

pro is not much different from the rest of mankind. Figuring on the profit of increased ball sales alone if balls were sold strictly at retail, the PGA officials claim a pro could very quickly pay his association dues.

The new deal is not without its pro give as a give-and-take arrangement. The pros on the Pacific Coast agreed as one of their parts of the arrangement to be restricted to free balls from only one manufacturer.

Pros in other parts of the country point out that an extension of the Pacific Coast arrangement will prevent further spread of a misery that has been forced on quite a number of pros who are afflicted with chiseling "buy-it-wholesale" members. These pros, despairing of getting the straight retail price out of the chiselers, have been compelled to cut the retail price in their own shops, and at the end of the year are pretty nearly in the red, gross, on their ball sales. Consequently these fellows have no chance to maintain any sort of a credit standing.

It will be especially interesting to see how this deal works out because it involves the basic principles on which some of the new Rooseveltian trade legislation has been founded.

If the pros and the leading golf goods manufacturers can make the golf field one in which the chiseling discounts are definitely exterminated they will have performed a miracle that will arouse the admiration and bring about the relief of many a sorely-harassed American retailer and manufacturer.

GOLF HOLES measuring between 300 and 350 yards are rarely either difficult or interesting, since they call for little more than a drive and a short pitch. Such holes should be stiffened up by pulling in the fairway until it is relatively narrow, thus rewarding accuracy off the tee.

LOOKS LIKE THERE is a good potential crop of pros coming on. We have been getting quite a few letters from young fellows who want to become assistants to master pros with the idea of patiently learning the business from the ground up.

The way these kids write, with ambition and sincerity, indicates that they are going to be a credit to pro golf after some of the old masters have put them through the training school.



Why does
MILORGANITE
give such re-
markable results
EVERYWHERE

- 1**st—Because it is a natural, organic, fertilizer — not synthetic.
- 2**nd—Because of its high organic nitrogen content.
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THE SEWERAGE COMMISSION
 MILWAUKEE, WISCONSIN



Better Turf.. Lower Cost

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A Little Advice and Some Optimism

By GUY C. WEST

NOT LONG ago I read of a supply company which wrote a very touching note containing an appeal for you know what to a certain country club. By return mail came the following:

"Gentleman: This club has divided its bills into three classes: first, those which it is absolutely necessary that we pay; second, those which we will try to pay sometime; third, those which we will pay when prosperity has returned. As a result of your recent note we have decided to transfer the small matter of your bill from the third class into the second."

There are many clubs whose attitude seems to be along these lines. Many are forced toward this viewpoint because their members have not paid their dues, or have dropped their membership entirely. Hence, these clubs possibly are not to be condemned too harshly, if they are honestly doing their best to pay their bills as dues are collected from their members.

This matter of collecting dues is a tough proposition for many clubs at present, especially the smaller ones. I recently heard of a club which has billed its members on February 20th, and again each month for five months, a fifth of the dues each bill. Other clubs are working along this same line. Possibly this method would be better if the ruling was made that no member would be allowed to play golf if more than a month in arrears. Whatever method is used, there seems to be room here for some real constructive thinking.

Buy from Loyal Dealers

I believe that those clubs which still owe dealers money for past purchases should place their business for 1933 as near 100 per cent as possible with those dealers to whom they are indebted, thus helping those dealers who have been their friends. All spare cash which these clubs can dig up should be given the dealers owed to bring down the old bills. One or two creditors may carry on and help a club through a bad period, but many creditors might bring about a financial collapse of the club.

In this connection, new incoming officials should be enlightened by outgoing officials

of those dealers who have befriended the club in the past, and recommended that the club business be given where prices are consistent to the old friends.

During 1932 all clubs were forced to curtail their expenditures to live within their incomes. This tendency will also be marked this year. It is absolutely essential that each club do its utmost to keep its credit sound.

I am reminded of the club which wrote to a seed house, ordering a hundred pounds of bent seed, saying—"if the seed proves O. K., we'll send check." And the dealer wrote back, "Please send check, if O. K. we'll send seed." Ofttimes a little more care in keeping within the income, of paying bills more promptly, and such replies will not be necessary.

In justice to those clubs whose credit is sound, it might be well for some agency to establish the *credit rating* of every club in the United States. If such a rating was established, any dealer would know in a glance how much credit he could extend. Clubs could be helped, and the cost of selling reduced.

The Optimistic Side

Most of us are quite apt by this time in cursing the depression, and probably most of us have plenty of reason to curse! However, there seem to be a few gleams of optimism which are resulting to some extent at least from this depression. Should we call this period a normal one, in which we are getting ourselves readjusted from a very abnormal one? Possibly. Can we expect the extravagance and high wages and salaries of 1929 again? Probably not for many years at least.

It seems optimistic that the clubs are placing more and more dependence upon their greenkeepers. Many have been appointed general managers and superintendents. A prominent official recently said that in his opinion the greenkeeper was the logical man to step up, as no one else could make a dollar go so far, or do so much at such little expense. At many clubs the greenkeeper is given a budget, and is told to go ahead and show results—given

The Scout Overgreen

SPEED! SMOOTHNESS! UTILITY! ECONOMY!

ONE MAN

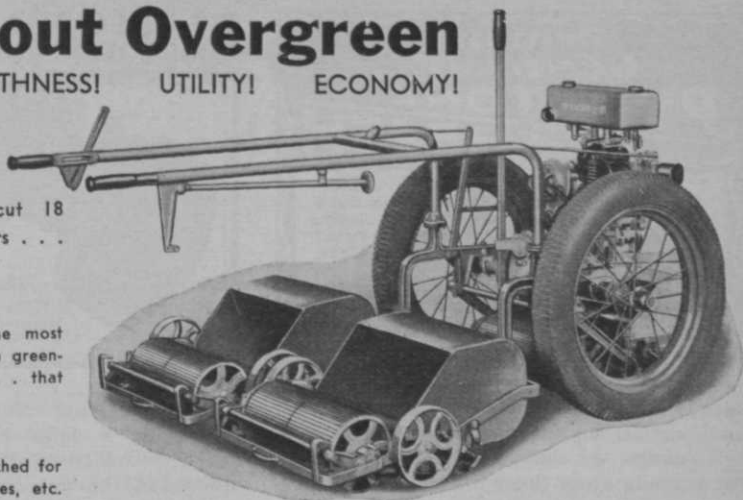
—unhurried, can cut 18 greens in FIVE hours . . . that's speed.

CUTTING

—that is satisfying the most exacting experts in the green-keeping profession . . . that means smoothness.

OTHER UNITS

—can be instantly attached for cutting tees, approaches, etc. Sturdy motor carriage saves time and labor in rolling, spiking and fertilizing . . . that's utility.



You can pay for the SCOUT OVERGREEN monthly, basing your payments on the amount saved . . . it proves its economy. Write for details.

WORTHINGTON MOWER CO.

Agents in all Principal Cities

STROUDSBURG, PENNA.

**KILL SOD
WEBWORM**

PROTECT YOUR GREENS ... kill insects and ants with **EVER GREEN 20**

WE'VE DOUBLED THE STRENGTH and lowered the cost of pyrethrum sprays. This non-poisonous insecticide now gives you the lowest cost pyrethrum spray on the market.

Ever Green 20 is recommended by leading universities for positive and economical control of sod webworm. Other state and federal experimental stations also recom-

mend Ever Green 20—because it is *harmless* to grass and non-poisonous to people and pets.

To kill sod webworm mix one gallon of Ever Green 20 in 1,000 gallons of water. Pour one gallon of solution per square yard of green.

Supplies in all cities—golf equipment concerns, seed houses and wholesale hardware jobbers. Or write McLaughlin, Gormley, King Company, Minneapolis, Minnesota.

EVER GREEN 20

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PYRATONE
SHEATH**

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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Hard steel center keeps spud sharp—softer outer steel wears away faster. Will not harm turf—made of drop forged steel, can't break or chip.

Diamond Calk Horseshoe Co.
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entire responsibility to handle all labor and buy all supplies without interference.

Secondly, we can thank this depression for keeping away those high pressure salesmen who were so common a few years ago, who tried by every means to stuff their products down our throats, who passed as "turf experts," and didn't think it was possible for us to "get by" without their products. Clubs cannot afford to buy for an experiment now; they must buy proven goods. It seems significant that wild-cat goods were most often sold by high-pressure salesmen, and we see few of them now.

The third feeling of optimism comes from the fact that never before has there been such a fine feeling of fellowship and cooperation between green-chairmen and greenkeepers as there is at present. We see evidences of this on all sides. In New England probably the best example at present is the Green Section committee of the Massachusetts Golf association, comprised of three members of M. G. A., and three members of the Greenkeepers' Club

of New England. This committee is now sponsoring a joint meeting of the two bodies, at which meeting the officials of the clubs and the greenkeepers discuss their mutual problems, including maintenance under lowered income. Surely much good will come from such a meeting.

There are various other factors which are of an optimistic trend. Greenkeepers have been brought out into the light more of late, and rightly so; as a class they are too often found in the background. The old established clubs, soundly financed and managed, have kept their credit sound for the most part, while many of the clubs which were entirely "boom" built are now closed. Business of the clubs as well as all other business should emerge from this period of readjustment on a sound basis.

Probably when we get through this year we will note other optimistic factors which are not so evident at present. For the present I urge all clubs to keep their credit sound if in any way possible. I also suggest constructive optimism.


SEASON'S BIGGEST GOLF BAG SELLER!

GOLF PAX NEW!

Latest thing in golf bag equipment. Ask the TUFHORSE salesman to show you its remarkable sales features.

Des Moines Glove & Mfg. Co., Des Moines, Ia.

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NEW YORK AND
THE PICCADILLY



... best hotel I know!
Near everything, just
200 feet from Broad-
way. Modern, hospita-
ble, and comfortable.
Like the Manager,
like the rates—\$2.50
single, \$3.50 double,
for a room with bath!

It's the
PICCADILLY

45th STREET and BROADWAY • NEW YORK
WILLIAM MADLUNG, Mng. Dir.

Club Not Subject to Damage Suit If Served Food Poisons Diners

By LESLIE CHILDS

WHERE a golf club operates a dining-room in connection with its clubhouse, the question of its liability for injury caused by the serving of unwholesome food to members or their guests is one of several angles. But, leaving aside all legal refinements in respect to the nature of the organization of the club, its liability will usually turn, in the first place, upon the character of its supervision of this department.

If the club sublets the dining-room privileges to a caterer and retains no supervision over him as to details of management, so that he is in fact an independent contractor, the club will not be responsible for accidents that may occur in the conduct of its dining-room. The caterer alone will be liable, if there is liability, and an

injured person must look to him for redress.

On the other hand, if a club operates its dining-room by hiring and supervising the necessary employes, we have a quite different situation. Here it seems clear on reason and authority that the club will be liable for injury caused by serving unwholesome food, based upon the law of the state in which it is located in respect to the duty and responsibility of one serving food in a public manner.

General Rule Stated

The foregoing appears true under the general rule of liability that holds club organizations responsible for the acts of its members and servants committed within the scope of their club duties. Nor would the fact that a club dining-room

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Exclusive photographs of U. S. professional and amateur champions, handsomely finished and ready for framing so they'll be interesting features of the club lounge, grille room, locker-room or pro shop.

I have the largest collection of photographic portraits of golf's notables, including all but two of the American Open and amateur champions.

All prints are finished in royal sepia.

5x8.....\$1 11x14.....\$ 5

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Special prices on complete sets of the champions or on other quantity orders.

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This year economy is more important than ever before. That's why TONAGREN is being used from coast to coast by many of America's finest golf courses. This modern discovery stops brown patch and destroys clover. It is easy to use, has a double-acting effect and actually sells for less money than most preparations that can be used for one purpose alone.

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LIGHT — SPEEDY — POWERFUL

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A wonder value. Does all the work of a golf course. Made continuously since 1916.

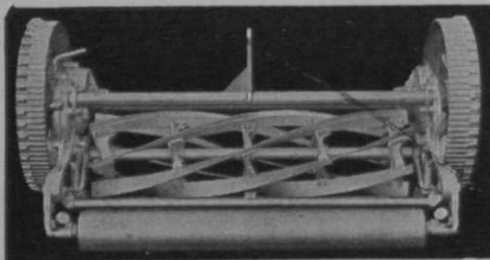
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Toro Trojan Fairway Mowers

The 1933 High-Speed Model will do a good clean job of cutting grass at operating speeds up to 9 miles an hour. The Toro 30-inch Super Mower for speeds up to 6 miles an hour. Toro Trojan Mowers are sturdy, light-running, built up to the highest mechanical standards . . . America's finest. Write for catalog.

Toro Manufacturing Co.

3042-3168 Snelling Avenue,
Minneapolis, Minn.

restricted its activities to the serving of food and refreshments to members and their guests, as distinguished from serving the public in general, alter the case.

The fact alone that a person was a member or the guest of a member when injured would not preclude such person from proceeding against the club for injury caused by the negligence of the latter's servants. This phase of the subject in hand was passed upon in an interesting manner in an action that arose under the following facts:

An incorporated athletic club maintained a clubhouse some distance from a railroad station that connected it with the city in which most of the members resided. For the convenience of members, the club operated a conveyance between the station and the clubhouse which was driven by a club employe.

On a certain evening a member arrived at the station and boarded the club conveyance to be driven to the clubhouse. Through negligent driving by the employe of the club, the conveyance was overturned; the club member suffered injuries that resulted in his death. Thereafter his legal representative brought an action against the club for damages, and recovered a judgment of about \$10,000 against the club. On appeal the latter took the position that it could not be held liable because the injured person was a member. In disposing of this contention, the court said:

"It is urged upon this appeal that the club is not such a corporation as to be liable to its members for negligence, and counsel frankly admits that he has been unable to find any authority upon this direct point, but urges it as a reason for reversal. We are of opinion that there is no ground for this contention; an athletic association, conducting clubhouses, and sustained by membership dues, is not within the reason of the rule which limits the liabilities of hospitals and other organizations organized for the purpose of performing a service which belongs to the public. It hardly seems worth while to consider this question seriously in the absence of some principle which might properly relieve the club of its obligations to those whom it has injured through its negligence." (96 N. Y. S. 831.)

In the light of the foregoing, it seems obvious that a golf club association, whether incorporated or unincorporated, would be liable for injury caused by the negligence of the acts of its servants com-

mitted within the scope of their employment. And no reason appears that would exempt such a club from liability for negligence in the operation of a club dining-room, if this was a recognized feature of the club.

This, then, brings us to the conclusion, announced in the beginning, that the liability of a golf club for injury caused by the serving of unwholesome food in its club dining-room would be governed by the laws of the state in which the club was located. In some states, hotels and restaurants are held to impliedly warrant the fitness of the food they offer their customers and patrons.

However, in the majority of the states the law requires a showing of negligence on the part of one serving food to the public, before liability for injury from the serving of unfit food will attach. Under this general rule, the mere fact that one contracts ptomaine poisoning, breaks his teeth on a tack in pie or suffers other injury as a result of dining will not be sufficient of itself to charge the one serving the food with liability for the injury.

Such an injured person must go beyond that and introduce evidence that tends to show the club was negligent somewhere along the line in preparing the food or in serving it, and that this negligence was the proximate cause of the injury. Upon the introduction of such evidence, the question of whether or not it shows negligence to such an extent as to render the food server liable will usually be for a jury, as also will be the question of damages.

Needless to say, since each case of this kind must necessarily be decided in the light of its facts and circumstances, the subject cannot be covered by any hard and fast rule. However, it is believed that, according to reason, analogy, and what direct authority the law reports contain, what has been said constitutes a fair presentation of the legal responsibility of a golf club in the serving of food and refreshments to its members and their guests.

SAVE for your club by purchasing acclimated, winter-hardy **BENT GRASS SEED**

Direct from the farms where it is grown by
A. N. PECKHAM, Kingston, R. I.
Also Fairway Mixtures

SKINNER SYSTEM The **SKINNER SYSTEM**
PIONEER and LEADER OF IRRIGATION
NOW OFFERS CORRECT COURSE WATERING.

The Big Square Sprinkler mounted on riser with snap valve connection is proving popular for golf course watering. Several units moved from point to point give effective, yet low cost, watering. Write for details.



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KILL ANTS!

Stop the invasion of your greens and fairways with

TAB (THALATE ANT BAIT) the new, powerful Thallium Sulphate poison, 50

times stronger than ordinary ant controls. Controls both sweet and grease-eating ants.

You no longer have to treat each ant hill separately. Tab (Thalate Ant Bait) does the complete job quickly, safely and inexpensively. Just broadcast the bait on your putting green. **1 GAL. \$6.00**

Sufficient to treat two average greens. If your dealer cannot supply write direct.

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Manufacturers of Thalate Ant Traps



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Now you can have ALL the conveniences and comforts provided by the last word in equipment—at rates that start as low as \$3.00 per day for a luxurious room, with Servidor, Radio, circulating Ice Water, 1200 Rooms. Just a few minutes from shopping and theatre centres.

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CLINTON NEW YORK

1200 Rooms · 7th Ave. at 31st St.

PGA National Slated for Milwaukee in August

ARRANGEMENTS are practically completed for holding the PGA national championship at the Blue Mound CC, Milwaukee, Wis., with the date tentatively set for the week of August 8 to 13. This is the week before the Canadian Open.

R. W. (Doc) Treacy, secretary of the PGA and pro at the Woodmont CC (Milwaukee district) and C. B. Johnson, formerly secretary of the National Association of Golf Club Manufacturers, are handling the financial arrangements for the affair in association with members of the Milwaukee Association of Commerce.

Beer money is being laid on the line in getting the guarantee together, as the beverage that made Milwaukee famous is profiting plenty from the thirsts that blossom around golf clubs.

Golf Goods Price Picture Groups Pros and Makers

SOME slants that should make pros think before they blindly worship the cheap price idol as their deliverer, appear in recent business literature.

Department store average cost of doing business has increased from 28% to 34%, according to a statement in *Tide*. Therefore the main hope of these stores, in doing business on a price basis to beat out pros, lies in quantity buying.

But, on the quantity basis the manufacturers frequently take a licking, as one notes from the remarks made by W. M. McCormick in *Sales Management*. He says:

"Less than a year ago some large buyers offered orders for about \$85,000 worth of our goods, and we quoted very low prices. Three other manufacturers quoted against us and we let them have the orders rather than reduce our prices to a level unproductive—considering quality of goods we manufacture. Now two of those competitors are out of business and their failure is directly the result of paying too high a premium for volume orders. * * *

"Still the clamor continues for lower prices; but I think it is time for manufacturers in all lines to take a stand, price their goods on basis of cost with fair profit and then depend on their selling ability and merchandising, rather than price, to get their share of business. Experience of the past two years proves conclusively that failure lies in any other direction."

The pros' competitors have seen that

PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from $\frac{3}{8}$ in. to $\frac{1}{2}$ in. Also Mower Spuds. Inquiries invited.

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Domestic Peat HUMUS

Pure organic material, ideal for soil improvement purposes. Complies with U. S. Govt. Specifications—available in finely fibrous or coarse form. Tell us your requirements. Shipment by bag, truck or carlot units.

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CREEPING BENT TURF

Illinois Grass Co.'s True Washington Strain Creeping Bent is used by hundreds of greenkeepers, golf and country clubs, etc., in solid turf form. Furnished in rolls ready to lay down like a carpet. Withstands heat wave. Guaranteed quality. Available in stonons also. We grow Blue Grass Sod, too.

Write today for prices and samples.

ILLINOIS GRASS CO., Homewood, Illinois
J. A. Carter Sls. Agt., 75 E. Wacker Dr., Chicago

low prices fail to take away the big volume of pro business. Some business went on the price basis. It always will. But the pro with his limited market must be interested in net profit and not the impossibly big volume that might justify price slashes.

Quite obviously the present conditions in golf goods merchandising call for close harmony between pros and manufacturers in selling at prices that are fair to the players and to the pros and manufacturers as well.

Unwarranted price cuts mean the player must pay in the long run as the surviving manufacturers will have to make up their losses some day.

PERSONNEL of the Tournament committee of the PGA has been enlarged to include some of the prominent tournament players. The committee, which has James Wilson of Ravisloe C. C., Homewood, Ill., as chairman, includes Paul Runyan, Al Espinosa, Leo Diegel, George B. Smith, John Farrell and R. W. Treacy.

LEWIS WINS BALL WASHER INFRINGEMENT CASE

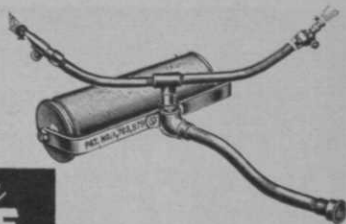
Watertown, Wis.—There having been no appeal since the G. B. Lewis Co. won its infringement case against Fehrenschild-Minkler Co. of Los Angeles last April, the G. B. Lewis Co. of Watertown will be free to conduct its ball washer business without annoyance and delay caused by infringement of its basic patent.

The case was won in the United States District Court, Southern District of California, Southern Division, April 8 last, at which time a writ of injunction was also issued against the Fehrenschild-Minkler Co. restraining them from further manufacture of their washer that infringed the Mollart patent the Lewis company controls.

The Lewis company has spent considerable time and money in developing and protecting its ball washer and is vigorously protecting its position.

GOLF COURSE EQUIPMENT TAKES LARGER QUARTERS

Chicago, Ill.—Golf Course Equipment Co., headquarters for Toro golf course maintenance equipment in the Chicago district, have the welcome mat out at their new address, 4532-34 N. Clark street. More space at the new location provides for more complete display of the Toro line and an up-to-the-minute service department. Ed Strid, Johnny Dee, Bob Andrews and H. A. Christiansen comprise the jolly crew. The phone number hasn't been changed—Longbeach 4819.



The
TEE
\$7.50

FOR PRACTICE GREENS, TEES, and other small areas

Thumb screw operated worm-gear adjustment on outer stream nozzle controls speed of sprinkler rotation. Easy to "set" without tools.



The TEE sprinkler has many of the qualities which have made the LARK famous—wide coverage, even distribution, faultless performance, economical use of water.

The TEE covers a circle up to 80 feet in diameter. Many courses with smaller greens rely entirely upon the TEE. Roller base makes the TEE easy to move. Ask about our Ten-Day Trial Offer.

The LARK Sprinkler for Large Areas, \$12.50
L. R. NELSON MFG. CO.
1725 S. WASHINGTON PEORIA, ILL.

Good turf is a magnet

Nothing attracts players like a course in-the-pink-of-condition. Good turf is the best and the cheapest business insurance a golf club can buy.

PREMIER POULTRY MANURE

A natural balanced diet for golf turf grass—6% Ammonia, 2.50% Phosphoric Acid and 1 to 2% Potash—No live weed seeds—Being organic it aids bacterial action—quickly and easily applied and absorbed by the soil.

Write for name of your nearby dealer.

PREMIER POULTRY MANURE CO.
327 S. La Salle St. Chicago, Illinois



The PGA farewell dinner to the Ryder Cup team was given at the Roosevelt Hotel in New York on the eve of the team's sailing. About 500 attended and indulged in frolic until the Yank defenders of the cup had to scam for the dock. There was no moaning at the bar when the boys put out to sea. The moaning came later, after the Ryder Cup matches were played.

USGA Makes Formal Ruling on Sand Green Putting

JOHAN G. JACKSON, chairman Rules of Golf committee, United States Golf association, has released an official ruling on sand green putting practice. Queries regarding such ruling frequently have been sent to GOLFDOM; our letter to Mr. Jackson for an official ruling brought forth the following statement:

"There is no rule of golf specially applicable to sand greens, but experience at the Pinehurst courses, where said greens have been in use for many years, has led to the adoption of the following rules, which would seem to be in order:

1. A ball lying on the sanded putting surface may be cleaned and replaced.
2. It is permissible to smooth out irregularities on the sanded putting surface by brushing across the line of putt with the putter.

"The first rule has been adopted because of the fact that the ball is apt to pick up grains of sand.

"The second rule was adopted (because the greens are easily marked by footprints or other causes) after many years of testing play on the sand greens, both with smoothing and without smoothing.

"There is one other practice which is usually permitted and that is when possible to have the greenkeeper drag a piece of carpet over the ground before a stroke is made, in order to smooth out any surface disturbances."

New York City.—Warehouse of Radway-McCullough Seeds, Inc., of 115 Broad st., now is located at Pier 21, East River, near the Brooklyn Bridge. The warehouse has two railroad loading platforms and direct carload and less-than-carload service of several railroads.



The Toro Power Greensmower

Built in two sizes, 17½-inch and 19¼-inch, and with all the high-grade features of the Toro hand greensmower. Motor is 4-cycle, air-cooled, built up to the most modern standards. A thoroughly satisfactory single-unit power machine. Write for complete catalog.

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