

the professionals themselves and the golfing public. They both have equal responsibility in the matter.

The professionals can do much through their organization by weeding out the undesirables. Those whose lack of the essential qualifications for teaching are giving the profession a black eye. This can be done by formulating a strict examination for new members before granting them a certificate of membership in the association. There are indications that both of these points are receiving consideration.

The golfers at large can do their share by renewing their interest in the game and in its teachers by patronizing only those of experience and proven ability and, in so doing, giving these their unqualified cooperation.

### Atlanta PGA Wants Your Tips for Its Reference Book

**HARRY R. STEPHENS**, for 11 years pro at Druid Hills G. C. (Atlanta, Ga.), and president of the Atlanta PGA, tips off club officials to what the master pros are doing to uplift their profession in advising GOLFDOM of the Atlanta pros' plan for compiling a reference book and manual on the pro golf business.

The Atlanta activity reflects the spirit of the pros who are looking ahead to a better, brighter day for pro golf. To hasten that day as well as to see that its dawn finds competent men available, the Atlanta men are getting up a comprehensive manual. Much interest in such a work was aroused by publication of the U. S. Rubber Co.'s *Pros' Handbook of Business*. To carry this educational work into detail is the task to which the Atlanta men have pledged themselves. They want all the suggestions they can get from other pros, so any of the fellows who are genuinely interested in contributing to the educational work through which pro golf will be put on a stronger basis are invited to write Stephens their ideas.

In giving details of the plan Stephens tells GOLFDOM:

"We of the Atlanta PGA are endeavoring to compile a reference book which will include all subjects pertaining to golf. We realize that we have set ourselves a big task and will need a lot of help. At this time we are building this book in loose-leaf form with the hope that some day we

may be able to get it printed and bound in regular form.

"We are seeking authoritative articles on all golf subjects. All approved articles are placed in the book with the author's name and business connection. Advertising matter or competitive claims of any article or method cannot be accepted for inclusion in the book.

"We have taken this work on ourselves with our object being solely one of uplift and enlightenment. Our desire is to get it away from the "caddie" background. Do not misunderstand me; in no way are we trying to depreciate any man who was a caddie or any boy who now is. Our object is to help the pro of today and tomorrow (including ourselves) to be professionals in the complete sense of the word, "a professor of golf."

"We cannot create a college or varsity background, but we can at least prepare and build up books that will ultimately serve a similar purpose. It is purely a matter of education and professional prestige that we are aiming at now."

### PGA and TGA Fall in Love at Dinner to Jacobus

**FEBRUARY 10**, members of the Tournament Golfers' Assn. who were warming up for the Gasparilla Open, had as their guest for a dinner meeting George Jacobus, president of the PGA. As was forecast by GOLFDOM, the PGA and TGA when they sat down and discussed the purpose of the TGA, found no reason for considering the TGA a red riot.

Members of the TGA, all of whom are members of the PGA, gave Jacobus a vote of confidence but vigorously proclaimed that the tournament pros had a right to finance and join any enterprise for the further promotion of tournament golf. Jacobus pledged the fullest co-operation of the PGA in extension and protection of tournament golf.

Bob Harlow, manager of the TGA, explained the purpose of the tournament organization. By specific reference to the close attention the TGA gave the southern possibilities Harlow showed that the tournament pros by their own organization efforts had added enough prize money to justify the TGA formation and expense.

The dove of peace cooed all around the dinner.

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# *Spalding fattens up a lean year!*

1933  
**1933**

THE ROB'T T. JONES, JR.,\* CLUBS in their very first year were universally recognized as the finest clubs the game has ever known! They put new life into golf profits in 1932 . . . they'll lead the way to more profits in 1933!

Just look at this line-up of Spalding profit-makers:

1. The Spalding Rob't T. Jones, Jr., Clubs
2. The new Spalding Rob't T. Jones, Jr., Clubs for Women
3. The new Triple S Steel Shaft
4. The Jones Irons with Hickory Shafts
5. A new line of registered sets at lower prices

The fact that the greatest clubs in the game have been refined and improved this season makes a selling story that's going to be mighty near irresistible

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to your members. The players who held back last year will be a lot easier to sell this season because of these new features.

One of these improvements is the Triple S Steel Shaft which makes approach shots easier to control than ever before because in the approaching irons it is a *stiffer* shaft. It helps to eliminate the tendency of present steel-shafted clubs to hook the ball—by reducing the whip. This new perfected shaft is going to win new Jones Clubs customers . . . win new profits for you.

Now . . . what about those players who like Jones Irons yet swear by hickory shafts? Count those golfers in, too—for the Bobby Jones Irons are now available in *hickory shafts*. The clubs they liked are now the clubs they'll buy!

Wait! That isn't all. To further accelerate golf club sales Spalding now offers steel-shafted registered irons at the lowest prices in Spalding history! 9 club sets will now retail for \$60, 6 club sets for \$40. Genuine Spalding clubs at these prices are bound to put a new vigor into golf sales this season.

But we've held the best piece of news until last . . . the new Rob't T. Jones, Jr., Clubs for Women . . . the first clubs ever to be *especially* designed for women players! These clubs recognize the different game that women play. They'll bring more fun and greater proficiency to every woman's play. And they increase the golf club market by thousands!

That's Spalding's recipe for 1933 profits. Display these clubs. Point out their new, improved features. Get players to try them out. And make this a *profitable* year for you!

\*Robert T. Jones, Jr., a Spalding director, collaborated with Spalding experts in working out his ideas of perfect clubs.

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*A. G. Spalding & Bros.*

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# Pros Get Together to Help Players and Themselves in Southwest

By HERB GRAFFIS

**W**ARWHOOPS of PGA members in the southwest heard in advance of a meeting held at the Oklahoma City C. C. February 20, threatened a defection of Missouri, Oklahoma, Kansas and Texas members from the national organization and a foray into pro cooperative buying which has more headaches than the pale-faces' firewater.

Big chiefs, medicine men and braves of the Missouri, Oklahoma and Kansas reservations sat around the council table from which the happy warriors of the Texas plains at the last moment were compelled to absent themselves, deliberated on the situation, pondered on the straight speech of Vice-President Wolf Rimann, who was a messenger from the Great White Father at Chicago, Albert Gates, and called off the rebellion.

What really came out of the conclave was a sharp realization that pros and manufacturers instead of having any sassy talk among each other in their respective camps or in their relation as makers and distributors, must do all their thinking and talking in the interests of the Number One man and woman in the game, the amateur player.

Appreciation of the paramount necessity of encouraging more play reminded the pros that now was the time when active exchange of pro ideas and vigorous, intelligent unity for the purpose of better serving the player needed to be pushed as the salvation policy of the PGA. Veterans

such as Johnny Madden, Joe Dahlman, Joe Matthews, Arthur Jackson, Marion Askew and Paul Blakeney, put the cooperative buying business out on the operating table and found out what makes it tick.

## Racket Trend Ruled Out

They decided, with the refreshing frankness of gents of the wide open spaces, that the perfect example of pro cooperative buying is getting a 35 cent ball and selling it to the customer for 50 cents. Consequently this end of the deal was ruled out with right strong Anglo-Saxon words by the fellows who decided that these tough times weren't right for chiseling the customers like a bunch of lawyers handling a bank receivership or a foreclosure. The racket angle, when it occurred to the cowboy pros as such, was ruled out permanently as not being in accord with their idea of the right way of doing things.

Rimann, PGA executive for the Midwest, told of the Kansas City experiment in cooperative buying which often has been referred to as a success. None of the boys who were in this deal got their \$100 back with which the K. C. venture was financed. They're making no kicks about the vanished C notes, but Rimann, in echoing the statement of Bill Wotherspoon, Al Collins and other Kansas City pros who were instrumental in conducting the cooperative experiment, said his neighbors wanted no more of the same.

The Oklahoma City meeting, established successfully a precedent in inviting repre-

## 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**  
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**HAVE YOU SEEN**  
the **GOLF BAG SENSATION** of 1933—  
**GOLF PAX**  
—the greatest new thing in golf equipment. Ask the Tufhorse salesman to show you Golf Pax. Des Moines Glove & Mfg. Co., Des Moines, Iowa.



# QUICK FACTS ABOUT THE 1933 GOLF CLUB SITUATION

Here's a profit story for golf pros—a profit story that can be summed up in eight short sentences. And these eight short sentences show why it's going to pay to concentrate on MACGREGORS in 1933.

1. Most complete line ever offered.
2. Fewer models.
3. Smaller investment in stock.
4. Complete price range.
5. A club for everyone—no matter what he wants to pay.
6. No lost sales because you haven't the club a player wants.
7. MACGREGOR Quality.
8. The name alone often means a sale that otherwise might be lost.

There's still another advantage in handling MACGREGOR Clubs. And that comes from the respect every golfer has for them. The best thing anyone ever has been able to say about a golf club is that "It's as good as a MACGREGOR." MACGREGOR Woods have been first choice of golfers

for thirty-six years.

And don't overlook the new improved MACGREGOR Irons. Here are steel shafts with all the sweet feel of finest hickory—with vibration eliminated—with breakage practically impossible.

These long sought results were achieved with what is known as the MACGREGOR "Neutralizer"—a hickory plug that fits inside the shaft where it joins the club head. This gives three all-important benefits. First, it distributes the flexure of the shaft. Second, it gives super-strength at the point of greatest strain. Third, it insures the elimination of sting and vibration as in hickory shafted irons.

Both MACGREGOR Woods and Irons are illustrated and described in the new 1933 Catalog. Mail the coupon today for a copy—together with details of MACGREGOR'S 1933 Plan for increasing Golf Club sales.



**THE CRAWFORD, McGREGOR &**

**CANBY COMPANY, DAYTON, OHIO**

The "X-70," "Big Bap," "40" and "P-20"—four lines of quality clubs offered exclusively to the golf pro and stamped with his own name free of charge. Facts about these money-makers sent upon request.

# MACGREGOR

THE GREATEST NAME IN GOLF

THE CRAWFORD, McGREGOR & CANBY COMPANY, Dept. A-31, Dayton, Ohio.

Please send me a copy of your new Catalog and details of your Plan for increasing Golf Club sales and profits in 1933.

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sentatives of some of the leading manufacturers into the session, and found in this way they actually got somewhere in working out their buying and merchandising problems. They found this open meeting idea much more resultful than the customary sectional practice of making an important meeting of pros as secret as a rum-running sneak.

Instead of working themselves up into a futile lather about the ball prices, the withdrawal of the 7 per cent cash discount, when the dough is going to be refunded on the liquidation sales of pro branded balls and other matters, the pro band at Oklahoma City listened to the close-up as seen by executives of the manufacturing organization, gave the pro side and argued things out.

As always is the case when the elimination of the 7 per cent cash discount to pros is discussed, the matter of credit came up. Some of the country's first class, thoroughly responsible pros for the first time in their careers were left at the end of 1932 owing money to the manufacturers simply because the pros could not collect from their members. However, instead of crying about that situation those pros, according to the remarks at the Oklahoma City meeting, are going to put on more selling and service efforts at their clubs in 1933. Thus they intend to take up the gap in their finances. The decision is one that would do credit to men in many other businesses who may not rate the pros highly as determined and pretty smart business men.

One thing that the midcontinent pros decided to do was to exercise every effort in developing first class girl golfers at their clubs and in this manner work right in with the Women Western Golf Association's plan of building up the entry list

in its junior championship at Chicago this summer.

Some one, some time, made a light remark at a PGA national convention about the "outlying districts." The mid-continent pros took it seriously as identifying them as stepsons. A stalwart, confident and independent lot, those boys had about decided it was up to them to go on their own, when Rimann stepped in with detailed assurance that the PGA was on the "all for one and one for all" basis. From the reference to the Three Musketeers, Wolf jumped to the rallying cry of the original 13 colonies about "united we stand, divided we fall," to which the hardy plainmen further agreed.

### Southwestern PGA Formed

Figuring that the pros needed a build-up in Missouri, Kansas, Texas, Oklahoma, Louisiana and Arkansas, the PGA members at Oklahoma City organized an auxiliary association to which any acceptable pro is eligible. Dues are to be only \$1 a year. Intention of the organization is to use this income for a mail campaign on pros and club officials that will make pro service more valuable to the clubs and attempt to get the club officials to realize this value.

This new Southwestern Professional Golfers' Organization elected Wolf Rimann, Wood Hill C. C., P. O. Box 82, Kansas City, Mo., President; Paul Blakeney, Edgemere C. C., Okla. City, Secy. Vice-presidents elected were John Madden, Oklahoma City (Okla.) C. C. and George Aulbach, Dallas (Tex.) C. C. Vice-presidents for other states are to be elected later.

It is expected that the new organization will act as a feeder to the PGA roster and will exercise a helpful influence on some of the ambitious hardworking youngsters who are pros at the 9-hole sand green courses with which these southwestern states abound. Many of these good kids would like to belong to the PGA for the professional standing it would give them but they can't throw \$40 of their own or other folks' money around like they were congressmen.

Even with the one buck ante, the new organization is not letting down the bars to any and every mugg. The boys intend to do some sifting for the good of the game and the whole pro cause. Applicants for membership are invited to send their dollar and a statement of their qualifications to any of the new organization's officials.

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# WILSON ADDS NEW BRANCHES . . . PERFECTS SERVICE TO PROFESSIONALS

## A SNAPPY NEW DRESS FOR HOL-HI

It takes plenty of courage and a whale of a lot of faith to expand business in these days, but regardless of the times Wilson has developed the Professional Division of its business. A great factor in the adherence to this plan has been supplied by the professionals themselves—namely—support of and confidence in the Wilson organization and its product. This professional support has lately brought about the establishment of branches at Detroit, Cincinnati and Des Moines—three new ones added to the eleven already operating.

The whole line for '33 has been built to give the Professionals the same merchandising advantages demanded by successful merchants in other lines. What a ray of sunshine this is going to be in the golf professionals' outlook for the coming season.

See the new Wilson Line. Use the new Wilson facilities and you will be taking a firm step towards the re-establishment of better business for yourself.



**WILSON-WESTERN  
SPORTING GOODS COMPANY  
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### WILSON SERVICE BRANCHES FOR PROFESSIONALS

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Detroit, 331 State St.  
Chicago, 14 E. Jackson Blvd.  
St. Louis, 915 Pine St.  
Kansas City, 1509 Baltimore Ave.  
Des Moines, 708 W. Grand Ave.  
Minneapolis, 415 S. Fifth St.  
Dallas, 1915 Commerce St.  
Denver, 1751 California St.  
Portland, Ore., 92 North 11th St.  
San Francisco, 155 Ninth St.  
Los Angeles, 917 West 8th St.



**Wilson**  
GOLF EQUIPMENT

# Solon Squawks About Stealing "The Peepul's" \$; Blames Golf

By HERB GRAFFIS

**F**ROM THE MOST entertaining show on earth, Washington's Comical Congressman, that merry, mad mob of high priests of hooie, comes another bit of delicious foolishness to divert the attention of the nation from its miserable total of empty bellies.

In making sounds about where the government should cut expenses (but not in any manner that would bring congressional salaries down to a 1933 level) Representative Thomas L. Blanton, Democrat from the sovereign state of Texas, orates about how the Department of Agriculture pets the golfer at government expense. Mr. Blanton quoted from a story on Green Section activities which he referred to as being written by one of the Department's special writers. The writer happened to be W. R. McCallum, able, conscientious Washington *Star* newspaperman, who is no "special writer" for the Department.

In Mac's story there was reference to the \$40,000 budget of the Green Section; \$40,000 being the budget of a happier year, not for 1932 or 1933. Blanton pounced on this \$40,000 figure and declaimed somewhat as follows:

"Do the farmers want \$40,000 of their hard earned tax money spent each year by these long haired scientists in the Department of Agriculture developing special turf greens for the golf courses of America?"

The answer to Blanton's question is easy. Of course the farmers don't want any of their \$40,000 spent by "long haired scientists" for golf or by long haired, loud mouthed clowns in Washington who drive the country nutty and add expense to the Congressional Record extravagance by talking at great length on subjects giving them an opportunity to reveal a complete and pitiful ignorance.

In the first place the \$40,000 was not farmers' money. When \$40,000 was spent it was the golfers' money out of the USGA budget. For the research work of the Green Section, on which only a fraction of its budget ever can be spent,

the Department of Agriculture furnishes the land and the office space and such a minute amount in actual money that Blanton should blush one of a congressman's most becoming blushes at taking so much of the golf clubs' multi-million dollar government tax payment in return for so little. For the help the Green Section gets from the Department of Agriculture the Section handles inquiries on turf problems, which involve lawns and pastures. Ordinarily this detail would require the work of at least one man in the Department.

If Blanton wants to give the taxpayers some return for the dough they're paying, and that should be his first worry, we suggest that he smart himself up on how much golf is contributing to farm relief. He can start out by figuring the amount of money farmers in Kentucky, Illinois, Oregon, Rhode Island and other states get out of the golf course grass seed they sell. He can pause along the line of march to consider how much heavier golf courses are taxed than the farmers. He might do a little figuring on how much money the farmers have collected by having golf courses established alongside their farm acres, which immediately means the farm land is made desirable suburban residential property.

Should the gluttonous hunger for facts not be appeased by the few items of research above suggested, Congressman Blanton might delve into just how golf rates as a poor man's game now, and as a tremendously popular pastime for women. He might take into consideration that there are 22 municipal golf courses in Texas alone, and 503 municipal courses in the entire United States, practically all of which are self-supporting. Possibly because the municipal golf courses don't call for a deep dip into the pork barrel, congressmen are not aware of the existence of these many heavily patronized playgrounds.

Sluggish appetites stirred up by a round of golf mean more sales for the farmer whose patron saint the Honorable Mr. Blanton nominates himself during his



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## The Model T Rain King

Distributes water evenly throughout the circle watered. Sprinkles evenly on any pressure from 17 pounds and up. Sprinkles circles 150 feet in diameter at 70 pounds pressure. No adjustments. Simplest of all sprinklers to use. Beautiful in appearance and in every way the most sprinkler for the money.

Golf supply distributors please write for attractive proposition for exclusive territory.

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Unbreakable throughout. Brass nozzle and barrel. Patented Rain King phosphor-bronze, free-from-pressure bearings. Oversize roller base. Efficient on any pressure.

**Ask About This Better, Lower Cost Rain King Quick Coupling Valve. More Efficient—Lower in Cost**

Detachable coupling member quickly fitted to hose or sprinkler.



Has patented, pressureless, quick coupling feature. Quickly connected to hose, pipe line or sprinkler. Positively fool-proof, leak-proof, wear-proof. All bronze and unbreakable. Attractively priced. Write for full details.



Easily installed on pipe line, flush with surface of the ground safe from damage from any upkeep operation.

exhibition of not knowing what he's talking about. Farm relief by locker-room consumption of corn liquor alone involves some husky figures with which the statesman might concern himself if he wants to get the real facts of life concerning the relation between agriculture and golf.

We are compelled to deny further space to the Honorable Mr. Blanton's amusing liberty with facts and content ourselves with the thought that it probably is an excellent thing that a lot of people play golf despite Mr. Blanton. If the time employed in playing golf were spent thinking about congressmen, it would be very tough on a lot of congressmen. So Blanton and some of the other boys had better encourage golf all they can.

## Green Section Bulletin Covers All Turf Diseases

**T**HE LATEST ISSUE of the USGA Green Section *Bulletin* is the largest and probably the most valuable number of this publication ever made available to turf workers. Its 100 pages are crammed to overflowing with the latest and most authoritative information available on the subject of Turf Diseases and Their Control, and it is difficult to see how any club or greenkeeper will be able hereafter to get along without this valuable reference book when disease hits the turf. John Monteith, Jr., and Arnold Dahl, the authors, spent many months compiling the information the issue contains, and as can be judged by the foregoing remarks, have done a bang-up job of it.

The work is divided into three parts. In the first section, the authors discuss fundamentals of plant diseases and outline the history of disease control. The middle section is devoted to methods of disease control which, according to the authors, may be divided into three principles: use of disease-resistant grasses; employment of correct cultural practices; and the judicious use of fungicides. Each of these three divisions is discussed at length.

To the average greenkeeper and green-committee, perhaps the most valuable section of this issue of the *Bulletin* is the last 50-odd pages in which each turf disease—brownpatch, dollar-spot, spot-blight, snow-mold, damping-off, scald, winter-kill, poor drainage, and all the rest—is taken up individually, its symptoms described at length, the causes explained, and specific

remedies recommended for its elimination.

Careful and thorough reading of every page of this latest contribution to golf course maintenance literature is strongly recommended to everyone connected with the growing of fine turf. And the booklet should be carefully preserved ready for immediate reference when diseases threaten the future of growing turf.

While not ordinarily the custom of the Green Section to make its *Bulletins* available to clubs outside the members of the Section, since these clubs have furnished the money with which the researches of the Section have been financed and it is upon these researches that the subject matter of the book is based, it has been decided in the case of this particular issue to make it available generally to anyone interested, upon payment of \$1.50. Orders should be sent to the USGA Green Section, P. O. Box 313, Benjamin Franklin Station, Washington, D. C.

GOLFDOM urges green-chairmen and greenkeepers everywhere to send for this bulletin immediately, provided they have not already received it due to their club's belonging to the USGA.

## Movies of Members Ideal for Club Entertainment

**A**T AN EVENING meeting of members at Westmoreland C. C. (Chicago district) the main entertainment feature proved to be a 16 mm. film produced by the joint efforts of several members owning 16 mm. cameras, shots being taken from time to time throughout the season until about 800 feet of useful material had been accumulated. An effort was made to include as many members as possible in the pictures. This was done quite easily by working at the first tees, last greens, and first and last fairways. Drives, putts, and all shots in between were shown. The pro was shown demonstrating form in normal and slow motion. Close-ups were used frequently to aid recognition.

The film gave practically everyone a chance to see how he looked in action on the course, and was said to be one of the best entertainment features that had been presented at the club in years.

**M**OSS ON fairway or green is almost certainly the result of poor drainage or less commonly, impoverished soil. The cure is obvious.