct a fault."

ENROUTE to the PGA championship Oct. 17 at Oklahoma City, a great field of pros are expected to stop at Audubon CC, Louisville, to take a crack at the \$5,000 purse offered Oct. 11-13 by Hillerich & Bradsby Co. for the second annual Louisville Open.

HISTORY-MAKING at the True Temper Open in Cleveland during August, as noted by Bob Harlow:

"When Babe Ruth topped his tee shot at the fifteenth and the ball ran about fifty

yards into the long grass, he exclaimed, 'My Goodness!'"

NEWSPAPER stories on construction of public course at Kingtree, S.C., a community of about 1,500 whites, by 200 or more FERA workers, have been widely printed. Cost of the work is set at \$6,700 a month. Criticism of the operation is on two counts: the unruly conduct of the workers and doubtful need of the course.

In the meanwhile many owners of established daily-fee courses are anxious to get work financed and done, so they will be able to supply the community with a more attractive recreation facility.

Many factors must be considered in the allotment of FERA projects, but it does seem that the fee courses are getting a bad deal out of employment of public funds intended to promote recovery.

ANOTHER London bookie has run out, leaving no trace of his whereabouts. He left behind him another reminder that Yanks are soft picking for phoney British bookies who circularize American sportsmen with solicitations of bets.

This time the vanished bookie is Mr. John Bradbury, of Broad street Buildings, Liverpool st., London. John, in giving the suckers the come-on, advised: "Personal cheques can not be accepted as they caused too much delay and confusion." Spelling checks with that "que" business was the deft touch that trimmed 'em pretty. And don't laff, because the boys are just recovering from damn near dying, but the members of the New York Stock exchange were the ones who got their

personal cheques changed into pounds to make the shearing easier for Johnnie to go bye-bye.

Bradbury gave the suckers lovely dreams for their dough until they woke up and their dream man had scrambled. He quoted Alf Perry, British Open champion, at 500 to 1, and in tennis Helen Wills Moody at 20 to 1 and Fred Perry at 5 to 1.

Last time the British hit-and-run bookies had our native innocents crowding around mailboxes to give up was when Bob Jones won the British events of his grand slam. An estimated \$250,000 went on Jones at from 10 to 1 to 20 to 1 by mail to British bookies who went toddleoo, old topper, and have jolly well kept out of the bobbies' 'ands ever since.

A SHORT piece in August GOLFDOM, titled "Can You Reorganize?" brought letters from almost 30 pros and managers who set forth their qualifications for the job of rebuilding clubs that have drooped since the depression made it necessary for elected officials to pay attention to private business interests instead of sacrificing costly time to club affairs.

When it becomes known that qualified men are available and there are demonstrations of such men's ability, you are going to see a widespread revision of the present customary operating setup. on many notable courses.

PLANS of many pros call for travel to the PGA tournament at Oklahoma City by plane. The air expense is about 50-50 that of train for most of the boys. Dick Smith, press agent for the American Airlines who is a former golf writer, is doing his stuff to make the PGA tournament the cause of the greatest Cloud Caravan in sports' history.

THERE will be 121 playing at the PGA championship this autumn, if all the boys entitled to compete show up. It's by far the largest field the PGA event ever had.

Of this field 105 will qualify sectionally and 16 will be exempt from qualifying. In the latter class come holders of championships and Ryder Cup team members.

For the first time the Illinois district has the largest number of places; 8 to be won by qualifying and 4 by exemptions. The New York metropolitan district has 9 places to be won by qualifying and 2 by

exemption. Philadelphia is third with 8 qualifiers and 2 exempt. New Jersey has 7 qualifiers and 1 exempt. Michigan and Ohio tie with 7 places.

ON THE qualifying allotment you can figure the geographical distribution of PGA membership.

The dope shows 49½% of the membership in territory east of Pittsburgh, a little more than 40% between Pittsburgh and the Rockies and the remainder of almost 10% on the Pacific coast.

MONDAYS and Fridays are bargain days at Indianapolis (Ind.) many courses for the second year. Cut rates on these days have evened play through the week. Indianapolis many course caddies wear uniform shirts and caps on which the caddies' numbers are printed.

IT'S a boy at the Philip Herbert Kylanders. Peter is assistant mgr. of the New England Toro Co. The kid might as well gum his rattle leisurely now. When he gets big enough to toddle, Papa plans to have him push a new Toro green mower around just to show how easy the thing runs.

MAYBE, after a while, pros will get over the inferiority complex some of them have as business men. A few treatments like the Bell Telephone system is administering will help the cure.

The Bell system is spending a lot of money running a magazine advertisement on a telephone conversation between Tokio, Japan, and Sarasota, Fla., by means of which Jacobus and Harlow completed arrangements with Japan Golf Assn. officials for the tour of the Jap golf team.

The case was cited by the Bell system as an example for business men who are anxious to get business started.

GEORGE VITENSE, pro at Butte Mortes GC, Appleton, Wis., who worked on his game along the winter circuit last year, got a 64 out of his system on his home club par-72 course recently, being 4 under on both sides. Dave Tosh, Sunset Ridge (Chicago district) pro, who also made some of the eastern winter tournaments, went out in 30 in setting a new course record at his club.

No getting away from it; that winter circuit is developing some great golf.