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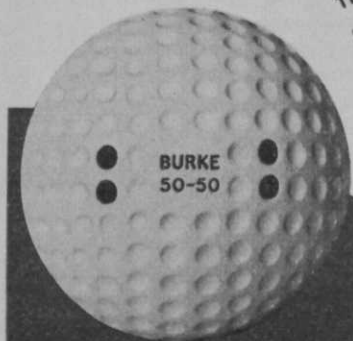
To "untie the rope" around your customers' pocketbooks this year will take more than just a new ball. It will take a DIFFERENT ball. The new Burke Forespot lures by its very looks—its large recess marking makes it stand out in your showcase and say, "Try me—I'm something different!" And its performance means repeat sales.

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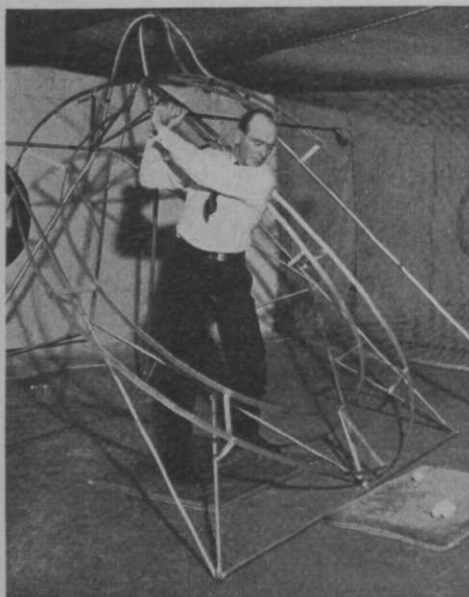
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and make a first-quality
profit

BURKE GOLF CO., Newark, Ohio



Another big year for the Burke 50/50—world's greatest value in a lower-price ball. Sells 3 for \$1.

PGA Considering Rating of Pro Instruction Ability



Bob MacDonald, noted golf instructor, with his instruction device which is being adopted for school practice.

RATING PROS on the basis of their qualifications as instructors, an idea that some of the veteran PGA officials have discussed informally for several years, recently was given impetus by a newspaper syndicate article written by Bob Jones.

Jones, in commenting on a letter written him by Myles Coen of New York, relative to the public's vague idea of the meaning of the term "golf professional," says:

"Obviously, the competent authority of certification (of pros) should be the PGA and the men at the head of this body have, for some time, been mindful of this problem. * * * The appearance of chaos (in golf instruction) has been fostered to a large extent by the utterances of the very incompetents which a procedure of this kind would discredit."

Bob further says that before any good can be done in this matter by the PGA it

must have the complete confidence of the golfing public so the PGA certificate of instruction ability will be accepted as substantial.

Just how this ambition of rating instructors can be put into practical working is perplexing PGA officials. George Jacobus, president of the organization, is consulting other PGA members who are among the country's foremost instructors, in an effort to work out a plan. The Jacobus idea at present calls for a preliminary session at which leading pro instructors, prominent amateurs, doctors and sports writers will be consulted.


It is evident that golf clubs again are beginning to appreciate the value of authoritative pro instruction. There still is some difference of opinion about the possibility of business men's instruction volume ever amounting to much. Men don't have the time or the inclination. They prefer to keep their handicaps at the point where they can take in some nice bets. The women's and children's instruction business, however, is still not worked anyway near to the warranted extent by the pros. It is in these fields that the pros can extend their tutoring business and by so doing tremendously increase the interest and activity at their clubs. Therefore, the pro attempt to get instruction on a better basis is an affair that should get whole-hearted cooperation from club officials.

R. Arthur Wood, president of the Western Golf association, in proudly pointing to that organization's slight loss of money from its Junior championship, said he considered the Western Junior championship the association's greatest contribution to the game and to the country. There was a field of about 300 at the 1932 Western Junior.

This year, Albert R. Gates, business administrator of the PGA, is sending to all members a letter asking the pros to pay special attention to the development of players for the Women's Western Junior Open championship. Mrs. R. D. Raymond,

Presenting




Bristol No. 31
Wood
Equipped with
Hex Shaft
\$8.00
each




Bristol Pyramid
Iron
Equipped with
Duplex Shaft
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each




Bristol Major
Iron
Equipped with
Gold Label
Shaft
\$5.50
each


Bristol No. 171
Wood for Ladies
with T. S.
(Tapered Sec-
tion) Shaft
\$7.00
each

THE FIRST REALLY INDIVIDUALIZED GOLF CLUBS

BRISTOL STEEL SHAFTS Geared to BRISTOL WOODS & IRONS

When Bristol announced to the world a complete line of woods and irons scientifically geared to their famous Bristol Steel Shafts, there may have been some doubt among pros and golfers that Bristol would deliver something really different!

We were downright glad to have this chance to prove that the new Bristol Clubs carried every bit as much front-page news as the steel shaft, introduced by Bristol some few years ago.

Those who have seen the new Bristol Individualized Clubs have agreed that Bristol has come through with one of the most interesting golf club developments in recent years. They have discovered what Bristol really meant by "Individualized" Clubs.

Here, for the first time, you have a choice of four different styles of shafts to suit every taste and need. The Duplex—the only steel shaft with natural torsion. The Hex—smart hexagonal shape, giving more flexibility. The T. S. (Tapered Section) for those who prefer a stepped shaft. The Gold Label, the original Bristol shaft, and still a big favorite. All are made of high carbon "spring steel."

SEND FOR THE BRISTOL CATALOG

Write today for your copy of the new Bristol catalog, that will give you the full story and description of Individualized Golf Clubs. Write to The Horton Manufacturing Company, 824 Horton Street, Bristol, Connecticut.

Bristol
Individualized Golf Clubs

REDUCE MAINTENANCE COSTS BY

PREVENTING Brown Patch

PREVENTIVE TREATMENT WITH DUBAY
FUNGICIDES IS FAR LESS EXPENSIVE
THAN RECONDITIONING OF
DAMAGED GREENS



NEW LOW PRICES

NU-GREEN		SEMESAN	
25 lbs. . .	\$ 30.00	25 lbs. . .	\$ 46.25
100 lbs. . .	115.00	100 lbs. . .	180.00
300 lbs. . .	330.00	300 lbs. . .	\$525.00

Monthly turf treatments at the beginning of the season, and bi-weekly or weekly treatments later, can be made at low cost with either of the two Du Bay fungicides. They will keep maintenance costs down by preventing the need for resodding greens.

Semesan has been in use for the last decade for brown patch prevention and control where the soil is normally fertile. Nu-Green for eight years has proved equally effective, and is advised for use where soil fertility is lower.

Ask your seedsman or golf supply house for free turf disease pamphlet, or write to Bayer-Semesan Company, Inc., Du Pont Bldg., Wilmington, Del.



SEMESAN
REG. U. S. PAT. OFF.
NU-GREEN
REG. U. S. PAT. OFF.

president of the Women's Western Golf association, and her associates expect to greatly increase the field at the girls' event this year.

Charles Hall, honorary president of the PGA, and USGA officials have been in correspondence regarding the establishment of national boys' and girls' championships along event lines that have been popular in England for many years.

With all this build-up in prospect among the youngsters, and the women coming into the game by the tens of thousands each year, it is quite plain that definite identification of competent pro instruction would make these newcomers to golf more receptive to the idea of taking lessons.

FEE COURSE TRUCE

Detroit Owners, Facing Ruin From
Price War, Agree on
Schedule

WEDNESDAY, MARCH 22, at Detroit Leland Hotel, Detroit, Mich., owners and operators of about half the daily-fee courses in the Detroit district and several owners of courses in other parts of the state took action to stabilize fee-course rates for the coming season. Detroit action followed the plan of the Chicago fee-course owner who, after four and a half months of debate and deliberation, adopted the following minimum price scale:

WEEK DAYS—

18 holes	\$.75
All day	1.00
Replay50
After 4 P. M.50

SATURDAYS—

18 holes A. M.	\$1.00
18 holes P. M.	1.25
After 4 P. M.75

SUNDAYS AND HOLIDAYS—

18 holes A. M. and all day . . .	\$1.50
After 1 P. M.	1.00
After 4 P. M.75

The above rates do not apply to the better class courses in the Chicago district. These courses will maintain a premium of 25 cents over most of the rates listed above. Ratings of courses as originally intended in the Chicago district were adopted at Detroit with the addition of a third classification, nine-hole courses of which there are plenty in Detroit and very few in the Chicago district.

The Golf Bag SENSATION of 1933!

Golf Pax

(PATENT PENDING)

The only perfectly organized golf bag—a separate compartment for each club.

It's reversible. At left Golf Pax is closed, ready for travel, clubs protected by hood. At right, open, ready for play, clubs in place. Golf Pax is light weight, oval-shaped and lacks cumbersome appearance of ordinary bags. Easier to carry. Large compartment for shoes and wardrobe. Made of finest materials, either in leather or fabric.

PROS! Write for prices

Or ask TUFHORSE salesmen for details. Represented by any St. Mungo sales office.

DES MOINES GLOVE & MFG. CO.

Des Moines, Iowa

Made in 10-12-14-16-18-20 Club Models.

The Chicago arrangement at the start involved classification of all courses into A and B classes, dependent on location, design, condition and clubhouse facilities. It also called for posting of a \$500 bond which was to be forfeited by any course not adhering to the agreement. After much arguing based on the intention of some courses that obviously were class A to go into a lower classification because of a possible competitive edge in prices, Chicago laid aside a hard-and-fast classification, and agreed to some elasticity in the classifications based on local competitive conditions. Detroit, however, seemed committed to a definite classification.

What impressed on the Chicago fee-course owners that their situation would become one of increasing hopelessness was the inability to get the \$500 bond. Plants having investments of around \$150,000 couldn't put up the bond. Continuance of the past throat-slitting competition on the price basis meant that many of the courses actually were paying people to play. In the Chicago district only 3 courses out of approximately 40 admitted to getting slightly better than an even break financially on 1932 opera-

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QUICKER SALES—BIG REPEAT BUSINESS

For smarter looking and longer lasting clubs, have them equipped with Pyratone Sheath. Pyratone Sheath is the only finish Guaranteed for the life of the club. Leading Club Manufacturers Can Supply You.

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1457-67 W. Austin Ave. Chicago, Ill.

ATTENTION— Professionals and Club Managers!

Our new 1933 plan will place a regular \$20.00 Fulname Club Type golf ball marking outfit in your shop at **NO COST TO YOU!** Dies for use in it easy to sell at **NEW LOW PRICE.** Write us today for this **NEW** and **BETTER** Profit-Making Plan.

THE FULNAME COMPANY
Le Blond Bldg., Sta. O. Cincinnati, O.

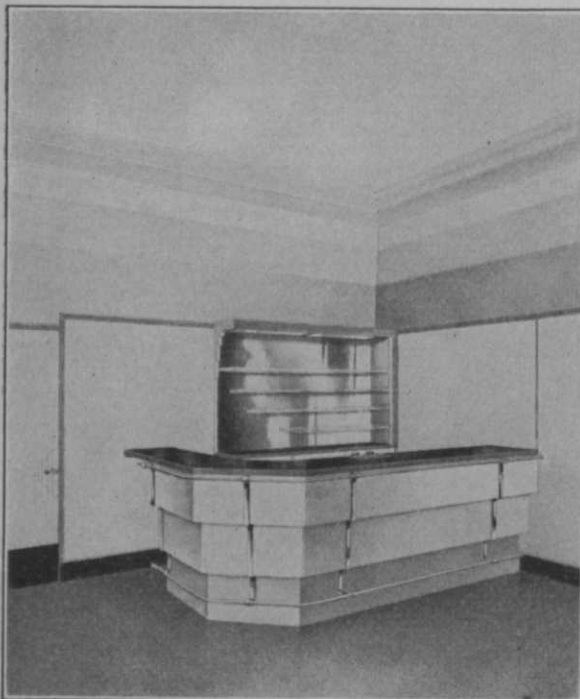
tion. At the Detroit meeting only 2 courses were able to report that they did better than break even in 1932, and even then depreciation was not figured in.

At both of these cities the major obstacle to be overcome was a bitter competitive attitude based on mutual suspicion and distrust after the agonies of 1932 when the shopping players at fee-courses would trade down the owners by telling that the players had been offered lower rates at other courses. This ribbing operation brought about the stampede that plunged the fee-course business in these two major districts deeply into the red.

GOLFDOM's impartial position and extensive contacts in the daily-fee course business qualified it as an arbiter and organizer in both the Chicago and Detroit efforts to work out salvation for the courses in these districts. In Detroit there was not the intensity of personal competition that existed in Chicago, and on this account the serious situation in Detroit may be worked out much quicker than in Chicago. Two factors contributed to the Chicago owners getting together; one being the owners of the mortgages or

other securities on fee plants in the Chicago district reading of the efforts to stabilize prices and insisting that the operators who were "on the cuff" exercise all power to facilitate adoption of a general agreement. The other factor brought the smaller courses who were inclined to get tough and say they could stand the punishment of continued warfare into line. This element was the threat of foreclosure of some big plants at about a dime on the dollar. With this load of overhead lightened, the new operators of the foreclosed plants could give any and all a brutal beating.

So, although some of the gentlemen were at first reluctant to agree to a "United we stand, divided we fall" platform, they eventually saw the light as their only hope for 1933 operation. After considerable heated arguing and some pouting in the Chicago district, some genius had the inspiration that the boys could rally together on the basis of a gentlemen's agreement with each business man conducting his operation as a business gentleman instead of a cut-throat competitor. The boys had tried



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Van Duyne-Moran self-contained mechanically refrigerated Service Bars are infinitely superior to the old methods of drawing beer. They are complete dispensing units, each with barrel and bottle refrigerator, mechanical cooler, draft stand, sink and drain and its own self-contained refrigeration machine.

Complete Tap-Room Equipment

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**VAN DUYNEMORAN
FIXTURE CO.**

49 W. WATER STREET
SAINT PAUL, MINNESOTA

everything else, so decided to give this policy of being gentlemen a trial.

Just what will happen when some of the outlaws want to revert to the jungle law that got them into the jam they are in cannot be definitely forecast. However, we will hazard a guess. When some operator runs out on his agreement, after making use of the arbitration machinery set up in the Chicago district, it is not improbable that courses in his neighborhood will see that free-play tickets are distributed to the outlaw course's players, by being handed out to traffic coming to the course taking the run-out. Distribution of this free-play load among all other courses in the competitive neighborhood will ease the strain on each one of them and after a few days or weeks of this kind of a deal, the erring brother ought to see the light. However, definite agreement on such a corrective policy never would be made for obvious reasons.

One thing that most of the fee-course owners agreed on was that price reductions last year had no effect in increasing, or holding business. The golf player plays because he enjoys the sport and he—or she—is not going to hurry out to fee-courses simply because the price is lowered. The minimum rates set in both the Chicago and Detroit schedules provide entertainment that competes with the movies on a price per hour basis. Further confirmation of the opinion that ruinously low daily-fee course rates would not attract more play was provided in the Detroit municipal course report for 1932 which showed that play was off about 35%, approximately the same amount the daily-fee business slumped in that district under the 1931 volume. The public course prices were the same but the fee-courses slashed prices unmercifully in trying to cut into each other for play during 1932.

WILSON'S "GATEWAY TO GOLF" ISSUED

Chicago, Ill.—The 1933 catalog of Wilson-Western Sporting Goods Co. golf equipment is called "The Gateway to Golf." It is a handsome, unusual book both in illustrations and the breezy line of copy that describes the clubs and balls. There is a special section devoted to women's equipment. Rules of golf and descriptive matter on some of the Wilson-Western tennis equipment also are given in the book.

A copy will be sent free by Wilson-Western, 2037 Powell ave., Chicago.



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PAGE FENCE

AMERICA'S FIRST WIRE FENCE SINCE 1883

GOLF'S 1932 BILL

\$244,600,000 Spent on Game Despite Curtailment; Figures Detailed

LEST THERE be some moaning that the depression folded up the golf business, let's just see how the game fared on a financial basis during 1932.

GOLFDOM did not make its annual survey at the end of the 1932 for the very adequate reason that these surveys set us back more than \$3,000. There wasn't three grand for us to shoot in one shot of statistical work last year. But from the financial reports of about 900 private clubs, several hundred letters from professionals, numerous letters and talks with fee-course owners and many reports of municipal course operations, we have been able to make a fairly reliable guess at the score of 1932.

Play was off approximately 25% from 1931, making about 70 million rounds as the figure for 1932. At the metropolitan district municipal and fee-courses the loss was heaviest, going as high as 40% in some cases.

Women's play again increased last year. About a 20% rate of increase was registered, averaging all classes of courses, although the private club women's play showed the greatest increase.

You can figure all you please, but you won't be able to get higher than 2,225,000 golfers, even including the infrequent players, during boom years. Last year with the private clubs enforcing the forfeit of membership for delinquencies in payment more than ever before, the slump in private club membership was only about 15%, bringing the number of private club men and women players down to a little over the 900,000 mark. Women players at private and fee courses (including municipal) now are nearly 40% of all players.

GOLFDOM's records, which are the most accurate and complete in existence, show that only 47 of the 5,691 golf clubs passed out during 1932. This is a much lower loss than can be boasted by any other business that comes to mind. Practically all of these dead courses were in smaller towns or at resorts.

One point that is plain from the 1932 financial reports of golf clubs is that more 18-hole private clubs made money than ever before. They slashed operating expenses unmercifully, but still got by in



Good Turf pays dividends

Only the popular course can make money. And no course can be popular if its fairways and greens are allowed to deteriorate.

Good turf with vitality to withstand the extremes of nature—heat and cold, drought and flood—with better root development, sturdier leaf structure, may be had with less expense for seed if you use Milorganite. Easy, safe, inexpensive. High organic nitrogen content—amazingly low cost per ton and per acre. Nitrogen released gradually, continuously. Generous applications can be made without danger of burning.

Milorganite is used on more golf courses than any other fertilizer.

Free Bulletin "How to Use Milorganite on Fairways and Greens" mailed on request.

THE SEWERAGE COMMISSION, Milwaukee, Wis.



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PROMOTES
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pretty good condition. This year, if general business conditions improve, many of the deferred and necessary purchases will have to be made for course and clubhouse maintenance and operation, or the clubs will suffer so that ultimate recovery will be long away and expensive. The daily-fee courses were the plants that took it on the chin in 1932. Due to price wars not 10% of the 700 fee courses in the country did better than break even.

Summing up the expenses of golf in 1932:

Initiation and transfer fees....	\$ 2,100,000
Dues	60,000,000
Guest green-fees (private club)	6,000,000
Fee and municipal course fees.	19,000,000
Clubhouse income	85,000,000
Playing equipment purchases..	12,500,000
Caddie hire	20,000,000
Golf apparel	40,000,000

That makes a total of \$244,600,000 spent for golf directly, in a poverty-stricken year for the game. These figures are extremely conservative.

You may note, with interest, what a comparatively small part of the total is spent for the actual playing of the game. The rest of it is put into circulation as a protest against hoarding and as health and merriment insurance.

HAVING a waiting list these days is something that makes a club worth studying. The Binghamton (N. Y.) C. C. filled up its quota of 200 senior members and couldn't take in the extras that applied under this plan:

Between April, 1932 (when the plan was put into effect) and July 1, 1932 each member who secured a new member agreeing to pay dues of \$10 a month, including tax, for 12 consecutive months, had his own dues reduced from \$17.50 to \$10 a month, which reduced the dues of each old member who got a newcomer, approximately \$85 a year.

Treating the old member as a unit paying approximately \$105 a year, including tax, the club gained about \$35 on each of its old members who brought a new member into the fold.

Classifications for junior members up to \$55 (according to age) and unmarried women or women whose husbands did not play, at \$50 a year, also added to the club income.

In the past two years the Binghamton club has reduced its current and funded debt about \$25,000.



Packed for Protection—Preservation—Identification
Triple A Bent is packed in 50-lb. tin canisters, enclosed in strong wooden boxes. Our Seaside Bent (Coo's Co. Strain) is also packed in similar containers.

Grass Seed of Known Quality

TESTED for PURITY and GERMINATION

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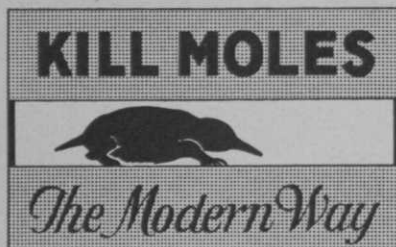
A stoloniferous type of *Agrostis capillaris*, which produces turf of the deep apple-green color and fine silk-like texture of Velvet Bent, has been an outstanding plot at our trial grounds during the past three seasons. The seed we offer has been remachined for the elimination of weed seeds and has a purity of over 99%.

Seaside Bent (Coo's Co. Strain) is a true strain of *Agrostis palustris* (formerly known as *Agrostis maritima*), which has produced some of the finest greens in America. Quick to grow and strongly creeping, it yields a closely matted bluish green turf of very uniform texture, similar in appearance to a fine vegetative turf.

Write for our Special Prices to Golf Clubs on the above or any other turf-producing grasses, Special Formulas and Bent Stolons

Stumpp & Walter Co

Specialists in Golf Grass Seeds, Fertilizers and Equipment
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No Traps—No Dangerous Gases

NoMole, a natural mole food specially treated, rids your course of these destructive pests. Easy to apply—quick action—positive results. 4½-pound can, \$7.65.

Diworma makes good greens better—just sprinkle it on—rake up the dead worms. The average green can be wormed in 45 minutes.

Also manufacturers of:

Ban—The sudless cleaner for golf ball washers. Dolge Weed Killer and a full line of sanitary supplies, cleaners, athlete's foot preventatives, etc., for clubhouse use.

Save as much as 6% on your purchases. Write for details on this saving and full information on the Dolge line.

THE C. B. DOLGE CO.
WESTPORT, CONNECTICUT

SKINNER SYSTEM *The PIONEER and LEADER OF THE SKINNER SYSTEM*

NOW OFFERS CORRECT COURSE WATERING

For a simple, moderate-priced, effective watering equipment, the "SNAP VALVE HOSELESS WATERING SYSTEM" merits careful consideration.

This self-closing snap valve is an essential to its successful operation.

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415 Canal St. Troy, Ohio

Write for Details

UNIFORM ACCOUNTS

Club Managers' Convention Sees New System for Uniform Books

B. E. O'GRADY, manager of the Hamilton club, Chicago, was elected president of the Club Managers' Association of America at the concluding session of that organization's seventh annual convention on March 2. Frank Murray, Ravisloe C. C., was re-elected secy.-treas. Golf club managers elected directors are: Ralph Sykora, Longue Vue club; Wm. Norcross, Garden City C. C.; G. H. Davies, Beaconfield G. C.

Definite feature of the meeting, so far as country clubs are concerned, was presentation of the association's system of classification of accounts for country clubs. This suggested system is set forth in a booklet that may be obtained from the association secretary, Frank H. Murray, Ravisloe C. C., Homewood, Ill., for \$1. Managers have been handicapped so long by inability to compare operating expenses accurately that they hope for the wide adoption of the proposed system.

C. F. Strodel of Balaban and Katz, picture theater operators, spoke on training of personnel, and Prof. Garfield Cox of the University of Chicago addressed the managers on "The Economic Outlook" at the last day's session. Strodel told the managers of the improvement effected in relations with the public when Balaban and Katz discarded the stiff and standardized method of having their employees serve. He advocated eliminating the word "fire" from the managers' vocabulary, commenting that the fear of being "here today and gone tomorrow" seriously curtails employees' efficiency.

He reminded the managers that the reason people go to clubs is the same reason for attending the movies, to escape the irritations of modern life. Strodel said that the employing problem is just as serious as it ever was because the present supply of labor did not mean that there was any large increase in superior workers available in most lines.

Prof. Fox had some cheering words to say about the national shakeup and expressed the opinion that a uniform banking system would be a prominent factor in national recovery.