

# Advertising Value of Winter Opens Justifies Increases

By H. P. FARRINGTON

**T**WO notable factors in the staging of the big money winter tournaments seemingly are not given due consideration. First, the tremendous amount of free national publicity broadcast in print prior to, during, and after the completion of each event, and second, the large amount of money and time the pros expend, with comparatively few of them breaking even for putting on the show.

When you say it quickly, sums totalling \$50,000 to \$100,000 sound like a lot of money in these hard times. However, if the space that accrues in the nation's publications was measured purely from an advertising standpoint the various Chambers of Commerce, advertising clubs, and booster organizations would find they had obtained bargain rates.

In addition to actual space, there are the favorable headlines, choice positions, and stories lending romance to the various playgrounds of perpetual sunshine, which are thus better advertised than they possibly could be through paid, set ads.

It is quite impossible to measure the intangible factor of the number of visitors immediately or eventually attracted to the scene of these great tournaments. If just one visitor moved his family and business to a given locality the apparent expense item would become a plus.

It would seem that the various state organizations should underwrite every one of the big tourneys by including these events in their advertising budget and perpetuate the successful ones. If the tourney paid for itself so much the better, but let any loss in cash be written off to advertising of the highest type.

By such a procedure permanent dates could be assigned, a regular chain of events geographically charted arranged, many months' advance notice procured in golf and sport publications, and the barnstorming group thoroughly acquainted with each winter's itinerary.

Having events scheduled for months and then suddenly cancelled, the purse cut,

dates changed, courses unknown, interrupts and unfavorably impresses both the playing and reading public. It is obviously unfair to ask players to travel upwards of 3,000 miles only to find that instead of a full month or six weeks of consecutive play that there are long and expensive waits between events wherein the pro must keep his game up, but can't keep his expenses down.

## The Pros' "Open Purses"

One professional with his wife, annual visitors to California, told me his expenses ran to \$4,100 in 1929-1930 on the winter tour. This item was made up in an economical method of living (at least in California) by hiring an inexpensive apartment, hiring an auto for a month, food, laundry, meals, caddies and railroad fare. He made the entire loop, by playing in the middle west, the northwest, southwest and on to Florida with a cessation of activities at Pinehurst.

What the boys spent who only sought out hotels and could not economize by home cooking remains for you to imagine. Some of the players who motored out with a caddie for a chauffeur found they could not employ their own caddie in competition, so that from \$2.00 to \$5.00 a day was added to the expense they had attempted to eliminate. If the player's game was to be affected by driving several hundred miles in jumping from one tourney to another, some leniency should be shown and exceptions made to a hard and fast rule regarding this one expensive item. This was in addition to a customary \$5.00 entrance fee to start. To some, these items made no difference; it started others trekking home or looking for a job along the line.

To be sure, many hotels make exceptionally low rates for contestants, club luncheons are moderately priced, and often local transportation provided, but still except for comparatively few prize winners the tour breaks many hearts and more pocket-books among ambitious youngsters who find lit-

tile comfort in unfulfilled hopes and a beautiful climate.

A step in the right direction has been the wider apportioning of the purses but for the man trying to make a living at his chosen profession only the top players in each event ever have had a chance for success.

Let us take for example the San Francisco match play open tourney. Many put in practice rounds over the two truly championship courses of the Olympic Club at Lakeside, and it costs the visitors close to \$10 a day simply to live, get to the club, pay for caddies, balls, repairs, laundry, tips and what-nots to stage a show of the high-class golf talent in America, in which only eight players can be paid for their time in the tourney.

Still one hears that the purses are too large, that the pros are paid too much when by far and large the most the pro gets out of it is the sociability, playing experience, and a purse-felt hope of better luck next time.

Just as a matter of comparison one finds on the March schedule an open event of two days' duration at Pinehurst with almost identically the same prize list as above mentioned with three days' free board and room thrown in, for the pros invited. In one case the whole northern part of a state with three large cities to call on and to reap benefits, guarantee just one half what a winter resort made up of a few hotels gives to their customers as a treat for the advertising that comes out of it.

This is not said disparagingly, for San Francisco's Junior Chamber has not had the wholehearted financial backing that the various advertising clubs and associations should give them, but instead have to go out and dig up the cash every year themselves and trust that the weather man and the galleries will help them pay off. Thus far the associations are not sold on the monetary value of these good-will tourneys from an advertising standpoint.

### Early Christmas Shoppers

*Jay Allan Novak, born Nov. 28 to Mr. and Mrs. Joe Novak. Joe is widely known and a popular pro at Bel-Air.*

*Jane Garland Monteith, born Dec. 15 to Dr. and Mrs. John Monteith, Jr. Dr. Monteith is technical chief of the USGA Green Section.*

## Rhode Island Short Course Planned for Greensmen

**A** ONE-WEEK winter course for greenkeepers will be held Jan. 30-Feb. 3 at Rhode Island State college, Kingston, R. I., according to announcement from G. E. Adams, dean of agriculture. The course will be limited to 24 students and requirements for entrance are—the applicant must be a green-chairman, a greenkeeper, or have had experience in the work connected with the care and management of golf courses. The registration fee is \$3.00.

There will be four hours of active work each day, from 10 a. m. to 12 noon, and from 1 p. m. until 3 p. m. The program:

### MONDAY, JANUARY 30, 1933

Registration.

The State Survey of Golf Courses—Director, B. E. Gilbert.

What Is Soil Acidity? Methods of Testing Soils for Acidity and Phosphorus.—L. A. Keegan.

(Bring samples from your course for testing.)

### TUESDAY, JANUARY 31

Grasses Found on the Golf Courses of Rhode Island and Types and Varieties Used in the Rhode Island Experiments.—H. F. A. North.

How Plants Live.—H. W. Browning.

Seed Identification and Testing.—H. F. A. North and L. A. Keegan.

### WEDNESDAY, FEBRUARY 1

Soil Types and Their Adaption to Golf Courses.—L. A. Keegan.

The Use of Lime Materials on Turf.—T. E. Odland.

Fertilizer Mixtures and Composts.—T. E. Odland and L. A. Keegan.

### THURSDAY, FEBRUARY 2

Control of Weeds in Turf.—T. E. Odland.

Insects Injurious to Sod, with Methods of Control.—G. B. Durham.

Why Cost Accounts?—Professor L. S. Dickinson, Amherst, Massachusetts.

### FRIDAY, FEBRUARY 3

Insects Injurious to Sod, Continued.—G. B. Durham.

Causes of Plant Diseases.—Lester E. Erwin.

Landscaping of Golf Courses.—Daniel A. Clarke.

After each lecture there will be a period for group discussion.

# Program, Exhibits Will Make Greens Show Outstanding

By JOHN MCGREGOR  
President, National Association of Greenkeepers

**I**N PREPARING the program for the seventh annual conference of National Association of Greenkeepers of America, officials of the greenkeepers' organization had in mind the definite necessity of combating problems that in 1933 will mean either the maintenance of courses on the present high standard or a relapse of many courses into the sheep-mowing days of the red-coated players.

First and foremost of the problems with which the convention program will contend is that of reduced budgets. We have tried to bring this matter to a sharp focus by having two competent men discuss budgeting from the club and greenkeeper viewpoints respectively. C. Wallace Johnson, green chairman of one of the Chicago district's most efficiently operated, representative clubs will present factors of budgeting as they come up at the board meetings. R. E. Farmer, greenkeeper at a hard-hit midwestern club, will tell of the details the greenkeeper must study in attempting to maintain his course in first class condition on a budget unbelievably low as compared with the amounts considered necessary for course maintenance three years ago. Somewhere between the two phases there must lie the happy medium that means salvation for proper maintenance in 1933.

## Watering a Major Topic.

Fairway watering, one of the liveliest of all matters with important bearing on membership solicitation and operation of courses, will be considered by authorities from the greenkeeper, player and mower manufacturer points of view.

One part of the program on which particular emphasis has been placed concerns the problems of the smaller courses. With the larger clubs the utilization of every penny of the budget is going to be important enough during 1933 but with some of the smaller clubs it is a matter of life and death. Not only with the technical and operating problems of these

courses is the conference program to deal, but with the vital matter of the self-education of greenkeepers at these courses, many of whom now have but limited greenkeeping experience.

## Program Rich in Talent.

Recent technical developments, having weighty bearing on 1933 maintenance methods and policies, are to be subjects of papers presenting the close-up observations of several of the country's widely-traveled authorities. Among the speakers who will deal with these developments are Dr. John Monteith, Jr. of the USGA Green Section; Dr. C. M. Harrison, University of Chicago; Prof. H. B. Musser, Pennsylvania State college; O. J. Noer; Dr. E. J. Kraus, University of Chicago; Prof. C. E. Millar, Michigan State college; and Dr. W. P. Hayes, University of Illinois.

On the management end of greenkeeping will be assigned such qualified men as Prof. V. Stoutmeyer, Harold Stodola, D. W. Danley and Alex Pirie. Probably one of the most timely subjects will be machinery maintenance, which will be handled by Ralph Johnson, superintendent of the Medinah C. C., 54-hole establishment in the Chicago district.

In appraising the tentative program before final selections were made the thought uppermost was that of making each address of substantial dollars-and-cents value to the greenkeepers and chairmen who will attend the conference.

## Exhibit Will Be Timely.

Manufacturers who will exhibit at the Chicago meeting have been advised to key their exhibits to the 1933 problems and Fred Burkhardt, chairman of the exhibition committee, assures me that the extent and character of the exhibits will provide specific help to the club that must make its maintenance dollar go farther in 1933 than it ever has before.

The usual half-fare return railroad rate has been made and convention visitors

should apply for convention certificates when purchasing their tickets to Chicago. Certificates will be validated at the convention.

Rates at the Hotel Sherman, where the convention will be held, are moderate. For \$3 a day an excellent room may be secured. The Chicago convention committee will gladly make reservations of hotel rooms at designated rates if prospective convention visitors will advise us of their wishes. A letter or post card addressed to the writer, John McGregor, Wheaton, Ill., will be sufficient.

No effort has been spared to make this convention one of the most productive affairs, in actual cash returns, for the club whose greenkeeper attends. As president of the association and as one of the sectional organization of greenkeepers that is host to the convention, I extend to you a cordial invitation to come to Chicago for help in solving your 1933 maintenance problems.

## Michigan Greenkeepers Meet at Lansing

By HERB SHAVE

**M**ICHIGAN Greenkeepers ass'n met Dec. 5 and 6, at the Michigan Agricultural college.

President Mathews of the Western greenkeepers began the first day's session by asking "why" and "how," certain places on a well drained green, including high and low spots, could lose their color. Many opinions, as to the reasons for the above

problem were forthcoming from the other members.

Next in line for discussion was the methods and time required for topdressing greens. This brought out a lot of heated arguments, but all were settled before any serious results incurred.

Herb Shave was then asked to relate some of his experiences regarding the use of Fungo to cure dollar brown-patch. He asserted that it had been successful and he means to keep a supply on hand in case of an emergency. The uses of other fungicides, such as lime, corrosive sublimate, calomel, and calochlor, were discussed. All were declared effective for brown-patch.

On Tuesday, Professor Halliday delivered a lecture on "Landscaping Club-house grounds and Golf Courses." Next, Professor Hudson discoursed on sod webworms, June beetle grubs, ants and tree caterpillars. This is what the members were waiting for and they absorbed it like the grub absorbs poison.

A trip was then made to the experimental grass plots, where Professor Tyson explained the soils and grass seeds used, also the results of the use of various fertilizers on each plot.

Professor Bradford spoke on tree pruning.

A suggestion by Professor Millar that a two-week laboratory course for greensmen be held at the college later this winter was accepted, but action was postponed until the associations could determine the amount of interest such a course would hold for its members.



Here are some of the Michigan greenkeepers and their families assembled at Michigan Aggie for a recent two-day session.

## Penn Short Course to Begin January 30

**PENNSYLVANIA** State College, School of Agriculture has scheduled its third annual greenkeepers' short course to begin Jan. 30 and continue until Feb. 24, 1933. As in the past, enrollment will be limited to the first 30 applicants; the fee is \$10.00.

Subjects taken up at the short course include soils and fertilizers, grasses, weeds, insects, diseases, landscaping, machinery, irrigation and drainage.

Penn State will also hold its annual 3-day turf conference, at the conclusion of its short course, Feb. 22 to 24, open to all green-chairmen, greenkeepers and others interested in attending. The program has been made up after conferring with a committee of Pennsylvania greenkeepers and is as follows:

### PROGRAM

Austin L. Patrick, Chairman

February 22:

10:30 a. m.—Propagation of Flowers and Shrubs, E. I. Wilde.

2:00 p. m.—Turf Treatments and Insect Control, L. B. Smith  
Diseases—Round Table Discussion — Leader, H. W. Thurston.

February 23:

Soil Problems—Nickolas Schmitz,  
Chairman

8:30 a. m.—Modifications of Soil Texture and Structure, A. L. Patrick.  
Factors Affecting the Rate of Decay of Organic Matter, J. W. White.

2:00 p. m.—Peats: Classification, Characteristics, and Use, A. P. Dachnowski-Stokes.

6:30 p. m.—Dinner—Nittany Lion Inn.

February 24:

8:30 a. m.—Supply and Distribution of Water, R. L. Blasingame.  
Sampling and Testing Soils for Nutrients and Lime Deficiencies, F. G. Merkle.

A question box will be available throughout the program.

Greenkeepers, green-chairmen and others are asked to write to the Dean of the School of Agriculture, 111 Agriculture Bldg., State College, Pa., for further information.

## PROS, MAKERS AGREE

### Discuss Both Sides in Deciding Points Brought Up by PGA

**WITHDRAWAL** of PGA and all other "pro" references in ball-branding, in accordance with agreement made by the golf ball manufacturers' association and the PGA, extends the discount deal to all pros regardless of pro association affiliations. About 50,000 dozen balls figure in the deal which shares the price reduction between pros, players and the PGA. PGA cut on the deal assures financing of the Ryder Cup team to England in the customary manner. PGA is to handle the pro rebates, cutting 50 cents a dozen to the pro and 50 cents to the association. The players probably will get the additional 10% cut on the balls. No similar plan will be employed in disposing of stocks of pro branded clubs.

The conference of manufacturers and pros unanimously condemned the returned goods and consignment sales practices and committed both pros and manufacturers to a concerted effort to better the credit situation. This situation ran into a serious complication in 1932 due to many clubs owing their pros. Pros never have been free from an inability to enforce collections from club makers like collections are enforced from pros. What can be done about this matter is anybody's guess.

Private brand ball business, if the present control of responsible manufacturers were eliminated, would produce a chaotic merchandising condition which would not be subject to the restrictions of present relations between pros, manufacturers and substantial private brand buyers, according to the manufacturers' statement made at the conference. The matter of legality also prevents the restriction pros hoped for on private branded balls. Which simply means that smart pro merchants will handle the private brand competition same as before without any appreciable misery and the other boys can sob and threaten to get an edge without any answer but an echo. The explanation was O. K. as nothing further could be done about such a deal in the golf business, or any other business for that matter.

The old gag about manufacturers exercising a lot of pull to get jobs for slow-

pay pros in order that the manufacturers could get the delinquents off the cuff, against which the PGA protested, was pronounced by the manufacturers as something that isn't being done. "If it is," continued the manufacturers, "we are, as a body, against this practice."

Another deal that both condemn was the practice of pros putting their names on cheap merchandise that the endorsing pros didn't play.

The proposal of the PGA that the manufacturers aid in bettering the credit situation by urging the employment of PGA members for positions open, the manufacturers ruled out, saying "it would be unwise for either the PGA or the manufacturers, acting concertedly, to attempt anything in the nature of a boycott against any class of professionals." The manufacturers did, however, express themselves as being of the opinion that PGA membership was a point in favor of any pro seeking a position.

Reference to a boycott, even in very dainty terms, has been vigorously condemned by thoughtful and foresighted PGA leaders. Any ill-considered talk or effort on the part of PGA encouraging a boycott against legitimate work to get employment, would be certain to arouse public wrath, according to the judgment of these astute pro officials. They state: Such a movement would be a misuse of the position of trust in which the PGA members are placed by their responsibility to their club players and would be certain to arouse public resentment so positive and widespread as to imperil the PGA.

One point on which both manufacturers and pros agreed to the limit was opposition to selling golf equipment at wholesale prices to amateurs. The manufacturers probably are happier than the pros are to have a positive commitment on this subject as the pressure brought to bear in effecting "buy it wholesale" deals has seriously interfered with the ordinary legitimate procedure of distribution.

The matter of replacing the former pro discount of 7% with the new deal of a 5% trade discount and 2% cash was chewed out thoroughly. The manufacturers explained the new deal by saying it was necessary to provide a pro discount that met the standard discount terms of the athletic goods industry. Legally, so members of the club and ball makers' associations had been advised, the old deal to the pros was all wet and threatened

trouble in court in addition to the trouble the manufacturers already had suffered from the demands of the store buyers for a 7% cash discount.

On the pro end, the PGA men said it was hell that the good pay pro would get 2% instead of the former 7% for laying the dough on the line, but agreed, in view of the legal slant, that the new deal was necessary and called for reminding the pros who were business men that the 2% deal still meant 24% a year.

Both sides agreed that the 7% deal had showed that about the same fellows kept good credit before and after the deal was in force. Credit standing, they decided, was a matter of business education and ethics as much as the difference in discounts.

## SOME HOPE NOW

### Golf Bag Manufacturers After Years in Misery, Organize to Seek Profits

**I**T LOOKS almost like the millenium has come in the golf business, for the leading golf bag manufacturers have organized an association and committed themselves to policies of trade operation that at least gives some of the bag makers a chance to break even, which would be a vast improvement on the last few years' ledgers.

What hell the pros, the ball makers and club makers think they have had since the years of the profit-locust came on, has been as love's sweet dream to the bag manufacturers.

First of all, almost any bird with a loft, a sewing machine and some leather and canvas would start up as a bag manufacturer. Then he'd go out to sell. So much of the bag business is done through stores that the manufacturers didn't have the fair profit volume the pro business ordinarily affords. After a few minutes trying to sell some of the shrewd store buyers the distressed bag manufacturer would emerge with an order but minus his outer clothing, lingerie and profits. He had set a price for the fellows who followed him so it wasn't long until the entire industry was demoralized.

That sort of business could go on just so long. After the necessary time, when each fellow who lost a profitless order had to spend time cussing his competitors and

laying plans to get even by losing more money in getting the next order, the survivors finally assembled on a raft in the storm-swept area and decided to sink or swim together.

Theodore S. Cart, president of Atlantic Products Corp., was elected president of the Golf Bag Manufacturers Assn., and Harry West of Wilson-Western Sporting Goods Co., secy.-treas. of the organization.

Twelve of the foremost bag manufacturers who had managed to weather the long storm became charter members of the organization and agreed to trade practices that already had been adopted by the club and ball manufacturers in the rather well-founded hope such practices would give them a chance at making a profit. Due to legal restrictions no general price arrangements were possible but the manufacturers talked frankly and honestly enough about manufacturing costs and losses to indicate there will be considerably less of the ruinous prices at which golf bags have sold for during the last few years—even during the delirious days of general prosperity for everybody except the bag makers.

Concerted promotion of the bag market is among the constructive work planned by the new association. This is something that will be welcomed by pros as a great and long overdue aid to business. In almost every golf club's storage racks about 50 percent of the bags are obviously in need of replacement and some unified sales and advertising effort will hasten the move. It's not at all uncommon to see \$75 sets of irons and \$45 sets of woods all bought in 1931 or 1932 and carried around in a tattered, outworn \$5 bag bought in 1928.

Now that the bag manufacturers have agreed to stop chewing at each other's throats and are planning to have a delayed banquet on a big market that should respond to intelligent, concerted development, it looks like the sorriest part of the golf business picture is going to give way to a scene of peace and security.

## Merry Christmas Is Smart Publicity for PGA

SEVERAL P.G.A. sections showed good, timely advertising sense in sending out Christmas cards to officials of golf clubs in their sections, to newspapermen and the association's own members. Texas and Northeastern New York Christmas cards came to GOLFDOM's particular attention.

## NEW PRO DISCOUNTS

### Manufacturers' Spokesman Tells Pros Why New Deal Is Needed, Logical

**P**RESIDENT H. BOARDMAN SPALDING of the Golf Ball Manufacturers' ass'n explains the change in pro discounts. His statement as spokesman for the manufacturers, tells questioning pros why the change was advisable. Mr. Spalding says:

"In the sporting goods industry there has prevailed for a period of more than 50 years a custom of selling merchandise on terms of 30 days net, 2% ten days. I think originally these dates were computed from the date of the invoice, but for at least the past 25 years they have come universally to mean that payment was due by the 30th of the month succeeding the month in which the invoice was dated, and that the 2% cash discount could be taken if payment was made within the first ten days of such month. Where the terms of sale are therefore lived up to the 2% cash discount is given for payment twenty days earlier than the due date of the bill net and is hence at the rate of 36% per annum, which is certainly an attractive enough rate for any professional or dealer in good credit standing to borrow funds from his bank in order to take advantage of such a rate.

"It is true that professionals and dealers who do not discount their bills also may fail to pay them promptly on their due date. If they appear not to suffer any immediate penalty for their delay, they will ultimately find that where they persistently fail to pay bills promptly when due, they seriously hurt their credit standing and brand themselves as individuals who have no regard for the sanctity of their contracts. As you well know, a sale is a contract between a buyer and a seller, and where made on credit involves the promise on the part of the buyer to make payment upon the due date of his bill.

"Golf clubs and balls are only a part of the athletic goods industry. Many of the same companies that manufacture and distribute golf goods also manufacture and distribute baseball, football, basket ball, tennis and other athletic lines. It has been found impossible to have different cash discounts applying to different parts of the athletic goods industry. The margin of

profit in the industry is such that a larger cash discount than 2% could not be given. To avoid complete chaos in the matter of cash discounts, it was necessary to make the terms uniform by bringing the cash discount on golf goods to the 2% generally prevailing throughout the industry.

"Admittedly this does away with the little advantage which those professionals who have been prompt in the discounting of their bills have over those who for one reason or another are unable to take advantage of the cash discount. However, this is a small sacrifice to ask from those professionals. The manufacturers are making a larger sacrifice because they are giving the 5% trade discount generally to all professionals, so that the total amount of the discount under the new plan will be greater than under the old. That the manufacturers are willing to make this greater sacrifice is evidence of the seriousness with which they regarded the situation produced by having a different cash discount prevailing on golf goods than on other lines of athletic merchandise.

"Naturally there are bound to be points here and there where the interests of the professionals and manufacturers are in conflict but basically their interests are the same. The manufacturers are vitally interested in maintaining the golf profes-

sional as a distributor of golf merchandise and in assuring to him so far as it lies within their power, the earning of a fair profit on that distribution. Likewise I believe it to be the interests of the professionals that the manufacturers should succeed in their business. Both objectives require mutual co-operation and support in whatever measures are necessary and desirable for improvement of the trading conditions in the industry.

"At the recent meeting in Chicago between the Executive committee and the Ways and Means committee of the PGA, and the two associations of manufacturers of golf balls and clubs respectively, there was the most cordial and friendly discussion of the immediate problems before the industry. It was extremely gratifying to observe the intelligent understanding and approach to these problems displayed by the professionals and especially by Mr. Hall who acted as their spokesman. It is the hope of the manufacturers that their contacts with the PGA may be kept as close as possible and that the problems of the industry will always be met with the same cordial and friendly attitude on both sides. After all, we are both interested in the same industry and whatever differences there may exist between us are small in comparison with the greater interests which we have in common."

## Pro's Golf Class Draws Big Enrolment at Eastern University

By LES HEON  
 Pro. Montpelier (Vt.). C. C.

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As a follow-up to the article in November GOLFDOM advising pros to look to schools and colleges for future golfers and customers, this article tells how Heon organized last season a most successful class at Norwich College. See illustration on front cover, this issue.

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**M**Y ASSOCIATIONS in the work of promoting golf in schools and colleges have been the pleasantest of any I have yet run across in my duties as professional. This prompts me to set down my own experiences and opinions on the subject.

In August, 1931, I approached Colonel Plumley, president of Norwich university at Northfield, Vt., with a proposal to inaugurate a course of golf as part of the regular athletic curriculum at the university. He, as an enthusiastic golfer himself, thought well of the plan and, as a re-



sult, starting the first week in January, 1932, the course was initiated into the regular college schedule.

It was so arranged that any student was entitled to participate in this course at no cost to himself. Out of a total enrollment of 275 students, 158 of them took advantage of the opportunity to better their game through winter practice. Out of the 158 students who took the course, 100 of them had never handled a golf club before. The attendance at all of the classes was very large.

The course was not compulsory, but through the splendid cooperation of the faculty and the University officers in giving credits for the work in this field, the project came to be regarded as the finest activity to promote contentment and goodwill among the students.

### Athletic Angle Not Stressed.

We aimed to place more stress upon the educational and social advantages of the game than upon its real athletic value, in order that the students might realize the importance of this work in connection with their own particular vocations following graduation.

Classes were so arranged that they fitted smoothly into the college schedule. The freshmen classes met twice a week, the upper classes once. The privilege was extended to each and every student of practicing at his own convenience. This was in addition to the instructions received in classes.

The classes were held in the State Armory, the building having considerable floor space. In one corner of the main auditorium a long canvas was dropped from the indoor track above. This canvas was long enough to accommodate five pupils at a time. Classes of fifteen were the rule. This made it possible for the boys not actually at work taking instructions to observe the corrections as pointed out to the others. In this way they were better able to recognize the more glaring faults and to grasp more quickly the significance of the corrections. They usually spent 20 minutes in active work and had 40 minutes of each hour to concentrate their attention on the models before them. In a surprising short time the fundamentals were taken care of and actual progress was rapid.

### Finds Groups Learn Quicker.

The course was one of education as well as of accomplishment. An interesting feature of the work was the fact that the ed-

ucation was not confined to the students alone but it helped me considerably in my teaching. I discovered, for instance, that pupils progressed far more rapidly working in groups than they would individually. In trying to find a reason for this, I noticed that whenever there was a group at work, where one pupil had a particularly well-timed swing, this pupil's finer sense of rhythm was a definite aid in developing this very thing in the other students. After this became evident, I placed this particular pupil at the head of the line and the results of his influence were very evident.

The course ran for three months and during that time we were able to take up every phase of the game. Before the course was completed it had earned for itself a prominent and permanent place in the activities of the university.

This year the course will cover a period of five months. Equipment has been added to accommodate a larger number of pupils at one time. Work has already been started and the enrollment in the classes promises to be heavy. Enthusiasm is at a high pitch and we are looking forward to a progressive and successful school year of golf.

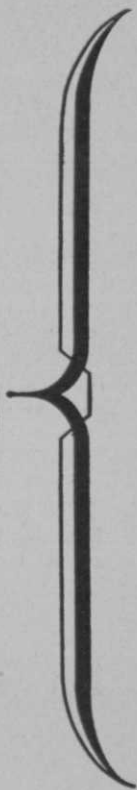
## CDGA Reports Club Operating Cost 18% Lower in 1932

**A**NUAL report of the Chicago District Golf Assn. presented statistics assembled by Harry Radix, chairman of Club Relations committee, indicating that operating costs of representative private clubs in the Chicago district were 18% lower in 1932 than in 1931. Radix, elected president for 1933, suggested stabilization of green-fees at private clubs. Cut rates in 1932 apparently had no effect in increasing rounds of guest play.

George Harrington, chairman of green section, CDGA, reported widespread regret at abandonment of USGA greens experimental station, saying, "USGA Green Section, in addition to advancing science of greenkeeping, has enabled many of the clubs to save many times the amount of their annual subscription." He also paid tribute to "excellent work of the Midwest Greenkeepers' Assn."

Jack Westland, chairman of Handicap committee, reported 2,447 handicap cards issued at a cost of \$1 per card.

# For 1933



THE GREATEST clubs the game has ever known have been improved! For 1933, The Spalding Rob't T. Jones, Jr., Clubs will introduce the new Spalding Triple S Steel Shaft, the finest shaft yet made for irons.

By developing the Triple S Shaft, Spalding can now offer approach irons with stiffer shafts—thus carrying out in steel shafts an idea the expert club-makers always used in the finest hickory sets. These stiffer shafts, by reducing the whip, help eliminate the tendency present steel-shafted clubs have, to hook the ball, causing it to run. These new shafts make approach shots easier to control than ever before.

Bobby Jones, who helped design the new shaft and who has tried it out extensively—and other leading players who have used it—are enthusiastic in their praise.