

CODE RULE

New Deal Helps Pros
If All Make the
Code Stick

By GEORGE J. PULVER
Saratoga Springs (N. Y.) C. C.

THE golf industry started very slowly in this country. Almost overnight, with Ouimet's triumph at Brookline, the masses began thinking about and playing golf. By 1920, the "gold in them thar hills" had attracted a great deal of capital, and slowly but surely the manufacture of golf implements changed from the isolated pro shop to the factory. As the increasing army of golfers demanded more implements, output was speeded up, and additional golf club manufacturing units entered the field.

As 1929 seems to be the year of the beginning and ending of many things, we may say that the prosperity of golf manufacturing units, as well as golf distributors, reached a high point that year. Since that time it has become apparent that the golf industry had slopped over, that is to say, more clubs were produced than the purchasing power of golf devotees could absorb, with national incomes at low ebb, since that year.

The usual story followed; sharp practices, the big fellow beating the little fellow to the draw, and the giants themselves lying with each other for a superior position in the industry. Granted that better clubs, finer models, and superior wrinkles resulted, still production schedules ran far ahead of sales. Year after year, since 1929, the yearly statements of even the larger companies showed red. More subsidizing, changes of sales managers, additional desperate practices, and still, except in a few major retail outlets, the entire golf industry continued to swap dollars. In the hectic struggle for trade and markets, goods were consigned, credit was granted where it was not due, and the battle became still more vicious. Each Spring distributors would open their shops with optimism only to find the market glutted with distress merchandise being offered at almost cost, and vigorously competing with newer merchandise upon which a fair margin of profit should have been expected. Of course such conditions were not peculiar to the golf industry—the headache was national, and extended to almost every enterprise.

We have nothing up our sleeve!

"Pro-Only" means just that

When someone talks to you about Protecting the Pro, ask, "Can anyone buy this ball under the same name—or under any other name—'downtown'?"

Penfold has nothing up its sleeve.

Penfold "PRO-ONLY" Policy is pure gold all through. It means

1. You sell the balls that are fast becoming the best - thought - of balls in the world.
2. Your members can get Penfolds ONLY through you. NEVER in sporting goods shops. NEVER in drug, cigar or department stores—at cut prices or otherwise. They simply can't "get Penfolds cheaper downtown."

PENFOLD



POLICY

1934 advertising in golfers' magazines starts now. Be ready with the World's Premier Penfold line.

	to retail at	
PENFOLD LL	}	\$1.00
PENFOLD LT		
PENFOLD LHS	(lightweight cover and regular cover)	75c
PENFOLD 50		50c
PENFOLD Stockbridge		85c

PENFOLD GOLF BALLS, Inc.
67 W. 44 : New York

During the latter part of 1932 the depression had become widespread, the sentiments of the people reached a new high pitch, and with a new deal in mind, a great leader was swept into power. The economic wheel was creaking almost to a stop, the system of distribution was honey-combed by business practices which were slowly strangling entire industries. Something had to be done, and done at once. The great theory of economics based on a profit motive was on trial—all eyes were on Washington.

Working feverishly and incessantly, our great president began to get things done. People started to look up rather than down, and by the end of 1933 great codes and federal promotion showed results in business statistics throughout the country. Getting down to cases, we in the golf industry began to see better conditions ahead—uniform and just prices for golf merchandise, capable of returning a fair living wage for those connected with the industry. The codes set the price of balls and clubs, and purport to give the little fellow equity in prices and consideration. Goods are not to be consigned—distress selling is about to end.

BUT WAIT! Already here in Florida, increasing evidence demonstrates that the sharp competitive struggle is not yet ended. Chaos in golf, as well as every other industry, will remain as long as the makers and distributors don't play by the rules. To make an industry prosperous, production and sales must somewhat balance. This can never be achieved by consignment selling and various other ways to beat the rap.

Golf is a great industry with millions of devotees still spending millions for equipment. Yet even the larger makers are scarcely making a fair return on their investment. Evidently they love to take it, for some mistakes of the past three years are still with us. Even when a profitable way is pointed out by national action attempts are made to avoid it, both in letter and spirit.

In justice to most of the manufacturers, it must be said that they are trying to live up to the NRA. It happens, however, when some do not live up to the code, such action forces the more ethical ones to resort to evasions themselves, that their goods may find a fair market.

Kidding ourselves that the code is for our competitors but not for us will not work.

AGED IN BEAUTY

Foxburg, Pa., Course One of
Nation's Oldest—Started
in 1887

GOING ITS own tranquil way, the Foxburg (Pa.) GC now has reached its forty-sixth year. Beautifully situated in the cheerful foothills of the Alleghenys, Foxburg is a landmark of American golf, being, it is said, the second oldest golf club in the United States.

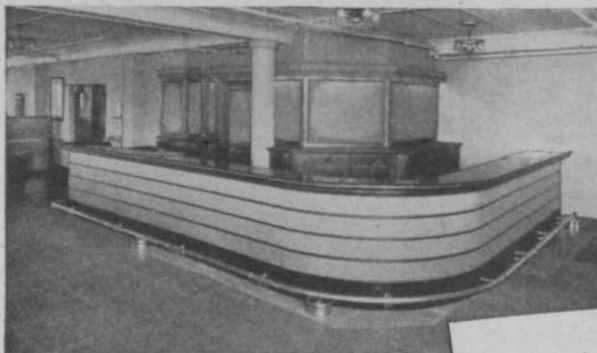
Foxburg, as a shrine of the game, preserves the spirit of golf's introduction to the United States. Edgar L. McDonald, green-chairman of the club, tells you something about Foxburg:

"Golf got its original start in Foxburg through the late Joe M. Fox, for whom the borough is named. He was a member, at that time, of the Merion Cricket Club of Philadelphia. Mr. Fox made a trip to England and Scotland in 1887 where he became very much interested in golf. He brought back a variety of clubs and balls, one of the original clubs being now in the possession of C. A. Miller, a charter member. As late as last year, excavating for a new green we found one of the old gutta percha balls deeply imbedded in the turf. It was in a very good state of preservation.

"Our course overlooks the majestic Allegheny river and is among innumerable ancient, stately oaks whose spreading branches afford welcome shelter and shade to members and guests. From No. 7 green we can see three miles down the river, south to Parkers Landing, the smallest chartered city in Pennsylvania. Dozens of pink flowering dogwood, bordering our course, delight members and guest alike with their beauty and fragrance during the spring months. Many fine summer as well as permanent homes surround the links, too.

"Our membership doesn't fluctuate very much, as we have always kept our initiation fee and dues very low. Our indebtedness is very small if any, thanks to the conservative and practical management in the past years.

"We extend to you and your friends any time you are in our vicinity our hospitality. We believe every golfer owes it to himself to play this pioneer golf course."



BELLERIVE COUNTRY CLUB, NORMANDY, MISSOURI. Architect Frank Cann, Engineers, W. J. Knight and Co. Complete equipment including 40 ft. special built front counter, back counter and mirrored top frame special built workboard with double rinse tank, bottled beer cooler, etc. created by Brunswick craftsmen.

WARNING to Club Managers



TIPPECANOE GUN CLUB, LAFAYETTE, INDIANA. Compact and inviting in appearance, this 22 ft. Brunswick Capitol fixture with settee booths, under-counter mechanical refrigerated equipment, showing over counter, and instantaneous beer cooler, furnishes this club in an excellent manner.

● Repeal has opened up a new and extremely lucrative source of revenue to you. How much will your club benefit from it financially?

Before you answer that question, step into your taproom and examine it with a discerning eye. Is it a friendly room with a feeling of inviting hospitality about it? Or is it cold and uninspiring?

Do you have equipment that's inadequate or unsatisfactory?

Here is the key to maximum taproom profits. Probably no other business is so dependent upon convivial surroundings. The taproom with a friendly atmosphere inspires good fellowship—multiplies sales.

Brunswick craftsmen are experts at building this friendly atmosphere into service fixtures. Created in warm, intimate wood, Brunswick Service Fixtures combine an inspiring atmosphere of friendliness with a convenience and efficiency found in no other service fixtures.

Insure maximum returns from this new source of income by having your club fixtures designed by Brunswick. Furnished from stock designs or specially designed to fit your needs. Write for booklets on service fixtures—also special information covering requirements on Billiard and Bowling equipment and Squash Courts.



THE BRUNSWICK • BALKE • COLLENDER CO.

General Offices: 623-633 S. Wabash Avenue, Chicago
Branches and Distributors in Principal Cities of the United States



If it didn't hurt my kiddy's hand, it's ample proof that it will pad along over your greens without packing or injury to the grass. With it, one man can do the work of three. Do it quicker. Do it better. You save two men for other work.

You Don't Pay Us a Cent Because it pays you Dollars

*F*IRST, we bring this Overgreen Power Mower to your course. Then, you start right in using it just as if it were your own.

After which, not a cent do you pay us, until it pays you dollars.

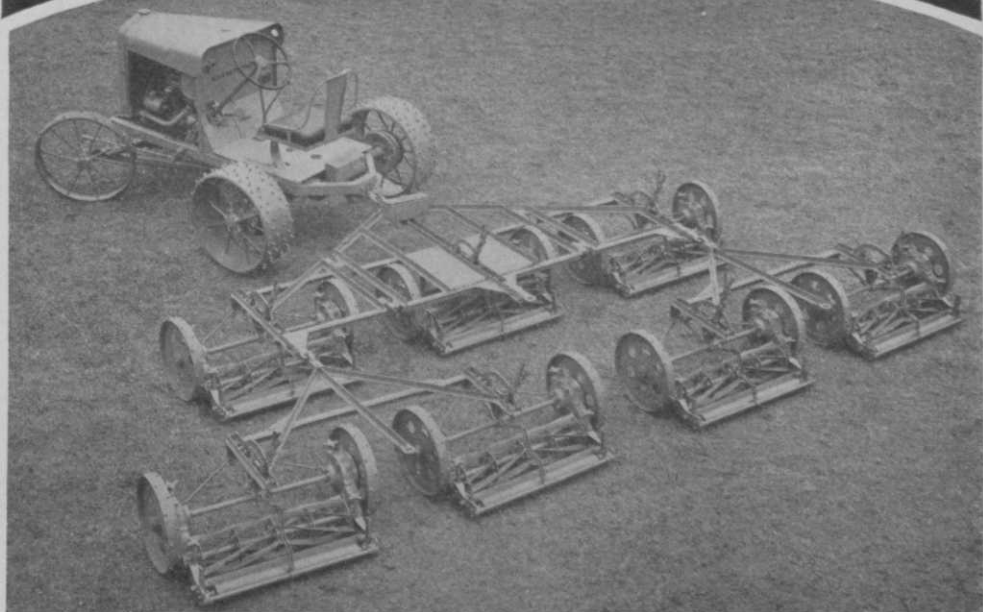
The dollars it then saves, you pay us. Simple enough. Fair enough. Sure enough. You can't possibly lose. Send for special circular. Get full particulars of this saving-paying-plan.

Main Office:
Stroudsburg,
Pennsylvania

Worthington
Mower
Company

Sales Agencies
in all Principal
Cities of U. S. A.

Worthington Mowers



Yes, that's so. Some there are, who keep on claiming that a tractor packs the turf. Of course, some do. But we say flatly, that Worthington's don't and won't. Then to prove it, we run the wheels over a greenskeeper's hand. They always come up smiling.

This Tractor and Multigang Mower Will Mow an 18 Hole Course in a Forenoon

CAN'T be done, you say. Don't like to contradict you. But again we flatly say it can be done. It can be, simply because it is being done on courses all over the country, and also in England.

Average course has 75 acres of fairways. This tractor and a 7-gang mower cuts a swath 16 feet

wide. It travels at the rate of 10 miles an hour. Does it on half a gallon of gas. Get out your pencil. Figure up the savings.

If you don't want to bother figuring, then send to us for full facts and all figure particulars. Make no bones about making us prove all we have said. Make us prove that it pays for itself in the money it saves.

Main Office:
Stroudsburg,
Pennsylvania

Worthington
Mower
company

Sales Agencies
in all Principal
Cities of U. S. A.

Eighty Attend Iowa Greens Course

Pupils Say Course Worth Many \$ in Savings Important Maintenance Advances Described

By C. G. YARN

By VERNON STOUTEMYER

THE Iowa Greenkeepers' Short Course held at Iowa State college, Ames, March 5 and 6, broke all records for attendance, registering over 80 green-chairmen and greenkeepers.

The "Heart of America" Greenkeepers' association, Kansas City, Mo., was represented by 7 members, and their president, W. C. Peters, acted as chairman of the Tuesday afternoon session. Other states represented were Minnesota, Illinois and North Dakota.

This was the first time these boys have attended our short course and from their conversations I feel they were amply repaid and will do their best to bring others with them to our 1935 meeting.

Kenneth Welton of the Green Section was our principal speaker. He all but opened a hole in our heads to pour into our brains the absolute necessity of having correct top soil.

After Welton's lecture on the above topic one of the green-chairmen said, "I wish I had heard this lecture three or four years ago." He feels like some of the rest of us. He doesn't like the idea of rebuilding his old greens, and putting them out of play for a long period or trying to rebuild his top soil from the top down.

Another golf course superintendent told the writer his club had saved thousands of dollars in future greens expense by following Welton's advice on top soil and drainage.

One out of state member said he would have to go home and improve the top soil he had already prepared to put on 9 new greens. This man traveled a long way to attend our short course, but no doubt he will be repaid for his trouble and time in being sure of this one important part in building greens.

We were very pleased to have O. J. Noer with us again this year. He is a very convincing speaker and we always
(Continued on opposite page)

THIRD annual greenkeepers short course held March 5 and 6 at Iowa State College was the largest and most successful yet held. There were 80 greenkeepers registered for the course, and some visitors. The interest shown in the course was unusual.

Prof. B. S. Pickett officially welcomed the visiting greenkeepers. He told of the facilities at the college available to the greenkeepers for their aid in organizational work, insect disease, and soil and other problems.

Slides of suitable trees for use on golf courses and view of some well designed plantings were shown by V. T. Stoutemyer. The use of sorts susceptible to diseases and insects, lack of diversification, neglect of the evergreens for planting about tees and greens, and planting in checkerboard fashion or rows to define fairways were some mistakes which were pointed out.

Interesting new information in regard to chemical treatments for weed control were presented by Kenneth Welton, USGA Green Section. He emphasized the value of liberal fertilization at one time for fairways in order to establish a weed resistant turf, in contrast to the application of smaller amounts at more frequent intervals. The treatment of compost to prevent weed seeds was discussed.

The afternoon of the first day was devoted to a discussion of soils and watering. Prof. B. J. Firkins of the Soils department of the college told of the role played by organic matter in the soil.

Kenneth Welton discussed the proper treatments for the rather heavy soils found in most parts of Iowa. He advised a more liberal use of tiling and a proper preparation of soils when building the green in order to get a higher percentage of organic matter than is usually obtained and to obtain a more porous and friable soil.

O. J. Noer gave a talk which presented

many new watering ideas of great help in reducing troubles in hot weather. He helped to clear up many controversial points concerning the time, amount and frequency of watering, making observations from a long experience with golf course practices. He advised the use of a spike roller on areas of the green which dry out quickly or do not take water rapidly. Hand watering may be advisable on parts of sharply contoured greens during the troublesome hot weather. The "layer cake" green gives an unusual amount of trouble.

John MacGregor addressed the greenkeepers at the luncheon for greenkeepers. He said recent conditions had suddenly awakened the greenkeepers to the great value of the turf gardens of the USGA Green Section. The necessity for accurate turf knowledge was made imperative by retrenchment in club operating costs. The Green Section and the work of the national association need to be supported. Some aspects of the new regional organization development in the NAGA were explained.

The Iowa greenkeeping group appreciated the opportunity to get acquainted with MacGregor, who has long been prominent in the greenkeeping profession.

On the second day V. T. Stoutemyer discussed turf grasses. Kenneth Welton told of new ideas in golf course management and economies. He described the advantages of smaller greens and areas. He also explained a practical cost accounting system which showed detailed costs to the clubs at a glance. O. J. Noer discussed fertilization of grass turf.

The greenkeepers were told that painting often did not really prolong the life of machinery so much but that it did have a good psychological effect. Painting, it was pointed out, revealed parts which needed replacing or missing bolts, said Prof. E. G. McKibben. He also gave directions for the lubrication of machinery, the care of tools and other mechanical problems.

Prof. E. C. Volz of the Department of Floriculture showed colored lantern slides of useful flowers and discussed their use and care. Prof. H. W. Richey gave some important points on tree pruning and care, using slides to illustrate his remarks.

The life history and control of turf and tree insect pests were treated by Professors Drake and Decker of the Entomology department.

A number of commercial firms had ex-

I have worked with other trade and professional groups, but I do not believe that I ever have seen any other group quite as aggressive, up-and-coming and as ready to take over new ideas, as the greenkeepers in Iowa.

The intelligence and spirit in the greenkeeping profession speaks well for the future. What we need to do now is to get together and push the game of golf. The pros, the greenkeepers, manufacturers and many others will reap the harvest. It will mean a great deal to the health and mental attitude of the American people.

V. T. STOUTEMEYER,
Iowa Agricultural Experiment Station.

hibits of machinery, fertilizers, peats and other golf course supplies which attracted the attention of the greenkeepers. The college had a display of various turf grasses and some cultures of turf disease fungi.

Course Worth Many \$s

(Continued from page 56)

get new ideas each time he appears on the program. We are beginning to learn that specialists are needed to direct operations on a golf course as well as to operation on the human body.

Professors Pickett, Stoutemyer, Vifquain and other members of the college faculty did a good job of arranging and also taking part in the sessions. We missed Leo Feser of the National Organization, but he was unable to attend this year. He helped us organize our association 3 years ago and we all appreciate the fine work he is doing for the national association.

Our turf garden which was planted last fall by the Green Section under the personal supervision of Kenneth Welton, was fully explained by Jack Welsh, pro-greenkeeper at Wakonda Club in Des Moines, where the garden is located. Welsh urged members of the short course, also the college faculty who are interested in this project to keep in close touch with this work, and to come down from time to time and watch the growth of the different grasses in this plot and see what progress they make under Iowa weather conditions.

TIME CARD—SAN FRANCISCO GOLF CLUB

Green No. _____							
Area _____							
Month _____							
Day	Sulfur (lb)	Pelting Green Fertilizer (lb)	Arsenate (lb)	Top-d. (cu yd)	Water (hrs)	Brown patch	pH Readings
Forward							REMARKS
1							
2							
3							
4							
5							
6							
7							
8							
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25							
26							
27							
28							
29							
30							
31							
Total							
Total for Mo.							
Brt. Forward							
Total for Yr.							

DATE _____									
		SUN	TUES	WED	THURS	FRI	SAT	SUN	TOTAL HOURS
GREENS	MOWING								
	WEEDING								
	FERTILIZING								
	TOP DRESSING								
	WATERING								
SAND TRAPS	PATCHING								
	CLEANING UP								
	MOWING								
TEES	WEEDING								
	FERTILIZING								
	WATERING								
	CLEANING UP								
FAIRWAYS	MOWING								
	WATERING								
ROUGH	FERTILIZING								
	MOWING								
	WEEDING								
	CLEANING UP								
	SHOP								
	TOP SOIL								
	GEN. UTILITY								
	REMARKS								
	TOTAL HOURS								

SIGNED _____

Close watch is kept on the budget which is before the superintendent in a month-by-month form. Through constant supervision and study maintenance cost for the first 7 months of 1933 were reduced \$5,000 from the corresponding months in 1932. A saving of \$5,162 was made in 1932 compared with the 1931 maintenance budget. Although the month-by-month basis of budgeting is dependent on weather and some other variable conditions, the San Francisco GC course executives find that it is practical in assisting them to a closer watch over expenses than is possible with a lumped annual budget.

Two forms have been found especially helpful in business operation of the course. Each man on the staff has a time card which is filed in a shop rack. When he comes in, his work is entered on an hourly basis and properly segregated. Superintendent Paulson collects these cards each evening and gets from them an accurate picture of the work each man has done during the day.

The monthly report card is kept for each green. Work done on each green is noted day by day so a history of the green is constantly available for the superintendent's study and reference.

Card System Aids in Labor Control

OPERATION of a golf course as a business has been responsible for the outstanding success of the maintenance at the San Francisco GC, where Dixwell Davenport, green-chairman and George Paulson, superintendent, demonstrate a valuable balance of executive and operating functions.

Superintendent Paulson has his own office in which there is a filing cabinet used as working equipment instead of display furniture, soil testing apparatus, a practical library and other facilities for busi-like management of the course. The team of chairman and superintendent keeps in constant touch with the agricultural departments of the California universities to pick up information of possible usefulness in bettering the condition of the course and applying the budget fund efficiently.



CROWN FAIRWAY MOWERS

Greenkeepers

Have You Seen Them?
You Will!

It is the MOWER you asked me to BUILD

E. H. Worthington

Many of our famous golf courses have purchased Crown gang mowers for their 1934 season.

These CROWN features are NEW:

REMOVABLE Fly Knife Reel.
Patent Pending.

GEAR SHIFT for Fairway or
Rough — Regulates height
of cut. Patent Pending.

SINGLE central hand adjust-
ment for Bed Knife. Pat-
ent Pending.

Solid Steel Wheels with RE-
MOVABLE Spuds.

The first GREASELESS
Machine.

Unit INTERCHANGEABLE
with standard makes of
side wheel mowers.

SPRING SHOCK ABSORB-
ERS for Bed Knife. Patent
Pending.

Heavy STRUCTURAL TIE
BAR locks unit into a rigid
frame.

New Gang Frame with IN-
TERCHANGEABLE Sec-
tions. Patent Pending.

Get the facts

CROWN MOWER COMPANY

168 E. 74th Street, New York, N. Y.

FACTORY: PHILADELPHIA, PENNSYLVANIA

PICKED UP IN THE ROUGH

By HERB GRAFFIS

ONE of the big newspaper chains has passed the word to its sports departments to feature golf this year.

It's finally hit the bosses of the system that there are more rounds of golf being played each year than the combined attendance at all league baseball games, leading football games, leading horse race meets, and the sporting events held at Madison Square Garden and Chicago Stadium combined.

Professionals and managers of clubs should take fullest advantage of the increased sports page interest in golf and see that local sports departments are informed of all possible news developments at their clubs.

NEW YORK DISTRICT clubs are doing some attractive advertising to build up rosters. Clubs advertising over box numbers as "famous old private golf club" and "one of the oldest private golf clubs in the metropolitan district" are making special propositions.

"All references required" advertises one of the clubs that is making a special play for younger golfers by offering annual junior memberships for young men, 26 to 30 years, at \$100, young men or women, 16 to 25 years at \$50, wives of junior members, 26 to 30 years, \$50; and wives of junior members, 15 (shades of Mother India) to 25 years, \$25. Annual memberships for women over 26 are advertised at \$80. The 10 per cent government tax applies in all cases.

The advertising is dignified and briefly outlines the attractions of the clubs. It ought to bring some business.

ONE OF THE MOST significant, substantial signs of improvement in the golf business is revealed by GOLFDOM's circulation department. The 578 golf club membership lists for 1934 checked during the week of March 18-24 against the 1933 membership lists of the same 578 clubs showed an average net gain of 17 members per club.

THE TOURNAMENT of the Masters as a revival meeting for golf was a sensational success. Gallery was not large as

big tournament galleries go, or have been running even during the depression, but the newspaper space given the event nationally is estimated to have exceeded in lineage that of any National Open. It demonstrated the publicity power of the Jones name.

It's not a bad guess to say that the newspaper play given the Augusta National event was the bright and beaming star of a number of occurrences all tending to promise a great season for golf.

General opinion of the pro contestants in the event is that Bobby did remarkably well considering the amount and character of matters other than playing golf he had on his mind during the tournament. As host, stage manager, usher and featured performer of the show at Augusta National, Bob had far more of a load to carry than he ever did in any of the tournaments while he was an amateur.

THE Germans beat the PGA to the pro short course idea. In Berlin during February there was held a three weeks' training course for about 20 young German professionals.

Course consisted of clubmaking, instruction, greenkeeping, bookkeeping, rules, etiquette and history of golf, physical training and correspondence.

Karl Henkell, official of the Deutscher Golf Verband, advises the results of the short course were so gratifying it will be repeated soon.

There is to be a national caddie championship in the autumn. Special attention is being given to the training of youngsters out of the caddie ranks into pro positions.

There will be national handicap tournaments for men and women members of the 50 German golf clubs held this year as one of the details to popularize the game which now has been made officially the national sport of Germany.

JUST to give further evidence that the pros do respond to letters, Doc Treacy says that in response to his second letter asking PGA sectional secretaries to submit lists of eligible non-members in their sections, 350 names were forthcoming from four sections.