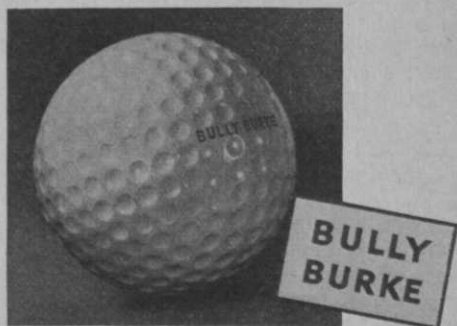


# BURKE MADE...

*for you  
to sell!*

**LOOK AT 'EM!**



**T**HE BULLY BURKE Ball for half a dollar, for sale by professionals only. Try to prove that this isn't the best 50c ball on the market! We know how to make a ball; in this one we've combined distance and the stuff to stand punishment. And what you've come to appreciate in Burke Balls—uniformity.

**"WHIPPER" IRONS.** With the newest development in semi-whip True Temper shafts. Plenty of feel under the hands. Easy to control. Those "choosey" about clubs will find Whipper Irons all they could ask for. They're built and finished throughout to meet the best Burke standards. Flange sole irons in registered sets of 9, and Nos. 2, 4, 5, 7, 8 and putter can be furnished in left-hand models.

**MODEL 674 IRONS** will please and satisfy those who count the cost a bit carefully. They provide players a really matched set of flange sole irons up to 9 clubs. Burke precision in manufacturing means that a player can start to acquire a matched set with one or more clubs, and complete it with later purchases. Left-hand models of 2, 4, 5, 7, 8 and putter.

**THE BURKE GOLF CO., NEWARK, OHIO**

# BURKE

*Clubs • Bags • Balls*



There should not be the store competition on balls that there has been in previous years. This year on some of the brands the stores get a 12 per cent edge over the pro, which is not enough for the stores with their heavy expense of doing business, to use in cutting retail prices to the point the pros will be injured. In previous years this excess margin of the stores over the pros has run as high as 40 per cent.

The golf ball manufacturers have agreed not to sell golf balls to retail buyers at less than the retail price and they are living up to this. E. C. Conlin, sec. of the Golf Ball Manufacturers' Assn., points out that this agreement which developed to a national proposition after being introduced by a Pacific Coast PGA section and manufacturers represented in that locality, means a small fortune added to pro income and protection to the manufacturers in efforts to maintain a substantial price structure.

The elimination of price-cutting was not easy to get but balanced against the pro income from subsidy gave the pros far the best of it. Subsidy for the most part was dangerous to pros because of club official criticism of the sacrifice of buying independence and the interpretation of subsidy as petty larceny or graft.

From every angle, not the least being a revival in play, it looks like the pro has in 1934 the best chance he's had to make a profit from his service. How are you going to handle your chance? Have you planned your campaign or are you just going to take things as they come and hope for the best?

## C. W. A. IN GOLF

Course and Clubhouse Work  
Costing \$1,613,528 Reported by 22 States

**A** SAFE GUESS on the amount of CWA money spent on golf course and clubhouse work while such funds were available probably would be in the neighborhood of \$3,000,000. To this figure might be added another \$1,000,000 supplied by state and local funds paying labor.

GOLFDOM solicited from all state civil works administrators data on the amount of money due on golf courses within their

respective states, and the number of jobs handled. Administrators in 22 states supplied the information. These 22 states were responsible for \$1,613,528 spent on about 60 courses and/or clubhouses. The balance of the \$3,000,000 GOLFDOM estimates from newspaper clipping on jobs handled in the states whose CWA administrators don't pay much attention to correspondence.

In some states, such as Washington, no separate account was kept of projects involving golf courses as such work was handled under the heading of "recreational centers". In a number of instances, such as that at Connecticut, funds of the CWA spent for golf work were for labor only. Materials used on the projects were paid for by the town or city in which the work was being carried on. In the case of New York State the CWA supplied \$375,000 of the \$509,479 used on golf work and local government funds supplied the rest. In New York 2,054 men were employed on the state's CWA golf work.

Obviously, as a result of the CWA work on many municipal courses since the latter part of the 1933 golf season the courses this year should be in far better condition than ever before and naturally so much more attractive to players that all business phases of the sport should feel beneficial effects.

A summary of state CWA golf work:

Oregon .....	\$ 40,000	2
New Hampshire.....	No cost given	2
South Dakota .....	None	..
Arizona .....	\$116,090	3
Utah .....	\$ 5,000	1
Montana .....	None	..
New Mexico .....	None	..
North Dakota .....	\$ 6,425.	4
Illinois .....	None	..
Arkansas .....	None	..
Mississippi .....	\$ 1,500	1
Michigan .....	No cost given	1
Georgia .....	\$ 68,290	12
Vermont .....	None	..
New York .....	\$509,930	8
Nevada .....	\$ 3,930	1
Indiana .....	\$269,166	6
(Includes Indianapolis park work)		
North Carolina .....	\$107,560	..
Pennsylvania .....	\$ 66,000	..
Connecticut .....	\$192,017	..
Wisconsin .....	\$199,056	9
Kentucky .....	\$ 26,570	3

# PGA Tournament Bureau Advances Players' Interest

By HERB GRAFFIS

**T**HE PGA can check up to its service of member and non-member pros and the golfing public the 1933-34 winter tournament season as one of the association's masterly jobs.

It's not running wild to credit the winter circuit events and their attendant publicity with having had a lot to do in getting a lively revival of golf started.

There were 28 events on the circuit which started with the Capital City Open at Washington, D. C., and ended with the Virginia Beach Open. Prize money amounted to \$74,300. Newspaper publicity nationally was far in excess of that of any previous year—even during the pre-depression period. The boys performed as competent businessmen and sportsmen of their word, despite the financial perils that

the circuit has for young gentlemen who are traveling light in hope of fame, fortune and a post-graduate degree in playing and instruction technique. Only in one instance, that at Atlanta, did the impresario of the PGA tournament circuit, Bob Harlow, have to be barbecued by the hot speech of the men who sponsored the tournament. More than a dozen players who had promised to appear at the initial Atlanta tournament failed to show, and what the folks said about the run-outs did not omit words prohibited by the proposed tournament players' code.

## Prize Money Division Studied

There were cases in which the prize money was not equitably distributed. Changes were made when possible after

## *Pardon us— but **GUTS** is the right word!*

What's inside the golf ball accounts a lot for what your members see on their scorecards.

As professionals at the country's foremost golf clubs the members of the Professional Golfers Association have studied the guts of golf balls carefully and expertly for many years.

Out of this study has come the specifications the PGA has set for the golf balls bearing the PGA brand.

The liquid center endorsement by the PGA has determined the new standard of first-class golf ball construction.

From the Guts to the Paint on the PGA brand marking the golf balls labeled PGA are the soundest value you can offer to your members. They present to your members your own professional experience and those of your expert professional associates.

*Providing the PGA ball for your members' play is more than a sale—  
it's a service—and you are employed and qualified for member service, or  
you couldn't be a PGA member.*

**PROFESSIONAL GOLFERS ASSOCIATION  
OF AMERICA**

National Headquarters: First National Bank Building, Chicago

*The GOLF CENTER*  
*of the Mid-West is the*  
**LYTTON BUILDING!**

Chicago's Lytton Building is the Mid-Western headquarters for the Chicago District Golf Association, Burke Golf Company, the Kroydon Company, Golfing Magazine, Golfdom Magazine, Midwest Golfer Magazine, Sporting Goods Journal, the Chicago Daily Fee Golf Association, and other active factors in the golf business.

Golf professionals and other sporting goods buyers in the central states know the Lytton Building and regularly visit it. Located on State Street at Jackson Boulevard, it is easy to reach by all types of transportation.

If you are planning to open a Chicago branch, or if you are not satisfied with your present metropolitan location, write for complete details.

*Rents are reasonable*

*Suites conveniently arranged*

*Ceilings high, plenty of windows*

*Building immaculately maintained*

*Excellent elevator service*

## **LYTTON BUILDING**

L. E. EATON, Manager

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**CHICAGO, ILL.**

Harlow had gone to bat for the troupers, and in other cases the tournament promoters promised a satisfactory revision next year. In working out next season's winter schedule Harlow will ask the tournament sponsors to adopt prize distribution schedules along lines players approved in conferences held late the last season.

Pro-amateur events, other than one round purse affairs of more or less a social nature and held between principal tournaments, are not to have a place on next season's schedule.

A minimum of \$2,500 for a 72-hole tournament probably will be adopted for next season, and a standard minimum scale set for one and two-day tournaments.

Harlow again sweat with the problem of getting special hotel rates for the players but usually was whipped by the hotels contributing to the tournament guarantees and for that reason, local committees hesitated to name any one hotel official headquarters. Without this designation a hotel won't go for a group rate because it is not assured of enough players as guests. Many of the fellows who were operating on restricted capital stayed at the tourist homes where conditions generally were good and the rates low.

Judging from the winter tournament record of presenting in title debuts young men who keep hot later in the season, Henry Picard, Ky Laffoon and Ralph Stonehouse lead this year's graduating class.

The Augusta National event, of course, was the publicity high spot of the season. The club did slightly better than break even on the initial venture and intends to make it an annual event. Harlow entered into correspondence with Bob Jones right after the Masters' tournament was announced and secured invitations for some of the young men of the winter circuit who might have been overlooked otherwise. The pros regard Bob's performance in his tournament as amazingly good in view of his long absence from competitive golf and the burden he carried in playing host to a very pleasant event.

### Winter Publicity a Record

Probably the most generally profitable phase of the winter tournament circuit Harlow engineered this year was the publicity references to the instruction post-graduate school aspect of the tournaments. This already seems to have registered in giving the winter tournament boys a swift

"Boy . . . what a bunch switched to Penfolds this season!"

"That'll never make the pro mad . . .!"



## because:

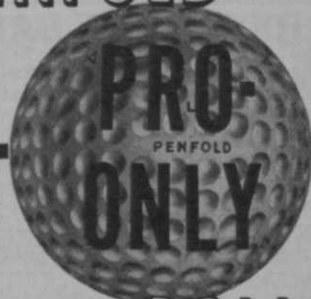
only pros sell Penfolds  
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Lay in an assortment, now. Address:  
PENFOLD GOLF BALLS, INC.,  
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Thomas Dunn & Sons, Moline, Ill.  
Jack Schaefer, Los Angeles

# PENFOLD



# POLICY

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No. 47 Illustrated

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A brand new line of "Can Pro" Bags with distinctive styles, features and new practical improvements.

"Can Pro" bags will win the approval of your customers, easy to sell, and will bring you more profits.

Be sure to send for our latest advertising roll illustrating our leading numbers. Made up in such a way as to increase your golf bag sales. Mark inquiry "Attn: AFF Sales Dept."

start on big lesson business in 1934. Estimates of newspaper lineage devoted to the winter circuit this year place the total at almost twice the space of any preceding year.

### 20 Win More Than \$1,000

Pros who won \$1,000 or more during the winter circuit, as scored by the PGA records:

Runyan	\$7,116
H. Smith	5,306
Macfarlane	3,516
Cox	3,196
Shute	2,754
Revolta	2,660
Wood	2,549
M. Smith	2,468
Mehlhorn	2,023
Laffoon	1,984
Hunter	1,914
Cooper	1,880
Creavy	1,724
Picard	1,470
Armour	1,393
O. Dutra	1,259
M. Dutra	1,141
Watrous	1,135
Thompson	1,119
Al Espinosa	1,095

There were 18 of the boys who won between \$897, which was Jimmy Hines' take for the season, and \$350 which figure both John Golden and Willie Dow took in.

It begins to look like the next winter circuit will have a series of Open tournaments in the Northwest with Seattle, Portland, Tacoma and Vancouver already planning and other cities in prospect.

### Plan Australian Trip

Harlow is working with Australian golf authorities on a trip of a 6-man American pro team to the Southern Cross domain. Several big-money Open events are planned in addition to the Australian Open. Present plans call for the selection of a team after the PGA championship at Buffalo, July 24-29. Bob also is trying to arrange exhibition matches in all ports of call en route from San Francisco to Melbourne. The team would leave S. F. October 16 and arrive in Melbourne November 9. It would leave on the return trip not later than December 8. Just how this tour can be worked in while the earlier U. S. tournament sponsors are kept satisfied is something Harlow is struggling with now. One thing that makes this problem easier is the big draw of tournaments in which the older big names were absent this year. People are paying money to see the hot-

"Hot Numbers" for Pro Sale — in



Smart Merchandise at Low Prices!

Slack Sox . Hats . Caps . Shirts . Pullovers  
Underwear . Belts . Glovettes . Sweaters,  
etc. Write for Latest Information!

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## MARKED GOLF BALLS!

Any kind of marking is valuable to the player—BUT—only marking with a system back of it, can give full profits to the Pro.

The FULNAME MARKING MACHINE provides a complete service with PRO PROFITS — 3,000 Clubs use and endorse it. Our 1934 installation plan is profitable from the start.

Write— **THE FULNAME COMPANY**  
Le Blond Bldg., Sta. "O."  
Cincinnati, Ohio



## The SPORTIEST GOLF in AMERICA

# at FRENCH LICK!

EVERY ROOM AN  
OUTSIDE ROOM  
(Price Includes Meals)

Starting at

**\$7.50 Per Person.** (Two in Room, with Hot and Cold Running Water.)

**\$8.00 Per Person.** (Two in Room, with Private Toilet and Running Water.)

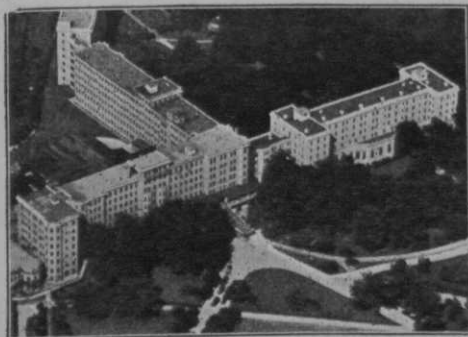
**\$10.00 Per Person.** (Single or Double Room, with Private Bath.)

Golfers—here is your paradise! At French Lick are two courses that champions play and praise. Fairways always in tournament shape. Every approach an inspiring problem. Permanent greens like velvet. And playing weather that's an inspiration in itself!

Every sport is better at French Lick . . . the riding is keener on our Kentucky thoroughbreds . . . hiking is more bracing through the Cumberland hills . . . dancing is gayer in the easy social atmosphere of America's greatest resort.

With your golf bag, bring your bothersome aches and ailments, your cares and worries. They will quickly vanish in French Lick's famous mineral baths. Pluto's tonic waters will renew youth.

Come where you'll play the best game of your life! You'll see at the left how little your golf holiday will cost you, and remember—those rates include French Lick meals! Write for reservations.



**FRENCH LICK SPRINGS HOTEL**  
**FRENCH LICK, INDIANA**

T. D. Taggart, President  
H. J. Fawcett, Manager

shot youngsters and talk about how they pick young Soandso to go far. The start of Horton Smith, Paul Runyan, Craig Wood and Denny Shute in the winter tournaments has had much to do with building up this angle of gate draw. The customers like to brag they "knew them when."

Harlow's problems of the immediate present are concerned with helping to make the PGA championship at Buffalo a big financial success. He is drawing on his experience with the PGA championship at Providence, previous high of PGA championship money-makers, in working with the Buffalo committee. He had worked up prospects of a number of Open events this summer but has temporarily laid them aside because of the uncertainty of getting fields. Present Open fixtures during the summer (St. Paul, Glen Falls, Lincoln, and Hershey) probably will continue though there has been some howls at St. Paul from citizens who figure their money had best go for ransom or bullet-proof lingerie.

### Busy Summer for Harlow

Summer will be a busy time for Harlow on the PGA job for, in addition to the work that must be done in arranging the winter schedule, he has to get the 1935 Ryder Cup matches set and financed. He has secured several preliminary bids from cities keenly interested in holding the international pro matches.

All of the tournament pros have been mailed a questionnaire by Harlow, asking for information that will enable the PGA Tournament Bureau to function most effectively. Any professional interested in tournament golf is asked to immediately supply the information requested by the questionnaire, which follows:

### INFORMATION WANTED BY THE TOURNAMENT BUREAU OF THE PGA

(It is essential that the Tournament Manager have as much information concerning these questions as it is possible to obtain at this time. Please answer as many of the questions as possible and return or mail to Robert E. Harlow, 1760 First Avenue North, St. Petersburg, Florida.)

1. Are you a P. G. A. member?
2. Do you intend to be a P. G. A. member in 1934?
3. Negotiations are under way for a fall tournament circuit which would start in Kansas City about the middle of October and move westward with events in Denver, Salt Lake City, Spokane, Seattle, Portland, Vancouver and Tacoma and possibly other cities. This tour would link up with the California events which would follow it. Would you make this tour?
4. The P. G. A. Championship will be played in Buffalo, New York, July 24 to 29. Will you play in this Championship?
5. The Western Open will be played at the Country Club of Peoria, Ill., June 15-16-17. Will you play in this Championship?
6. Columbus, Ohio; Waterloo, Iowa; Lincoln, Nebraska, and St. Paul, Minn., are all considering holding open golf tournaments during the coming summer. If these events were played in August would you participate?
7. Do you plan to play in California next winter?
8. Do you plan to play in Texas next winter?
9. Do you plan to play in the South-eastern tournaments next year?
10. In the event of a conflict in dates between a fall tournament in Miami and a Northwestern circuit of at least ten open events being impossible to avoid, would you play in Miami or in the Northwest?
11. Do you know of any cities which might sponsor an open golf tournament?

# GOLF PAX

SUCCESSOR TO GOLF BAGS . . . Pros, coast to coast, finding this revolutionary new type bag biggest seller in years. Ask the Tufhorse salesman. Des Moines Glove & Mfg. Co., Des Moines, Ia.

**COLO** *Free Tube  
Just Writel*

**Nature's Glove Grip**

*Effective • Clean • Invisible*

**The Colo Mfg. Co. Oak Harbor, O'**



### NEW GOLF PRACTICE-BOOMERANG

With this New Device, golfers can hit a full-swing with any club and "THE BALL RETURNS"

Players can cut 5-15 strokes off score with the Practice" Boomerang and Our Standard Ball."

*This Invention Is Sweeping the Country!*

Pros. — Golf Shops — Write to Dept. 3  
BOOMERANG CO., 3953 Cottage Grove, Chicago



If so please put down the names of the proper persons for the Tournament Bureau to contact.

Remarks: Please write here any criticism, suggestions, etc., you have in connection with open tournament golf.

## Illinois PGA to Rescue of Midwest Turf Garden

ILLINOIS PGA has authorized contribution of \$500 to the fund for the preservation of the Midwest Turf Garden of the USGA Green Section, thus making it certain that present highly important experiments at the garden will be carried through the year.

The Illinois pros were enthusiastic and unanimous in their action, endorsing the Midwest garden and the Green Section activities in general as invaluable services to American golf. The pro financial support matches that of the Chicago District Golf Assn. Pro opinion voiced by Alex Cunningham, veteran pro-supt. of the North Shore GC and echoed by his fellow members was that Green Section work made courses more pleasant for members, helped to reduce maintenance expense and uncertainty, and thus was right in line with pro service policies.

President James Wilson of the Illinois PGA, in introducing the subject, said: "Here is where we can show our clubs, the USGA and the Chicago District Golf Assn. that whatever money the pros can get is money we are willing to have spent wisely for increasing our members' enjoyment of the game."

The Illinois PGA action has not lessened efforts to secure financial support necessary for the full program of service and research that the USGA Green Section has outlined for the Midwest station providing adequate funds are forthcoming.

# THE SWEET SHOT

## GIVES HARD HITTERS

### 100% SATISFACTION



75c

Each

## Sold ONLY in PRO shops

The Sweet Shot has Worthington's new Patented Compression Filled Liquid Center, an EXCLUSIVE feature that has contributed to its unusual success. It is a lively Ball that is easy to control and will give your low handicap Golfers ALL AROUND satisfaction. You can build for yourself a profitable and protected volume on the Sweet Shot—it is sold by PROS only.

## Tommy Armour

The Tommy Armour Ball brought Pro Shops lots of business last year and will bring more this year. It has a tough thin cover and will take unbelievable punishment—the best 50c Ball for the "average" Golfer. Be sure to stock.

### "RULES of GOLF"

Your members may like a copy of the Official U.S.G.A. "Rules of Golf". We have a limited supply available.

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



# M-B TEES

PACKAGES OF 18

BOXES OF 1,000

BULK, 1,000 to 5,000,000

RED, YELLOW, PINK.

M. & B. MFG. CO.  
BOX 877, BANGOR, ME.

# COST DATA

## Northern California Seeks Comparative Course Figures

**F**OLLOWING THE LEAD of the Detroit and the Westchester district golf associations, the Northern California Golf Assn. has established the machinery to gather course maintenance cost figures from its member clubs and consolidate the data for purposes of comparison.

Last season, Bud Norwood, chairman of the NCGA green section, sent a questionnaire to each club asking for cost figures, but when the clubs responded it was found that varying methods of accounting, as practiced by the member clubs, made direct comparison unsatisfactory.

To overcome this state of affairs, the association decided to issue this year a standard blank to be filled in by the clubs in accordance with specific instructions as to what constitute proper golf course charges and what should be considered foreign to the course itself and therefore should be omitted from the returns.

The blank form, which clubs are expected to file with the association monthly, segregates golf course expense under five main heads: "salaries and wages," "supplies and expense," "water," (an extremely important factor on the West Coast), "pumping expense" "and "other expense."

First tabulation to result from the NCGA research into costs is reproduced on this

		MONTH OF _____ 19__	
NORTHERN CALIFORNIA GOLF ASSOCIATION			
MONTHLY STATEMENT OF GOLF COURSE EXPENSE			
CLUB _____		HOLES _____	
		THIS MONTH	TO DATE
<b>SALARIES AND WAGES</b>			
GENERAL MANAGER (PROFANAL)			
SUPERINTENDENT			
COURSE WORKMEN			
REPAIRS			
<b>SUPPLIES AND EXPENSE</b>			
SEED			
SAND			
FERTILIZER			
FUEL AND OIL			
REPAIRS			
OTHER SUPPLIES AND EXPENSE			
<b>WATER</b>			
PUMPING EXPENSE			
<b>OTHER EXPENSE (ITEMS BELOW)</b>			
<small>NOTES: INCLUDES IN FURNITURE EXPENSE, TRUCKS, POWER, RECOVERY, REPAIRS, SUPPLIES AND EXPENSE. DO NOT INCLUDE AMORTIZATION IN THIS REPORT. THIS REPORT DATA MAY REPRESENTATIVE EXPENSES OF A PERMANENT NATURE, AND NOT AS THESE EXPENSES ARE CHARGED BY THESE AND REPAIRS.</small>			
<small>FORM MADE BY E. L. HOGAN PRINTING COMPANY, 800 BROADWAY ST., SAN FRANCISCO, CALIF. NO. 60-11-10 DASH</small>			

### Monthly Expense Form Used by N.C.G.A.

page. By request of Dixwell Davenport, chairman of the NCGA greens and grounds committee, who supplied this table to GOLFDOM, names of clubs have been omitted.

The interesting fact disclosed is the wide spread in costs, even in a table of only 16 clubs. On salaries and wages, for example, the maximum is over 5 times the minimum. Supplies vary from \$600 to almost \$5,000. Similarly total costs appear as \$4,689 for one of the 9-hole layouts and as \$26,138 for one of the 18-hole clubs.

### COMPARISON OF GOLF COURSE EXPENSE FOR THE CLUBS IN THE NORTHERN CALIFORNIA GOLF ASSOCIATION

Salaries and Wages	Supplies and Expense	Water and Power	Golf Course Reconstruction	Number of Holes	Total
\$13,900.00	\$3,000.00	\$3,000.00	\$3,800.00	(18)	\$23,700.00
8,977.53	1,321.00	2,949.27	126.00	(18)	13,374.12
19,122.70	4,721.39	2,721.27			26,565.36
7,603.52	635.04	1,771.00		(18)	10,009.56
7,167.17	4,489.16	4,286.55		(18)	15,942.88
19,566.96	4,957.63	1,614.22			26,138.81
14,240.73	2,160.95	2,135.83	720.00	(18)	19,257.51
5,878.35	1,418.09	1,456.96		(18)	8,753.40
16,280.00	1,390.00	5,000.00		(18)	23,270.00
11,185.87	2,973.26	2,228.38	1,093.38	(18)	17,480.00
13,000.56	1,959.94	3,048.99			18,009.49
4,800.00	500.00	2,700.00		(9)	8,100.00
16,294.00	4,686.34	3,298.63		(18)	24,279.00
3,860.00	931.00	756.56	800.00	(9)	6,347.56
3,309.00	927.34	253.32	200.00	(9)	4,689.66
9,811.65	4,918.33	1,944.59	363.25	(18)	17,037.82