

points. The gardens were cared for the same as the fairways on the courses on which they were located and monthly reports were made out over a period of five years. The fertilizers were applied on a nitrogen basis spring and fall at the rate of about 900 pounds per acre for a fertilizer containing 6% nitrogen, which makes a total of approximately 108 pounds of nitrogen per acre per year. A few of the gardens were planted on soil deficient in phosphorus and this may have given the 6-12-4 fertilizer, which contains four times as much phosphorus as the 12-6-4, the slight improvement shown. It is however interesting to note that the comparatively small amount of available phosphorus supplied with the 12-6-4 was sufficient for the immediate needs of the grass. Soil analyses of these plots showed that the plots receiving 12-6-4 in most cases showed no loss in available phosphorus and in some cases showed considerable gain. A reserve supply was being built in the 6-12-4 plots as these showed as much as 300% increase in available phosphorus.

It will be noted that the turf on the two complete mixed fertilizers and the sulphate of ammonia plots which are the only three inorganic nitrogen plots in the series has become worse during five years fertilizing whereas the organic fertilizer plots all show an improvement. A possible explanation of this may be found in the fact that these three inorganic plots all received their nitrogen from sulphate of ammonia and ammonium phosphate. These ammonia salts gradually deplete the soil of lime and increase its acidity. A soil test was made of the plots in this test to discover if the lack of lime had anything to do with the behavior of the inorganic fertilizer plots. The test showed that the two complete fertilizers and the sulphate of ammonia plots had become more acid dropping to an average of pH 5.5 while the average of the check plots was pH 6 and the organic plots ran pH 6 and above. The acid condition and loss of lime brought about by the steady use of sulphate of ammonia and ammonium phosphate is no doubt responsible for the considerable drop in perfection shown in the five years these plots were fertilized.

Apparently ammonium nitrogen stimulates rapid growth and was responsible for the high ratings of these plots the first year, but due to the decreasing lime supply the grass was unable to maintain its original high state of perfection. There-

fore when these fertilizers are being used it is necessary to determine the soil acidity occasionally. Theoretically the acidity developed in the soil through the use of sulphate of ammonia would be equivalent to about 100 pounds of hydrated lime to every 100 pounds of sulphate of ammonia but in practice the lime requirement seems somewhat less than this. If clubs will check on the lime requirements of their fairways from time to time and supply this material when needed the danger from continued use of ammonium fertilizers would be removed. However on courses where it is unlikely that a close check will be kept on the condition of the fairway soil it is probably safer to use mostly organic fertilizers from year to year.

Balance of Mr. Welton's authoritative article on fairway fertilization will appear in our August issue.

Cites Arsenate Control of Webworm Menace

By BONNY WEAVER
Pro, Burlington (Ia.) CC

IOWA greensmen were having a tough tussle with webworm recurrence and most of them quit chemicals for the less costly but less effective kerosene emulsion. In last season's disastrous drouth the parched plants would soak up our emulsion like rain and, while the worms retreated, the bent shriveled and died. With water scarce we couldn't soak the greens before each application and I, for one, got pretty fed up with the situation. Experimenting on some sections at Keokuk, I found our previous experience with arsenate was mechanically at fault. We'd used 5 pounds to 1000 sq. ft. and let it soak. The webworms seemed to just wait for the solution to seep down before they scurried through it to feed on the clear three inches of bent and topsoil.

I aim to saturate the surface and permit seepage to cover only the first three inches. Before an application, my green is watered enough to carry for three days' play. Then the poison is sprayed on—three pounds per 1000 sq. ft. in solution—and the surface goes white. The stored water prevents the solution from soaking deep and it has routed the worms upward. Four days show a complete kill and vigorous turf. The infrequent applications cut maintenance costs considerably and play is not interrupted.

WILL FAIR-TRADE LAWS HELP?

By PAUL H. HAYWARD

Junior Capper-Kelly Bill May Solve Golf Pros Price-Cutting Competition

DO RESALE price maintenance laws—sometimes called the Junior Capper-Kelly or fair trade laws—which are now on the statute books of nine states offer the professional golfer any hope of protected profits on the goods he sells?

The answer is yes—but let it immediately be pointed out that this is still only a hope. So far as can be judged (there may be some precincts in California where such a law has been in effect since 1933 which will report differently) a good many drives may go down the fairways before the hope is translated into actuality.

These resale price laws, all modelled on the California statute, have been enacted only this spring in the remaining eight states, namely, New York, New Jersey, Maryland, Oregon, Wisconsin, Iowa, Pennsylvania and Washington. Independent retail druggists and grocers and their organizations are the principal backers of such legislation, and it is in these fields that the California law has found its principal applications.

So far as the statutes themselves are concerned, however, there is no reason why they cannot apply to the trade-marked goods handled by the golf professional, providing those goods, in the words of the statutes, are "in fair and open competition with commodities in the same general class."

To make the picture clear, the California statute and most of the others have as their stated purpose the protection of "trade mark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguished trade mark brand or name."

Rules Against Price-Cutters

The "injurious and uneconomic practices" referred to are, of course, wrapped up in retail price-cutting. The measures offer opportunities to eliminate this last by curtailing state anti-trust laws to the extent of allowing manufacturers to stipulate and enforce minimum retail prices on their trade-marked merchandise. More specifically, the laws:

1. Grant permission to manufacturers of trade-marked commodities which are in

fair and open competition with commodities of the same general class to make resale price agreements with their wholesale and retail distributors.

2. Prohibit wholesale and retail distributors, even though they do not sign such agreements, from "willfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated" in any resale price agreement.

3. Provide that wholesalers and retailers shall not be bound by such resale price agreements in the case of legitimate closing-out sales; damaged goods when published notice of the damage is given, and sales under court order.

4. Prohibit resale price agreements between groups of manufacturers, or between groups of wholesalers or groups of retailers.

Constitutionality of the California law has been questioned and while upheld in several California superior courts it has been ruled invalid in one. This last case is waiting final decision before the California Supreme Court at this writing, and hinges on Section 1½ of the law, outlined in Paragraph 2 above.

By its wording, according to some attorneys, the disputed section means that establishment of a resale price agreement with a single distributor in the state can set the minimum price at which a trade-marked article can be sold by all other distributors in that state, provided the manufacturer notifies them of the agreement and the price it stipulates.

However this case may be decided, more than 200 manufacturers, chiefly food and drug, are now operating under the California statute and many are bringing their operations under the new laws in the other eight states or are considering such moves.

Dealers and Makers Must Agree

What can professional golfers in these nine states do to get profit protection on the goods they handle? California experience has indicated that manufacturers who have retail price maintenance as a definite part of their sales policies need no urging to avail themselves of the permissive authority the law grants to bolster such policies. It indicates likewise that some manufacturers, due to competitive conditions or desires to increase volume,

Shop Talk

THE season was slow in getting under way—rain and cool weather dampened the enthusiasm of golfers everywhere. Sales were off. But now with warm weather here and the courses in better condition, because of the extra rainfall, more golf than ever before will be played. Don't make the mistake of gauging your purchases for the coming months by the sales of May and early June.

★ ★ ★

For the benefit of the pros who were not among those present at Oakmont, there is one point in particular that is worthy of mention—though many of the boys found a majority of the 220 furrowed traps—those surrounding the greens held no great terror for them. Why? Because Wilson Sand Irons were much in evidence. No matter what manufacturer's clubs the boys were playing, most of them had one of these Wilson clubs in his bag and made good use of it. That special design of flange sole gets them out and up for an easy putt. And here's a tip for you! Sell this extra shot to your members. See to it that each of them buys this club to round out his set. It's an extra sales opportunity for you and your member will thank you for having advised him of it.

★ ★ ★

Speaking of "extra" clubs, there's another new Wilson club that shouldn't be overlooked—

the shallow face brassie. It was shown at Oakmont and the boys thought it was the berries. It is finding ready acceptance by players when its merits are explained. You really should stock a few for "extra" sales.

★ ★ ★

Another hot "extra" club is the Turf Rider No. 4 Spoon. Its "extra margin of safety" that Sarazen talks about was admirably demonstrated by Denny Shute. Playing the treacherous tenth in the third round of the Open, he hooked his 260-yard drive into ankle-high grass at the very edge of a trap. It was too risky a try to have taken an iron to reach the green. The Turf Rider No. 4 Spoon was the only club for such a spot. Standing in the trap, Denny slashed his ball onto the carpet in front of the green; then an easy chip, one putt and he had his par. The Turf Rider's extra margin of safety saved him what seemed an inevitable five or a probable six.

★ ★ ★

The interest in women's golf is continuing to grow. There are now several outstanding women players demonstrating how it's done. Don't overlook this impetus that is being given to women's interest in the game.

★ ★ ★

The new FLAG-HI is going big guns. Its tough cover together with its distance is making lots of friends for the pros who sell it.

★ ★ ★

Here's an idea for enterprising pros who appreciate the desirability and necessity for club sales in order to round out the season's revenue. Whenever possible arrange for an outdoor exhibition of your merchandise. Set a few sets out on the first tee on Sundays or holidays—at least put a few just outside your shop. You'd be surprised how many of your members hesitate to go into your shop just to look around. Make it easy for them to see what you have got to offer without obligation to buy. This is good sales psychology. Over at Selfridge's in London these great merchants have done away with floorwalkers just so the customers can look about without being urged to buy. It's a thought anyway.



Johnny Revolta receives Western Golf Association Championship Trophy



By this mark you shall know fine golf equipment

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK—And Other Principal Cities



By a simple, quick-working attachment, all three mowers of the Overgreen can be dropped off and a single 30-inch Unit hooked on, for cutting the approaches and other grass not practical for the tractor mowers. Only one of the two Dump Body Trailers is shown here.

BONNIE

New Equipment Is

Two tractors, one equipped with sickle bar.

One 7-gang mower.

One 5-gang mower.

Two Overgreen mowers.

One 30-inch mower unit for interchanging on Overgreen, for mowing approaches and club house grounds.

Two trailer dump carts.

One 3-gang roller.

From the very start of the Bonnie Briar Country Club, nothing but Worthington Mower Units have been used. No other could stand the gaff of that sporty course with its rock ledges, and abrupt rolling contours.

Because of the unflinching satisfaction of the Cutting Units, under the able Chairmanship of Mr. Goggins, and the wishes of Greenskeeper Domonick, Bonnie Briar has now swung over 100 percent to Worthington equipment. Those are the facts. It is one of many courses that have done the same thing this Spring.

Main Office:
Stroudsburg,
Pennsylvania

Worthington
Mower
Company

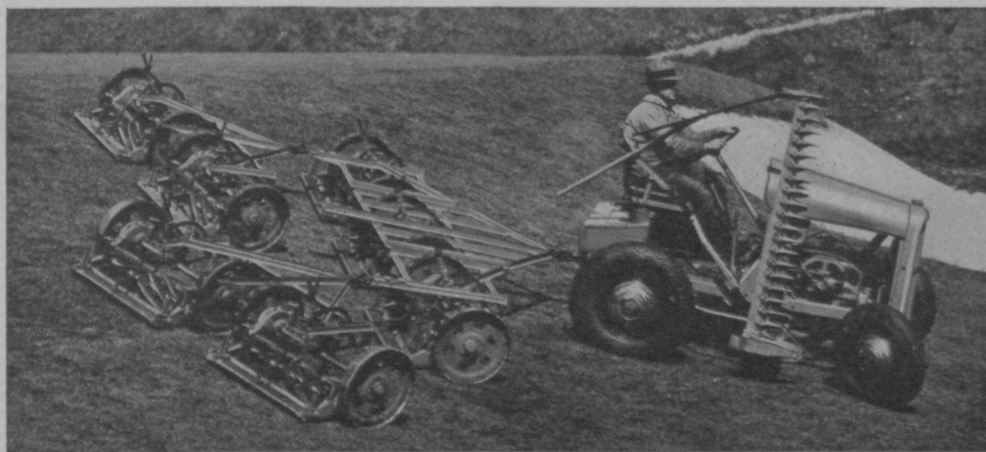
Sales Agencies
In All Principal
Cities of U. S. A.

The advertisers pay for your GOLFDOM; deal with them



BRIAR'S 100 Percent Worthington

Chairman Goggins saw that by having two trailers, loading time could be saved. While one was being loaded, the tractor could be off with the other dumping its load. Idle time of the men cut to a minimum.



Sickle Bar Tractor

The Sickle Bar Tractor is a great time saver in cutting the rough, long grass and weeds of all sorts. It can, on straight-away work, mow a swath 5 feet wide and 5 miles long in an hour.

Main Office:
Stroudsburg,
Pennsylvania

Worthington
Mower
Company

Sales Agencies
In All Principal
Cities of U. S. A.

Use GOLFDOM'S advertising pages as your safe buying guide

have been reluctant to enter into price agreements with their distributors or, having entered them, to enforce them.

California food and drug retailers and their organizations have found that definite campaigns to urge the advantages of such agreements upon manufacturers have been productive of results. Professional golfers might follow a similar course, it would seem, and urge manufacturers and their representatives to place themselves and their goods under the law. The pros can doubtless find allies in such a move in independently owned sporting goods stores which are also interested in maintenance of prices at profitable levels.

In states which have not passed resale price laws the same interests can urge the passage of such laws upon their legislators. It may be interesting to note here that bills aimed at resale price establishment were introduced this year, but failed of passage, in the following states: Alabama, Arizona, Colorado, Connecticut, Indiana, Michigan, Minnesota, Montana, Nebraska, Nevada, Oklahoma, South Dakota, Texas, Utah and Wyoming.

Where Are Flaws?

So far as unfavorable results of such legislation are concerned we must again hark back to California's experience. As already intimated, some manufacturers there are reported as having failed to enforce the price agreements they have made, this either through actual disinclination or through financial inability to keep adequate check upon retailers' compliance with the agreements or to prosecute violators. In such case conscientious and responsible distributors find themselves in the sad plight of seeing less conscientious and responsible competitors merrily cutting prices on the supposedly protected merchandise but being inhibited from meeting such competition themselves by respect for their own contract.

There are also reports that the tendency has been for the minimum price stipulated by the manufacturer to become the maximum for which his product is sold through any outlet. Thus on drug commodities, say, which have a full retail price of 25 cents, manufacturers' contracts may provide a minimum resale price of 19 cents. Most California druggists, it is reported, shade their prices down toward this minimum, whereas in states which do not have uniform price laws many more druggists adhere to the full retail price or at worst cut only a cent or two below it.

There is also complaint, especially in connection with goods which have been favorite footballs with the price cutters, that the minimum prices some manufacturers stipulate in their contracts do not afford sufficient margin to retailers. Manufacturers of badly chisled items dare not hike prices too suddenly if they wish to maintain volume, however, and retailers generally have shown a disposition to go along with them, doubtless in the hope that in time new contracts can be made which will allow them greater margins.

Whatever the unfavorable results of the law, California sentiment seems to be that the advantages greatly outweigh the disadvantages. That the list of states adopting such laws is destined to grow is hardly to be doubted. Impetus seems likely to be lent by the collapse of NRA and code-maintained prices. On the other hand, like NRA, the uniform price laws may themselves receive major setbacks in the courts.

In any case, until and unless such setbacks occur, the laws seem to offer golf professionals, through cooperation with manufacturers, one of their best chances to protect profits on brands which they build into public favor.

Pro Uses Unfavorable Season to Boost Shop Sales

"THIS has been the biggest week for club sales I've ever had in my life," a middle-aged pro at a metropolitan district club told a GOLFDOM representative right after the middle of June.

Questioning the man brought out a selling talk that many other pros can use. This pro's sales had been held back by wet, cold weather early in the season but that bad weather also cut down house business at the club.

The pro went after the men who usually came out to the club a lot and said to them:

"You haven't been able to be out at the club much this year on account of the weather. That must have cut your house bills down a couple of hundred dollars so far this season over what they usually run. Come to think of it that money will pay for a new set of these irons for you wife and yourself and still leave you plenty of money ahead on your golf this year."

That's the best line this pro said he'd ever struck to make up for time lost in getting the season's sales under way.



CRAIG WOOD

thanks the 50,000 golfers
who asked for his free book

• **THANK YOU** for your kind letters. I am glad you like my little book on how to play golf. And I am glad so many of you agree with me that the new Dunlop Gold Cup is the stand-out golf-ball of the year. Although I know how much it has helped me in my par-cracking so far this season, all I claim for the new Gold Cup is this:

1. It will help you get the best out of your game . . . help you to lengthen out your long shots without extra effort.

2. It will save you money because it will keep like new for more holes than other balls of anywhere near the same distance. The choice of a ball is as important in friendly week-end play as in Tournament golf. Your letters are convincing proof that the new Gold Cup is helping average golfers to score better, and to get more pleasure out of the all-too-few hours they can spare for the game.



Craig Wood

P. S. TO PROS. Fifty thousand golfers are a lot of buyers to have interested in your product. One reason why Gold Cup sales are hitting new "highs".—C. W.

DUNLOP

GOLD CUP

"the new ball they're hitting a mile"



IN THE ROUGH

with **HERB GRAFFIS**

Club and ball manufacturers associations have met and decided that the code in the golf business, although not enforceable by law since the Supreme court decision, will be continued as a trade agreement.

The code eliminated trade evils of long standing in the golf playing-equipment industry. It helped the manufacturers to get back on their feet after some years of severe loss.

Unless chislers break out of bounds and mess up things again, the sound principles of the code will continue to be maintained for good of the ultimate customers, the pros and the manufacturers.

IT IS to be hoped that the code's provisions will stick and that a pick-up in sales during the remainder of the season and a close watch over manufacturers' production schedules will not bring a year of misery in 1936.

Weather the earlier part of this season has been about the worst on record. Rain and cold by preventing play have cost manufacturers and pros millions.

So far as is known now, club and ball manufacturing schedules haven't run so far ahead of sales that the makers will have to sacrifice a lot of merchandise to stores for cash in financing 1936 operations. It took miserable years for the industry to recover from the last job of enforced dumping.

FORTUNATELY for the manufacturers, the pros are confident that their sales efforts through the remaining season will produce enough sales income to make the whole year fairly profitable.

The season in the central states which used to end on Labor Day now runs with brisk activity up until snow flies, mainly as the result of pros and the men and women in charge of the club tournament schedule arranging longer schedules of interesting competitive events. Something that smart pros have discovered and which still is to be realized by many other pros and many in the club manufacturing field, is that sets of clubs can be sold right through August. Some pros even do a lively club business in September and

October on close out sales and especially with the 100,000 or more who go to Florida or California for the winter.

When all of the manufacturers awoken to this pro demonstration that people will buy clubs after June and advertise to the playing public accordingly, you will see a substantial increase in club sales.

JULY 8 to 10, inclusive, at the Westmoreland CC (Chicago district) the Women's Western GA holds its annual junior championship. It is one of the most significant events of the year for most pros in the territory west of Pittsburgh.

It was in this championship that Virginia Van Wie got her first title of champion and it is in this event that the value of pro instruction gets its finest demonstration. Each midwestern pro who has a promising young lady player younger than 18 ought to talk to the parents of this lass about having her play in this tournament.

Mrs. H. D. Raymond of Evanston, Ill., president of the Women's Western and other officials of the organization and their friends take in the youngsters as house guests during the three days of the tournament. Everyone qualifies; there are flights that assure each youngster three days' play.

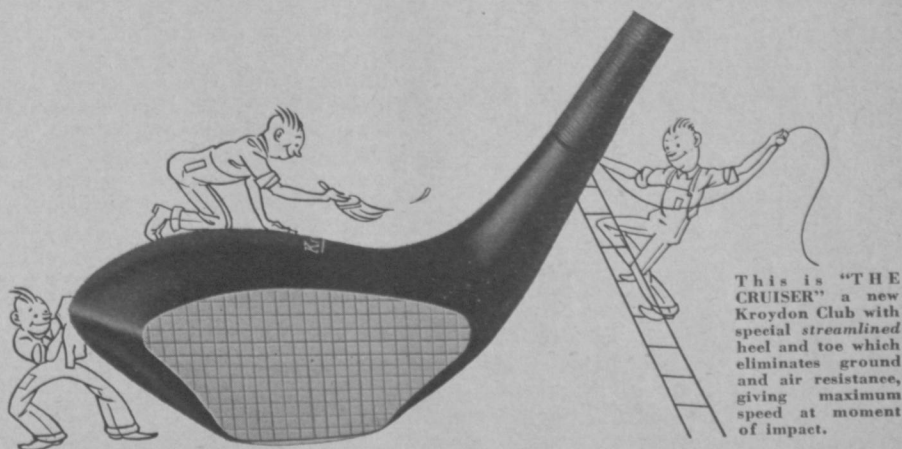
The technique, sportsmanship and general atmosphere of this tournament make it one of the greatest sports events of the year. Pros who have played in hundreds of tournaments and writers who have covered golf events for years are thrilled and delighted by the performances of the lasses. The WWGA Junior championship is one of the finest pro advertising exhibits of the year.

Any pro who can boost this event and doesn't, is missing a bet. Shirley Ann Johnson, the original of the Shirley Ann in the Harold Teen comic strip, is the present holder of the Icelly cup which is awarded to the junior winner.

CCHEERING reminder to some pros and managers that they will have to work to beat hell the rest of the year to bring their 1935 business up to expectations:

Official weather records in many cities showed May this year to be the coldest May in weather bureau history. This June,

The Way Kroydon builds Clubs builds SALES For You



This is "THE CRUISER" a new Kroydon Club with special *streamlined* heel and toe which eliminates ground and air resistance, giving maximum speed at moment of impact.

HY-POWER TRIPLE TAPER SHAFT

The Kroydon Hy-Power Shaft tapers down to a point about 6" above the club-head—it then tapers out again to form a big, sturdy shoulder where the shaft enters the hosel—and the third taper occurs at the end of the shaft inside the hosel. The extra strength and power are there in PLAIN VIEW—not simulated by a false neck or built-up shoulder.

The growing demand for Kroydons is directly traceable to their uncommonly sweet feel . . . greater power . . . uncanny accuracy. And these highly desirable characteristics are in turn traceable to important fundamentals of design and details of craftsmanship and finish—*exclusive with Kroydon!*

Yes, Kroydons are different and it's a difference you can see and feel! Just let the average golfer sight down that clean, beautifully tapered shaft and knock out a few balls with this *power-plus* club and he won't be satisfied until he owns a Kroydon Matched Set.

Want facts and figures showing how you can turn the growing preference for Kroydons into PROFITS? Then see your local Kroydon representative or write The Kroydon Company, Maplewood, New Jersey.

Kroydon

CLUBS FOR BETTER GOLF

You save time and money by depending on GOLFDOM advertisers

up to the last week of the month, was reported in several cities as the wettest June on record.

WE ALWAYS try to duck used golf ball ads but once in a while we've taken copy from some pro friend who wants to get used balls.

A pro commented on a used ball ad we ran recently: "This is the reason why so many pro shops are broken into."

He's right. So under no circumstances will GOLFDOM accept in the future any "used balls wanted" ads.

The used ball business is legitimately and honestly conducted by the majority of the men in it. However, there are just enough buyers of used balls who ask no questions so that we want no hand in tempting kids to burglarize pro shops.

A WELL known pro said to GOLFDOM recently: "I hope Helen Hicks has done as well for herself as she has done for the pros in our district. She has made the women's club business.

"We were having a hell of a time trying to get women's sales up to where they should be and to get women discontented with playing their husbands' discarded clubs, which about half of them were doing. The Hicks publicity came along just at the right time. It got women so they weren't afraid to ask their husbands about the cost of new clubs. It made the men realize women had a right to new and properly fitted clubs.

"Didrikson turning pro also will give the women's club buying more steam. This all is good for the pros because the pros get a much higher percentage of women's business than the stores get. What I can't understand is why the Wethered tour isn't being used on a strong advertising campaign to sell women's clubs. I haven't talked with a pro yet who hasn't figured that if Joyce Wethered's tour were tied up with a club selling drive after women's business he would make some money out of it."

WETHERED has been playing magnificently and drawing record crowds. Although she is accustomed to match play, the desire at clubs where she plays is for a new women's record on the course and Joyce has accommodated the customers with sparkling medal rounds in which every putt has been holed.

She has some trouble getting the feel of American greens but she is holding her own with leading American male amateurs.

Joyce has drawn as many as 2,200 people in her exhibitions and generally goes over 1,000 even in the smaller localities like Winchester, Mass. In heavy rains at Worcester, Mass., and at Merion she drew galleries of more than 400.

At present her schedule calls for playing 35 exhibitions up to July 31. That means an exhibition on the average of every other day during her stay in the United States. She will go as far into the interior as St. Louis and Kansas City. She could have a much more extensive booking but she gives them all a great show every time she plays and there's no need of her killing herself with too heavy a schedule.

Alex Findlay of Wanamaker's, who is managing her tour, says she may come back this winter to play in Florida and California.

Alex brought over Harry Vardon in 1899 for a tour that made history and this Wethered tour may help to make some history in American women's golf. American galleries have been charmed by the Wethered personality. She's a fine, considerate, smiling young woman, and what a golfer!

HELEN WILCOX and Al Hammond, press agents for Three Feathers whiskey, clicked with the first Three Feathers \$1,000 golf tournament which was played at Engineers' club, Roslyn, L. I., June 18.

The event got good publicity and may be the first of a series of liquor tournaments that will bring the pros new prize money. Sarazen lead the field with 140 for \$300. Clarence Clark was second with 144. Vic Ghezzi, Walter Kozak and Jack Forrester tied for third money at 145.

Liquor people generally have been muffing their sales and advertising chances among golfers. Publicity success of the Three Feathers tournament, following the wide publicity given to the Hiram Walker awards for birdies in the 1934 Western Open, may awaken the distillers to the chances of doing themselves a lot of good by spreading some of their money around in the golf field.

PROS can credit Willie Hunter of California with originating the biggest tournament idea since the game has been played for money prizes. Willie has the Agua Caliente people interested in putting on a \$30,000 invitation tournament this winter.

As the idea stands now, the field will