

Billboards such as this one helped to increase patronage at Indianapolis muni courses and thus permit those in charge to show surprising profits from annual operation.

Efficiency and Advertising Keep Politics Out of Muni Golf

By CARL HORN

EVEN BEFORE municipalities became practically broke and politicians became honest because there was nothing left to steal, municipal golf course operation was a conspicuously honest and ably managed phase of public works. Why there are so many brilliant examples of this GOLFDOM never could figure out because the officials responsible for golf course operation are constantly harassed by political interference. In some cases this influence of politics is responsible for outrageous mismanagement, but these instances are fairly rare.

In the last couple of years with depression hitting hardest on the class that makes use of public course facilities, there has been an opportunity to appraise the standard of executive and operating management at municipal courses. These courses have stood up well and justified the claims they have made for government money as self-liquidating public works.

One of the outstanding jobs of selling municipal golf facilities to the public and of

handling the operating job in good shape has been that done at Indianapolis, Ind., where A. C. Sallee is general supt. of Parks and Recreation and Arthur Lockwood is golf supervisor.

Public Golf Advertises

Among the smart things that the Indianapolis Parks department did was to make use of attractive advertising in bringing its facilities to the attention of the public. Through the generosity of the General Outdoor Advertising Co. which donated vacant boards during July and August the city was able to advertise its new Coffin course and municipal swimming pools. The total cost to the city was about \$300 for printing the posters.

Since the reorganization of the city's golf department in 1930 the four 18-hole and two 9-hole courses have made a profit.

Highlights of the operation and policies at Indianapolis are extracted from the 1930, 1931 and 1932 annual reports of

Supt. Sallee to Mayor Sullivan and the Board of Park Commissioners.

From this report:

When the present Board of Park Commissioners and Superintendent came into power early in 1930, a deficit of \$25,684.54 existed in the golf division, covering the six Municipal courses.

A thorough investigation revealed that three of the courses were being grossly mismanaged, receipts (golf fees) misappropriated and the personnel in charge of all courses generally inefficient.

Expert Non-Political Advisors

At this time it was deemed advisable to change the plan of individual course management and a radical departure in operating methods was adopted. Special attention was given to employing only the most efficient help. A Golf Advisory board was appointed, consisting of local golf experts—William H. Diddel, golf architect, Ralph Young and Edwin Lennox of Highland, and Samuel Mueller of Broadmoor country clubs—each man a specialist in his line, and the best the state affords. The valuable advice and cooperation of these men was given entirely without cost to the park department—a real public service.

There was a reasonable increase in play, even in face of the most destructive drouth the city had ever known, making it difficult to maintain the courses in proper condition. The daily fee was increased from 25c to 50c (season tickets from \$12.50 to \$15.00) on South Grove course only, otherwise conditions were about the same as in 1929.

The advantages resulting from this radical change in operating methods, standardization of equipment, improved buying facilities, weeding out of inefficient help, etc. turned our \$25,684.54 deficit into a profit of \$25,808.27 at the end of 1930—a difference of over \$50,000 in one year.

Another feature, no doubt entering largely into the restoration of golf fees to the city, was the elimination of free golf passes. Before 1930, hundreds of free passes were given out to specially favored individuals with political influence or "pull." Not a single free golf pass was given out in 1930—not even to newspaper reporters. This action was resented by only a few and was commended generally by the golf-playing public because it was the only equitable way to handle the situation. In 1931 and 1932, however, the State Board of Accounts ruled that we might allot a few passes to each of the local news-

papers in exchange for publicity for building up play on our courses. No other passes have been issued since 1929.

In furtherance of our plan for placing the golf department on a self-sustaining basis in 1931, the position of "Course Manager" on each of the six municipal courses was abolished and a general manager or "Supervisor of Golf" appointed at an annual salary of \$4,000 to have active management of all courses. This action resulted in an annual saving of \$5,300 in salaries alone.

Arthur G. Lockwood, widely known professional, in charge of the famous French Lick Springs links for 12 years, and who has constructed a number of courses in various parts of the country, was employed by the park department as Golf Supervisor early in 1931, and is successfully managing the department at this time.

Spend Wisely; Earn More

A net profit of \$18,136.74 was made on five of our six courses in 1931, Coffin Course being closed for reconstruction. For the first time in its history the Sarah Shank Course (nine holes) was self-sustaining and showed a profit of \$1,771.86. Operating expenses in the golf department in 1931 were \$58,768.61 as compared with \$92,679.49 in 1929, a gradual reduction of \$33,910.88 in two years. During these two years considerable new equipment was purchased and many physical improvements on the courses were accomplished.

On account of the sale of 30 acres of ground in the heart of the Charles E. Coffin Golf Course, for the establishment of a Government Hospital for Disabled War Veterans, recommended by the Indianapolis Chamber of Commerce, Mayor Sullivan and others, it was necessary to reconstruct this course in 1931. This was done under the direction of William H. Diddel. The construction costs were taken care of through the sale of the above mentioned 30 acres at an appraised price of \$16,355 and the appropriation by the City Council of \$12,500 from an unused balance in the park fund, and by using \$12,992.71 from the general park maintenance fund, thereby avoiding the necessity of a special bond issue.

Exhibition Profit to Charity

The partial completion and opening of the Coffin Course late in 1932 was one of the "high spots" in sporting events in Indiana during the year. The selection of Gene Sarazen, Open champion of the

United States and Great Britain for 1932, and Tommy Armour and ex-holder of several major titles, to oppose Neal McIntyre, Indiana state champion and Ralph Stonehouse, the Coffin Course professional, proved a great drawing card to thousands of spectators. The committee in charge turned over approximately \$1,000 of the proceeds realized to the city employes emergency fund, used to feed the city's destitute and unemployed.

The new water lines and pumping station installed at the Coffin Course provide a supply sufficiently large to insure watered fairways and the finest greens. This is a new venture for municipal golf in Indianapolis, and it is to be hoped that similar sprinkling systems can be provided for other city courses.

Excluding the Coffin Course, which was opened late in the season and not then quite completed, the golf department, showed a net profit of \$10,629.47 for 1932. This amount was made on three courses. South Grove showed a deficit of \$2,130.20 in 1932 and Douglas \$862.69. The Douglas course indicated a slight gain in receipts over former years, the deficit being reduced about 50 per cent as compared with 1931, so this course really shows a healthy gain, as the deficit in 1929 amounted to \$6,365.83.

The maintenance costs on these two courses, as well as Riverside, Pleasant Run and Sarah Shank, included the addition of considerable new equipment, and many permanent improvements such as laying new water mains on South Grove and Riverside, needed for many years; repairs to buildings, new greens, sprinkling systems, tool houses, etc.

The golf department continues to function successfully under the new plan of reorganization effected in 1930. A substantial profit has been made each year, as the department showed a deficit of \$25,684.54 up to 1929, and the links never paid their own way prior to 1930.

Golf Pays for Other Play

While it is not the desire of the Board of Park Commissioners to conduct the city golf courses, or other forms of recreation as a commercial or profit-making enterprise, the demand for relief from the already too-heavy tax burden makes it imperative that the park department absorb a large proportionate share of an enforced reduction in the city's tax requirements, and this revenue is absolutely needed if the golf courses are to be kept in opera-

tion. It also aids very materially in maintaining our swimming pools, playgrounds and other recreational facilities.

At present all city courses are considered in excellent physical condition and a number of improvements are under way. The department as a whole will show a substantial profit for 1933.

* * *

Lockwood's detailed annual reports to Supt. Sallee for the records afford specific evidence of progress and expert management and are so airtight against criticism that they serve as additional protection of competent operation against any threat of politics, a danger to which municipal golf operating profits never shall be immune as long as administrations are subject to change and a new set of higher-ups come in itchy for the money and jobs involved in municipal golf enterprises.

SYNDICATE BACKS PRO

Bill Schwartz Winter Tour
Financed by Local
Shareholders

ONE OF THE kids we'd like to see pick up some important prize money on the winter circuit is Bill Schwartz of St. Louis, because it might encourage golfers in other districts to chip in and send their promising aspirants for sharpshooting honors on future tours.

Bill is the youth who received national publicity as the pro whose winter tournament expenses were financed by a \$1,000 fund raised from the "Bill Schwartz Golf Tour," an idea devised by Sid Salomon, Jr., who rates as a good golfer, an enthusiast and a grand fellow in St. Louis and points north, east, south and west. Allied with Sid as sponsors of this Schwartz tour fund are Gus Moellman, Chick Irwin, Dick Bockencamp, Roswell Messing, Leo Bauman, Emil Boardman and Elliot Whitbread. The committee issues stock certificates which are hopefully held by a number of St. Louisans.

In announcing details of the fund the committee chairman's bulletin said:

There's a sporting plan afoot that will appeal to every true golfer and business man, and I'd like to make it as brief as possible, and still get the story over to you.

Bill Schwartz is one of the best golfers in the Middle West, and, given the proper opportunity, will rank among the best in

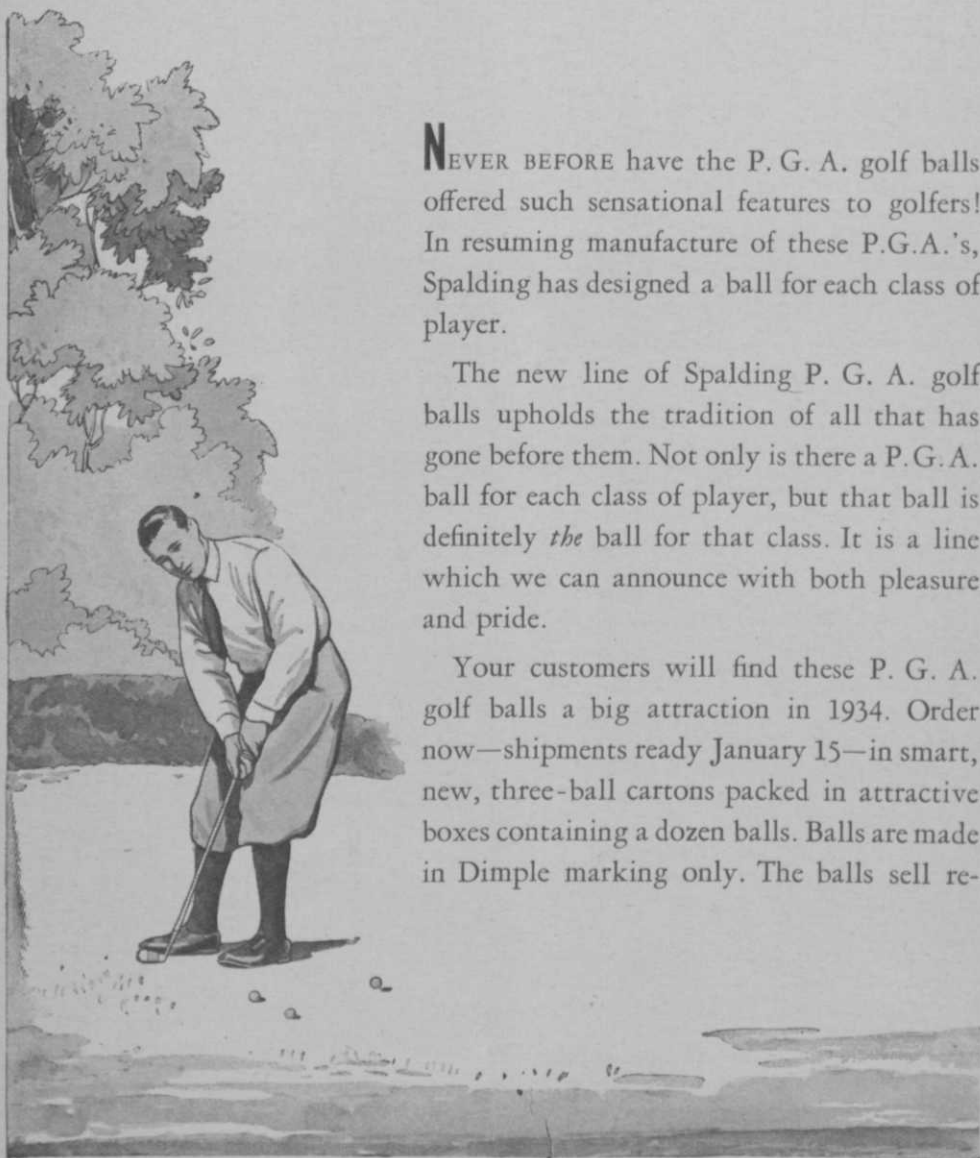
SPALDING OPENS 1934

ABOUT THE P.G.A.

NEVER BEFORE have the P. G. A. golf balls offered such sensational features to golfers! In resuming manufacture of these P.G.A.'s, Spalding has designed a ball for each class of player.

The new line of Spalding P. G. A. golf balls upholds the tradition of all that has gone before them. Not only is there a P.G.A. ball for each class of player, but that ball is definitely *the* ball for that class. It is a line which we can announce with both pleasure and pride.

Your customers will find these P. G. A. golf balls a big attraction in 1934. Order now—shipments ready January 15—in smart, new, three-ball cartons packed in attractive boxes containing a dozen balls. Balls are made in Dimple marking only. The balls sell re-



WITH BIG NEWS

GOLF BALL LINE!

tail for 75c each, \$9 per dozen.

1. **P. G. A. RED**—the ideal ball for the average golfer. It combines first-grade distance with maximum durability. It's one tough ball!
2. **P. G. A. BLACK**—for the low handicap players. This ball gives a longer flight than the Red, although it cuts more easily. It's one of the longest golf balls made.
3. **P. G. A. CHAMPIONSHIP**—the ball recommended for experts—professionals and champions. The Championship is a refinement of the P. G. A. Black, giving even greater distance, but cutting easier.



A. G. Spalding & Bros.

© 1934, A. G. S. & BROS.



the country. He was one of the Saint Louisans who qualified for the National Open this year so high that he automatically qualifies for next year. He recently won the St. Louis Professional Golfers' championship, and has always been among the highest ranking pros in this part of the country.

It is our plan to make it possible for Bill to win national prominence. To do this, we need your help.

Golf professionals all over the country are preparing to try their luck in the coming winter tour golf tournaments that start November 15th at Pinehurst; then go to California, and wind up March 23rd in Florida. There is total prize money of \$37,000.00. It is possible for one individual to win as high as \$15,000.00 and it is nothing out of the ordinary for golf professionals with the same type of golf game as Bill Schwartz's to win \$5,000 and \$6,000 over the complete winter tour. Many noted professionals, such as Denny Shute, Craig Wood, Ralph Guldahl, Paul Runyan and many other popular prize winners have started their careers on the winter golf tour, and have been backed on a similar basis.

We are offering you the opportunity of helping "back" Bill to go on this tournament trip. He needs about \$1,000. We are dividing this sum up into one thousand shares, at \$1.00 per share, and are selling them in minimum blocks of five. The first \$1,000 that he wins will be returned to the stockholders. The balance will be split, "fifty-fifty" between the stockholders and Schwartz, and will be returned to you as dividends in proportion to the amount of shares you have purchased.

All funds will be in the hands of the above committee, including the capital amount, which will be sent to Schwartz in weekly amounts of \$60 to defray his traveling expenses.

Think of the double "kick" you'll get, as you follow reports of the tournaments, and realize that not only are you responsible for Bill representing St. Louis in them, but that the chances are that you'll get goodly dividends.

We think Bill Schwartz is a REAL GOLFER who can do much to make St. Louis famous in golfing circles, and win REAL PROMINENCE throughout the country.

* * *

Bill led the National Open qualifiers for the St. Louis district this year, finished high enough at the Open so he won't have to qualify next year and won the 1933 Eastern Missouri PGA match play championship with an average of 71 4/10 strokes. Last winter he had a good record on the Coast.

Regardless of how the Schwartz tour comes out financially it is going to help the development of this sound golfer and get him acquainted with a lot of fine points of the game that he can teach to his stockholders and members when he gets back on the job next season.

EXPERT SERVICE

Pro Club Sales Increased by
Featuring Pro Ability
to Fit Clubs

HAROLD SAMPSON, brainy pro at the Burlingame (Calif.) C. C., suggests to the boys that they make strenuous efforts to cash in on the PGA club-making clinic work and the tools developed for the pros by Jim Gallagher, the clinic's expert.

Says Sampson:

"Some years ago in *Fairway*, a golf player magazine now out of existence, I wrote an article on the great difference made in the games of the stars and poor players alike by providing properly fitted clubs. I cited some examples of players using clubs with hooks or slices built into them, with lies that were wrong for the player. I told of cases of clubs especially fitted to Mac Smith, John Black and Douglas Grant that had performed especially well for these men because the clubs were exactly suited to their games.

"Since the appearance of that article clubs have been tremendously improved by the manufacturers but there still are plenty of cases where excellently made clubs are improperly fitted. A club may be too upright for one player and too flat for another.

"Clubs have to be adjusted to almost every individual and it is utterly impossible for stores to do this work properly. Through the educational work of the PGA club-making clinic and with the PGA tools the pro can make the necessary simple but important adjustments. Then the player gets a club that is made well, backed by a famous and responsible manufacturer as well as by the pro, and which is exactly suited to the player instead of being something that merely looks classy in a show window but which falls far short of its possible value when it is out on a golf course.

"Pros who feature this service will boom their club sales."

Wilson

Announces the new

P. G. A. GOLF BALL FOR 1934

This ball is offered for sale only through channels of distribution authorized by the Professional Golfers' Association. It is as fine a product as Wilson can build and has been endorsed by the Association as being eligible for use in all Ryder Cup International Matches.

It is with deep appreciation that Wilson accepts this honor conferred upon it by the Professional Golfers' Association and pledges that the high standard of product that merited this appointment will be kept constant and uniform.

These balls will be built in two cover consistencies. The Extra Distance Ball (Thin Cover) will be stamped Wilson—P.G.A. Championship, and the Tough Cover Extra Durable Ball will be stamped Wilson—P.G.A. Tough Cover.

The Championship Ball is now ready for immediate delivery. The Extra Durable Ball will be available early in the spring. Orders may be addressed to any of the Wilson Professional Division branches:

New York, Chicago, San Francisco, Los Angeles, Portland, Kansas City, Denver, Cincinnati, Pittsburgh, St. Louis, Dallas, Minneapolis, St. Paul, Detroit, Des Moines, Miami, Houston, Nashville, Charlotte, N. C.

for the **PRO** only
WORTHINGTON'S
New **SWEET SHOT**



75c
 List

THIN
 COVER

Here is a **NEW** Worthington Ball that is sold **EXCLUSIVELY** by Pros. Sweet Shot has built into it improved features that make it unsurpassed for Click, Distance and Accuracy. You can build up a volume which will be fully protected because **SWEET SHOT** will be sold through Pro Shops **EXCLUSIVELY**.

Tommy Armour

Be sure to cash in this season on the phenomenal success Tommy Armour Ball enjoyed last season. It was a good 50c buy in 1933 and has been improved from Core to Cover for 1934 and is truly an **OUTSTANDING VALUE**. We shall create a demand for you by advertising the merits of the Tommy Armour Ball to several hundred thousand golfers. Carry a stock and get your share of the business.

30 Years of Existence Confined Exclusively to the Successful Manufacture of One Product Qualify a Company to Claim Leadership in the Field.

Write for Details



PGA Convention

(Continued from page 20)

at Chicago, so one of the messes of previous years will be avoided.

Work of the convention was facilitated by an index of the minutes of previous meetings made during the year by Secretary Treacy. It helped cut down the time of the meeting to two days and prevented the rehash of business definitely settled years before and forgotten.

The name of each section was changed to (name of section) Section, PGA of America, thus developing the idea of national unity of the sectional groups.

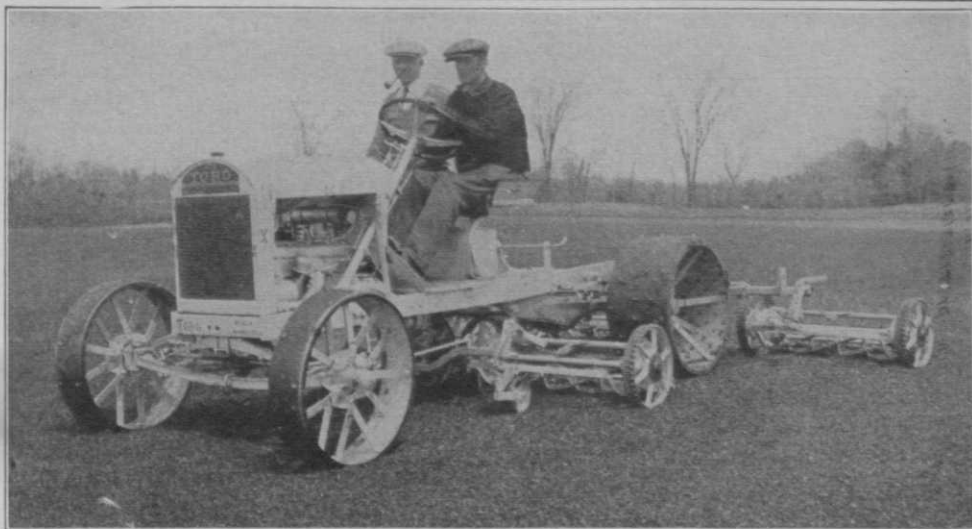
It is expected that there will be many applications for reinstatement in the PGA with the annual dues now being \$25, so it was agreed to charge a uniform back dues payment of \$15 to qualify members for reinstatement.

Code Favors Pros

Manufacturers' relations are in better shape than ever before. The pro position and future seems to have been satisfactorily considered in the make-up of the athletic goods code. Some authorities estimate that the new code's elimination of the wide profit spread between pros and other previously petted outlets and the elimination of the "buy it wholesale" and free deals to amateurs, will mean at least a 10% increase in pro annual volume. In a year like 1933 this would have meant about \$1,300,000 added to pro income. The benefits of the new code to the pros may be credited in a large measure to the vigorous work Jacobus did in presenting the pro case precisely to the manufacturers, who received the information in a sympathetic, hopeful and helpful attitude.

Relations with the amateur governing bodies also showed steady improvement. It is planned by the publicity committee to conduct an educational campaign to acquaint golf club officials with the qualifications and duties handled by competent pros. The new Board of Control, when it gets going, will have association officials included in its personnel.

General opinion was that the 1933 annual meeting was highly satisfactory in exhibiting substantial results of the first year of the Jacobus administration and in strengthening the organization as a unit for taking command of the situation in 1934.



York Downs Golf & Country Club, Toronto
W. D. Chinery, Superintendent

For 1934— Modernize Your Maintenance with Toro Machinery

IT is becoming increasingly evident . . . from the large number of advance orders we are receiving for spring shipment . . . that the day of obsolete and worn-out equipment is past.

No longer is it expedient or necessary to pay out good money for upkeep and high operating cost on antiquated, worn-out equipment or to gamble with inefficient machinery built for some other purpose and "adapted" for golf courses.

What you need is speedy, powerful, and reliable machinery that will perform every day under good or bad conditions.

Toro Master Tractors and Trojan Fairway Mowers will do that for you and prove the most satisfactory investment you ever made.

*The 1934 catalog is ready.
Write for it.*

TORO MANUFACTURING CO.

3042-3168 Snelling Ave., Minneapolis, Minn.



Only reliable companies are allowed to advertise in GOLFDOM.

PICKED UP IN THE ROUGH

By HERB GRAFFIS

A. MACMILLAN, active pro business man at Hillcrest CC, Kansas City, Mo. packs a punch for Santa Claus as a leader in the NRA in a letter Mac sent out to his members selling pro shop merchandise for holiday gifts.

MacMillan has made effective use of Christmas business letters on attractive stationery. His theme song this time was "off with the old and on with the new." He called attention to the decided changes in golf equipment design made during the last few years. He intends to keep plugging this theme in his spring business letters and sales efforts.

His hunch is a good one and should be the point of a concerted push on the part of the pros. Practically all pro shop stocks are of newest designs. The stores have the obsolete stuff bought at liquidation prices. The customers are ripe now for dumping the old clubs that differ materially from new models.

* * *

AND AGAIN we say that any pro planning his 1934 merchandising who doesn't exercise all possible effort and genius to develop women's interest and sales is missing a two-inch putt for championship profits.

One little thing made us nervous about this last season. About half of the contestants in the Women's National wore golf gloves. Both the finalists wore Glovettes they must have bought at pro shops, as Harley Potter, the Glovette guy, said he had no free list among the girl amateurs. In department stores we have noticed a prominent play is given to women's golf gloves but in most pro-shops they are just something else in a showcase, instead of being pushed.

* * *

A TRICKY RACKET in golf merchandising is the so-called "Professional Golf Shops" springing up in retail districts where landlords are willing to take a chance on the rent of stores that have been vacant for some time.

The "professionals" in these "Professional Golf Shops" are some hit-and-run boy bandits who advertise "savings" that rarely appear as being under 50%. They advertise Jones model clubs, for instance, and when the sucker gets in the shop he

or she is shown clubs labelled "Billy Jones, Jr." Other prominent brands are mishandled in the same manner. Even if the boob puts up a yowl and a struggle he has to wrestle himself loose from strong-arm salesmanship.

* * *

JOCK YUILLE, pro of the Auburn (N. Y.) CC is responsible for the club's magazine, "The Top-Spin." It is one of the best service jobs of publicity for the club any of the boys are turning out. At the masthead of the four-page affair is this explanation of the "Top Spin"; "Conceived and published monthly by your pro Jock Yuille without regard to the proprieties of the literary world."

Yuille has some small ads that defray the expense of publication.

Among the wise ideas Jock gets into the "Top Spin" is an item on Golf Shop Service, telling about its merchandise and work for the members. He makes an effort to have the new things first in his shop. Here's the way he handles one angle of pro shop sales:

Have you heard about or seen the new Niblick Swizzlers for mixing drinks with? Something really novel and quite inexpensive. When you are giving a bridge party call us up for prize suggestions. We are always on the look-out for inexpensive novelties. Our novelties have both "it" and sex-appeal and all the glamor of a tropical sunset. We could go on and on, but what's the use, if we haven't convinced you that we really have some nice things we'll just conclude that you either play poker or shoot craps.

* * *

THAT WELT around the middle of Johnny Manion, popular pro of Sunset Hill CC (St. Louis district) cannot be muscle as John claims. Manion appears in a St. Louis newspaper feature, "Men's Wishes in Dishes" as the champion of good grub and pronounces trout a la Montaguarde as the epicure's delight.

* * *

DRIVING FROM the 9th tee of the Port Colborne (Can.) CC, O. P. Seeman, agent of the Canadian National Railways sliced a ball out of bounds into a box car.