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# "MUST HAVE THE BEST"

By BOB KELLUM

Sports Dept., Indianapolis (Ind.) Star

**T**HE Charles E. Coffin Municipal golf course, bordering the west bank of White river south from Thirtieth street, Indianapolis, is getting expert grooming before the brassies and niblicks swing in the National Public Links tourney the week of July 29.

According to A. C. Sallee, superintendent of parks, the whole layout is in fine shape right now and it undoubtedly will be that way when the country's greatest municipal golfers start firing for the crown worn this past year by Dave Mitchell of the Hoosier capital. Harry Schopp, supervisor of Indianapolis public links, has been given a free hand by the Board of Park Commissioners to prepare the course for the tournament and he's doing a real job.

The work is progressing while the city's players try their luck down the hills and around the lagoons, too. The course never was better patronized even though it is widely considered the toughest in town, public or private. Very few come close to par 70 but games are improving under this course's tests. It's definite that after playing Coffin the munny golfers won't be satisfied with anything less than championship standard of maintenance in the future.

The only difference in the links for the title event will be that back tees will be used. They are wired off now. All these back tees are being fertilized and top-dressed. The seventh is being enlarged. Tee sizes range from 120 by 30 ft. to 80 by 30 ft.

The fairways average 150 ft. wide. The fairways are fescue, redtop and Kentucky bluegrass. Fourteen of the eighteen holes are in the valley where dirt is rich. The rough is heavy and being kept at about six inches. Most of the fairways are tree-lined and some are bordered or crossed by lagoons.

## Greens Are Seaside Bent

The greens are good sized, the biggest being 10,000 sq. ft. and the smallest 5,500 sq. ft. They are all Seaside bent. Schopp is using 4-12-6 fertilizer on them. Lead arsenate is being applied to a few for eradication of poa annua with this being followed by treatments of ammonium sul-

## Indianapolis Grooms Munny Course to Private Club Standards for Tourney

phate to clear out a little clover. Top-dressing is going on, as well. The greens are undulating and well trapped.

Approaches are being topdressed, treated and smoothed.

There is a special watering plant for the course with a pump house near the river. Approaches and fairways, out 175 to 275 yds. from the tees, are sprinkled regularly.

A crew of about 45 men is kept at the job of grooming the links.

## Munny Caddies in Uniform

One feature Mr. Schopp is not overlooking is the caddie service. By order of the Board of Park Commissioners this year, every caddie in the city must buy an inexpensive shirt and cap of a selected color and style. On the caps are the numbers by which the boys are registered.

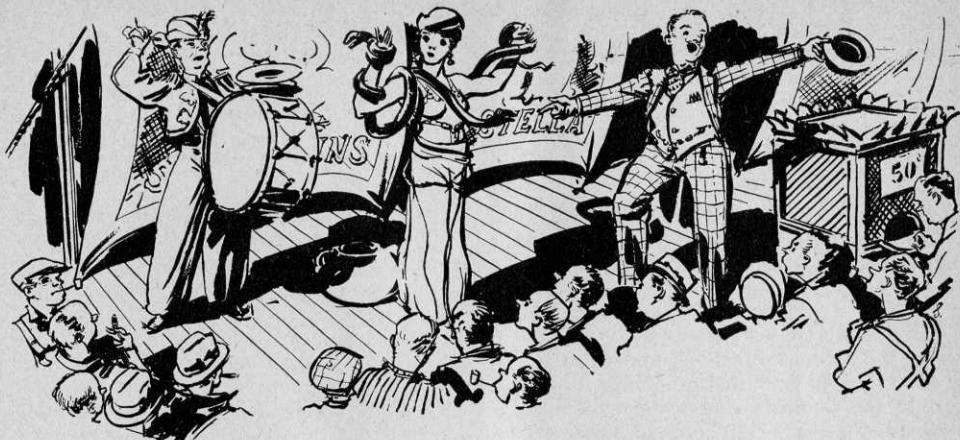
There is no charge for this registering or for the marking that goes on the cap but in this way a close check can be kept on every caddie. It improves the caddies' appearance. The kid's have to pass a few simple tests before they are put on.

For the big tourney the caddies will be picked from all over the city. There are six public links here. Groups of the boys are being taken over the Coffin course from time to time so they will be entirely familiar with it and they are getting instructions on how to do their jobs during the play. Two hundred and fifty of them will be ready July 29.

A practice tee just across the roadway from the clubhouse will be available to all entrants. Some 200 lockers have been added. Gallery facilities will be supplied and large bulletin boards have been ordered to help keep track of what each sharpshooter is doing. Telephones for the press will be at every third hole and press tents will be set up at convenient locations.

Bill Heinlein, the present open champion of Indiana, is pro at the Coffin course.

Will H. Diddle, one of the middle west's leading golf architects, designed the links which was opened in 1932 with an exhibition performance by Gene Sarazen and Tommy Armour. Sarazen gave it high praise then as one of the sportiest in the state.



## If You'd Make Money— Give the Public What It Wants!

Old P. T. Barnum was dead right. He knew what his public wanted and he gave it to them in great gobs.

And always he gave full value—a great show for their money. No one has ever accused P. T. of not putting on a show.

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And right now we are prepared to give the public two

things that they will want mightly in the current season. The first, is that brand new tough ball with casehardened cover and Honey Center—the Hagen Honey Boy.

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# THE NOMAD THRIVES

## Joe Kirkwood Tells the Boys Back Home How He's Doing

Joe Kirkwood writes, via GOLFDOM, to the fellows. Here's Joe's letter written from Rangoon, Burma.

**T**HIS travels along to say hello to you and the rest of the boys and to report some of my doings and undoings during the last few months. Have been meaning to write for days but out in these hot tropical countries, one is apt to postpone things one ought to do. I am still in the land of the living although living in these parts is rather over-rated.

Since leaving Australia (on a cattle steamer) I have travelled many miles. Have always had a yen to see the Dutch East Indies and the Malay States, so while I was out there I took in Bali, Borneo, Sumatra, and many other islands. I enjoyed my trip immensely, played and exhibited my zigs and zags along the way, and was well received everywhere. There is considerable interest in the game in Java, also the Straits Settlements. Singapore GC is surprisingly good, being one of the finest golf courses that I have seen in any part of the world. It is beautifully kept with putting greens equally as good as those in the States, which is indeed surprising considering the terrific heat that they have to contend with in Singapore for twelve months of the year. It might be of interest to some of the American clubs to know that the Singapore club employs ninety odd coolies for the upkeep and care of their courses, but the daily wage is less than eight cents per day per coolie.

From Singapore I had intended returning to the States by way of China and Japan. But having never been to Siam, Burma, or India I decided to head in that direction instead, so for the last month or so I have been blazing a new trail throughout the principal cities of India. Spent a whole week in Calcutta and did very well. The heat in India at this time of the year is terrific; in fact a golf player in India is judged by the thickness of his skull. Needless to say I won all matches, which again proves my theory that you have to be thick skull to play this game.

However it wasn't without regret that I left Calcutta, for in all my travels throughout many lands never have I before received such a warm reception and it wasn't the atmosphere. The Royal Calcutta GC is indeed a magnificent club. It has an active membership of over 1700 members. The course is a dandy; perfectly flat, but most interesting, with every variety of shots. From Calcutta I hopped a train bound for Madras. The course there is not so good as it is laid out in a race track. It has only 15 holes, sand greens and baked fairways. I did a 55 which they thought was marvelous. It was, under the circumstances.

You should save your pennies and make a trip out to India. It is extremely interesting and I don't think that I ever have enjoyed any country quite so much. The good fellowship and friendliness in the clubs is unforgettable. Some day soon I'm coming back. At present I am on my way to Ceylon, then to South Africa stopping at Mombasa on the way. I have received a good guarantee from South Africa for fifteen exhibitions. From there I intend heading for East Africa and Egypt, Italy, Switzerland, Spain, France, Belgium, and across to England for the British open. My plans after that are rather indefinite but will probably return to the States. Sorry I won't be back for the Open at Pittsburgh but just can't make it.

My best to brother Joe, Tommy, Horton, the Haig, Gene, and the rest of the divot diggers and roamers of the rough. By the way I had some great fishing in Australia with Sir Kingsford Smith, also hunting in Borneo and Burma. The best I could get was an eighteen-foot python, will let you see its carcass as proof later. Did some hunting down in the head hunter and cannibal countries, but evidently my head wasn't the right type, because they just couldn't use me. Cheerio, and much luck.

Joe K.

P. S. Am enclosing a list of the 58 countries that I have visited during the last 12 months; thought it might be of interest.

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## IN THE ROUGH

with **HERB GRAFFIS**

**W**HAT the average club member or official doesn't know about the pros' expenses would fill a book bigger than the telephone directory.

Lack of accurate and complete figures on pro shop operations unquestionably had a lot to do with clubs taking over shop operations. However when the club books show the real story and the factor of rewarding a good pro's constructive service to the club comes up for consideration, shops go back to energetic, competent and informed professionals.

One surprising detail of pro expenses came up the other day while talking with Ky Laffoon. This detail concerns only the tournament player but it is a sample of pro expenses the average golfer never realizes.

Ky said that last year he spent, at the pro price per dozen, about \$500 for golf balls. A strange part of it was that this spring he had to buy practice balls. Most

of the \$500 investment in balls Ky made last year went to caddies eventually, generally without Ky's permission.

**R**EFERENCE to a \$500 annual item of ball expense to a tournament player is bound to bring the talk around to the subsidy. The code minimum of \$1,500 annually for a player hasn't worked out with any great general satisfaction.

Whether the subsidy on its present basis is a good thing is open to debate with both sides able to present excellent points. Manufacturers who are paying a subsidy undoubtedly are encouraging tournament play and the development of playing talent. There are many pros who would not be able to make the winter circuit were it not for the manufacturers' help and it's well known that comparatively few of the winter circuit players break even.

Against the subsidy in its present form is the fact that the \$1,500 minimum pre-

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On Sunday we learned they had them. By Tuesday we had them back. We sold them off to the pros at big discounts. We took our loss but that's the way Penfold sticks to a policy.

## THIS IS ONE WAY TO STOP BOOTLEGGING

... but it's expensive and not 100% certain. This store was nice about it and told us they had them. They realized the harm their sale would do to our pro-only policy.

If you find a store near you selling Penfolds, tell us. We're out to nip store bootlegging. The stores want them badly because Penfolds are the ball sensation of 1935. Please don't sell your Penfolds to strangers, no matter how attractive the offer.

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Write for latest price list

# PENFOLD

vents manufacturers from giving financial aid to promising younger pro players, on about the same basis college scholarships are given. The tournament circuit is the players' college course. It is questionable, too, just what advertising value is in the tournaments for the manufacturers who put up the subsidy money.

**O**F prime advertising value are the US and British National opens, the PGA and the Masters' tournament in the order named. Then, in second class but still good advertising for the manufacturers, you have the Western and Canadian opens, the North and South, Miami-Biltmore, Agua Caliente, St. Paul and Los Angeles affairs, with the Louisville tournament as a newcomer in this class. Making a reasonable estimate of what the manufacturers are paying out to the players on their lists you come to a figure of around \$8,000 as the average advertising cost to the manufacturers of each of these tournament victories. Anyone who is even vaguely acquainted with the margin of profit in golf club and ball manufacturing knows that \$8,000 will have to have a very definite

effect in selling a lot of golf merchandise before the expense is justified.

**A**NOTHER angle is introduced into the subsidy subject by the growing trend of general management of golf clubs—a trend that may result in more pros being in prime charge of business operation of their clubs. Club officials have mentioned that the subsidy of stewards and managers by house supply companies did not work out pleasantly or properly. That former fairly extensive practice now is so rare it is virtually extinct as a trade custom. Just how the tournament work of a pro and his club management responsibilities may be balanced to keep the subsidy as reasonable, honest and open as manufacturers and pros insist it must be, is a problem bound to come up.

A number of suggestions have been made in informal pro talks about subsidy revision. Among the ideas are subsidy involving classes based on outstanding national prominence and past records, on medal play tournament records for previous years and a "scholarship" class of promising younger players suggested by a



PGA committee; these latter to receive a few hundred dollars apiece to help them finance their winter tournament play and study. The suggestion also has been put forth that subsidy money be paid out on a basis of places in which the players finish tournaments.

**SUPREME COURT**, ruling on the kosher chicken butchers' case, said the NRA isn't kosher and the codes have no justification in law. So now the whole thing will be thrown back to whatever intra-state laws may be passed and stand up legally and whatever trade agreements may be decided on and maintained staunchly by associations.

This trade agreement business simply means that one fellow who may feel tough, sore or superior can stampede any business unless the other competitors gang on him and scare him off with threats of reprisals.

Things seem to be on a fairly even keel in the golf business despite keen competition. The manufacturers have lost so much dough during lean years that none of them are inclined to take much of a chance with profits in hope of tossing a fast one past the opposition.

Just how the pro minimum on the subsidy will be maintained under a code agreement without government force behind the details is your guess. We're willing to make ours and in case you'd like to have it, it's that the long-shots on the various staffs will be getting less dough and the hot shots probably more, so the total will keep about the same.

**PROS** who take a broad and informed view of merchandising will be keenly interested in state legislation for price maintenance.

Bills either legalized or being voted on by state legislatures make it unlawful for retailers to sell at any other price than that which the manufacturer establishes. That is something the pros have wanted, but if the move to adopt these state price maintenance laws becomes general, then there will be pros who will have to watch out, for it is being told about that some of the boys are so stampeded by cut-price competition they are hacking prices themselves to the extent they are taking business away from pro neighbors.

Bills under consideration and adopted follow the same general lines as the Capper-Kelly maintenance bill which failed to

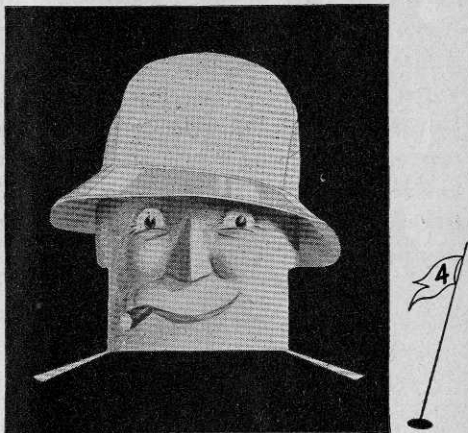
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**BOZO, the SOD-BUSTER says . . .**  
**"Why Under the Sun, Don't You Wear One"**  
 Congo Hats are made of soft pliable pre-shrunk duck with Airflo Breathers and a celluloid no-glare eyeshade. They're the top for golfers. 50c retail. Merchandise Display furnished free.

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go through Congress as a national proposition for interstate commerce. In New Jersey, manufacturers to maintain retail prices under the New Jersey Fair Trade act either have to form a subsidiary corporation in New Jersey or otherwise qualify to do business within the state as state companies. If they don't follow that method their wholesale distributors in the state can handle the deal. The New Jersey Pharmaceutical Association has a Fair Trade committee to assist manufacturers and retailers by distributing information about the Fair Trade Act and check up on prices and other contract details under the act.

The New Jersey situation calls for examination and study by George Jacobus and others of the PGA national officers. There may be something in the NJ Fair Trade Act to protect the pro merchants who are among the last and strongest of small retailers.

**A**BOUT as certain as any bet you can make is that Babe Didrikson will sign up as pro with some golf outfit now that the USGA has declared her out of bounds as an amateur competitor.

One thing about the Babe that ought to make her a good front gal on a golf club deal is that she has been pro trained since the beginning. Her rapid development as a star golfer is, to a great extent, the result of starting off right with competent pro instruction.

There are plenty of other girl athletes who bang around golf balls, but they relied on picking up pointers on the game instead of getting properly taught.

Babe is sure of a lot of publicity and with good judgment, proper handling and industry should cash in nicely when she signs up to have her name on golf clubs. Every time she comes to town the sports writers will be able to pick up a story on her and that will make it easier to sell Didrikson clubs.

Of course, what the Babe doesn't know about club design would fill several hundred pages, but there is where expert pro advice and help again will be of value to her.

**A**COLD, wet spring has held back play in most sections of the country. The boys have done a fine early business on club sales. Golfers are tugging at the weatherman's leash to get out and try the new equipment. Meanwhile ball sales have lagged.



Opening of the southern women's championship was delayed a day. Touring Japanese pros are putting on a great show with amazingly good and promising players but gates have been murdered by inclement, dismal weather.

Raincoat sales have been fair only at pro shops. Some smart golf raincoat maker someday will advertise his product wisely and strong and with a good pro merchandising hookup will score big sales and increase golf play.

Smartest wet weather golfing attire we've seen is rubber jackets and pantaloons worn for wet weather golf by English society girls. The outfit is worn over the gals' usual playing attire, except skirts, of course. Maybe they wear the good old red flannel panties underneath, but that is none of our business.

But these wet weather girls in this British costume do look great and when a woman can get dressed so she looks distinctive and good you can bet she will do it. Maybe that's a tip-off to getting more women's play in the rain. The smack of the rain water is good for their complexions, too.

**O**NE thing you might note about Lawson Little winning his second British amateur championship is that Little isn't one of those amateurs who sound off, "I never took a lesson from a pro in my life."

Little is an outstanding example of competent pro instruction, frequently applied and conscientiously heeded.

**B**OYS, if you've doctor members you might ease up to them and ask if they are going to play in the American Medical Golfing Association tournament at Atlantic City, June 10.

Give them a few pointers if they are. Then, if they win anything at the medicoes tournament, they may go easy on you when they make out that bill.

**W**ILLIE HOARE, veteran pro and salesman whose convalescence from a sunstroke suffered in a tournament last year continues, celebrated his birthday May 27. Bill made a tour of the block in a wheel chair and read a flock of letters and telegrams from the fellows for which he hereby acknowledges his thanks.

The New England PGA made him an honorary member and the Michigan PGA through its president Jimmy Anderson, sent Bill a great letter of well-wishing.

IGLOO IKE SAYS:



● "The way you pros have rallied around this Dry Ice Center Ball of mine has warmed me up right down to my toes!

"Yes, sir. I'm feeling pretty good about the way you've taken hold of this new ball and the way that it has taken hold of the public. That is, I feel pretty good except for just one thing.

"And that is this: A few of you who got your orders in late have had to wait for delivery even though the people at the factory have been turning somersaults to keep from being snowed under.

"But don't worry! That situation is now well in hand. However, it might be a good idea to get another order on the books right away. After all, you know there's a lot of golf to be played yet this summer. And apparently most of it is going to be played with MacGregor Dry Ice Center Golf Balls!" Igloo Ike, Spokesman for The Crawford, McGregor and Canby Co., Dayton, Ohio.

P. G. A. Championship Dry Ice Center Balls now available.

**MACGREGOR PACE-MAKER  
DRY ICE CENTER GOLF BALLS**

# WORK AND WORRY

## Greenkeepers World Over Strive to Improve Courses and Themselves

**G**REENKEEPERS the world over are kept busy for long days but still manage to find time to take an earnest and diligent part in the turf betterment work of their greenkeeping associations.

Golf club officials and members rarely have the slightest idea of the extent of the valuable work being done for golf club operation by these organizations of greenkeepers. With little, if any publicity to the general public, with no glory, spending their own "off time" and some of their very moderate salaries, the greenkeepers continue to faithfully study at these meetings with their comrades in the cause of better, thriftier golf course maintenance.

It is high time that golf club officials generally gave these greenkeeper organizations and the greenkeeper members substantial co-operation as partial payment for what the greenkeeping groups are doing for the clubs.

The enthusiastic work of greenkeepers in striving to improve playing conditions at their clubs is world-wide, judging from letters GOLFDOM receives. One of the most interesting foreign communications came to us from Arthur Biel, hon. sec. of the New Zealand Golf Greenkeepers' Assn.

Mr. Biel writes:

Herb Graffis,  
Editor, GOLFDOM:

I am pleased to be receiving your Journal every month and I am indeed grateful to you and to Dr. Monteith whose thoughtfulness was the means of my getting it. It gives me great pleasure to state that I enjoy reading it, because it is so very different to anything published here. I especially enjoy the breezy manner in which it is written.

I have taken one or two good suggestions from it which I have passed on to my members. After I have read it I pass it on to our pro. After him the members

# P. G. A.

—on golf balls certifies highest manufacturing standards—greatest value in money and in playing performance to the buyer—expert, conscientious selling service from a master professional. Only members of the Professional Golfers Association of America are entitled to sell P.G.A. golf balls. Their profits are protected. Their players are protected against purchase of balls of uncertain quality, or balls unsuited to their games. If you are not a P.G.A. member and your qualifications permit you to apply for membership, consult your sectional P.G.A. officials quickly. Players at your course want P.G.A. balls. There's profit and high professional standing in the supply of the P.G.A. brand.

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