

and Sunday crowds average about 250 per day. Fees are reasonable: 75 cents a round during the week, one dollar all day, and 50 cents for twilight play after four o'clock. Saturday and Sunday, there is no twilight fee—the price is \$1, nine holes or all the golf you can play.

The clubhouse has locker room facilities for both men and women and for a small fee the player gets a shower, towel and locker. There is a fine lunchroom attached, which is also operated by Oakland Hills. This year, playing privileges, including locker and shower every time the holder plays, were offered at \$35 apiece.

Conroy says his pro shop business is good. He's selling many clubs and plenty of balls. Lessons are frequent. When he talks about the course, he knows whereof he speaks. For seven years before he came to North Hills from Detroit two years ago, Conroy was touring pro on duty at various times at four of the more popular Detroit public courses. He divided his time among the four, and his present job, he says, is much better.

Leo, who was born in the clock town, Waterbury, Conn., 29 years ago, might have been an expert newspaper photographer if the lure of the links had not been so firmly imbedded in his blood through his caddying days. When Leo went to high school he lugged a camera and took shots of anything interesting that turned up. One day he saw a bunch of cops going into a house. He followed them in, saw a corpse lying on the floor, took a picture. A Waterbury news editor laid \$100 right on the line.

Is the present scheme a permanent one? Yes and no. North Hills will continue to be public indefinitely, but O'Hara, with a club president's rightful sense of optimism, says that his membership rolls are still growing (right now they total about 250) and maybe "some day we'll have to close the course to the public again."

But that "some day" will probably be a long time coming. So long as the North Hills layout keeps its head well above water, the public can continue to dig its divots. "Pay as you dig," says Oakland, "and you can dig all day."

ARSENATE OF LEAD has two distinct uses; that of poisoning the soil to check pests that feed in the soil, and poisoning the top of the turf for the control of insects which eat the leaves without feeding within the soil.

Jersey Field Day Reveals Helpful Data

ANNUAL Turf Field Day of the New Jersey Agricultural Experiment station at New Brunswick, N. J., was conducted by the Department of Agronomy on July 29. Each of the several hundred plots were fully labeled and on full display for visitors. In attendance were golf course officials, professionals, and greenkeepers throughout the entire Metropolitan area. In addition, there were a con-



The "gallery" follows Dr. Sprague, as he describes the plots at New Brunswick

siderable number of commercial firms represented, as well as superintendents of public parks, home and estate owners.

Some of the high-lights in the field plots discussed by Dr. H. B. Sprague, in charge of experiments, were as follows: The new plantings of grass species have shown that Italian or Domestic rye grass is considerably inferior to perennial rye as a nurse species in mixtures for new seedings; Poe trivialis is unable to survive in the open at any length of cut varying from $\frac{1}{4}$ to $1\frac{1}{2}$ inches; Velvet bent grass will produce a fine sod in less time than any of the other bent grasses or Kentucky blue grass and Chewing's fescue; the older plot of Velvet bent cut at lawn length was observed to be even more drought resistant than Chewing's fescue.

In the long-time fertilizer tests comprising a series of over 100 plots, efforts to replace Virginia bent with Seaside bent without changing soil conditions were entirely successful. The same fertilizer treatments which were found least desirable for Virginia bent, namely those treatments which made the soil acid, also made the establishment of Seaside rather difficult. It is clear, however, that Seaside bent offers considerably more com-

petition to clover, *Poa annua*, and weeds than is of the Virginia strain of creeping bent. The lime plots continued to be superior to the unlimed plots, and the continued performance in this direction for the past five years has largely exploded the acid theory of turf management.

Seeded Velvet Makes Quick Turf

An excellent sod of Velvet bent grass was established from seed by planting in August, producing a turf suitable for putting by the following May. At the time of observation these plots were as fine as any in the entire series, designed to show the value of various grasses for putting purposes. Seaside bent and Metropolitan creeping bent also produced an excellent putting surface, although more top-dressing was required for the creeping bent than for Seaside.

The comparison of 12 soil types has shown clearly the difference in the value of various soil for turf production. An even more striking comparison demonstrating the value of organic matter, is provided by a series which has received organic matter in the topdressing. All such plots are greatly superior in production of fairway turf to any soil type on which organic matter has not been used. Considerable difference in the value of various sources of organic matter were displayed, with cultivated humus and well-rotted manure showing the best results.

Lime, together with a 6-12-4 fertilizer, produced the best fairway turf of any treatment in the test of grass mixtures and fertilizer treatments for such turf. The continued use of sulfate of ammonia in complete fertilizers, without lime, has proved exceedingly disastrous because of the development of high soil acidity in the course of three years.

Other tests which were on display and discussed were comparisons of soil varying in texture, made equal in organic matter content, acidity, and supplied with the same amount of plant food. Demonstrations ranging from sandy loam to loam seemed superior in the tests as seen on Field Day.

Progress in the development of improved strains of velvet bent and Cheung's fescue was also reported. The improved fescue appears to have strong spreading power by means of creeping stems below the ground and should be a very useful grass on tees, as well as

lawns and fairways. The improved velvet bent is more uniform in color and texture than unselected velvet bent, and is propagated very readily from seed.

Mention was made of a new study which has been inaugurated to determine the relation between the tests for available soil nutrients recently developed, and the vigor of various turf grasses. Completion of such studies will be exceedingly valuable in determining soil deficiencies in the treatments required to restore turf to healthy vigorous condition. Thomas C. Longnecker has been engaged to pursue this particular line of study and to aid in rendering service to golf clubs.

At the dinner which concluded the meeting, E. E. Evaul, formerly of the staff at New Brunswick and now in government soil erosion work, was presented with a watch in appreciation of his work for golf. The presentation was made by Curtis W. McGraw in behalf of the New Jersey Golf Assn.

GOLF can be proud of the university scholarships awarded by the Western Golf Assn. under the Chick Evans' caddie scholarship fund and the Western Golf Assn. fund. This work, which was started and pushed by Chick, is described in a booklet issued by the association. Copies of the book may be secured from Ray Fruit, executive sec. of the Western Golf Assn., 175 W. Jackson Blvd., Chicago.

The book contains a picture of the boys who have won these scholarships. A finer looking bunch of boys you'll never see. Walter Dill Scott, Northwestern U. prexy says the WGA caddie scholars constitute one of the finest groups on the campus, with phenomenal scholarship records.

This work needs strong and unselfish support. Chick has, and still does kick in plenty of money and effort, and sets a splendid example for other golfing sportsmen.

MATT MATTESON, Ridge CC (Chicago) pro, claims most effective pro offset to down-town store sales is the kid lesson classes tactfully and earnestly conducted. He also maintains juvenile classes, rightly run, are convincing proofs to club members of a competent pro's value.

Matteson picked the lassie who won this year's Western Junior title out of a group class at Ridge as promising material. Her parents engaged Matt as private instructor for the new girl champion.

PGA in New Women's Event

PROS have a fine chance in 1936 to register still stronger in the promotion of women's golf. The opportunity comes in a national women's tournament, sponsored and financed by Pictorial Review, one of the foremost women's magazines of the country. Pictorial Review's circulation is in excess of 2,000,000.

Recognition of golf as a means of stirring women's interest in a lively way comes for the first time from a women's magazine of big circulation in this Pictorial Review event. If the pros make this tournament a conspicuous national success it will serve as the finest sort of demonstration of their constructive power in the game.

Originally the Pictorial Review tournament was to be conducted by the Pictorial Review staff in association with newspapers owned by William Randolph Hearst, who also owns Pictorial Review.

Herb Mayes, editor of the Review, is a friend of M. H. Heyman, Penfold's American chief, and told Heyman of the tournament plans. Heyman suggested that the PGA cooperation be enlisted because of the constructive interest pros are taking in women's golf development. Mayes agreed with Heyman's hunch and went into a huddle with the pros organization's officials.

\$3,000 Prizes for Pros' Women Players

In announcing the event to sectional PGA presidents and all members, George Jacobus, national president, wrote:

Pictorial Review, widely read women's magazine, will sponsor a Women's National Golf Championship next spring. Arrangements have just been completed with the Editor to have this Championship conducted under the auspices of the PGA. Accordingly, instead of one national event there will be one championship held in every PGA Section simultaneously on Thursday, May 21st, which will be open to all women who are members of clubs with which PGA members are connected.

Winner in each section will receive a gold medal and other attractive prizes will be given. Pictorial Review is furnishing \$3,000 for the purchase of these medals and prizes; division of the sum will be based on the number of PGA member clubs in each section.

A qualifying round will be played at each PGA member's club on Thursday, May 7th, to determine the women to rep-

resent each club in the sectional championship proper. A medal will be given to the low qualifier in each section.

You personally are to conduct the qualifying round at your club and are to certify and enter the low qualifiers in your sectional championship. The number of places allotted to each club will be determined at a later date when the number of clubs entered from each section is ascertained.

Here is a chance for you to offer your women members an opportunity to enter a national championship, backed by an extensive national publicity program. By conducting this championship sectionally, awarding prizes in each section, a greater number of women have an opportunity to win prizes. Properly handled and presented to your women members, this should be a tremendous stimulus to golf among the women of your club. Keep the event constantly before them. Tell them to watch for the announcements concerning it in Pictorial Review and get as many entries as possible, as early as you can. Impress upon them that they are enabled to participate in this event because of your PGA membership.

Up to Pros to Put Tourney Across

The success of this championship lies entirely in the hands of yourself and other members in your section. You cannot afford to pass up this opportunity of receiving credit for conducting successfully such a prominent and important event. This is a chance for the PGA and its members to reap the benefit of one of the finest events ever sponsored for the promotion of golf among women, which you know is a fertile field and in which, up to this time, the PGA has not taken an active part. Its success will add much to your standing and prestige at your club, as well as to the prestige of your profession in your section. Most important of all, it will increase tremendously interest in golf among the women in your section, from which the profession and the game itself will greatly benefit.

Pictorial Review is tying up with the leading newspapers throughout the country for a gigantic publicity campaign.

A Message to America's Professional Trade

from MACDONALD SMITH

Gentlemen:

The recent association of Al Link with our Company as Vice-President and Director of Sales completes a great organization, bringing together a most imposing combination of PRACTICAL GOLF CLUB BUILDING, SELLING EXPERIENCE, and SOUND BUSINESS JUDGMENT, to carry on THE ORIGINAL SALES POLICY ADOPTED BY OUR COMPANY SEVERAL YEARS AGO, and MAINTAINED, without exception.

QUALITY, CUSTOM BUILT, GOLF CLUBS — SOLD EXCLUSIVELY THROUGH PROFESSIONAL SHOPS without equivocation was the idea behind the founding of this business and that policy has been STRICTLY ADHERED TO WITHOUT A SINGLE EXCEPTION—A RECORD—on which we challenge any comparison. And, the same idea WILL CONTINUE to govern our selected accounts, so that our POLICY WILL REMAIN THE SAME—the old, oft-repeated policy of "Pro-Protection"—BUT OUR EXECUTION OF THIS OLD POLICY IS ENTIRELY NEW, as you must know from past experience.

The utter conviction with which our President, N. C. Lyon, pursues this policy assures the most cordial business relations with the Golf Professional trade.

Furthermore, we make no secondary or special lines for BARGAIN SALES or other VOLUME-GETTING PURPOSES.

BIG VOLUME IS NOT OUR GOAL; we prefer to build solidly and conservatively along with the fully qualified Professional on a mutual profit-making basis with the assurance that the business is being conducted safely, soundly and progressively for our customers as well as ourselves.

Our plans have provided for the production of a quality line of Wood and Iron Clubs embracing the newest thoughts in STEEL SHAFT and HEAD DESIGN and priced consistently with quality merchandise.

I want every Professional to know that the name "Macdonald Smith" on a Golf Club will ALWAYS stand for QUALITY, PERFORMANCE, and PRO-PROTECTION.

New models are now ready and while our salesmen are in the field it will be some time before they can get all the way around; in the meantime we will be glad to furnish full information at your request. We will welcome any ideas or constructive criticism you may care to offer.

Sincerely yours,

Macdonald Smith

Representatives

| | |
|-----------------|--------------------------|
| Pete Henry— | Atlantic Coast |
| Bill Hoyt— | Central-Western-Southern |
| Bill Hay— | Pacific Coast |
| Wendell H. Kay— | Western New York |
| Harry Adams— | Mid and Southwestern |
| A. C. Link— | At Large |

Link



*Macdonald
Smith*

HAND MADE

LINK-LYON, INC.



NASHVILLE

L y o n , INC.

NASHVILLE, TENN.

Every section will receive a tremendous amount of newspaper publicity and the magazine itself will carry announcements as to the site of each sectional event and all details pertaining thereto during the fall and winter months. Throughout the entire campaign the professionals and the PGA will receive credit for conducting the championships, which will benefit each and every one of us.

If the 1936 championship is a success, it will no doubt be made an annual event.

Remember, you are solely responsible for the conduct of the qualifying round at your club and your sectional PGA is solely responsible for the championship in your section. Pictorial Review has put us in complete charge of this event and we must show them that the PGA is the logical promoter of golf events and that any enterprise which it undertakes is assured of success.

Further details and instructions for conducting the qualifying rounds and the championship proper will be forthcoming as the date draws nearer. In the meantime, keep the event before your women golfers and help your sectional association to make proper plans and preparations for so promoting and conducting this championship as to make it a tribute to the ability of the profession.

Please advise on the enclosed postcard whether you wish to enter your club in this event and if so, the approximate number of entries you will have in your qualifying round. Both the qualifying round and championship proper will be conducted on a handicap basis.

With your best efforts, co-operation and support we will put this event over in such a grand manner as to be a credit to our profession and our association. Can I count on you?

Open Displays Open Players' Purses, Says McLeod

By FRED E. KUNKEL

POPLE living in glass houses should not throw stones, might be equally applied to pros who house their merchandise in glass cases, because they may expect to have their show windows broken," says Fred McLeod, pro of the Columbia CC, Washington, D. C. "Glass cases are all right if people don't get to swinging golf clubs. The only thing we put under glass are such things as golf balls and other merchandise to which caddies might glue their fingers. And we only have one glass display case in the shop.

"By placing clubs in open display racks there are also other advantages. They are easier to get at and handle by interested

players. Matched sets on display frequently sell themselves, just through handling, and seeing them there every time they come in.

"There is a dollars and cents value to the effective display of golf clubs and all golfing accessories. A good display is a sales stimulant. I do not clutter up my golf shop with displays so that the customer has a hard time to decide what to buy. A few good displays, placed in a strategic position in the golf shop, are silent salesmen who direct traffic in the direction of the cash register.

"While players are in the golf shop they naturally look around and the thing that catches their eye will win attention and possibly induce a sale. It is human nature."

Mr. McLeod has been with the club for 23 years. A year ago the club built him a new pro shop and heated it with oil heat. He finds a growing demand for club covers, because they keep woods in better shape. There is no rubbing in the bag or friction to mar the beauty and attractiveness of the head. The covers are colorful and catch the eye of the golfer as they expose their attractiveness in the glass case.

"Good displays help to sell the golfer," continued McLeod. "If he is not sold immediately he carries the idea away with him and when he comes back the chances are he is ready to buy.

"With a nice glass display, while it is plainly visible, the prospect might not even be interested but get him to swing a golf club or to handle any merchandise on display and he is immediately tempted to buy, whether it be golf tees or golf balls or anything else in the shop. With the open display you can double your sales.

"Take golf balls at a special price, say three for a dollar, on top of glass case. Instead of buying them at a chain drug store or other place where they are sold at the same price, they will buy from the golf shop.

"It is worth twice as much to have a special display of this kind on top of the case as within the case. It will repeatedly sell twice as much of a given item. Of course, since the top of the display case is far the most valuable the temptation is always to use the top to such an extent as practically to kill the item displayed. That is why I use the top of the case sparingly and only for special features I wish to promote."

**If You Would Stock the Goods That Pay,
Then String Along with **P.G.A.****



**In Case Association Members and Golfers
Generally, Do Not Know How the
P.G.A. Ball Has Been Going,
Here Are the Facts:**

1934 Sales—40,000 Dozen,

***1935 Sales to June 1st—More
than 50,000 Dozen,***

THERE'S YOUR ANSWER!



**PROFESSIONAL GOLFERS' ASSOCIATION
of America**



We refuse to on two

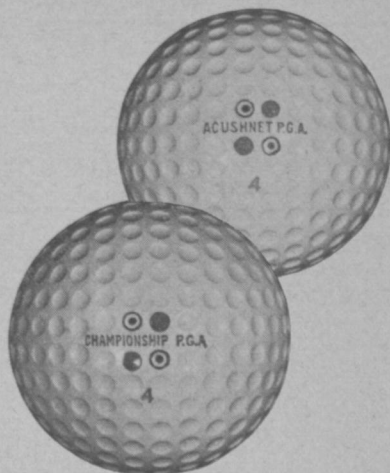
THERE'S an old saying, that "He who excuses himself, accuses himself"—but we have enough confidence in the professional golfer to put the facts in print.

- Coincident with the birth of the Ray line of golf balls, two years ago, we announced a simple and clearly defined policy of distribution—in brief—"The Ray line, available only through your Pro—another line, distinctly different in construction and name, sold exclusively through stores." At the same time, we announced that when and if the professional was able to give us enough volume to live and thereby serve him further, we would be happy to turn our entire production facilities into this channel of distribution alone.

- The Acushnet Gold Ray, Blue Ray, Green Ray and the Championship P. G. A. balls have been the most phenomenal success which could be hoped for in their acceptance by Pro and golfing public. Despite a sincere effort on our part to keep a clear demarcation between the Pro and store line during this growing period, we, along with the Pro, have suffered from many forms of abuse in methods of distribution and price cutting. So much for what might be termed "growing pains."

- The happy part of this picture is that the Ray line, because of its remarkable performance and the splendid support of the professional, is clearly indicated as be-

carry water shoulders



coming the preferential quality ball sold over the Pro-shop counter . . . These facts make it possible for us to recognize that only through the pro can the sale and distribution of quality golf balls be controlled.

● We are, therefore, announcing a new policy of 100% Pro-shop distribution of our entire manufacturing output of Acushnet golf balls, and with the cancellation of these legitimate schedules still in operation on store line balls this policy will become effective.

● We want to assure our friends in the professional ranks also, that no balls of any name made by us, will be dumped on the market during this transition period—we are happily in a position to take our own losses. As a distinct warning, we go on record that if any Acushnet golf balls appear after this policy shall become effective, those balls are bootlegged for the sole purpose of causing us mutual annoyance. We pledge ourselves to do everything we can for mutual protection. The Acushnet Process Company, New Bedford, Mass.

Acushnet

AVAILABLE ONLY FROM YOUR "PRO"



PRELIMINARY figures on the 1933 census-of-manufacturers made by the US Department of Commerce, indicate that the pros' moans about drop in sales really should have been mild compared with the howls of agonies other sufferers in the sporting goods business were entitled to vent.

Value of manufacturers' sales in the 1931 census was given as \$49,257,447. In two years the census figures show the value slumped to \$25,267,000.

Value of golf goods in 1929 census was 36% of entire value of sporting goods (not including firearms or ammunition), and in 1931, 47%. No government figures are available on golf's percentage in the 1933 census, and there may never be, due to budget restrictions on this census. Our guess for golf is 40% of the 1933 total.

SPORTS' business is recovering nicely.

Excise tax returns based on factory sales indicate that sporting goods' business covering most of the sports' equipment except firearms and ammunition, was \$7,000,000 better in the 12 months ending June 1935 than in the previous 12 months and \$18,000,000 ahead of the 12 months ending June 1933.

The 10% tax collection for May 1935 was highest of any month during the three years for which tax records are available. It was \$558,109. June 1935 was second highest.

THEY decorated public buildings in Providence, R. I., August 11—or should have, on that historic day—because a son and heir was born then to the Woodworth Bradleys. Wood, sr., is the golf course supply man of fame, which now is wider since the arrival of the Bradley sporting edition.

ON eight holes on the Country Club of Peoria (Ill.) course during the Illinois PGA tournament Sept. 8 and 9, there are going to be prizes for birdies and eagles. Eagles on the tenth hole win suits of clothes. On the other holes the sharp-

shooters get whiskey and gin prizes. There also are cases of gin to be given for the most twos, the most threes and the most fours during the 72 holes of the tournament.

ROLAND MacKENZIE, pro at Congressional CC (Washington district), and his wife, are taking flying lessons. They made the winter tournament circuit last year in an automobile and trailer and figure that this year they can make the circuit by air at not much more expense.

Comfort and speed of air travel, Roland reasons, will ease the strain of competitive play.

MacKenzie who has been in the professional end of the game only three years, has installed a full time bookkeeper and auditor to handle his business. The young man is Lawton Hydrick, a graduate of a Washington business college.

While Roland is out on the golf course, playing or giving lessons, Hydrick carries on the business end of the golf shop. It works two ways, for the new plan gives MacKenzie more time to do his own promotional work, give lessons and keep up with his golf game, and it also enables him to keep abreast of his business affairs.

Congressional, where many of Washington's political figures play their golf, has a membership near a thousand and MacKenzie is a busy man. He figured out that by employing a man to handle all his shop business, he could have more time to devote to lessons and the thousand and one little jobs the pro is expected to do, and in addition, could keep his business affairs in proper shape without burning the midnight oil.

LEFTHANDED golfers of Missouri will hold their first state tournament at Norwood Hills CC, St. Louis, for five days starting Sept. 10.

Ben Richter, portsider pro at Triple A Club, St. Louis, sparkplug of the tournament, is making a strong bid for the high handicap southpaws to enter the tournament and promises them big value and a