



HALF of the 205 citizens of Palermo, N. D. are on relief, Time magazine reports. With 102½ residents needing a piece of government dough, the town is promised a new golf course and bird sanctuary, instead of replacement of a burned schoolhouse. Citizens squawked.

There have been other complains about building golf courses on public funds, an operation favored because it can use much manual labor. Having courses built and then revert to weeds is not going to help the golf business any, but there are plenty of spots where new golf courses would be extensively used.

The game and the business of golf is missing one of the greatest chances it ever had for expansion in this country because of the lack of an authoritative survey showing where there are a logical locations for public courses in industrial, rural and resort territories.

Club, ball and equipment manufacturers' associations, the PGA and the USGA should get together on this. GOLFDOM has a lot of data that will help.

So long as we submit no facts showing where courses can be spotted to help relief, provide communities with self-supporting recreation plants and help our own game and business we'd better not call the brain-trusters boobs for they have a comeback to make us feel silly.

KIRKWOOD and Hagen plan to start toward the Far East around November first on a combination golf exhibition, golfing and fishing trip around the world. Their last stop before returning to the U. S. will be 1936 British Open.

Sarazen and Didrikson have talked about making an exhibition tour of the British Isles and a few spots on the continent in 1936.

Both teams intend to take a lot of movie film on their travels.

LAWSON LITTLE'S record string of Amateur victories has had a strong, favorable influence on pro sales of instruction. Little probably has had as much pro

instruction as any top-grade amateur ever had. His frequent statements about going to Tommy Armour for some pro instruction to tune up for championships has given pro tutoring considerable advertising.

With Little running his consecutive string of National Amateur championship match victories to 31 this robust young pro protege has answered the old amateur line that used to make the pros bleed internally: "I never had a lesson in my life."

BERT SHELDIN, greenkeeper of the Country Club of Cleveland for 38 years got—and richly deserved—the plaudits of players and press on the condition of the course over which this year's National Amateur was played.

The present course of the Country Club is only about five years old and is in superb shape, especially considering its age, weather and the pest conditions of the summer, and the maintenance budget. The way in which Bert and Bill Burke, pro at the club, operate together in coordinating turf management with fine playing condition for the club members and guests, is something worth extensive imitation by golf clubs.

House operation during the tournament was the smoothest handling of large crowds this observer has seen during any tournament.

R. K. Siegenthaler, the club's manager, was handicapped somewhat by lack of bar facilities for such an event, but the customers never knew it. This Siegenthaler-Burke-Sheldin combination makes a team that for ability, performance, mutual helpfulness and harmony is a sure tip-off of a high class club.

PROS continue to get good publicity from the back of admission tickets to the national championships. The back of the tickets at Cleveland bore these official-ly endorsed paragraphs:

Patronize Your Pro

"America leads the world in the manufacture of fine golf balls and clubs.

"Since his instruction and leadership are of great importance in making golf a more enjoyable game to play—patronize him for instruction and supplies."

PROS have begun to blow foam off of steins discussing a proposal that's to come up during the annual PGA meeting. The resolution which will come up in due order is to hire a dictator at 15 grand per annum, which is big corporation dough.

It's a matter of apprehension because of the generally tough luck dictators have been having. Huey Long took the count from a slug, the code authorities were tossed out on an infield tap by the U. S. supreme court, Mussolini was thrown for a 25-yard loss on first down by the League of Nations and only Squire Landis survives. The Squire has weighty problems like deciding whether Alabama Pitts can be transferred from Sing Sing to the Albany ball club and whether Umpire Moriarty's remarks to the Cubs would be O.K. for a national hook-up.

If the pros' problems are like baseball's, maybe it could use a Squire Landis. Otherwise the boys' 15G's could be safely and sanely tested for a year on the solution of their marketing and educational problems along some definite, sound prepared plan.

A long term contract on a dictator is something the PGA already has paid to learn about.

It seems like the PGA has been advancing nobly under the present operating scheme, and if you doubt it you'll probably get a convincing answer in the financial report treasurer Jack Mackie and president George Jacobus will submit at Chicago.

COMING from far and near to make up the near-million-dollar gate of the Louis-Baer fight were many gentlemen sportsmen at whose golf clubs greenkeepers, pros and managers are wondering how they will be able to finance their families through the winter.

The Louis end of the 11 minutes and 50 seconds of fighting was \$217,000; the Baer cut, \$150,000, and the gentlemen sportsmen who contributed didn't complain. But listen to their howls to scare their home club greenkeeper when he asks for enough money to have his family live respectably. The manager and pro income is low enough at many clubs legally organized "not to operate at a profit," but generally, the pay of diligent, studious and

conscientious greenkeepers and their staffs at golf clubs is something that is nothing for the gentlemen sportsmen to brag about.

When the panic hit, golf club employees' salaries were cut sharply with the promise of readjustment when times improved. At many clubs times have improved but officials have changed and the old promises are not known to later officials.

One of the first details of budgeting that can be wisely and honorably handled at many clubs is that of increasing salaries, or making arrangements that will keep present salaries as a minimum and allot increases based on the gross income through the 1936 season.

TOMMY ARMOUR, pro at Medinah CC (Chicago distr.) for the past three years has signed a contract for five more years there. A pro contract for that length of time is news, but the action of the club in advising the press of this new long-term contract is news on its own account. It indicates the possibility of the right sort of a contract being mutually satisfactory to club and pro and doing away with the uncertainty that generally worries both club and pro these days.

Again, GOLFDOM suggests that the PGA confer with club and association officials in formulating standard contract forms that will eliminate a lot of the present vagueness in pro and club working arrangements..

IT BEGINS to look from attendance figures at the national championships like the panic is over for the USGA.

The Open at Oakmont drew a gross gate of \$23,792 against \$7,968 last year at Merion. The Public Links tournament was the second largest in USGA history. The Amateur drew a lot better than any other since 1930. No official dope is available yet but we'd guess that the gate wasn't far from \$16,000.

WM. KEATING, practical greenkeeper authority of the Des Moines (Ia.) G&CC is a staunch advocate of fertilizer test plots. Keating keeps his fingers crossed on the exact interpretation of results without complete tests and expert consultation, having had some mystifying results from his own tests.

But Keating does maintain that fertilizer plots are the strongest way to sell members, officials and committees on the

More Profits in the old sock for PROFESSIONALS THIS CHRISTMAS

Here Is An Idea
That Is Worth Money to You

*Wilson gift packages set a new high in
merchandising golf balls*



Just cast your eagle eyes over these fine gifts. They're smarter than the smartest. Here are the kind of gifts a man likes to give another man—or woman either for all that. They are designed to match the tastes of folks who enjoy giving something different.

We want especially to point out to you the big opportunity there is to sell many of your members on using these packages for the gifts given each year to preferred clients and best customers. There is a lot of this kind of buying done and if you show these special Wilson packages to your members now, you will be doing them a great service. You will find club members will appreciate your offering a solution to what usually is a vexing problem

—but you must push the idea now while you still have contact with them at the club. The packages can be delivered any time before Christmas.

The time to act is right now

This plan will put a lot of extra Christmas profit into your pocket. The merchandise is right—it is of the highest quality—it furnishes a great plus value to the golf balls. People will spend a lot of money to buy Christmas presents. Here are the year's outstanding gifts for golfers. The stage is set—it's now up to you.



Wilson Repeats a Plan Which Brought



Handkerchief Box

HERE'S THE KIND OF A GIFT a *man* likes to give, for it not only *looks* masculine, but it carries a load of class and quality. Just tuck these Wilson HOL-HI golf balls, each one ready to do its bit for the fellow who likes the world's greatest sport. If you don't think this package will roll in a lot of dollars for your cash register, just expose it to the next male customer who walks in—Can't you just hear the "guy" who receives this gift exclaim: "Looks like a million dollars! Bill was sure a swell old buzzard, (or Sal a swell gal) to send that!"

Utility Set

HAIL! HAIL! THE GANG'S ALL HERE—or they are likely to be as soon as you show this Christmas package. Oh no, we're not suggesting that these glittering receptacles are for holding anything but ice water—unless, of course, a person's mind runs to stronger things.

For the present, at least, these crystalline containers hold 12 of the finest golf balls in the land—Wilson's HOL-HI. The determination of their usefulness hereafter is entirely *your* pleasure.

Many, many a man who walks into your shop without the least idea of what he wishes to buy a good pal for Christmas, will walk out with this gift under his arm, and a broad happy smile on his face!



What Professionals Did With This Line Last Year

Last year many professionals did well with this plan—but some did a remarkably outstanding and profitable job for themselves. Some pros sold as high as one hundred units—a pretty sweet chunk of business. Of course these fellows got out and pushed the plan. It took some effort, it wasn't all a push-over even if the merchandise did have great appeal. They found it very much worthwhile—you will also.

Profitable Business to Professionals



Make-up Box

"OH, JOHN DEAR," (or whatever his name is) "what a *gorgeous* present and just the thing I've been wanting too, etc., etc." Well, you know how she's likely to punctuate the acceptance of *this* gift.

Of course it will make her happy—because this extra-smart creation provides the fairer sex with the greatest golf balls for a woman that ever hummed down a fairway—Wilson Helen Hicks modulated compression—AND a vanity case de luxe.



Chuck-A-Luck—OF COURSE THIS ISN'T A MOUSE TRAP, it's a Chuck-a-luck, one of the most extraordinary stimuli for a suppressed gambling instinct ever devised. Sex hasn't a thing to do with this interesting contraption. Male or female can win or lose money according to how vigorously they play the game. There are plenty of your customers who will go for this item in a big way—you'll have to admit it, will move fast.

Out on the golf course, too, whoever is lucky enough to receive this Christmas package will be able to demonstrate to the "cock-eyed" world the skill that just naturally inhabits one who plans a bang-up good game of golf; for Wilson HOL-HI golf balls will perform as often as is desired—from the first hole to the 19th—and over and over again.



Roulette Wheel

The world is full of chaps that have always wanted a Roulette Wheel, but just didn't have the courage to make the investment. We have arisen to the emergency and have designed the latest gift "encamouflage"—just to help these poor fellows out of a bad fix. A genuine Roulette Wheel, well constructed and sparkling to the eye—with it is included a playing cloth. Of course the golf balls are the famous Wilson HOL-HI's. It will make a merry old Christmas gift for any true sportsman.

This Plan Proved Its Great Value Last Year



English Golf Bag

THE FELLOW WHO WILL BUY THIS GIFT is looking for something with class, style, utility and service—regardless of price, and *this gift has all of them.*

Just show him this creation de luxe. The latest in golf bags—a typical English creation. Hold back your regular line of sales chatter and let him look. Pretty soon he'll write his name at the bottom of the page of a little long book he takes from his pocket. Of course it's a check! And for how many did you say, mister? Oh yes, we'll have them there by Christmas. How *easy* it is to take care of a customer like that!



Men's Leather Toilet Case

Maybe you, yourself, have at some time had to travel without the right shaving luggage. If anything takes the joy out of travel it's the scattering around in the washroom of all your dewhiskering implements—but anyway, here's the nattiest, most compact little carrier for shaving needs you ever saw.

Just tell the man who looks at this gift to take these 12 Wilson HOL-HI golf balls out onto his favorite course and demonstrate his ability as a club swinger. And when he travels, he can use the other part of the gift for a quick, easy, whistling good shave!



Vanity Case

While these six Wilson Helen Hicks modulated golf balls are out on the course doing their bit, the little lady will have a place to put her powder and rouge, sun-tan lotion and freckle cream, or any other articles that belong to her repertoire of beauty aids.

If you have a customer who is very hard to please, or cannot seem to make a decision on what gift *she* should have, just hold this smart vanity case between his eyes for two minutes, and then watch him feel for his wallet!

By this mark  you shall know
fine golf equipment

Wilson

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK and Other Leading Cities

need of fairway fertilizer. Bill puts some test plots right across fairways out of shot landing areas, and of this practice says: "When members see ribbons of heavy, rich grass across fairways and compare these with fairways that have no fertilizer they get a plain demonstration of the value of plant food to grass. The test strips also help to remind them that their greenkeeper is on the job looking ahead and carefully testing.

Keating also operates a fine bent grass nursery from which numerous clubs in Iowa have been satisfactorily supplied. One section of this nursery is devoted to tests.

Although the five fairway plots have been established only since the beginning of the 1935 playing season, the results of fertilization have been so plain that much talk of members and guests has been devoted to the test strips.

ROBERT DARROW, plant physiologist of the University of Chicago, one of Dr. E. J. Kraus' bright young men, has become associated with the USGA Green Section's Midwest garden operation.

Darrow will devote his time to contacting greenkeepers and chairmen in extension work of the Green section, getting close-ups on the practical problems at the courses and bringing to the field those answers that are being worked out by Monteith, Tregillus and others at Washington and Mill Road farm.

FRED HOERGER, talented supt. of the Miami Beach Bay Shore Co. courses, La Gorce and Bayside, now is in the fourth year of applying sulphate of ammonia to a course through the fairway watering system.

Hoerger mixes 200 lbs. of sulphate in 10 or 15 bbls. of water and then feeds this solution into the fairway irrigation system at a slow rate. The 200 lbs. of sulphate is applied with about 150,000 gals. of water. This amount of sulphate is used every night the course is watered—at intervals from about October 1 to May 1. Phosphate is applied every second year.

He also has had great results with the African bent brought to this country by associates of the Green Section. He says it is easy grass to keep in good playing condition but needs fairly heavy topdressing at the start to make it spread out. It

improves quickly during the first few weeks of January which makes it a great grass for greens in Florida. He's had very few attacks of brownpatch on this grass. It was due to his faithful, expert attention that the African bent samples sent by the Green Section to Florida have been preserved and flourish.

YOUNG pros wanting to make the winter tournament circuit to get the valuable playing and instruction experience of this golf college, are advised to look into the method employed by Tommy Shannon. Tommy is the live and competent pro of Glen Oaks at Farmington, Mich.

He sold shares in his tour and turned his winnings back to refund subscribers. Naturally a kid like Tommy bucks such hot competition his chances of paying off 100% with prize money are remote but he learns a lot that he brought back for the improvement of his members' games, their pleasure and the club's profit.

Tommy started out with his wife and 2-year-old son in a car and trailer. The trailer broke down 600 miles after the start, so Tommy's family went back home, and Tommy travelled the rest of the circuit alone.

After the winter circuit Tom made a complete report in writing to the fellows who bought shares in him. Shares were sold at \$10 each. There were approximately 80 shares sold. That \$800 is about the minimum on which a fellow can make the complete winter swing. The club got some fine publicity from newspapers all over the country on the subscription plan.

HARRY KRUEGER, manager at famed Minikahda, cashes in on the drawing power of the Minnesota football team by staging football feature nights after each home game of the Gophers.

An attractive folder giving the schedule of Minnesota home games and details of the Minikahda parties is mailed to the members.

IS THE golf business coming back?

Here's an answer: Toro Mfg. Co.'s July sales were 100% ahead of last July; August 66% ahead, and September showed an increase. Toro business by months has shown an increase over the same month of the preceding year every month since August, 1933.



**U. S. AMATEUR
AGAIN WON WITH
THE SPALDING BALL
BOBBY JONES IRONS
AND
SPALDING WOODS**





THE FINALISTS

Both the winner and the runner-up played the Spalding Golf Ball, the winner also playing the Spalding Bobby Jones Irons and Spalding Woods.

THE SEMI-FINALISTS

All four semi-finalists... all of the last eight... in fact, 60 of the last 64... also played the Spalding Ball.

THE FIELD

Of the field of 204, the Spalding Ball was played by 160. 130 played the Jones Irons... 74 the Spalding Woods!

THE RECORD

During the past 21 years, the U. S. Amateur has been won 18 times with the Spalding Ball. For the past four years, with the Jones Irons—a perfect record, for these clubs are now only four years old.

VICTORY FOR SPALDING GOLF SHOES, TOO!

As in the U. S. Open, Spalding Golf Shoes were also worn by the winner of the U. S. Amateur!

SOME OF THE MAJOR WINS SCORED WITH THE SPALDING BALL AND SPALDING CLUBS SO FAR THIS SEASON

U. S. Amateur

(Ball, Irons, Woods)

*U. S. Open

(Ball, Irons, Woods)

U. S. Women's

(Ball, Irons)

British Amateur

(Ball, Irons, Woods)

Canadian Amateur

(Ball, Irons, Woods)

Canadian Open

(Ball, Irons, Woods)

U. S. Public Links

(Ball, Irons, Woods)

Western Amateur

(Ball, Irons, Woods)

Midwest Amateur

(Ball, Irons, Woods)

*North & South Open

(Ball, Irons, Woods)

**We are proud of the fact that the winners of these tournaments are professionals retained on Spalding's Field Advisory Staff.*

"IT HAPPENS TOO OFTEN TO CALL IT LUCK!"

A. G. Spalding & Bros.

GOLF EQUIPMENT



CLUB AND BALL MAKERS TELL OF

1936

PRO-SHOP OFFERINGS

EARLY fall tours of golf playing equipment salesmen show mainly refinements in clubhead design, some new steel shafts, and a few 1936 balls, but at present no radical departures in clubheads.

As usual, Spalding, US Rubber and Wilson are holding plans for 1936 balls strictly under cover, probably with the intention of introducing any new grade-A ball features about the time of the 1936 Pinehurst North and South event. Spalding field advisory staff pros have been dropping into the factory for some significant test work during the past few weeks. US Rubber experts have been engaged in some new ball developments, extensively and on the Q.T. The Wilson factory and play-testing men also are known to be working on equipment having new performance and sales points.

These activities, characteristic of the work being done by every golf playing equipment maker of consequence, all are being conducted on the basis that the 1936 market will be quicker and bigger in giving up money for the pro class of merchandise and that the pros will run the selling show on merchandise, affording the manufacturers an encouraging profit. Plenty of pro-only playing equipment is a feature of manufacturers' 1936 lines.

Early in presenting 1936 lines is MacGregor, who, of course, will continue to feature the Tommy Armour line of clubs as pro-only, in addition to its other numbers.

During the annual MacGregor sales convention announcement was made of a new type 50c ball. According to C. H. Rickey, general sales mgr.: "So far as I know, this is the first 50c ball with a real merchandising feature that has ever been offered to golf pros. You can top it, chop it, pound and hammer it generally for 18 holes. And it will come right back for more. At the same time, this tough customer gives as much distance as any 50c ball made."

According to Rickey, the secret of this extra durability without loss of distance is due to a new departure in construction methods. The 700 feet of highest quality thread rubber in the "Dubble-Cover" ball are wound for distance. The cover is designed for distance. But there's this different feature with the "Dubble-Cover": Over the winding and under the outer cover is an extremely tough, yet live and resilient under cover of balata. This acts as a shock absorber and reduces the danger of cutting by 50%—all without the slightest sacrifice of distance.

Another new MacGregor ball to be featured in 1936 is the Par-Maker, a 75c durability dry ice center ball. This ball has the same distance of the Pace-maker that won over-night popularity following its announcement last year. The difference is that it has a tough cover for durability.

The high-tension, dry ice center, thin cover Pace-maker, designed to give extra distance to low handicap players, will be continued in the line.

Sales Mgr. Rickey also announced plans for an aggressive merchandising program for 1936 on the famous Will Sime Bap wood clubs. As most pros know, the original MacGregor Baps were for ten years the biggest selling woods in the country.

The first MacGregor Bap was produced April 7, 1921. Distribution was through professionals only. Not a line of advertising was used to promote the sale of these clubs, yet they became so amazingly popular with low handicap players that in ten years' time more than \$2,000,000 worth were retailed. This famous club was originally designed by Will Sime, MacGregor's outstanding clubmaker. This year it has been redesigned by merely increasing the size throughout for use with the new size ball.

On Horton Mfg. Co.'s Bristol clubs the coming year will see them equipped with



Sales force and executives of the MacGregor organization assembled in Dayton recently to hear advance dope on the company's 1936 line.