

Greens Boss "Tells All"

Protects Course's Future

MEMBERS of the Board who do not use the course a great deal, and who are responsible for the financial condition of the club have (in a joking way) over a period of years, talked about the greens expenditure, and when any curtailment is to be made, apparently look at the expenditure of \$11,000 as the big item that could and should be cut. Each year when our budget has been made at the beginning of the year, I have made quite an extensive explanation in writing of the reason for the expenditures. The explanation has not been questioned, but the Board, in a very complimentary and liberal way, has left the matter to me, and followed my judgment. Under present conditions, I believe this write-up should be carefully studied by the Board, as I feel that once and for all time we must reconcile our minds to the fact that the present minimum budget cannot be substantially pared this year, or any other year, without seriously affecting the members of the club.

First must be considered the policy that is to be followed in the next few years. My personal feeling is that the object of the club, stated in the By-Laws, viz—to maintain suitable grounds and buildings for the playing of golf and other games—is important to remember; also that the maintenance of the golf course at a high standard serves as the best binder of social interests of the club. I believe it advisable to maintain the course in as near 100 per cent condition as possible. We want our

THERE are many green-chairmen who are afraid that the axe is being wielded too brutally on budgets. They have learned enough about course maintenance to know that a slash in maintenance expense, resulting in lowered standard of the course and consequent loss of members this year or in the future, is not helping things at the club.

These men battle in board meetings, but often to no avail because the whole picture of turf maintenance is a mystery to their associates.

At one of the lively New England clubs the threat of a too rigorous cut was imminent. To fully acquaint his fellow club members and officials with the whole meaning of the proposed step, the green-chairman marshalled the facts in a way that will make interesting reading for other chairmen and for greenkeepers. The case presented prevented a maintenance reduction that threatened a sad harvest.

Here, somewhat condensed, is the chairman's report.

members to derive the satisfaction and the feeling of pride of having the word go out that our's is a splendid course, far better than the average. Compare this with other courses, where the members are constantly complaining about, and apologizing for the condition of the course.

Course Is Club's Life Blood

I think you should also realize that the golf course alone attracts new members. You might get new members with a fine course and a poor clubhouse, but you will never do so with a poor course, regardless of the perfection of the clubhouse. If you analyze the present membership you will find that the golfers are far in the majority, and that every new application comes primarily from a desire to play golf. In saying this, I do not intend to minimize the desirability of promoting the social side or the appeal which our wonderful social spirit has, but in last analysis, if you took away the golf course, the club as a social organization, would soon disintegrate.

By our expenditures on course maintenance we have been increasing our green-



the Greens Committee Ponders

New

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Ends Golf Course Dilemma



THE SEWERAGE COMMISSION, Milwaukee, Wisconsin

Dept. G

Gentlemen—Please send full details of your Big, Economy Offer. Also your free booklet, “Better Turf.”

Name of Club _____

Address _____

By _____ Position _____

OUTSELLS ALL OTHER GOLF FERTILIZERS

fee revenue, which really should be credited to the green-committee expenditures. (*Green-fee figures for 6 years followed.*)

We have about reached the peak. I doubt if more than 31,000 people can play golf on a 9-hole course in a season and keep the golfers satisfied. By having a perfect 9-hole course, you also stave off the calls for an 18-hole course, which you do not want.

You should also compare greens committee expense with total expenses—(*Greens and other dept. expenses followed.*)

Since the course is by far the major source of enjoyment and attraction to the club members, is it fair to say that \$10.00 out of every \$28.00 expense is too great a proportion to pay for maintaining it? (*Then follows an explanation of new construction work of previous years.*)

While the new construction was no mean accomplishment, it will be seen that it took us two years to accomplish construction or reconstruction jobs that should have been done in a short period, and it should be borne in mind that as we were playing these holes during the entire period, much of the construction work was really maintenance, which would have been necessary had no changes been made.

It should be understood that while these were real accomplishments, they were only incidental to the regular work of maintenance. Much of the work was done in the off season, and it was all spread over so long a period that it had little effect on expenses. However, there is no doubt that at times the maintenance suffered because at times construction was at a stage where it could not be dropped to perform necessary maintenance.

(*The chairman next went into considerable detail to point out that much of this new construction was modernizing and enlarging work that had unavoidably hiked maintenance costs; bigger tees to mow, more grass to cut, more sand for traps, etc. He followed this with a detailed tabulation of the various items which made up the greens expenses for the previous five years, in parallel columns for ready comparison.*)

Lauds Greenkeeper

To analyze separate items in budget this year and for the future, first consider "Greenkeeper's Salary," our largest expense. The present salary was established by the Board of Governors because it was definitely known that he had an offer from another club, which he could not afford to refuse unless we could make it worth his

while to stay. It was also in recognition of the fact that he is unusually capable. He not only performs in a supervisory capacity, but actually does a man's physical work besides. He is a graduate of an agricultural college, and has knowledge of the theory as well as the practice of his job. The fact that he is on the Board of Governors of the N. E. Greenkeepers Association, and is frequently consulted by other greenkeepers testifies to his standing among his associates. He is an expert automobile mechanic as well as a general mechanic and carpenter. Without him our bill for automotive repairs, and repairs on mechanical equipment, sharpening mowers, etc., would be high. He is willing, and well liked by his men and by the members.

It is obvious that regardless of the amount of time that a green-committee gives to its job, the success or failure of the work depends on the intelligence with which its ideas are carried out, and on a supervision which uses the men, money and materials to the best possible advantage. He is on the job and working 52 weeks of every year. This is a job which will not run itself, and I believe that in him we have a man that it would be difficult to replace at any price.

"Pro. and Assistants"—The salary is set by the Board of Governors. The pay seems no more than adequate, considering the work. This should in no sense be considered a greens expense, and is left in only to facilitate comparing the budget with former years.

"Labor"—consists of items of maintenance and construction as follows:

Greens—Cut and pole, cut banks and approaches, water, fertilizing, top-dressing, spraying brown patch, weeding, changing cups.

Tees—Cut, water, sand, towels and markers, renovation.

Fairways—Cut fairways, cut rough, water, fertilizing, renovation, cleaning brooks, drainage.

Bunkers—Cut, rake, renovation.

Compost—No. 1, No. 2.

Repairs—Tractors, water system, equipment, paint.

Construction—(Rebuild, replace) tees, fairways, bunkers, greens.

Miscellaneous Course—Nursery (tree), nursery (greens).

Landscape—Mowing, trimming, roads, paths, trees and shrubs.

Tennis—Applying and maintaining tapes, watering, rolling courts, applying top sur-

face material, applying chemicals to surface, repairs to nets, repairs to settees.

Miscellaneous (Other than golf course)

—House repairs.

Much of this work is not actually greens expense, such as snow slide, winter pond maintenance, club repairs, winter driveway maintenance, etc.

(Each expense item in the budget then was explained and detailed plans for 1932 work were set forth. The report concluded:)

To get back to the original question; can savings be made from present budget of \$11,000.00 in future 4 years, for help toward payment on enlargement to clubhouse? My analysis of the figures would be "no," even with the strictest economy now practiced, and give a course in the condition that the Board and members want. If any definite helpful suggestions can be made I would like them. If you feel dissatisfied with this report, I would like to make the suggestion that you allow me to get Prof. Dickinson, of Amherst, the authority on golf course maintenance in this part of the country, to come here, examine our course, judge in comparison with the above figures what our maintenance should be, and make a report.

"You would then probably feel better satisfied with the conclusion reached by the greenkeeper and the green-committee, which is that in consideration of expenses to carry addition to clubhouse, no moneys can be derived in the future from the green-committee budget which is now as low as possible, giving consideration to the possibility of machinery purchases at no distant date."

Dickinson Advises

(Prof. Dickinson was called in to make an inspection and submit a report. It contained several points of general and timely importance, and is printed, in part, below.)

"The course is well groomed. This condition is undoubtedly due to splendid executive foresight, and the greenkeeper's untiring efforts. However, had you not told me that time and energy had been placed on alterations and in beautifying the course, the condition of the course would have caused me to inquire what the distracting influence was.

"When alteration or reconstruction is carried on by the maintenance crew, even without special funds for such purposes, it inevitably means a lowering of the standard of maintenance because of the use of

funds for such purposes. Superficially your standard of maintenance has remained high throughout your alterations and construction. Frankly, there is much evidence that the basic structure is weakening and that much attention must be given to strictly maintenance, to prevent a serious breaking down of the club's greatest asset, their golf factory.

"Usually construction and alterations leave the club with an added maintenance liability. Your club is no exception to this condition; furthermore, I note from your budget for 1931 that you intend to carry the added burdens with a decreased budget. You and the greenkeeper must make up the very obvious deficit by still more efficient management, otherwise the standard will remain the same or decrease. Can you improve on your already very efficient management enough to meet the deficit?"

Cost Per Round

An analysis of your 1930 expenditures reveals the fact that with 31,000 persons playing your course, the players were obtaining golf at a cost to the club of 33.94c per person per day. If each person averaged 2 rounds (18 holes) each day, the cost or *maintenance allowance* per 9 holes was 16.97c. The Board of Governors should realize that this maintenance allowance is a minimum allowance, in fact it is dangerously low. In 1931 the budget permits a maintenance allowance of only 15.76c per 9 holes of golf, if 31,000 persons again play the course.

"In my opinion your maintenance budget for 1931 is the absolute minimum budget advisable for the next three years, if play is over 70 per cent of the 1930 play. It should be understood that the budget is for maintenance only; if a part is used for alterations, the standard of maintenance must necessarily be lowered. Under your traffic conditions I believe a maintenance allowance of 20c per person per 9 holes to be a just budget. Such an allowance to be for a 3 year period and any balance occurring to be carried over to the following year's budget. Whatever the budget amount is, if it can be guaranteed for 3 successive years with the balances available at any time, greater greenkeeping efficiency will result."

IN YOUR membership campaigns don't forget to enlist services of wives of present members. Women's growing interest in golf is a big factor in getting new names on club roster.



Psst!..

PICK up almost any newspaper and you see glaring advertisements offering 75c golf balls for 50c or some other cut rate price, and lower priced balls down to 20c each and \$2.00 a dozen. The newspaper advertisements shout these messages to your customers. Men peddle golf balls from office to office—from shop to shop—selling them always at bargain prices.

SELL FOR PROFIT SELL
 SELL QUALITY

..... you want a bargain in golf balls?

Against this kind of competition, how are you selling golf balls at standard prices—at full profit? Here's one good remedy—a suggestion worth following. Put your selling effort behind the Hagen ball. The price of the Hagen is uniform—from coast to coast. The superior quality of the Hagen ball is just as uniform. The satisfaction of your customers is assured. Profitable sales are likewise assured because we have done everything in our power to eliminate any possibility of cut price competition.

The same condition is true about the sale of clubs. Your customers are offered exceptional bargains in sets or individual clubs. So in the face of cut price competition on clubs, we offer the same sound advice. Concentrate your selling on standard priced merchandise. Sell Hagen matched clubs and the long distance, long lasting Hagen ball. And remember there is no 10% tax on your Hagen prices. You can still sell Hagen Products at the same prices—just as if there were no tax at all. THE L. A. YOUNG GOLF CO., DETROIT. *Hagen Products.*

AT STANDARD PRICES
. SELL SATISFACTION

SELL THE HAGEN BALL

PGA Membership at New High Makes Tournament Plans

By HERB GRAFFIS

PGA MEMBERSHIP now is at the highest figure in the history of the organization, judging from the allotment of places for the pro championship which will be played at the Keller course, St. Paul, starting August 30. There are 104 places plus the champion, Tom Creavy, scheduled for the opening round when the boys will battle for the medalist distinction which carries with it the Alex Smith memorial medal, won last year by Gene Sarazen. The allotment was made on the basis of one championship player for each 10 members of a section. By sections the allotment of places:

| | |
|----------------------|----------------------|
| Central N. Y. 3 | New Jersey 5 |
| Eastern Mo. 1 | No'eastern N. Y. 4 |
| Illinois 8 | No. California .. 2 |
| Indiana 3 | Ohio 6 |
| Kentucky..... 1 | Oklahoma 2 |
| Metropolitan ...14 | Pacific N. W.... 2 |
| Michigan 6 | Philadelphia 7 |
| Mid Atlantic ... 4 | Southeastern ... 4 |
| Midwest 3 | So. California ... 3 |
| Minnesota 3 | Texas 3 |
| Nebraska 1 | Tri-State 3 |
| New England ...12 | Western N. Y. ... 2 |
| Wisconsin..... 2 | |

Places were awarded on the basis of paid-up dues as of July 15. All of the boys who qualify for the championship get mileage money. In addition, those who make the first round get \$150 each; second, \$200; third, \$250; semi-final \$300. To the winner goes \$1,000 and a gold medal. The runner-up gets \$600 and a silver medal. All semi-finalists get bronze medals.

Albert R. Gates, Business Administrator of the PGA, recently winged a journey to St. Paul to see that the \$10,000 St. Paul put up for the tournament was snugly stowed in a bank and to look over the bank. Finding the dough ready for the boys Gates spent the rest of the visit in session with local tournament officials and newspaper men. St. Paul is confident of beating the attendance figure set at Providence last year. If it does — and Gates says the St. Paul people have well laid plans to this end—the PGA event will have

a depression-period gate record that will hike the ante on future bids for the tournament.

Francis Powers, manager of the tournament bureau of the PGA, paused on his way to cover the Olympic games long enough to iron out the conflict in dates between the San Francisco and Pasadena opens. The laddies will play at Lakeside for the S. F. \$7,500 December 7-12, and at Pasadena for the 4 grand December 16-17-18.

Homebred-Foreign Matches Stymied.

Up to this date nothing definite has been decided about the long-awaited homebred-foreign born PGA team match, tentatively slated for the Oak Park C. C. (Chicago district) Thursday and Friday prior to the PGA championship at St. Paul. The original idea was to stage this debate for 100 per cent benefit of the Ryder Cup fund for the 1933 matches in England. Willie Macfarlane was unable to accept the captaincy of the adopted sons so Tom Armour was drafted. Sarazen has playing engagements for the dates tentatively selected and the adopted sons are showing no vast enthusiasm for volunteering their free services and expenses to send the home-breds across to see the home folks of the laddies who are ruled out of U. S. Ryder Cup representation because of regulations calling for 100 per cent native teams. Which, after all, is simply human nature and can not be altered by sermons on what the gentlemen owe the holy cause of pro golf in this fair land. If the matches go on, it probably will be with some split for the immigrated talent sufficient to at least cover their expenses.

Three, and maybe four, of the adopted son team rate as gallery magnets and the rest of the team, while stellar golfing talent and liable to give the Yank opposition a bitter battle, could only do a bit better than draw their own breath through the turnstile. Nice boys, good golfers, and all that, but they haven't had the publicity build-up. However, you never can tell

about the boys and just when this civil warfare looks like it's cancelled, the hold-outs on both sides are liable to say; "Aw to hell with this rag-chewing. Certainly I'll play and give those fellows a sweet and masterly beating free and for nothing just to put an end to the chatter."

Horton Smith has the job of getting the home guard lined up for the affair.

In the meanwhile Papa Gates snags for the talent a \$2,500 Open which will be played at Meadow Brook C. C., St. Louis, Mo., September 24 and 25. On Saturday the boys will play 18 holes and on Sunday 36, according to present plans. One interesting detail of the event is a \$1.50 per day rate at one of St. Louis' best hotels for the tournament entrants. St. Louis people hope to usher a bigger money tournament back into the calendar with this \$2,500 Meadow Brook affair. If it goes over St. Louis will sweeten the purse for 1933. The last open tournament at St. Louis, in which local pros took an active promoting and financing part, was an artistic success. The only reason it didn't run into black figures was an excess of costly hospitality. Only a couple of the habitual and pitiful weak-wits among the performers did their customary conspicuous jobs of drinking up the hospitality and making nuisances of themselves. The pros who really put on the show were content to pass up the beverage in hope of scoring well enough to collect in cash. Which is invariably the case. If a good substantial business man gets in a locker-room during a tournament and acquires one of those loud and frolicsome moods like good substantial business men get ordinarily at their trade conventions, folks are bound to blame the pros unjustly for the offense, if they don't know the offender.

The pros, whose tournament income depends on being temperate, accept this situation philosophically. They were cheered recently by the complimentary words of John Foley, president of the Ottawa Hunt and Golf club, at the Canadian Open. The veteran Canadian paid high tribute to the conduct and consideration of the representative pros. Having due regard for what the public desires of them and to what the public is entitled as the factor making championships commercial enterprises, is a heavy responsibility of all the tournament players. Sometimes, of course, this regard of the public calls for personal sacrifices on the part of the pro stars, but it's a penalty of fame and fortune that every public figure has to pay.

An attitude of all the pros that encourages attendance at the tournaments and exhibitions and leaves the sponsoring club officials feeling kindly toward the pros will weigh heavily in determining the success or failure of next winter's playing schedule.

KIDS IN TOURNEY

Fogertey, Osage Pro, Has Proteges in Championship Event

JIMMY FOGERTEY, pro at Osage C. C. (St. Louis distr.), spends a lot of time developing the games of members' children and although Jim gets no direct return for this time he figures that the indirect return represented in steady business from the children's parents and increased club interest, makes the stunt a profitable one for him and his employers.

This year Jim started his second annual children's tournament on July 19. Youngsters under 16 whose parents belong to the club were eligible. Local newspapers gave the tournament good picture and news coverage.

Kids are members of the class Fogertey teaches free each Saturday morning. Several of the youngsters Jim is tagging for bright spots as amateur performers. He had 19 entrants varying in age from 7 to 15 years old. Classes were divided according to age. The first class, 8-10 years had six entrants playing a 9-hole event at match play. The second class, 11-13 years inclusive also had 6 players in match play for 9 holes. The third class, 14-15 year old youngsters played 54 holes at medal play. The 7 competitors played 18 holes each on 3 consecutive days. There were 3 girls among the 19 entrants—one in each class. Not having enough to make up a separate event, Jimmy had the young ladies play right along with the boys. The little girls were outclassed but stuck right to it bravely. Now Jim has 12 maidens who want to have him run a tournament all of their own.

In addition to the newspaper publicity the tournament brought the Osage club, Jim benefited from strong plugs by two of the St. Louis broadcasting stations.

Fogertey says that any of the fellows who are not giving a lot of attention to this kid play are overlooking the best bet on the pro horizon right now. Some of the kids probably would wear out the patience

of saints but that's part of being a kid, Jim points out. And there are plenty of compensations. Fogertey mentions coming out to the club at 5:45 one morning to get some work done before start of the day's instruction and play. He found Charles (age 10) and Jimmy (age 8) practicing shots to the 10th green. On the 18th green Paul (age 10) was practicing putting. Kids are careful of the course, Fogertey observes. An eight year old boy under the heat of competition which is plenty fierce among these boys, played his 9-hole rounds in 47-51-54; par for Osage is 71.

Pro Ad Erases Cut-Price Store Competition

AT AN advertising cost of \$16 apiece, Elmer Biggs, Lou Miller, Kenneth McCracken and Bob Ridley, pros in Peoria, Ill., brought golf ball business back into the fold sufficiently to end their worries about cut-price ball competition from downtown stores.

With the balls as leaders, the boys found they had plenty of opportunity to sell other merchandise to the people attracted back to their shops. The advertising moved considerable shop stock in addition to a record volume of balls, which hit a high of 125 dozen at one shop. Players buying in dozen lots used more balls than when they bought in singles or threes, according to the observation of the Peoria boys.

The advertisement ran three columns wide and 7 inches deep on the sporting pages of two evening and one morning newspaper in Peoria. To hear the pleased Peoria pros comment on the result of their advertising enterprise, it is obvious that when pros investigate advertising costs and use some group advertising on leaders they can knock down the ears of the stores that have been taking pro business away on price.

The New England pros also put on group advertising sales that stirred up a lot of business. Willie Ogg, one of the lasting sparkplugs of the New England lads, pointed out that the same merchandise the pros had available was also on sale at stores, but the pro advertising helped the boys to sell circles around their downtown competitors.

Willie says a whole chapter when he mentions that such stunts as this advertising and the other angles the pros can work effectively now call for the fellows

Golf Ball Sale!

Golf professionals, too, can have sales! By grouping our buying orders, thereby gaining the lowest possible price, we have made a generous saving in the cost to us on the genuine U. S. Royal and U. S. Fairway Golf Balls, made by the United States Rubber Co.

These savings we are passing on to you, right in the height of the playing season, in the biggest golf ball sale ever held in Peoria. Buy NOW at record low prices.

75c U. S. Royals

41 $\frac{2}{3}$ cents each

(In Lots of One Dozen)

For players who now, or want to, shoot in the 80's. The most famous of all balls for long distance and durability. Its true center means accuracy of flight and far fewer putts. **\$5.00 PER DOZ.**

50c U.S. Fairways

29 $\frac{1}{6}$ cents each

(In Lots of One Dozen)

The best and largest selling 50c ball in the world. Gives golfing pleasure with true economy. Results in distance and putting accuracy equal to many balls selling at far higher prices. **\$3.50 PER DOZ.**

Three balls will go fast at these low prices. Only 428 down on hand at our four shops. These are NOT seconds. Every ball guaranteed perfect. 1322 stock, new size and new weight. The same quality you paid 75c and 51c for last year, now at 71-1/2c and 41-1/6c each, in dozen lots only. No tax to pay.

You can't play a low golf course with a low grade ball. Stock up now for all Summers. Each a golf ball opportunity will never again present itself.

ELMER F. BIGGS, Pro.—Country Club of Peoria
LOU MILLER, Pro.—Mt. Hawley Country Club
KENNETH MCCRACKEN, Pro.—Madison Park
BOB RIDLEY, Pro.—North Moor

Ad Peoria pros used to win ball business

doing some smart new thinking. Quoting Ogg: "We in New England are to run our business as the occasion dictates. If we find that some musty tradition stands in the way, then tradition must go the way of all flesh. It is hardly to be expected that we pros will be governed by the same set of business rules or conditions as obtained before the depression hit, so it is logical for us to get ready for the time when business revives.

BETWEEN watering greens in the evening and in the early morning, there is no observable difference in the quality of the turf. However, there is less evaporation at night, which means less water needed to accomplish the same good.

HANDISEAT, LOW PRICED SPORT SEAT, PRO SHOP FEATURE

Akron, O.—Handiseat, P. O. Box 387, is a new all steel baked-finish sport seat retailing at pro shops for \$1.50 with a good profit margin for the pro. The seat weighs only 27 oz. but is said to support heavy people safely. It is rubber-tipped for use on hard ground or pavement and has a ground plate preventing sinking of seat into the ground.