

# Golfdom

The Business Journal of Golf

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## 1940 Facts In Review

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No startling major developments  
but many minor trends mark  
golf's calm but steady growth

**B**AD weather, except in most of Kansas and California (adv), retarded playing equipment sales and put a premium on pro merchandising effort and ingenuity. Golf club sales were at the rate of about 4 clubs to every 5 players.

Ball life continues to get longer, especially in the top grades. However, pros haven't yet been able to get across to the general golfing public that a good ball is a better bargain in lively, true performance, than a cheap ball.

Initial price continues as the dominating factor with most golfers. It suggests to many pros careful study of broader price range in their shop stocks.

Play at play-as-you-play courses again was in excess of the number of rounds played at private courses, although there are only 1,898 municipal and daily-fee courses as against 3,045 private.

Obviously golf is broadening its market. Pros' work in extending golf instruction in high schools and colleges and the National Golf Foundation promotion in this field have made a base for vast expansion of the game.

PGA's most effective publicity and service idea of the year was the PGA caddie training charts, favorably publicized in hundreds of newspapers and magazines.

Disqualification of several players in the National Open again emphasized importance of pros being letter perfect in the Rules of Golf.

Women's golf registered continued growth. Organization of Women's Inter-collegiate Golf association with annual national championship appears to be imminent. Rumors persist that several prominent girl amateurs would like to turn pro if they could get jobs, and a women's open tournament circuit organized.

Very little conflict between pros and manufacturers concerning themselves with the other guy's business. Both apparently realize the public, which is boss of both,

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National Fire Prevention Week, October 6-12, was held before October GOLFDOM came from the presses, but while the subject of fire prevention is fresh in our minds, we want to remind that plans to provide adequate protection against fire around a golf club should be an important item in planning sessions this coming winter. A good idea would be to hunt up your June 1940 issue of GOLFDOM and read what Bethune Jones has to say on this subject.

cares about itself and not about manufacturer-pro mutual troubles.

PGA political wrangles seemingly few, minor, and far between, with the organization devoting itself to increasing pro income possibilities, jobs, and job security.

USGA beginning a membership selling campaign and telling its sales story. The USGA working on ball distance control problems at Armour Institute, Chicago. The problem's a delicate and dangerous one. Last time the USGA legislated on the ball and brought in the balloon ball, public protest and disregard weakened USGA status as golf's governing body.

National Amateur championship picking up slightly in public interest. National Intercollegiate golf championship at Ekwanok gave signs that the event is growing swiftly as one of the year's major competitions.

### Section Goes Afield

Green Section's work with green grasses and chemical weed control expands through field jobs. Weed control begins to find the answers with more uniformity. Temperature appears to be highly important as a factor determining effectiveness of chemical weed control without killing the grass.

Mechanization of course maintenance increases, with much of the last 12 months' remodeling work being done to facilitate mechanical maintenance.

Greenkeeping short courses, and national and regional meetings of greenkeepers have probably highest total attendance in history. Tremendous effect of these educational enterprises in improving course condition in many instances at decided reductions in budgets, finally begins to register with club officials.

Pennsylvania State College extension work on course problems, in association with greenkeeper organizations, again is one of the year's standout regional jobs.

Pros and universities pick up the short course idea from greenkeepers and conduct several interesting business clinics that were reflected brightly, and to benefit of clubs as well as of pros, in pro department operations for the season.

Managers expanded clubhouse entertainment programs, in many instances offsetting bad weather's effect on house revenue.

Liquor volume increased. Numerous managers hiked volume and profits by sale in case lots to members at attractive prices. Rum drinks in big gain. Managers continued effort to establish favor for

choice American wines, but found the going tough. They got practically no co-operation or recognition from American wine growers despite the fact that club managers are prime educators in eating and drinking tastes of almost every community's leaders in good living and hospitality.

Golf having put Scotch liquor in high favor in America, managers now are beginning to worry about supply of first class Scotch at reasonable prices.

Increased food prices gave managers a headache, especially since they have had decided success during past three years in reestablishing the better golf clubs as their communities' best eating places.

Swimming pool operating, service and maintenance problems grew into major dimensions as another worry for the managers.

Kid patronage at the clubhouse had a spurt. Many managers made special provisions and bids for it.

Club officials generally awakened to learn it's now too late to do much about tax problems. The problems mostly are those to be handled by collective effort, but most clubs preferred to tackle tax matters individually, hence made no special showing of strength before taxing bodies.

### GSA's 1940 Tourney and Demonstration at Speedway

**T**HIRD annual GSA tournament will be held October 27 at the Speedway GC, Indianapolis, Ind. Tournament will be 36-holes of medal play; defending champion is Don Boyd, Portage CC, Akron, Ohio. Competition this year is expected to be more keen because many more district associations are planning on being represented at the Speedway event.

In conjunction with the annual tournament, GSA officials are conducting an educational-demonstrational meeting October 28-29, also to be held on the Speedway course. A large section of the grounds of Indianapolis' famous speedway has been set aside for the demonstration.

The fall GSA executive committee meeting will be held Sunday evening at the Claypool hotel, meeting headquarters, and a banquet is scheduled the evening of the 28th. General chairman of the event is Carl A. Bretzlaff, Meridian Hills CC (Indianapolis) superintendent.