

credit to whom credit is due and will not dig into its pockets for the \$30 membership fee in the USGA out of which the Green Section work is financed.

Possibly, after all you can't blame this chairman for the Green Section is not in the business of press agenting itself. But some merited press-agenting and information on the Section's vital work is necessary at this time, so GOLFDOM takes the task upon itself.

There'll be some more close-ups on the USGA Green Section's work in July GOLFDOM.

OPERATING TIPS

Notes on Innovations in the Chicago District

EVANSTON G. C. promoted bird-house building contest this past winter among its caddies, as one of series of activities planned by Caddie Chairman J. M. Kraft-hefer, and Caddie Master Frank Collins. Twenty-three examples of boys' handicraft, varying in elaborateness from wren houses to 7-story martin houses were completed. Cash prizes were awarded; club also bought all entries.

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Elmhurst G. C. negotiating with Interfraternity Club of Chicago whereby a number of latter's members will become equity members in Elmhurst.

* * *

Euclid Hills C. C. presented by Mrs. W. H. Sapp, wife of club's president, with set of 18 hand-made greens flags.

* * *

Glen Oak C. C. has "Greeters Committee," consisting of one man in each row of locker room. Duty of these men to assist new members to get acquainted and to arrange golf games.

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Illinois G. C. has issued books containing \$20 in coupons to be used by members in paying caddies and in settling for pro-shop purchases.

* * *

Nordic C. C. avoids shouting and confusion around first tee by using recently installed microphone which connects with loud-speaker in caddie-house. Caddies crowding around first tee is thus entirely eliminated.

* * *

Olympia Fields C. C. economizing in all departments of club except entertainment

features, on which present Board has decided there must be no let-up. Make club activities so attractive members won't stay away and departmental volume throughout club will stand up, believe the Olympia bosses.

* * *

Ravisloe C. C. saving expenses by closing men's grill, formerly located in locker building, and opening one in clubhouse near main kitchen. Thus, same crew can prepare and serve food to both golfers in shirt sleeves and patrons of main dining room.

* * *

Edgewood Valley C. C. has this plank in its 1932 platform: "Have green-fees reasonable and not prohibitive, because the men who entertain pay more than their proportionate share of the upkeep of the club."

British Pros Troubled by Members' Slow Pay

PROFESSIONAL golfers in many parts of the country are suffering from slow settlements by their members. This reacts on the wholesaler, who has in turn to wait for his accounts. Anthony Spalding, the well-known golf writer, referring to the subject in the "Star" states: "Three professionals at big clubs in Surrey are today owed £1000, £650 and £500. They would think they were on a good thing if the debtor accounts were to be paid off at the rate of ten per cent. per month. Two of these professionals compared notes and found that one well-known amateur, who is a member of both their clubs, owed £48 and £25 respectively. He is also a member of other clubs, and is on the black list. These difficulties have a reactionary effect. Some professionals who employed three now employ only two assistants, and the tax on the resources of the professionals' benevolent fund last year was, and continues to be without precedent."

—*Golf Monthly, Edinburgh.*

PGA Membership Hits Record Figure

REPORT FROM Albert Gates, business administrator of PGA of America, shows that membership in the master pro organization was 111 greater on May 25 than the figure of the same date in 1931.



Attractive and simple clubhouse at Fayetteville features course view from long porch

Members Divided Into Teams to Enlarge Golf Course

FAYETTEVILLE (Ark.) Country club is four years old. In 1928 a clubhouse costing \$13,000 and a ten-hole course, requiring an investment of \$10,000, were constructed. These facilities have proved inadequate for the large play that Fayetteville experiences especially on week-ends, and accordingly the club decided recently to expand the course to eighteen holes.

The interesting and unusual way in which this expansion work is being carried out by the members is told by Will N. Gladson, president. He says:

"Since the large majority of our members are enthusiastic golfers, and we allow University of Arkansas students the privilege of the course at one-half fees, our course has been considerably crowded, especially on Saturdays, Sundays and holidays. Our green-committee adopted the following plan of enlarging the course to 18 holes, without expense to the club, as such.

Committee-Per-Hole Plan.

"In reconstructing the course, one green of our original 10 had to be abandoned; accordingly, the membership was divided into nine committees with a live, interested chairman in charge of each. Each committee undertook the construction of a green, a tee, and a fairway. The layout was supervised by Frank Lewis, professional and golf architect of Fort Smith, Ark., and the work is being done under the general supervision of the green-committee,

to insure uniformity in size of greens and tees, and conformity to the general plan.

"A local contractor, who had large tractors, scrapers, steam shovels and general contracting equipment, temporarily idle, generously offered to loan the machinery to us. The different committees were responsible for operating expenses, such as oil and gas, and the time of the tractor operator. Committee members do all hand work.

"The 16th fairway had to be cut 150 yds. through rather heavy oak and hickory timber. One tractor with three men and a wire rope, pulled the trees out and dragged them out of the fairway in one day. The machine work on this fairway, including grading of the tee and green, cost \$54.08. When we compare this with the cost of our original ten-hole course, we feel that within two years we should have a very good 18-hole course with grass greens at a very reasonable cost.

LARGE TREES MOVED

LaPorte Muni. Course Uses Frozen Ball Method with Success

By W. A. CUMMINGS

Park and Golf Course Supt., LaPorte, Ind.

BEECHWOOD Golf Course two years ago was a prosperous farm located at the city limits of LaPorte. Like most farms of the region, all the high and till-

**AYE,
IT'S THE
BRAVEST
HOSE OF
ALL**



TUNE IN: Goodyear invites you to hear the Revelers Quartet, Goodyear Concert-Dance Orchestra and a feature guest artist every Wednesday night, over N. B. C. Red Network, WEAJ and Associated Stations

GOODYEAR Emerald Cord—

Finest hose on the market, and so recognized by many of the leading golf and country clubs the nation over.

Built of double-double cords—enclosed and meshed in specially compounded Goodyear rubber.

Extra rugged body, to withstand the pressures.

Extra strong ribbed cover to withstand scuffing when dragged across walks or stony ground.

Lies flat and kinkless, and its shapely, bright emerald appearance is a credit to any clubhouse lawn and greens.

Let us refer you to clubs that have first-hand knowledge of the extra worth of Goodyear Emerald Cord Hose, or give you specifications and other information on Goodyear Hose for Golf Clubs, direct on your request to Goodyear, Akron, Ohio, or Los Angeles, California.

THE GREATEST NAME

IN RUBBER

GOODYEAR

able soil was farmed, and of course was devoid of trees. So last winter and the winter before were devoted to an extensive tree-planting campaign which served two purposes.

First, it divided the fairways and furnished shade for the players. Second, it made work for unemployed men—an important factor in present civic affairs.

A year ago about forty large trees were transplanted and only one died last summer. Most of them were elm, both white and red. However, we moved some soft



With large enough earth ball big trees are safely moved

maple, hard maple, gum, and white ash. This year, the elm again predominated among the large trees, though we were fortunate in having a considerable quantity of red maple.

The tree in the accompanying photograph was our largest maple, measuring fourteen inches in diameter. This was moved like the others with a frozen ball; in this case the ball measured 14 feet across.

The size of the ball taken with the trees varied a great deal according to the kind of tree and quality of dirt in which each one grew. For instance, the tree in the picture was taken from a marsh and required a wider stretch of roots than a similar tree would have needed if grown in heavy clay ground.

Our elms were also dug with a large ball 9 to 11 feet for the reason that they grew in sandy loam and were shallow-rooted. The hard maple did not require as large a ball, but on the other hand were

dug much deeper to get the lower roots and consequently were heavier and harder to handle.

We have found that the hard maple transplants with good success if dug deeply, and 12-inch specimens were handled, each weighing possibly 10 tons. A county four-wheel drive truck was employed to haul the trees, and was the cheapest method of transportation I have ever used, the cost per large tree being only \$1.60 for hauling.

Next winter we will probably move a few more specimens, but the bulk of the work was done this winter, and the transformation on some of the fairways is startling, although every effort was made to keep from making the trees a hazard. In fact, many of them were moved out of fairways to make more room for play.

New England Observer Comments on Superintendent Title

FROM A recent letter from a prominent executive:

"I notice the controversy now going on as to whether the man that does all the work on the golf course and is responsible for not only the maintenance of greens, but the maintenance of everything else, whether it be buildings, trees, bridges, creeks or lakes, should be called something else besides the greenkeeper.

"The boys will have their merry little argument, and the thing will end up by the men who are really superintendents still calling themselves superintendents, and the men who are more interested in being solely greenkeepers calling themselves greenkeepers.

"I notice that some of those in this week's discussion used the argument, 'What's in a name? A rose will still smell as sweet' or words to that effect. This might have been all right in Shakespeare's time, but a pertinent article in this week's *Time* suggests that if the late Starr Faithful had been named Sadie Schmitz she would never have gotten beyond the fourth or fifth page. As it was, she had the front page for several weeks.

"Undoubtedly it's the man behind the title, but the shrewdest concerns in this business realize that the title helps to make a good man a better man, and that is the whole point which rests behind the present suggestion to change the name."—*New England Newsletter*.

● At AUGUSTA



"Caterpillars," of course ●

DESIGNED by Dr. McKenzie and Bobby Jones, aiming to be known as the most perfect golf course in the world, the Augusta National Golf Course quite logically is being built by "Caterpillar" Tractors.

Claussen-Lawrence Construction Co. and Contractor W. F. Bowe, Jr., are using a fleet of nine "Caterpillars"

on this job. Engineer Wendell P. Miller is directing the construction. Graders, scrapers, plows, disks, harrows — hitched behind "Caterpillar" Tractors — have carried out the exacting details of the job.

For construction — and for maintenance — every golf course has need for "Caterpillar" dependability!

● **CATERPILLAR**
REG. U. S. PAT. OFF.
T R A C T O R

Caterpillar Tractor Co., Peoria, Illinois, U.S.A.
 Track-type Tractors Road Machinery
 Combines
 (There's a "Caterpillar" Dealer Near You)
Prices—f. o. b. Peoria, Illinois
 FIFTEEN . . . \$1100 THIRTY-FIVE \$2400
 TWENTY . . . \$1450 FIFTY . . . \$3675
 TWENTY-FIVE \$1900 SIXTY-FIVE \$4350
 DIESEL . . . \$6500

FORESIGHT GOT MEMBERS

Ably Run Small Town Club Solved Problem in Winter

PROBABLY enough credit isn't given to smaller town golf clubs for their resourceful way of handling membership and operating problems. How many big city clubs solved their membership problems during the winter? Very few, because the general notion is that no one can be interested in northern golf during the cold months.

Well, in Belvidere, Ill. the officials of the BelMar C. C. thought differently and if you want to read about a membership situation that will make many clubs envious, see what Charles Ames, treasurer of BelMar, tells GOLF DOM:

"BelMar C. C. was organized in 1919. During the following year, a sporty 9-hole golf course was laid out on the banks of meandering Coon creek, 2½ miles east of Belvidere on Grant highway. The course has developed into one of the most picturesque in northern Illinois and has attracted many visiting golfers. On the opposite bank of the small creek, and in a spot that overlooks the entire course, an attractive clubhouse, affording the conveniences and comforts necessary to the social life of a country club, is located.

"For 12 years, BelMar C. C. has had a membership of approximately 150 members. Of these, about 100 members have been subscribing or stock-holding members. Those desiring this class of membership purchased one at a cost of \$100 and have paid dues of \$50 per year, both plus the government tax. Other classes of membership included Lady, Junior, and non-Resident and these classes paid dues of \$25 yearly. The membership has been made up of residents of Belvidere, Maren-go, and Garden Prairie.

"In the autumn of 1931, the officials and board of directors of BelMar determined that it would be necessary, in order to balance the budget for 1932, to establish a new class of membership in order that the shrinkage of older memberships might be overcome. It was conceded that there would be a shrinkage during the present depressed times.

"Therefore, a canvass of the older sub-

scribing members was made and it was found that at least 75 of the share-holding members would remain as members in 1932 on the same basis as before, that is, at \$50 a year dues. It was also determined that a large percent of the lady and non-resident members would continue as before. It was then decided that a new class of membership, to be known as Temporary Associate Membership, would be inaugurated. These memberships were to be sold as a season ticket, entitling the member, and his wife and family, if married, to the full privileges of the golf course, clubhouse, dining room, locker-room, showers, and attendance at card parties and dances; in fact to all privileges held by subscribing members except the opportunity of voting. The new class of members was to hold no interest in the club property, however. A limit of 75 such memberships was decided upon and the fee for this "season ticket" was to be \$25, plus tax.

"The club president, Frank T. Moran, publisher and editor of the Belvidere *Daily Republican*, was quick to see the possibility of interesting a large number of local residents in this new membership and he appointed a committee of live members under the chairmanship of J. E. Tabor, business manager of his paper. Mr. Tabor was on the job immediately and before the Christmas holidays had signed up more than 40 new members under this plan. With every application was a \$10 payment on account and the applications as signed called for the balance of the amount to be paid by May 15. At time of writing, 60 memberships have been signed and the club has not yet opened its season.

"The campaign has been successful because the club directors were foresighted enough to anticipate the need for a lower priced membership in the private club during these times. It is evident that a golfer prefers the private club to public courses if it is brought within his reach, for, practically all the new members had in other years, played golf on the public links available nearby. Then too, the early campaign, long ahead of the actual playing season, tended to interest.

"BelMar's financial matters should not concern its directors this year. If times are better next year or the year after, BelMar can return to its old policy on membership. At any rate, new golfers are coming along and learning to appreciate the privileges of the private club, and they will long remain as members of the club."

Something New at Every Visit Is Pros' Selling Idea

By HERB GRAFFIS

MANY SALESMEN of golf equipment in the Chicago district have volunteered favorable comment on the business being done by Pat MacDonald, pro at Rolling Green C. C. Pat is one of those young fellows who attends strictly to his knitting and like the able and active Jack Drucker of the eminent Chicago G. C. establishment, is one of those quiet, modest guys of whom little is heard but who rate "sir" from the income tax man.



Pat MacDonald

Stories of particularly good pro shop business during the early part of this year call for an investigation.

Dropping into Pat's shop early one morning, GOLFDOM's snooper was greeted by a courteous kid named Orlo something-or-other, Pat's assistant. Orlo and the club-cleaning boy were going over the shop stock with broom and dust cloths. It was no casual job. Every club in the stock was being wiped off. The boys were doing it thoroughly because of an evident interest in their work, not simply because they had to.

"What's the idea of your Gold Dust twin act?" queried your correspondent. Orlo explained even though he didn't know the reason for the question or the identity of the questioner. "Our idea around here is to keep everything looking fresh and new. The road to the clubhouse runs past the shop and there's liable to be a lot of dust collected on our goods in the course of a day or so. Then the members might think we are not interested in seeing that they get attractive looking merchandise."

Variety in Display Pays

Pat walked in when the boys were rearranging the club display racks. "Why don't you spread those sets out in a fan arrangement?" he asked his team. The boys' answer was a tip-off to one of the

important details of selling. "We had 'em fanned out for the last four days and now we are arranging them staggered so people will think we've got something new."

"Swell!" decided boss MacDonald and by his expression you got it straight that he is proud of how those kids have picked up the shop policy and are using their heads in trying to offer the members some

new picture every time they come into the shop.

MacDonald, replying to interrogation about his big business this spring, said: "I got a break. Our club took in a lot of new members this spring and new members always make pro business good. That's why I think every pro ought to have his club's membership problem close to his heart and keep his eyes and ears open for some way of getting new members when he can do it without appearing too noseey."

Yes, Pat did get a break, but getting a break is something that a fellow does for himself a lot of times. When Rolling Green's membership was smaller MacDonald worked just as hard and with just as much loyalty and brains. He was bound to click.

Pat Loses no Sales Bets

"What golfers want is something new every time they come out to the club. You can't let them lose interest," continued MacDonald. "They want to see everything at their club they could get at any other golf club. That's why I got aboard the spring sales deals of Spaldings and Wilsons. I didn't know how they would work out but I was afraid that if I didn't take a chance my members would think I was missing something that might interest them. It panned out O. K. for me, as I sold 12 sets of the Spalding sale irons and 5 sets of the Jones irons the

Wilson's "PRO"gram is your protection..

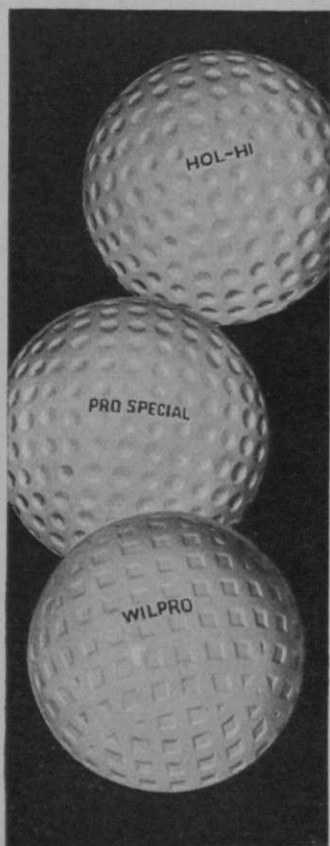
A full line of high grade merchandise, not just marked different but actually made different, obtainable only through the professional at a full profit, backed by powerful advertising paid for 100% by Wilson. This is Wilson's policy of co-operation with the "pro".

G O L F B A L L S

HOL-HI NINE . . . no better ball was ever built . . . greater distance, controllability and durability . . . plenty of Super-Compression, due partly to scientific super-tense machine winding around a liquid center, and due partly to Wilson's exclusive Thermo-Pressure fabricating process both in building the center and moulding the cover. "The Ball that takes the Grunt out of Golf." . . . Sells for 75c each or \$8.00 a dozen.

PRO SPECIAL sells for 50c . . . liquid center . . . second only to HOL-HI NINE . . . plenty of Super-Compression, distance and durability . . . an exclusive "pro" ball, it is sold only to professionals . . . the sensation of 1932.

WILPRO, a favorite of long standing, packed with performance . . . a most carefully made golf ball with which to meet price competition . . . Will pay real dividends for your active support.



GOLF CLUBS

PRO SPECIAL DE LUXE. Deep compact blades close-coupled from toe to heel, better to fit the new-sized ball. No-shock hosel prevents sting and wrist fatigue . . . steel shafts.

ACRO-POWER IRONS with scientifically designed hosel that bends back in a gooseneck as it joins the club head so you can sight along the shaft as you address the ball. Cuts down topping and shanking to a great extent.

POWER-GAUGED WILSONS with famous Reminder "Right Form" grip . . . the finest clubs Wilson ever built, obtainable only through the "pro" . . . scientifically adjusted head-weight . . . for long, low shots the head-weight is high . . . for short, high pitches the head-weight is low.

DEMONSTRATION PLAN

To make it easier for you to sell clubs, demonstration sets are available in any of the three above models. This plan, exclusive with Wilson, gives members a chance to play a trial round without scratching stock clubs and without obligating the members to buy.

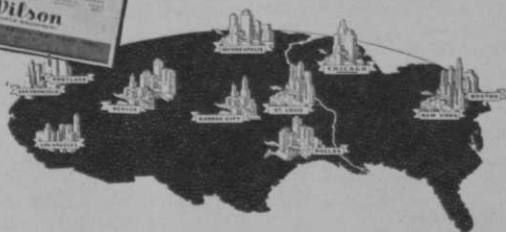
THE "PRO'S" OWN ADVERTISING

This spring, in leading golf and national publications, Power-Gauged Wilsons were advertised in double-page spreads as obtainable only through the professional. The Demonstration Plan page shown in miniature to the right is appearing in June golf publications, telling golfers to ask the "pro" about Wilson's Demonstration Plan.



QUICK SERVICE

Large, up-to-date, well-equipped branches in the following cities give you prompt overnight service. If a member wants a particular item of Wilson equipment, in case you are short, you can have it for him before he ever has a chance to cool off as a prospect. Overnight service from the following branches: New York, Boston, Los Angeles, San Francisco, Portland, St. Louis, Denver, Dallas, Kansas City, Minneapolis.



first week of the sale. It's too early to tell what I'll be able to do on the Wilson deal, but anyway I got my name in the papers with a lot of good company and that means something when a fellow is kept so busy on the lesson tee and in the shop he doesn't get much publicity for his own scoring or tournament play.

Sales Effort Sells Shoes

"Just what these lower prices are going to do for the pro business I don't know, but we have to keep our customers with us through the storm and not let the other retailers get them out of the habit of buying from the pro shop. When the storm is over and the distress and obsolete goods are cleared out then we ought to be able to make a little profit so the pro field will attract good young newcomers. On some of the stuff, like shoes, the lower prices have given the pro a chance to get in, where he was afraid before because of the investment involved. This year I put some sales effort on shoes and with the season not fully started I have sold 15 pairs of Sportocasins. They've got a fellow selling them in this territory who is a star at picking out the sizes a pro ought to stock, so I am not having my dough tied up with frozen sizes.

"Bags are the damndest things for a pro shop to move but I think I am going to lick that. You see this shop of ours is one that didn't make any architectural provisions for fancy display of merchandise and the bag racks are right behind the ball and accessory counter. Well, look at those bags. I have a membership that's probably above the average in buying what they need for golf, but 75% of those bags are in tatters right now. It's a great demonstration of how buying a cheap golf bag is throwing money away.

"I'm trying to figure out a sign above this bag rack that will call attention, without offense, to how sadly the outworn bags stack up against the quality stuff I sell in my shop and tie that sign in with a display of first class bags at honest bargain prices."

Women Golfers Important

MacDonald is doing a good business with women golfers. The Rolling Green club has a fine 9-hole course for women and junior players exclusively. Thus the women can play at any time on an excellent course of their own while the men are pounding around their 18-hole layout. This

27-hole arrangement looks more like the right idea every day.

Pat has found that the free class lessons for kids get him in strong with the women. They put on the necessary sales talk in appreciation of this entertainment and instruction for the children. A typical instance was related by one of the Rolling Green members: A woman whose youngster was enrolled in Pat's class asked another woman, prominent in club affairs, what Pat got out of the deal as the announcement of the classes made it plain that the lessons were free. "Why don't you know, my dear," answered the older member, "he does that free so you bargain counter hens will feel like it's the nice thing to buy your golf ball from him instead of shopping around the drug stores for a ball at 19 cents." It would mean any pro's job to put it that plainly, but leave it to the straightforward chatter of the women, and the work is done.

There's another crack made by MacDonald that strikes us as being good sense. Says Pat: "There's no need of the boys going crazy on cheap stuff and thinking they can't sell only on price. There are many members who still have dough and who are golf nuts. See that they aren't given the idea that the pro shop is turned from a place where the best golf goods is featured, into a bargain basement. I have one member who spends from \$10 to \$20 every time he comes into the shop; \$5 of which goes for \$1 balls. And he comes in often too. Now, if I am to do my duty by our club I have to run this shop so I'll be serving him just as much as those members whose interest and necessity lies in the lower priced stuff. Fix it so all of them get what they need to get a lot of fun out of the game, and then see that you bring it to their attention. That's what pro shop selling means to me."

Just then a big caddie, apparently a high school kid, came in and wanted a golf bag. The interview was over for Pat, good business man that he is, went after the boy's bag order with the same helpful interest he shows in taking the frequent \$20 orders for the big spending member to which previous reference was made.

DUE TO difficulty and expense of obtaining sand for traps several of the Australian courses are using sawdust as trap filler.