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"A CERTIFICATE of Apprenticeship" to be given boys who have served at least 4 years in a master professional's shop is the latest bright idea out of the busy brain of George Jacobus, the PGA president.

After that time, George's proposal continues, the boy is to be required to serve 2 more years in qualifying for an assistant professional's certificate. At the conclusion of 6 years he will be entitled to his master's certificate and a pro job—if he can get it.

It is Jacobus' belief that such a system would help acquaint the golf clubs with the fact that a man is not a qualified golf professional simply because he will work for money.

He suggests that the pros themselves begin to work on this idea to curb "over-production" in their ranks by hiring as assistants boys who have had at least 4 years' shop training.

ART ANDREWS, pro at Davenport (Ia.) CC, and George Holbrook, pro at Clinton (Ia.) CC, have gone in for gold mining in Arizona.

While they were away this winter they staked a claim and worked it for a couple of weeks, panning some gold, and leaving the claim to be worked by a miner partner of theirs while they work their golf claims at Davenport and Iowa.

The tale of their adventures in the wild west spurred their neighbor, Elmer Schacht of Des Moines to come through with a narrative of adventure that has most of them 10 down.

Schacht says he was hunting in the Florida Everglades and becoming tired, flopped down and fell asleep. During his sleep a rattlesnake bit him. He awakened and found marks of the rattler's fangs but was unharmed because mosquitoes had sucked the poison out of the wound and were around him in heaps, dead.

Elmer won first money in the Winter Liars' Tournament circuit with that recital.

AARTHUR BRISBANE, commenting on the labor unions' demand for a 36-hour work week, figured out very easily that 76 hours a week was left for eating, study and recreation.

Counting four hours a round and an hour for the locker-room post-mortem, golf can

happily occupy 35 of those loose 76 hours. Meals at the club ought to account for a few more.

This should be golf's year.

UNNECESSARY turmoil seems to have been stirred up among tournament circuit performers by Charles Hall's chat with Henry M'LeMore in which Charley was quoted as saying players at Augusta with the exception of Jones, Dudley and Mac Smith "hacked" and "kicked the ball around."

Henry is a great feature writer and jumps at angles to stir up debate. The story as it appeared put the kindly Hall in the light of censuring the other guys who finished ahead of Dudley and Mac.

Having listened to Hall on this subject of swing analysis several times, we are acquainted with Hall's strong belief in each player adopting and standardizing the style that suits him best. Charley's only criticism of the jerkier hackers as compared with the flow of the swingers to us, was that the Jones, Dudley and Mac Smith swing looks prettier.

Hall also told us that the warning against the fast backswing is greatly over-emphasized. He says that the speed with which a player walks frequently tips off whether the backswing should go fast or slow.

Charley, as a great teacher, is about the last bird we'd name as being author of any statement that would infer he believed the golf swing had attained such perfection in any player that an improvement was impossible.

ONE OF the best breaks of early season publicity pros ever had was given them by a display of shop photographs run in the Buffalo (N. Y.) *News* early this year. It showed Charley Beamish, Alex Harrison, Jack Gordon and their assistants getting things in order for the season's opening at their shops.

The stunt is something for pros to arrange when they are planning their 1934 campaigns.

H.L. WALLERSTEIN, golfer and bird-lover of Paducah, Ky., comes up with an idea for getting the birds to make golf courses home. Wallerstein prevailed on the manual training students at the local high schools to make birdhouses for the Paducah C. C.

Higher Costs; More Play, on Golf's Card for 1934

By HERB GRAFFIS*

IN ANY sport you know what the score is. Not 10% of the 5,728 golf clubs in the United States can tell you right now what their score is financially.

Most of them have figures and on that account think they are operating on a business basis. A lot of the banks had figures, too, but they folded like bridge tables because they had been operating with figures that were just marks on paper, and really didn't tell them the story.

The mystifying part of golf club operation is that so many officials who would ask for the immediate resignation—in disgrace—of any member who habitually marked down the wrong score, continue to countenance club operating and accounting methods that do not accurately tell the club's financial score.

About four years ago, Professor Dickinson and I made a brain-trust experiment in one phase of golf club figures, course maintenance costs. We attempted to get cost percentages for the various divisions of maintenance work.

Editor Catches Hell

What had interested me in this research was the howls of criticism and abusive complaints that followed the publication of every -story GOLFDOM had run mentioning specific figures of course maintenance costs. We could print plenty of paragraphs reminding readers that conditions at courses made costs widely varying, but when some chairman read that an 18-hole course was being maintained for \$10,000 a year, his greenkeeper would be put on the rug because his own course cost \$20,000 a year to maintain. This happened notwithstanding the fact that the \$20,000 might have represented greater results and economy than the \$10,000 expenditure.

We kept trying to tell the greenkeepers that their defense and opportunity was to have enough accurate data on the areas, conditions and costs of maintenance to show the picture clearly and convincingly to their chairmen and officials. By having that data in its complete form they would

be able to show their employers first of all that the greenkeeper's job is complex, and second, that each detail of the job was precisely under the supervision of a competent and conscientious greenkeeper. The answers all would come out in dollars and cents and square feet and pH's, some of which the chairman would be able to understand and all of which would show him that the greenkeeper knew what the score was.

Well, some of the boys must have figured that was was good enough in farming was good enough in greenkeeping. The farmers, most of them, never knew what the score was.

Some of them lost their jobs. When anything goes wrong the club can't ask the officials to throw in their memberships, but someone has to be canned to appease the critics. Figures would have saved them.

During the recent years of acute depression course maintenance costs have been reduced approximately 40% at the usual type of 18-hole clubs. Not all of this reduction has been sound, by a long way. Memberships have started on the upturn. Members are rejoining clubs and the clubs whose courses are weedy, untidy and obviously suffering from penny-wise and pound-foolish shortsight are due for an agonizing delay in recovery.

Cost Percentages Checked

When the Massachusetts Agricultural College and GOLFDOM collaborated in a research into course maintenance costs, there was determined the following percentages of the maintenance dollar as allotments to the various sectors of cost:

Labor, 71%; upkeep material (seed, fertilizer, chemicals, balance), 12.4%; machinery operation, 7.0%; water system and drainage, 2.8%; new equipment, 3%.

Those percentages have been checked against the annual statements of about 200 clubs, covering 1932 and 1933 operations and they stand up well, as near as anyone can determine from the widely varying methods of accounting employed

*Amherst Recreational Conference Address.

PAGE FENCE

by the clubs whose statements were examined. Of course, the matter of fairway watering has begun to figure in to such an extent that the charge of 2.8% for water and drainage is too low as a representative figure and machine maintenance success is reducing the labor percentage.

Unfortunately there is such a lack of data concerning watering costs and factors governing watering that the whole golf field is still pretty much in the dark. John Monteith, Jr., estimated last year that the golf clubs of southern California spent about \$100,000 more for water per season than approved turf culture methods warranted.

Other estimates, based on Monteith's figures on the California situation, guess the national annual excess costs of fairway watering at \$1,000,000.

You can safely figure that even in a tough year like 1933 the money not only thrown away for watering, but actually spent in injury to the turf, was approximately 3% of the total annual maintenance bill of \$33,000,000.

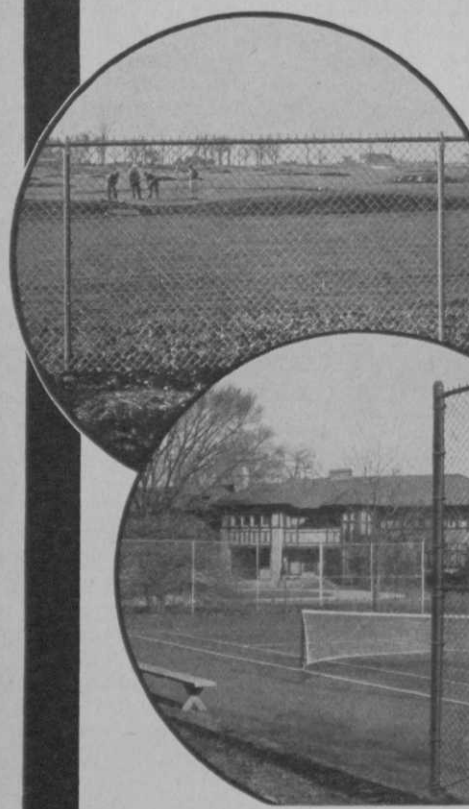
Greenkeepers Strive to Save

Don't think the greenkeepers did this to make the wheels go around on the sprinklers. They have attempted to argue against the demands of players for greens so soft that any sort of an approach shot would stick. The greenkeeper is a smarter guy than is he given credit for being. That is, I think he is, and he certainly is educating himself.

In many places this winter there have been short courses for greenkeepers, attended by a number of fellows who have been paid as low as \$900 a year to have the responsibility for plant operation involving a capital investment of \$200,000. These men, out of that \$900 have paid their own expenses to these short courses, so they'll be able to keep their courses in better condition for less money. Time will tell whether these fellows have proved, by their foresight, to be smart as money-makers for themselves.

Their officials, if their factory foremen getting so little money, had spent part of it for education advancing the business, probably would fall into a faint. That's one of the reasons why I say that golf clubs properly are run on a better basis when they have a policy of sportsmanship such as the greenkeepers in attendance at these short courses show, rather than cold dollars and cents, as the governing factor.

There were, as near as I can figure out,



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about 75,000 people, excluding the caddies, employed by American golf clubs, last year.

Golf Workers on Charity

The number of these, especially trained course employes, who were compelled to live on charity during the last two winters, is to my way of thinking, something that club officials should correct. I know of cases where men who own (or did own) little houses near wealthy clubs, who are trying to raise families decently, and who have devoted from 5 to 15 years learning the tricks of proper watering, application of fertilizers and fungicides and mowing—all of which are more delicate and exacting jobs than the average club member appreciates—have had salaries cut to 20 cents and 25 cents an hour for an 8 months' season. The pay was fixed as being the figure at which labor, in desperation, must work. No great thought was given to loyalty, training or sportsmanship. The wage was set as a benevolent act on the part of the golf club board. I say that fellows who have set that coolie wage haven't been taught all that golf is supposed to teach.

Golf clubs have been fooling themselves because they haven't known the score in this matter of labor. Now with government work offering 40c, 50c and upward per hour for labor, you can look to the costs of course maintenance rising sharply in 1934.

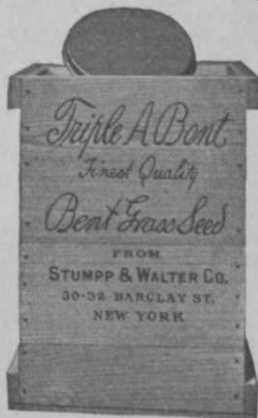
20% Course Cost Increase

Greenkeepers will have to study the possibilities of reducing mowing and maintenance areas on greens, tees, fairways and traps to keep their expenses down. They will have to have figures in advance to present their labor problem or they will be laid across the barrel plenty, in accordance with the time-honored practice. I know of no case of a well operated course where the labor cost—even with the merciless hacking of the rate of pay and with the stringent curtailment of other items in the expense budget—has been less than 50%.

So you can figure out that with the necessity of competing with the national and state government scale on labor for at least 50% of your course maintenance expense and this scale being frequently a 40% increase over what many of the courses have paid, there is a promise of a 20% increase in course maintenance expense by anybody's simple arithmetic.

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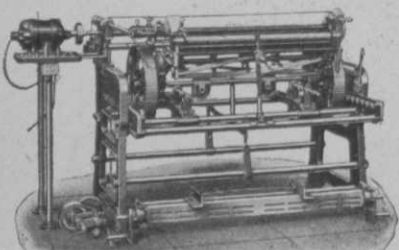
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Now add to that the increased prices for the maintenance machinery you will be buying for labor-aiding, and you will have another hike. You may yell and squeal but you will have to pay it because your equipment, which has been patched up for years, is either in pieces or superseded by modern equipment so much more efficient and resultful in operation that it will pay for itself in a couple of years.

The equipment manufacturers have been losing money for so long that their continued existence and initiative in expensive development work has been nothing short of marvelous. However, the golf club officials and greenkeepers don't realize that, and the manufacturers have been engaged in such keen competition that they forgot the score was being kept in figures that showed up worse the end of each recent year. Their code is going to help them keep score.

Liquor to Help in House

So, all around your course you will have marked increases of costs in 1934. In the clubhouse you will have the competition of wages established by hotel and restaurant codes. Nobody can say for a certainty until license fees and other matters are definitely set, just how much of a beneficial factor liquor is going to be. Judging from early indications, and from the experience with beer at many of the clubs where repeal was not anticipated by the club's own operating practices, I am extremely cheerful about liquor sales helping out the clubs financially as well as improving the club spirit in more ways than one.

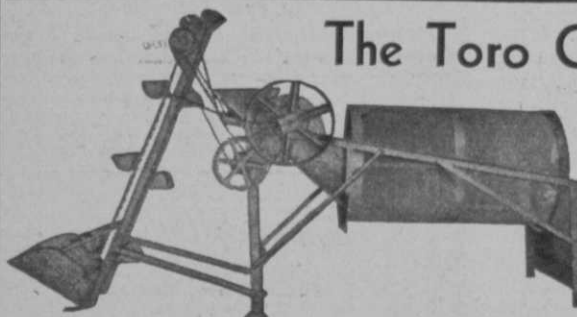
It will do private golf clubs considerable good to have some of their important members and officials get good generous slugs of wholesome alcohol under their

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belts and begin to glow with a sentiment for spending some money. We have gone so wild in our anxiety to disprove the statement that golf is a rich man's game that we have been inclined to forget that golf costs money, just like the movies, the automobile and the C. W. A.

Club Turn Daily Fee

There was a recorded increase of 154 in the daily fee 18-hole courses over the two-year period. Sixty-eight of these were formerly private clubs. How many more private clubs are operating on almost a pay-as-you-play basis for all comers, heaven only knows. They haven't realized that every time a private course takes in fee play it is eliminating the inducement that gets people to join private clubs. The private clubs, not knowing what their product costs, are competing against each other in a blind, price-cutting campaign that is further retarding recovery of the private club situation. Why the various district golf associations, with three exceptions, have done nothing to attempt to handle this dangerous competition is something I can't answer.

When a private club turns daily fee it reduces by hundreds the number of people who are prospective private club members in the community.

There were around 93,000,000 rounds of golf played in 1931. In 1933 there were less than 50,000,000 rounds played. These figures are based on caddie tickets and municipal fee course records.

Women Detoured Big Slump

You can not possibly figure more than 2,000,000 men and women as active golf players last year as against 2,400,000 in 1929. Both of these figures do not include caddies, who number around 800,000. Had it not been for the continued increase of women's golf during the depression the number of active golfers in 1933 would have been well under the 2,000,000 mark. Women's golf, as near as I can learn from professionals at all kinds of clubs all over the country, has increased 20% each year of the depression.

Less than 6% of the urban white population between the ages of 20 and 64 play golf. There are 5,600,000 young people between the ages of 16 and 20 going to school in urban districts in the United States. These figures are from the 1930 census. They indicate golf has some room for growth.



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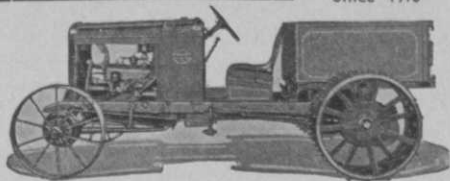
Levinson, Wilson Official, Sees Big
Golf Market in Southern
Republic

David Levinson, vice president of Wilson-Western Sporting Goods Co., recently returned from what was intended to be a pleasure trip to Mexico with a tale of golf trade development that puts Dave in the class of Marco Polo as a trade envoy.

When Dave arrived at Mexico City and paid his respects to the hospitable and active Harry Wright, who is the first man of golf in the southern republic, he learned that Joe Kirkwood was to visit the capital

for a trick shot exhibition. "Let's make it a party," suggested Dave. He telephoned Al Espinosa at San Antonio and Joe and Al flew from the winter circuit to Mexico City. It turned out to be an especially good jump for Al, as he signed up for a winter spot as pro at the Mexico City CC, where Manuel Barrera is resident professional. The Mexicans are greatly interested in Barrera's development as an international tournament star, and Al is expected to bring the boy along.

A match was played by the Kirkwood-Espinosa team with Harry Brown, Chapultepec pro, and Barrera as Joe and Al's partners, respectively. Joe and Al scored 73s, Barrera 74 and Brown 76. Al and Joe also played with many local amateurs, among them President Rodriguez, Gen. Plutarco Calles, James Stewart, W. F.

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Flanley, E. D. Brewster and Juan Icaza, the latter golf captain of the Mexico City CC.

Levinson says that the present status of golf in Mexico promises a lively and speedy development. A new club in the Mexico City district, Cuernavaca, recently has opened one of the finest clubhouses of its size in the world. Children are being taught the game and Espinosa-Kirkwood matches were responsible for arousing much golf interest among adults. Mexico is sport-minded, Dave tells you, and un-

loads an armful of newspaper clippings concerning the Espinosa-Kirkwood visit he engineered to prove his statement.

The government is taking an active interest in sports and enlisted Levinson's efforts in getting a baseball team of Mexican youngsters booked for the World's Fair at Chicago this summer, as well as in getting equipment for Mexican university football teams. He provided government officials and their wives with tickets for the golf exhibitions, saw to the publicity and in general played the part of stage



Mexican notables greet the Espinosa-Kirkwood Team. Left to right: Jose Abiega, Jr.; Juan Icaza, Joe Kirkwood, Al Espinosa, President Rodriguez of Mexico, Ignacio de la Barballa.

manager for a golf show that has given the game additional impetus.

Seldom do Mexican stores handle golf goods. All of the equipment is personally imported or handled by the pros. Prices compare favorably with United States prices. Levinson placed some Wilson-Western advertising in the Mexico City newspapers at the time of the Espinosa-Kirkwood visit and staked out a claim to the market. Newspaper rates are low, and with some advertising the newspapers are willing to co-operate with golf promotion publicity.

President Rodriguez of Mexico was one of the customers Levinson signed up on his visit. The president wanted to buy Espinosa's own set of Ogmented clubs but Al wouldn't sell for all the Palomas in the country. The president insisted on paying for his equipment, which makes the Mexican trade look great.

KROFLITES NEEDED

New Method Keeps Tough Cover But Adds Distance

After struggling with the problem for several years Spaldings finally have hit the way that satisfies them for retaining the tough, vulcanized cover on the Kroflite and adding from 7 to 10 yards distance.

The process, briefly, consists of needling a liquid into the core of the ball to restore the internal pressure lost on the ball when it is moulded and vulcanized on. When the needle is withdrawn the hole is sealed by the internal pressure.

Spalding's first experimented with the needling process a couple of years ago. After making later developments in the method it was adopted and balls turned out for test early last year. In the factory is a continuously operating driving

machine that has been testing these balls for many months, and which, in addition to the field tests, showed the ball as coming up to Spalding's high hopes.

The makers' press release on the new ball says, in part:

Most of the secret of a long flight golf ball lies in internal pressures. For instance, the longest ball in the game has a pressure, at the core, of 1,500 to 1,600 pounds per square inch. However, this long distance ball has always had one disadvantage—the soft cover cuts.

The tough cover ball had one disadvantage. Some distance was sacrificed to durability. Spaldings wanted both durability and distance. The solution was simple in conception, but difficult from a production standpoint. A hypodermic injection of 6/100 of an ounce of liquid into the core of the tough cover ball increased internal pressure and increased distance as much as 7 to 10 yards on the average long drive.

One of the main essentials of a long distance golf ball is high pressure at the core, which provides the necessary high elasticity under impact of the club head. This pressure, exerted on the liquid sac which constitutes the core, is built up by the winding over the core of a continuous thread of rubber under tension.

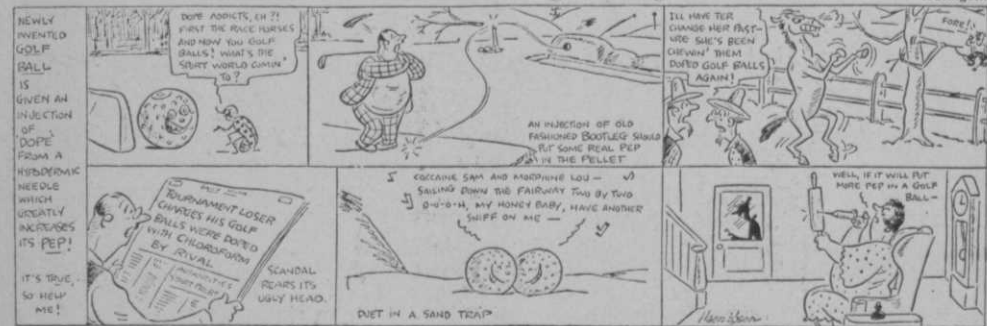
The cover is then applied over the winding by a moulding process which seals the two halves. In the case of the long distance, softer cover balls, the moulding temperatures are not high enough to cause loss of tension on the winding, and in consequence an internal pressure of 1,500 to 1,600 pounds per square inch is retained in the finished ball.

When the tough cover of the cut-resisting ball is applied, however, much higher temperatures are required. This cover being vulcanized and a longer time in the press necessary. The result is a loss of a part of the tension on the rubber winding, the effect of heat on stretched rubber and a consequent loss of a part of the internal

NEWS AND VIEWS—

Kicking the Gong Around

By
Haenigsen



A New York Journal cartoonist gets laughs out of the Kroflite needling idea.