

The two organic fertilizers, activated sludge and bone meal, place somewhat below the two leading inorganic fertilizers. In the case of the activated sludge it is interesting to note the gradual improvement over the 5-year period from 62 per cent to 69 per cent. The bone meal shows a similar improvement, though not at the same even steps. This evidence of gradual improvement simply adds further evidence to show that the value of fertilizers should not be judged too hastily, and it also indicates the need for continuing tests of this type over long periods in order to show the possibilities of harmful or beneficial accumulations in the soil from many materials repeatedly applied to turf.

A comparison of the figures in Table I shows the striking difference in response of turf to the two leading inorganic fertilizers and the leading organic fertilizers during the first year. The inorganic fertilizers produced a covering of new turf much more rapidly than did the organic fertilizers. After the first year the ratings of the organic fertilizers were close to those of the leading inorganic fertilizers. These figures point to the desirability of using the quickly available inorganic fertilizers at planting time in order to obtain a good turf most rapidly. It should be remembered that during 1929 twice as much nitrogen was used in all of the plots as was used in subsequent years. This accounts for the decided falling off in the ratings of the inorganic fertilizers the second year. In the case of the organic fertilizers some of the unavailable portion was left as a residue to supplement the lighter applications of the second and subsequent years.

The sulphate of ammonia plot rated well below the complete inorganic fertilizers in each of the five years. It is interesting to compare the figures given for this plot with those of the two leading inorganic fertilizers in which a large proportion of the nitrogen was obtained from sulphate of ammonia. These figures indicate the importance of phosphoric acid and potash in producing good fairway turf. It is also interesting to compare these ratings with the ratings in the putting green series in the July GOLFDOM. The figures for the 5-year average indicate that in the fairway fertilizer series the 6-12-4 led the sulphate of ammonia by a margin of 12 per cent. On the putting green series, however, during the same period the 6-12-4 led the sul-

phate of ammonia by a margin of 6 per cent.

The manure for these tests was not supplied by the Green Section with the other fertilizers. The instructions were to apply a definite amount of well-rotted manure to the plot at the time when the other plots were fertilized. Undoubtedly there were decided variations in the composition of the manure that was used in the different gardens. However, it can be assumed that the average amount of nitrogen added in the various gardens was very close to the amount applied to the other fertilized plots. The figure in the table indicates the relatively small improvements from manure as compared with some of the leading fertilizers.

The plot which received lime alone received a better rating than the check plots, but was 20 points below the leading plot and only 9 points better than the poorest plot in the series. This plot, like the activated sludge and bone meal plots, showed a gradual improvement over the five-year period.

The check plots in the fairway fertilizer series showed a greater variation in the ratings, particularly in the last two years, than did the check plots in the putting green fertilizer series. The ratings of the check plots serve as an indication of the possible variations in the ratings of the individual plots even without any influence of fertilizers. Therefore, any minor differences of a few points in the table must be ignored as due possibly to variations in the soil as indicated in the check plots.

Series of Newer Tests

Table II contains figures from the set of five plots that was added to the fairway fertilizer series. Since this group of plots was planted well after the gardens were planted, records for only two years are available.

In the table it will be observed that the check plot received an average rating for the two years of 38 per cent. This is lower than the average ratings for the check plots shown in Table I; therefore, the ratings of the other plots in this series can be expected to be lower than the ratings might have been had these plots been included in the original planting and averaged over a period of five years.

The series included a comparison of the combinations of lime, phosphoric acid and potash. In all four fertilized plots the nitrogen was constant. The 6-12-0 fer-

TABLE II

Fairway Fertilizer Ratings on Mixed Turf of Kentucky Bluegrass and Redtop on Green Section Demonstration Gardens

	1932	1933	2 Years' Average
			%
Lime plus 6-12-0.....	63	70	66
6-12-0	55	55	55
Lime plus 6-0-4.....	53	53	53
6-0-4	50	47	48
Check 12-C	36	40	38

tizer contained the same materials as the 12-6-4 except that muriate of potash was left out. The 6-0-4 fertilizer contained sulphate of ammonia and muriate of potash in the proportion indicated. The addition of lime to the nitrogen with phosphoric acid combination (6-12-0) improved the rating by 11 points during the two-year average. On the other hand, supplementing nitrogen with both lime and potash did not give as good results as did the combination of nitrogen and phosphoric acid. The inclusion of lime raised the ratings of

either the combinations of nitrogen with phosphoric acid or nitrogen with potash.

The results of Table II can be compared only roughly with Table I because of the difference in age. The chief purpose of this new series was to compare them with the plots shown in Table I at the same age. In the demonstration gardens that were planted in 1931 and thereafter it is possible to make a direct comparison of these various combinations. Such a comparison, however, will be left until reports over a longer period can be assembled.

Summer Tournaments Indicate Business Is Lots Better

FINANCIAL reports on the leading tournaments of the summer show a decided increase in gallery interest and income. The National open gate was approximately \$16,000, split 50-50 between the USGA and Merion. No figures on house or outside concession income at Merion during the tournament period are available but despite luncheon courtesy cards issued to press and wire employees, restaurant and bar income probably was above that at North Shore during the 1933 open.

The Western open at Peoria brought in \$1,946 as the Western Golf Assn. share of the gate, indicating that the entire gate was around \$3,100. The Western association made money on its open for the first time since 1930. Reports of the Peoria CC profit from restaurant and bar put the figure at approximately \$1,500.

Buffalo's Junior Chamber of Commerce early figures indicate that the organization is between \$100 and \$200 in the black although expenses for this splendidly run championship were heavy, including a charge for the course. The Park club income from restaurant, bar and concessions was reported as having a high day gross of \$1,000.

St. Paul Junior Chamber of Commerce

on this year's St. Paul \$5,000 open did better than ever before financially. The boys broke even so the national advertising they gave their community cost them nothing. Bar and restaurant business at the Keller municipal clubhouse during the tournament was at high, but the J C of C got no share of this.

For civic advertising, Buffalo got the best break of any of the tournaments. The PGA was played with perfect weather conditions while the rest of the country was sweltering. Press reports frequently mentioned this fact.

Fee Course Pays Pros \$3,000 for Publicity

THE \$3,000 Rivervale Open, to be played September 13, 14 and 15 at Rivervale Country Club, Rivervale, N. J., brings into national prominence a public course that has been open three years. It presents a watering system, excellent fairways, rolling and tricky greens, and a location but 30 minutes from Times Square, New York City.

It plays about 6,600 yards, with the tee shots fairly wide open but every approach needing accuracy, since the greens are closely trapped. There are five water holes and the par of 72 has never been broken in competition.

If There's Seeding to Do, Do It In the Fall

By LAWRENCE S. DICKINSON

FROM SEPTEMBER 1st until the clubhouse is closed for the winter and the divot taking course experts have gone south to pick on the southern greenkeepers, my sympathy for the greenkeeper increases. He has been wisely carrying a margin of safety in his budget, and because the fiscal year is drawing to a close, the executive committee suddenly finds it out. It is a queer thing, but greenkeepers just won't learn that it is a regular racket of some committees to grab the grounds maintenance savings.

Well! Given a golf course, a thrifty greenkeeper having a \$300 credit balance above his budget, and a short term green-chairman. What becomes of the \$300? The answers are many and varied, but all agree that in 75 per cent of the cases (it used to be 99 44/100 per cent) the \$300 is spent for luxuries about the clubhouse, course design alterations, or a chairman's hobby. Where does fall seeding come in?

Scientific, technical, semi-technical and practical articles have been written about fall seeding. Real experts, copy experts and practical turf growers have lectured about fall seeding. Both articles and lecturers agree that fall is the correct season in which to sow grass seed, and common sense dictates so. Yet many golf clubs (if it were the greenkeepers I'd say so) deliberately or thoughtlessly fail to sow a single grass seed in the fall.

I appreciate the psychology of the situation; the grass is browning and bare spots are less noticeable; cool days and cold nights do not seem conducive to seed germination; thoughts of the nearness of winter make one skeptical; and the working force can be used for something else besides the grass because the season is nearly finished. Only a person who is a turf grower by profession will overcome this prejudice, and not say "wait until spring."

It Pays to Seed Weedy Areas

There are many areas bordering golf courses that have been thinly turfed, bare,

and unsightly for years, but because they do not affect the play, nothing has been done about them. Also, there are many areas on the club grounds that are covered with weeds and weed grasses, particularly crab grass, that offer a source for weed infestation in nearby greens and fairways. In the above instance, club officials coming back from the south have a choice between finding a tidy and weed-free carpet of turf in place of the spotted or bare areas; or some course improvement such as a new trap about number 6 green, or an additional tee.

The first choice will fail to satisfy the club's players yet it may easily save annually the cost of several weeders because of the removal of a source of weed infection. It will also improve the putting surface of the greens. Cleaning up and seeding down weedy areas will pay for the actual cost within a few years, and will return high dividends in satisfaction. Seeding the bare spots in the fall enables the club's officials to offer to its returning members a new picture, freshly painted. The cost of the seeding is returned several fold in enthusiastic member interest, and the psychological reaction is similar to what one has when wearing the Easter suit.

The second choice has only playing satisfaction as a dividend, which often fails to affect the added money cost of maintenance.

Fall Is Best Time to Seed

In the fall, play decreases and therefore the mechanical wear on the tees and other areas decreases. In the spring, play and the accompanying wear increases. Fall versus spring seeding of tees is a gamble between deep roots, less mechanical wear, cold weather and spring heaving vs. thin roots, increasing wear, and easy fungus prey. I'll take my chances and bet on the fall-sown grass seedling.

It is sound practice to fertilize turf in the spring, especially if only one dosage can be given the grass. If there is money

enough to fertilize in the fall, the fertilizer should be applied at the start of the growing season. Fall-sown grass seedlings have developed rootlets and not hairs (the mouths of the plant) and are sitting at the table "in a big chair" ready for the spring breakfast. Like any youngster, it will get its share, and grow fast.

Spring-sown seed is always late for breakfast. The spring fertilizer has already been applied, used by the mature grass or leached from the root-soil zone. Fertilizers, especially inorganics, offer available plant food in the spring much earlier than the soil can be properly worked for seeding. If they don't, the plant food becomes available at the same time the seed bed is ready and many seeds are killed by fertilizer concentrates, and much of the fertilizer is lost before the seedling develops an independent root. The above paragraph applies to seeding bare spots or greens or fairways.

In the fall, good cultural practice requires the lifting of the mower knife. The mowing interval lengthens and ceases. In the spring, good cultural practice also demands that the knives be raised for a few weeks, and the mowing intervals shortened until it becomes daily.

Fall sown grass seedlings may be clipped two or three times in the first four weeks of their life, and will have the late fall (after mowing) period and pre-mowing period in the spring to become strong before the spring mowing starts. Spring sown seedlings can seldom get started before the mowing starts, and are clipped almost daily in the first month of their lives. It is a scientific fact that close clipping of grass seedlings greatly reduces the root system. We know from practice that it destroys a large percentage of plants. The above also applies to the seeding of bare spots in existing turf.

Hagen, Home Town Boy, Makes Good—Natives Celebrate

ROCHESTER, N. Y., knows that it takes one hundred years to raise a century plant, and apparently feels that it may be another hundred years before Rochester sires another golf champion with the string of records to his credit that Walter Hagen has been able to amass.

On August 7th, 8th and 9th, in connection with the celebration of the Rochester Centennial, the Hagen Testimonial Open

championship was held at Oak Hill CC. The tournament did not have a story-book finish, with Hagen emerging triumphant as the winner, for Leo Diegel walked off with first honors, while Ky Laffoon was run-up.

The ball which Hagen putted on the 18th green of his last round was autographed by Walter and, together with an autographed photograph, newspaper clippings covering the event, phonograph records, etc., was placed in a steel box which is to be opened a hundred years from now. That is, it is to be opened in a hundred years, if somebody doesn't forget in the meantime.

At the conclusion of the tournament a testimonial dinner was held, at which 400 prominent residents of Rochester and the participants in the tournament were present.

During the dinner the band started a rousing march and a banner was brought into the dining room reading "Hagen on Parade," which was followed by another banner reading, "Born in Rochester, N. Y., December 21, 1893. Then came one of the Rochester young ladies dressed as a nursemaid, carrying a baby.

Then a banner, "Caddie Rochester Country Club" and a little fellow about ten years of age trotted in, carrying an enormous set of golf clubs, specially built for the occasion.

Then came the banner "U. S. Open Champion, Chicago, 1914," and behind this, a young fellow with high neck sweater and cap, trousers about to his shoe tops, who looked for all the world like Walter did at that time.

Another banner, "British Open Champion, 1922," and a very swagger young man in white double breasted suit, head up in the air, strutted in with his caddie, stopped in front of the speaker's table, nonchalantly pulled out a driver and swaggered away, indicating that a very considerable change had taken place in Hagen between the winning of his 1914 championship and his British Open victory.

Then as the climax, came the banner "P.G.A. Buffalo, 1934," and an old man hobbled in on crutches, supported by two strapping youths. Everyone, including Hagen, indulged in a hearty laugh.

Voluminous speeches were made, telling what each speaker thought Hagen had done for the game in general and for the boosting of his own city of Rochester, in particular.

Shooting Ranges Rank High In Winter Club Interest

WITHOUT much ballyhoo trapshooting and skeet shooting during the fall, winter and spring has become recognized as essential at the complete country club.

The shooting sports do not require much investment of club funds and such as is necessary has quickly amortized itself in the past and promises to do even better in getting on a profit-making basis as club shooting has grown tremendously in popularity even during the depression.

Shooting is in increasing favor with men and women. As a golf club facility to keep the membership in close and enthusiastic contact during the cooler months the shooting program has been found completely O.K. There is no expensive maintenance or help problem involved. On week ends and holidays when most of the shooting is done, sandwiches, coffee and other drinks served by a caretaker in the clubhouse grill will amply satisfy the shooters if the club is not generally kept open the year around.

Probably it will be some time before the men awaken to the fact, but something that has stirred up the women to shooting is the society and class advertising publicity given to shooting. Many a dame has taken up horse riding not because she got much fun out of it or wasn't half scared to death, but because she thought it was the thing done by the jolly English sporting lot and the society gals. Shooting is getting the same sort of a break now.

You have to count the female element strong in any country club activity during these times and you can depend on them to register a surprising interest in shooting.

So far as the men are concerned shooting is a natural for country clubs. One of the liveliest winter exhibitions of club interest in the Chicago district is the trapshooting league numbering as its members leading clubs of the district, Glen View, Olympia Fields, Medinah and several other clubs have well patronized ranges. At The Country Club of Brookline (Mass.) shooting for several years has been very popular as a winter sport and the club has done better than break even on shooting expenses by sale of shells.

Skeet is Fascinating

Skeet shooting, which approximates field shooting conditions, and has a fascination that makes them get up early and stay late, has become tremendously popular at the country clubs where installations for this sort of shooting have been made.

Some golf clubs that have adopted skeet have been listed for GOLFDOM by Henry Davis of Remington Arms Co., Bridgeport, Conn. These clubs are Longshore CC, Westport, Conn., Aldecress GC, Demarest, N. J., Inwood CC., Inwood, L. I., N. Y., Silver Springs CC., Ridgefield, N. J., Round Hill club, Greenwich, Conn., Nassau CC., Glen Cove, L. I., N. Y.; Crescent

BOOKS ON TRAPSHOOTING AND SKEET

The Du Pont Skeet Handbook—E. I. Du Pont de Nemours & Co., Wilmington, Del.

Trapshooting Beginners Handbook—E. I. Du Pont de Nemours & Co., Wilmington, Del.

Du Pont Trapshooting Handbook—E. I. Du Pont de Nemours & Co., Wilmington, Del.

McNab on Skeet—E. I. DuPont de Nemours & Co., Wilmington, Del.

Skeet Shooting Hints—E. I. Du Pont de Nemours & Co., Wilmington, Del.

Skeet Beginners Hints—E. I. DuPont de Nemours & Co., Wilmington, Del.

Shooters Guide—Hercules Powder Co., Wilmington, Del.

Skeet and Trapshooting—Hercules Powder Co., Wilmington, Del.

Trapshooting Guide—Hercules Powder Co., Wilmington, Del.

Athletic club, Huntington, L. I., N. Y.; Wichita (Kan.) CC., Detroit (Mich.) CC., and Kenwood CC., Washington, D. C.

At Kenwood, Major Frank T. Chamberlin of the Marine Corps, was the spark plug on the skeet range. It was tough going to get it started but after the installation was made the members went strong for shooting and the range was self-supporting from its beginning.

In the Kenwood club's interesting house organ every month there is some yarn on shooting. This publicity has made Kenwood members aware of the keen sport there is in skeet. Four other Kenwood members were in the original Kenwood skeet group which now has grown until it includes a large percentage of the club's members.

One of the early rebuffs that Chamberlin met with was the claim that the members who golfed during the late fall and winter might be disturbed by the shooting. Chamberlin investigated many cases at other clubs to see if there was anything to this criticism. He was advised by officials of golf clubs that had shooting ranges there had been no squawks about sound of gun-fire. Chamberlin even did some shooting at the proposed site of the Kenwood range while some especially fussy members were putting and these nervous parties weren't aware of the banging.

Ammunition and arms companies are active in encouraging more shooting so any golf club official desiring to study the possibilities of adding shooting to the inviting facilities of his club will be able to get a raft of informative material by writing any of the leading manufacturers of shells. Some of the free books that contain much valuable information for those interested in the installation of shooting facilities at golf clubs are mentioned in the accompanying list.

Tournament Golf Thrives on Harlow's Work for PGA

CONTINUATION of the popular and profitable pace open tournament golf has maintained since the PGA put Bob Harlow to work in promoting this work is assured by the early fall and winter schedule. During the period of August 31 to October 14 the pros are shooting for \$20,520, a new high in purses for this period of the year.

The fall schedule now stands as follows:
 Aug. 31-Sept. 1—Hershey, Pa. \$2,500
 Sept. 7-9—Glens Falls, N. Y. 3,520
 Sept. 13-15—Rivervale, N. J. 3,000
 Sept. 17-19—New England PGA at Providence 2,500
 Sept. 21-23—Eastern Open, Sandy Burr, Wayland, Mass. 1,500
 Sept. 28-30—Scioto at Columbus, O. 2,500
 Oct. 12-14—Grand Slam at Louisville CC 5,000

Harlow has some other spots asking for intermediate dates in the fall.

The winter schedule is filling up so fast that very few dates are left and these will go to places where initial purses and prospects of permanently establishing events make the propositions most attractive for the pros.

The Grand Slam open is underwritten by the Hillerich & Bradshy Co.

The PGA Australian team will return to USA December 15 in time for the California schedule. In addition to engagements in Australia and New Zealand, the team will play at Honolulu and British army posts at Pago Pago and Suva.

The six men who will be chosen by the tournament committee of the PGA for the team will start splitting their prize money six ways at the Grand Slam open and continue on this basis during the foreign tour. For a time it looked as though the tour would be abandoned, but Harlow put through a guarantee proposition with golf association officials "down under" which enabled the PGA to send a team at an expense of only \$1,695 from the pro association's promotional fund.

Public interest developed by pro tournament appearances has increased play and by the conduct of the playing pros, both newcomers and veterans, has built PGA standing with the public. Training school and publicity phases of the tournament circuit are paying out richly as PGA work for ambitious and worthy young pro recruits.

It costs the kids who haven't arrived money to make the swing but they eventually cash in well if they pass the examination. There has been some talk about splitting tournament purses to ease the financial burden on the fellows who play the parts of the chorus boys in the show but club tournament officials usually are strongly against this. They say the element of financial risk among players is a strong factor in stirring up and holding public interest in the play.

After Hot Weather Beating Pros Plan Autumn Profit

By HERB GRAFFIS

THIS year, such as it has been to date, has been a pro year. But that is not saying very much.

Starting out at a rate promising to break all recent records in rounds of play and in club and ball sales, the season ran into a spell of hot weather that was a stopper. For heat, duration and drought, the 1934 golf season was miserable from the middle of June until the middle of August. Only a few sections of the country escaped this sharp curtailment of the golf business caused by adverse weather conditions.

Store business has been a flop almost since the start of the season. Cut-price ball sales kept the stores doing some business, but not enough to bring many of them out in the black with their expense of handling golf sales. Club prices stayed pretty firm, the manufacturers having been fairly well cleaned out of excess stocks to toss out to the store boys in return for urgently needed cash on the line. Then, too, the clubs that have been bought have been of the better grade which people are educated to buy from pro shops because of greater certainty of correct fitting.

Despite the pros getting a goodly share of the business the dismal drop of play and sales during mid-summer made a lot of the boys gasp for breath. But don't think that being burnt out in mid-season has ruined hopes the smart lads still have for making 1934 the best year since 1930. Interviews, letters and newspaper clippings GOLFDOM has picked up from the middle of August to the deadline date of this September issue show that the bright boys are beginning to make that mid-summer tropical heat wave a blessing in disguise. The unbearable mid-summer weather has forced both players and professionals to cram a lot of action into the finest golfing months of the year in the eastern, central, near south and southwestern states. September and October have been slowly coming into their own as high spots of the golfing season and this year it looks like they are going to arrive.

The pro may hear plenty of moaning

around the locker-room by members who wail their uncertainties about prospects for general business, but if he is a successful veteran he recalls that he always has heard some belly-aching. The rich who have 80% of the dough howl because they haven't 90% or because they may have 10% taken away. The poor growl because they have so little dough and then shoot that by going on strikes called by some mugg who is getting his. The pro is in the middle and has such a hard time to collect his cut that he's a sap if he wastes time by letting the wailing divert him from his job of serving and selling.

Pros Have to Live, Anyway

So, forget the groaning you may hear about general business conditions and figure out some way to get the people to spend money for fun. The country probably won't go to hell because Roosevelt is the luckiest guy in the world—so lucky that after he traveled through the drought belt rain began falling in torrents. Plenty of the code dope is dizzy, but not as dizzy as the stock market in 1929. The brain-trusters may try to do stunts butter-fingered on the flying trapeze, but they can't fall any harder on their noble and hopeful buckets than the bankers did a few years back; so what?

The only "what" we can make out of it is that the whole thing is over the heads of the pros and golf writers, but inasmuch as we have to make a living in the golf business our first job is to see that we make a golf business to make a living in.

Hot Weather "Fire Sale"

One wise pro tells GOLFDOM he is sending out notices of a "fire sale" to his members. The notice reads:

FIRE SALE

ON

FINEST GRADE GOLF CLUBS
AND BAGS

The heat wave burned up my chances of doing the usual amount of business on best quality of golf clubs and bags during June and July.

Now I'm having a fire sale to turn my shop stock of these fine clubs and bags into cash that will carry me through the winter.

Now is the time for you and your wife to get that set of great new clubs and that new bag that you've wanted. Prices on golf merchandise are bound to go up next year, but you can be sure there will not be any noticeable changes in design.

Drop in and see the attractive reductions on the clubs you want. The best golfing time of the year is still ahead of you.

This sort of advertising going to the members will stir up business. There is plenty of money in circulation still and people are beginning to get the idea that it is good judgment to get some fun out of their dough instead of worrying about losing it or having it taken away.

Providence gives the pros a break after bouncing them around in June, July and part of August by handing them September and October. The customers are itchy to make up for lost time by smacking the ball around. The pros have to make this itchiness acute by seeing to it that the schedule of events for men and women is continued at a lively pace during the sunshiny, pleasant days of late summer and early autumn. If the regular schedule of events does not run far into September it will be a good thing for the club interests if the pro will consult with his golf chairman and head of his women's golf committee about events that should be added.

Lively Autumn Schedules

Many of the clubs during the latter part of last season learned that novelty events for men and women and mixed events draw larger entry lists than the early season items on the calendar. Events for the entire club sponsored and arranged by groups within the club—for example, the occupants of certain rows of lockers—drew very well and brought in a competitive element in staging such events as each group was anxious to have its affair more interesting than that of any other group.

One of the spots where many pros fall down and hasten the curtain fall on their selling season is by letting the shop run down. You can tell that the pros think the show is over by the way a lot of shops begin to look early in September. Merchandise is not kept clean and well displayed, the ball case is full of blank space, and generally there is an "Oh, what the

hell's the use" look around the establishment. It takes thinking and effort for a fellow to make his place look like business still is in full blast and it's not too late to buy when this appearance has to be maintained with shop stocks depleted. Some skillful arrangement of the remaining stock will do the job.

Another thing that pros and club officials may not count on but which is making late season playing more pleasant than it used to be is the greenkeepers' work in keeping the woods cleaned up. A few years ago leaves were left to blow whither the wind listeth over the course. Now, even during depression, keeping the woods cleaned out and the leaf situation under control is something that is almost generally done as an exhibition of greenkeeping genius in making the most of sharply restricted budgets.

This autumn the liquor situation certainly is going to have a favorable effect in continuing play. Bar profits even with sharply reduced service staffs will make it worth while for the clubs to encourage attendance clear up to the time the snow flies. There are those among the sturdy patriots who will take good advantage of the crisp days following the sweltering summer to catch up on their drinking out at their clubs.

There is a good prospect of the aftermath of the long and blistering heat of the summer being a marked extension of the club's period of attractiveness and usefulness to the members. It's an opportunity for the pros who think and who are eager to work in making a sprint in the stretch to overtake the business that passed them during the heat wave.

ONE MANAGER who is a pal of the pro at his club went to his board of directors and asked permission (which was granted) to charge pro guests unless they were guests of the club's own pro. The manager had learned that some members were inviting outside pro guests to get free playing lessons.

* * *

GERMAN Tourist Information Office, whose press agent outsmarts the American guys in this work by calling his section the "literary department," is featuring growth of golf in Germany as a tourist attraction.

Wannsee, a half hour by auto from Berlin, is playable to patrons of leading Berlin hotels on payment of a 10 shilling fee.

John Stevens Beats the Slump With a Branch Pro Shop

By BOB CUNNINGHAM, JR.

IT IS cheering to see that for most of the problems in the pro business the pros have the answer when they go to the trouble to work it out.

John Stevens, pro at the Mount Vernon (NY) CC, worked out the answer to his problem of cut-price competition. John has been at Mount Vernon nine years and operates on the policy that a pro to warrant employment by a good club has to make himself so necessary to the club it would hurt the club and its members to lose him.

Stevens knows that this policy cannot be worked out if a pro simply sits around and complains loudly to members or to other pros about cut price competition. He also doesn't believe that the pro should expect members to tumble all over themselves in giving business to pros if prices are lower elsewhere. It may be inferior goods that are advertised by stores at cut prices and possibly such goods, considering their value, are not real bargains, but the member may not know that and may have to make fairly little money go a long way in buying golf requirements.

It's up to the alert pro to give the member what he or she wants. That's only part of the cut price competitive job for the pro. He has to make sure that the member always knows that the pro merchandise proposition is attractive.

At the start of the season golf merchandise wasn't moving as it should for Stevens, so he decided to do something besides waiting and worrying.

A Branch Store for \$60

Stevens' shop at Mount Vernon is adjacent to the first tee at the club, and, although it is handy, it seemed to him that not enough of the members came into the shop for supplies. They didn't realize that he had the good merchandise they wanted and at the right prices. So the first thing for him to do was to make sure that they saw his stuff. Since the members weren't coming to him, he decided to go to the members.

He had a carpenter build an outside showroom facing the first tee as an addition to the pro shop. The place cost Stevens \$60 and it kept an unemployed carpenter busy for a week.

Stocking Up on Bargains

Then Stevens started out on an expert shopping tour. He bought up close-outs in bags, clubs and balls. He carefully examined this merchandise for quality. Each type of bargain ball he bought was stripped down. John showed his members comparisons between store cut-price merchandise, the Stevens bargains and the standard price merchandise. This, too, calls for work, but when it's done as Stevens did it, it gives the pro a member confidence and high rating of expert buying ability.

Part of the plan was to have frequent leaders of different kinds of merchandise, and after members began to realize that just so much of this goods was available due to John grabbing valuable close-outs, the sales jumped.

Bulletins to the members aroused buying interest. One of the Stevens sales bulletins, which listed the usual retail prices and the Stevens shop price on clubs, bags and balls, had the following message:

When you read your paper every morning you see various advertisements, selling golf supplies at low prices. Discontinued models in clubs and cheap golf balls. These goods are not always the best and much of this advertising is misleading. However, you feel that it is a saving and even though loyal to your home pro, every dollar counts.

I am going to take advantage of your feelings along the same lines and offer you the best legitimate bargains that you will ever find anywhere.

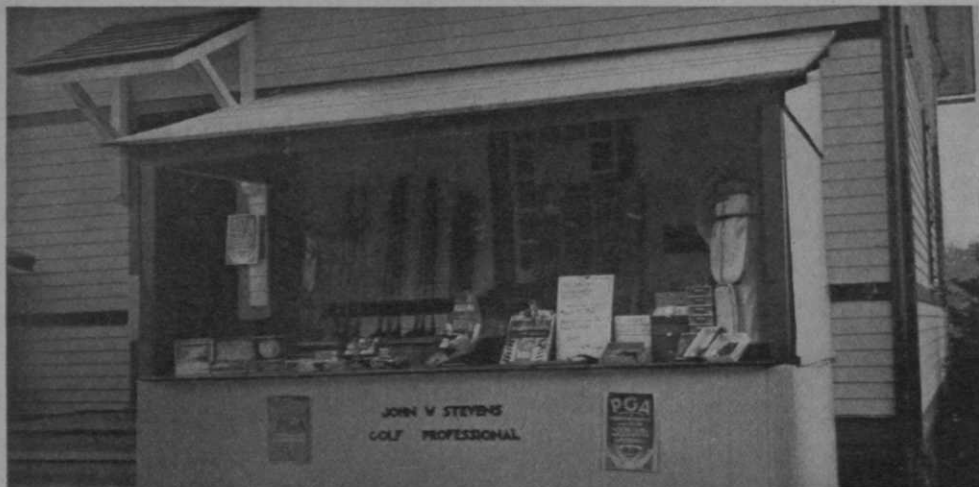
So from the 15th of July until the 1st of August you can outfit yourself for the rest of the season with the Finest Clubs, Bags and Balls—1934 Models and 1934 Goods—

GET IN ON THIS BUY AND

SAVE MONEY

REMEMBER—Until August 1st Only

Patronize Your Pro—IT PAYS



This outdoor shop, at the first tee, cost only \$60 to build; it has returned many times that amount this first season in added profits.

Business Jumps 60 Per Cent

The result of this shop addition and the buying and selling campaign was to increase John's merchandise business 60%.

One thing that Stevens points out that generally is overlooked is that each new club sold and each sale of balls in dozen lots not only benefits the pro but makes business better in all departments for the club. The player with new clubs or plenty of new balls is going to give this equipment active use.

All of the Stevens lessons are given on the course basis. He figures that this is the way to really show results with instruction.

A feature that Stevens stresses in pro merchandising is the education of the right sort of kid as an assistant. His assistant, Frank Antonelli, started with John nine years ago as a raw rookie. Today he is a first-class clubmaker by Stevens' own expert judgment and does a swell job of handling the shop. He's done his work so well that he never has had a salary cut during the depression.

An important feature of the Stevens service to his members is club repairs gratis unless new material is required.

John emphasizes a service policy of handling each member's slightest wish promptly and doing a lot of experienced and accurate guessing in seeing that many things the member wants done are handled before the member even has to go to the trouble of mentioning them. Meeting store competition was one of the things Stevens'

members wanted done, but didn't mention it, and the way that the Mount Vernon pro took care of this job for his folks made them happy and brought the pro shop into a profitable year.

British Caddies Get Ingenious Wet Weather Uniform

CADDIES of the Caversham GC are supplied with a serviceable and inexpensive wet weather uniform worked out by club officials and the Silvertown Co. Outfits of this kind have a place in club budgets.

The uniform is described by *Golfing* of London as follows:

"The uniform consists of naval pattern leggings, to keep the trousers from getting soaked in the rough, a cape made of light waterproof material, sufficiently voluminous to allow of the golf clubs being protected at the same time as the caddie himself. If the clubs are slung first, and the cape put on afterwards and buttoned up, by leaving one button undone it is possible to select a club and push it through the opening so made, with a minimum of risk of the grip getting damp. There is a hood to the cape, buttoned at the back of the collar, and capable of being raised as a protection to the head. In normal weather the uniform is set off by a neat blue beret upon which the monogram or badge of the club could, with advantage, be displayed. The cape can, when necessary, be rolled up, put inside the hood, and carried on the back as a form of rucksack, maintained in position by the cross straps which fasten the cape."