

ments on New England conditions:

"Maintenance conditions are about back to normal, although working crews are practically cut in half. Normal or better maintenance is due to mechanical labor; but I feel the working interest is not as keen, due to jumping men around and faster operation.

"Dry weather in the early part of the season encouraged weed growth more than normal; present weather is normal for this time of year in this section. Golf courses are in good condition but still on the dry side; very little brown-patch weather to date.

"Last year's play was far ahead of the previous three years. This year is the equal and possibly better than last. Compared with last year, I would say budgets are a little higher, but roughly one-third below normal good times. Labor costs are below normal, naturally due to higher machine maintenance, which in turn is due to more mechanical operations.

"Under prevailing conditions today, to have a course in good condition with an average budget, course construction must be given a lot of thought, due to all the new machinery and speed. It will mean reconstruction in a lot of cases to save money and to meet machine advance."

### Jersey Courses Haven't Been Hit

John Anderson, president of the National Association of Greenkeepers and greenkeeper at the Essex County CC, makes an authoritative report on Jersey course conditions, bringing out the good news that tree trouble, which was seriously threatening in New Jersey, is on the wane. Says the greenkeepers' No. 1 man:

"Since play commenced in late March or early April in New Jersey, there has been evidence to show that golf clubs are getting back to the good times of 1927.

"There can be no question that the clubs are busier, more tournaments are being scheduled and more people are playing golf. The depression is over, and to prove it, even many of the greenkeepers are getting part of their salary cuts back. You can take it for granted that when that happens, times are better.

"In this section the weather man has been very generous this season, allowing heavy work and play on all golf courses. Although the latter two weeks in May and first week in June were very dry, and unwatered fairways started to burn, rain and plenty of it came June 10th. Then for

two weeks plentiful rains gladdened the hearts of greenkeepers, although we all had to be very much on our toes intercepting brown-patch as a result of heavy rain and humidity. However, almost a minimum of disease was encountered until the beginning of July, when the heat wave came along and some scald was inevitable. Some of the scald will not recover until the cooler fall season, and some will require reseeding.

"New Jersey is one of Allah's favored states, inasmuch as it seems to be exempt from the extreme ravages of floods, tornados, electrical storms, killing droughts and pests. Greenkeepers in New Jersey have their troubles to be sure, but we always just seem to escape disaster. In many parts of the state early this spring, it was thought many fine shade and ornamental trees would be killed. First the tent caterpillar seemed to have reached a peak in its 3-year cycle and stripped elms, oaks, maples, nuts and many others, until they were almost denuded of foliage. Then along came inch or wire worms and just about finished what the caterpillar started.

"Some of my mid-west friends visiting New Jersey for the National Open predicted that many of our fine trees would not recover; however, I am glad to report them fully recovered now.

"Many clubs have had to replace worn-out machines, so that equipment salesmen report good business. Much credit is due the greenkeeper for making old worn machines operate these last 3 years; he has known that it was costing the club extra dollars to make them function, but just could not get enough ready cash to purchase new equipment, and thereby in the end make a saving. Much credit is due the enterprising manufacturers for the step forward in course equipment, but there again the greenkeeper has been the inspiration, and in many cases told the makers what he wants."

### Clubs with Pools Do Land-Office Business

M. E. Farnham, superintendent at the Philadelphia CC, observes that the dry season in the Philadelphia sector has shown many striking instances of liberal lime and phosphate use, especially the former. Budgets in that territory have still some way to go before reaching the level required by the exacting standards set in better days in the district.

There is a slow increase in memberships

but a noticeable increase in club business. Swimming pools are drawing family patronage. Lehigh CC did the largest day's business in the club's history on the opening day of its pool. Philadelphia CC opened a new pool July 11 and has been doing record business, even though many of that club's members are at shore resorts to escape the hot weather.

Farnham says:

"The story of 1936, so far, is soon told—dry weather. Since the last week of April things have been getting drier, daily. There have been occasional local showers but nothing of any consequence to unwatered turf. Aside from the lack of moisture, weather conditions have been unusually favorable. Except for one hot week, the temperature has been fine for turf.

"As a result, maintenance problems have been rather simple. Disease has been less troublesome than usual. Chinch bugs have not been troublesome as yet. Cutworm and webworm injury is rather severe at this time.

"The season has not been productive of new or novel maintenance practices as might have been the case in times of turf troubles. Fairway watering is a limited practice in this district, but I would not be surprised if present conditions resulted in some installations."

### K. C. Courses

#### Try Dry-Farming

After three drought years, club officials and greenkeepers in the Kansas City sector are wondering where to turn next, according to Chester Mendenhall, able superintendent at Mission Hills CC. "Up to May 23 this season, we had received only 8 inches of rain," he writes, "and since that date we haven't had a good dew!" Normal precipitation to July 1 is 13 inches more than has actually fallen; hence, fairways are burned to a crisp. Re-seeding operations in the falls of 1934 and 1935 were a waste of time, due to drought conditions the following summers, but this state of affairs has at least taught greenkeepers something about dry farming. Mendenhall explains:

"Most of the clubs instead of cutting their fairways at  $\frac{1}{2}$  inch, as before, started out this spring cutting at 1 inch and raised with the coming of hot weather to  $1\frac{1}{2}$  to 2 inches. This left fairways with a heavy crop of grass, even though it was dried crisp.

"A heavy fertilizing and seeding pro-

gram is due again this fall. There will no doubt be some fairway watering systems put in this fall and winter on the better courses.

"Greens throughout this section are in the best shape I have ever seen at this time of year, in spite of the fact that temperatures have been consistently above 100 since June first. Due to the dry air condition, there has been very little brown-patch or worm trouble.

#### Play Is Up But Heat Takes Toll

"Up to July first there has been more golf played in this section than any time since the depression. Of course the extreme heat has driven away most of the players in the last few weeks. The financial condition of clubs is far above what it has been the past few years, so they are inclined to spend a little more money on the courses. I would say that the budget for maintenance on most courses this year will run 20% higher than in the past two years. This, however, will still be 30% lower than what was spent before the depression.

"In spite of lower budgets I believe the course maintenance is far above par prior to the depression. This is due to modern equipment which enables the greenkeeper to better take care of his major problems and give more time to smaller items which, after all, are often the most important items in golf course maintenance."

Jumping now to the northward, here is what Leo Feser, former editor of the "Greenkeepers' Reporter" and superintendent at Woodhill CC, Wazata, Minn., has to say about current conditions in the Minnesota area:

"The total damage to golf clubs caused by the drought and heat of the past month will never be definitely determined. So far as the Northwest is concerned, the damage to clubs caused by the drought is greater from the standpoint of economics than from direct injury to turf. The great agricultural region had the most promising spring of many years. Farmers purchased sorely-needed equipment, expecting to pay the bills from what seemed to be certain crops. With farmers in the market, all lines of business improved. Club members who have had very depressing business worries for the past six years began to look for some relaxation, and the golf fan who plays the public courses began to think in terms of larger pay checks and a few more quarters to pay the fees.



BIRTH OF THE STEEL SHAFT GOLF CLUB



BIRTH OF THE SCHENECTADY PUTTER

Seldom does a golf club have the opportunity to exhibit historical data of the character of that displayed in the clubhouse of the Mohawk GC at Schenectady, N. Y. Patent papers, correspondence, illustrations and advertisements of the Schenectady putter and the steel shaft, both of which were invented by the late Arthur F. Knight, Mohawk member, are shown in two frames that invariably draw interest of visitors. The exhibit was prepared by S. H. Blake, Mohawk president, and T. A. McTerney, secretary.

"The drought gradually forced people to think more about the price of potatoes next winter. It also increased the cost of golf maintenance and detracted from the quality of the courses. Furthermore, the golf bug had to bite very deeply to force the duffer out when the mercury insisted on breaking 100 plus day after day. These days of terrific heat hit the public course incomes a staggering blow. Only the record spring business gains over the previous year enabled the public owners to grin and bear it.

"Where do we go from here? Trouble the species homo enough and one of two things will happen: he will continue to be troubled and eventually go nuts, or he will make an effort to ditch his troubles and preserve a healthy state of body and mind. To keep fit means that we have to break away from our trouble and find recreation. After all, every day of drought brings us one day nearer to ample rainfall. All the stewing and ranting we can do doesn't alter the fact.

"Clubs having swimming pools were frantic with business during the extreme heat. These institutions gained on sales checks what they lost in green fees.

"The moment the mercury settled a bit, the boys and girls yielded to the niblick urge and came back on the light brown fairway again, tickled pink that their driving improved so much during the layoff. The fact that the ball bounds along the

fairways like it would on a brick pavement detracts not a whit. The 150-yard driver gets a big kick out of finding his ball 250 yds. up the fairway. The ability to add 100 yds. to your drive after a two-week layoff is something to treasure.

"Where fairways were amply watered the golfer is so pleased with the delightful sensation of walking on cool, thick, green and luscious grass, that he isn't worrying about the fact that his driving ability has not improved during the layoff. After all, the golfers are getting a bit tired of sweltering in the shade with a tall glass that clinks when you shake it and is wet to the touch, and they are rarin' to exercise some of those softened muscles.

"The greenkeepers have had to work and worry as usual. One outstanding difference between the present drought and that little old dry spell of 1934 is the humidity. Back in 1934 the air was so dry that it absorbed plant water evaporation instantly. During the recent heat wave the humidity held down evaporation and ideal conditions for scald and fungus developed. While most of the courses in this region came through in good condition, the credit must go to the greenkeepers and perspiring workmen."

#### Chicago Will Have Increased Water Bills

John MacGregor, ex-president of the NAGA and in charge of the Chicago GC layout, furnishes GOLFDOM with observa-

tions on golf conditions around Chicago. John admits that the duties of keeping his layout in A1 condition have prevented him from visiting many other courses this season, but feels sure the conditions he's met at his course are representative of the Chicago area.

"I have been watering fairways daily since June 5," he says, "which is way and above the usual requirement, so water costs are going to be high this year. In addition, so much watering means considerable washing away of potash and nitrogen from the soil, and these elements will have to be replaced; all watered courses will, of necessity, have an increased fertilization program to follow this fall.

"On the courses without fairway watering, the turf is so dry that wise clubs are warning members to be careful where they toss matches lest they start fires.

"The lack of rain has been accompanied by unusually high humidity, so brown-patch must be constantly guarded against. Grubs have not showed to date, but cut-worms are causing me some trouble.

"In spite of the dry conditions, I am having a lot of success with an experiment I began this spring. Early this year, before the grass started to grow, and again two months later, I applied 400 lbs. per acre of 10-8-6 fertilizer to the fairway area lying between 185 and 235 yds. out from each tee. I put on the material when the grass was dry and, particularly in the second application, was careful to water the application in well.

"As a result the grass is so heavy this season in these areas that dandelions and other weeds have been smothered. It seems to me to be the answer to the fairway weed problem. This fall I intend to apply another 400 lb. dose to the fairways and again next spring. Whether the formula will be the same depends of course on the soil analyses I always make a point of securing beforehand."

Water and power bills are going to be well up in the Southern California sector, according to word from Robert S. Greenfield, superintendent at Wilshire CC, Los Angeles. Clubs in that area are forced to pay \$600 to \$800 for July water needs and all of them are hoping to get a cheaper supply once the Boulder Dam aqueduct is completed. So large a water bill is hard on any club and tends to make golf unduly expensive. This year there have been extra demands on water to offset the weather.

"The average course out here," writes Greenfield, "is in excellent shape, considering the funds available. There hasn't been any increase in course budgets that amounts to much, though quite a few clubs have purchased new course equipment.

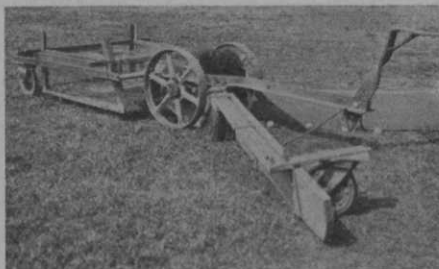
"There has been an increase in play. It was noticeable last year and invitational tournaments so far this season have been well patronized."

Greenfield points out one interesting trend. Real estate values are going up around Los Angeles. Taxes, he says, are sure to rise correspondingly, with the result that some of the less patronized public courses may have to close down. Players from these courses will shift to surviving layouts where increased green-fee volume will permit better maintenance budgets. "It may all be for the better in the end," comments Greenfield.

**Ball Gathering**—Charles Victor, ingenious greenkeeper at the East Potomac course in Washington, engineered the device illustrated for gathering balls at the course's large driving range.

The device is dragged around the range by an old automobile that has its windows protected by heavy wire netting but which shows on its steel sides numerous signs of heavy bombardment.

The machine looks like a snowplow in reverse. Sideboards, supported by wheels,



This machine saves time and, perhaps, a cracked skull or two.

are at a height that nicely clears the ground. Balls are rolled along by these sideboards until the balls reach the opening at the rear. At the rear are a couple of revolving brushes, one of which is shown sticking up between the two rear wheels. These brushes are geared directly to these large rear wheels and as balls are rolled back into the opening between the sideboards a brush flips the balls up an inclined slope into the boxlike cage in the rear.



The fairway watering system installed at the new Southern Hills CC at Tulsa, Okla., assures a springy turf—and more enjoyable golf—regardless of the weather.

## HOW YOUR CLUB CAN INSTALL FAIRWAY WATERING

**FAIRWAY WATERING** is becoming an urgent problem to those clubs that have not made installations. Usually the directors go at the fairway watering subject with only a general idea of what is wanted and suffer delay in getting a sharp focus on the problem as it applies to their own club.

For that reason we set forth the major questions that almost every club finds that it must consider and answer before it properly can find the solution to its fairway watering problem.

It is beginning to be realized that, unfortunately perhaps, turf growth is not the only factor in fairway watering. There is the matter of course color, which may be decorative effective advertising for the club, and mechanical conditioning for easy walking, and—in the case of greens—watering so approach shots will stick. Probably the latter factor has been responsible for a vast amount of turf injury and extravagance because of member demand for over-watering which the greenkeeper knows is dangerous. But he can only make a feeble and futile protest against the powerful, although ignorant demands of the dub who wants every shot to hold the green.

Watering involves enough problems in co-ordinating turf requirements with the exacting demands of members to make it highly important that whatever system be selected, it be one that will not add unduly to the maintenance and operating worries of the greenkeeper. The greenkeeper should be present at all delibera-

tions concerned with the mechanical details of systems under consideration.

Golf courses are coming to the simple, sound fact that easy walking or springy turf provides the most enjoyable golf with far less fatigue. No more dust—no more dirt-caked shins—no more exhaustion from pounding over fairway after fairway of hard, unyielding soil.

Here, then, is a practice which influences the design of water systems, confounds turf authorities with new problems, and focuses attention more strongly than ever on question No. 1.

**Question No. 1.—How can we raise money to pay for a watering system?**

Special financing has furnished funds for most every new water system during and since depression. Few clubs have had surplus funds—and assessments for improvements have been out of order for years. Details of financing vary widely; note these recent examples.

A. A resort club borrowed on plain notes and will repay from green-fees.

B. Mortgage terms permitted the use of sinking funds for permanent improvements.

C. Accumulated "caddie tax" funds.

D. Loans from members to be paid from caddie tax collections.

E. Donations, field day proceeds, gambling parties, plus "caddie tax" fund.

F. Cash on hand, plus assessment of \$10 per year for three years.

G. "Greens tax," is painless method of raising funds from those who directly benefit.

Each club must meet its money raising problems according to its own conditions and memberships. The caddie tax and greens tax plans appear to be the plans suitable for general use at golf clubs.

A caddie tax, from 10 cents to 40 cents is charged on every 18-hole caddie ticket and on the greens tax, 10 cents to 25c per round. The funds so collected are segregated for special use, along with funds from other sources. The green-committee usually administers the fund. This caddie tax plan was adopted some years ago at Fresh Meadow. Since then quite a few clubs have made good use of this plan. It meets with little or no opposition and places the burden exactly on the players and in proper proportion. Such plans, initiated by vote of the board, are a substantial basis for subscriptions and loans for water improvements. If there be a painless, or near-painless method of raising special funds, either for direct use or for repayment of advances, it is one of these two methods.

**Question No. 2.—Hose or hoseless system?**

Half a loaf is better than no loaf, and a hose system is better than no system. Hose systems never were efficient. With this newly developing demand for easy going, which means more frequent watering, the hose systems are vanishing except at the smaller clubs. The good word which can be said for hose systems is that they automatically prevent over-watering. But good management will not over-water, and a hoseless system will use 20% less water than a hose system for the same area.

**Question No. 3.—What will a water system cost?**

The cost varies from course to course by thousands of dollars. The total cost depends largely on whether a water supply exists or must be provided, whether a pumping plant must be installed, whether a temporary hose system or a hoseless system is selected, and whether the construction is skimped to reduce cost (at the

expense of excessive operating expense for labor).

Adequate hoseless fairway systems today cost from \$7,500 to \$12,000 for 18 holes. Pumping plants from \$750 to several thousand dollars, or even more for a plant with automatic control. Wells or reservoirs cost from a few hundred dollars to many thousands. Most hoseless projects today are running from \$9,000 to \$16,000, total, according to the nature, and extent of the facilities required. Materials and labor are on the rise, so these figures are not likely to be lowered for adequate constructions. To determine the cost of the water system a competent plan should be prepared and an estimate secured. If the water supply is not determined, this should have first consideration.

**Question No. 4.—Where is the water coming from?**

To a large extent the answer to this question affects the answer to Question No. 3, because the wide variations in total cost are almost entirely due to the cost of providing the water supply and raising it to suitable pressure.

Rivers and lakes are the best sources, and obviously the cheapest; impounded brooks are cheap and often adequate; impounded surface run-off may do, shallow wells of good capacity are usually cheap and dependable; city water is often expensive but very dependable and free from grief; deep wells are usually most expensive and certainly least desirable. (Clubs are structurally unsuited to deal with all the complications and risks of deep wells, except as a last measure to obtain water.)

At many clubs there is no choice of water supply. At others there are two, and occasionally three, possible sources of water, requiring careful weighing of all factors to determine which source to employ.

**Question No. 5.—How much water per season?**

This depends upon how much water nature supplies. Tees, greens, and fairways, for 18 holes, require from 12 million to 20 million gallons per year in the bluegrass belt, and far more in the southwest and far west. The average clubhouse uses from 4 million to 8 million gallons per year (300 members). The fluctuations from year to year are extreme; both for the same clubs, and for different clubs in the same locality. Each club must work out its own water usage.

In the absence of rain, one inch of pre-



Modern fairway watering system has kept this fairway at Fenway (N. Y.) CC in excellent shape throughout the dry spell.

precipitation, more or less, per week, is sufficient except during extreme weather in July and August when the requirement often reaches  $1\frac{1}{2}$  inches. Even more is needed in regions of extreme climate. One inch of water spread over one acre equals 27,000 gallons. Mowed fairway areas of an 18-hole course vary from 42 to 54 acres. Tees, greens, and lawns range from 3 to 6 acres, or more. The weekly requirement should be estimated for each individual course. The range is from 1 to  $1\frac{1}{2}$  million gallons per week.

**Question No. 6.—How often is watering necessary?**

It depends upon soil and climate, and the extent to which the demand for easy walking has grown. Every other night, every third or fourth night, or even every night.

Frequency of applications and depth of each application can be arbitrarily set by the system designer according to available facts, but in last analysis this question will be best answered by the greenkeeper, after several months or even seasons of operations. Good turfing and the water-holding capacity of the soil may indicate one frequency of applications, while the prevention of surface caking and the desire for easy going may necessitate more frequent applications.

**Question No. 7.—What should be the capacity of the system?**

Experience at many courses indicates that the system should have a capacity of at least 1 inch of precipitation per week of 48 hours. A system of this capacity will

meet all requirements except in the far west, southwest, and in a few isolated cases.

**Question No. 8.—What is the order of procedure in dealing with watering system?**

Clubs come to grief by "getting the cart before the horse." It is important to proceed correctly from the water requirements to providing the water—then the sprinklers—next the pump (if any)—then the piping system. Some pipe manufacturers now are making sizes, lengths and fittings especially suited for golf irrigation.

This matter of procedure is so important that we repeat it in more detail—because failure to follow this order causes irrigation projects to fail to give satisfaction.

First: Find out how much water is needed.

Second: Determine the source of water and the possible rate of flow. There can be no irrigation until this is settled.

Third: Select the type of system, the sprinkler pattern, the sprinklers to be used, the operating pressure, and the total rate of flow per minute.

Fourth: Determine the pump and power, if needed.

Fifth: Plan the piping system and outlets to give the greatest possible efficiency.

**Water Volume**—Olympia Fields CC has been using 2,000,00 gal. of water a day on its four courses during the drought, according to green-chairman Lee Sawyer. Courses are in superb condition.

# MAKERS, PROS AND GOLFDOM

**A**FTER more than a year of intensive investigation and hundreds of interviews with successful pros who are conversant with conditions in all parts of the country, the first nation-wide golf promotion campaign begins August first. This campaign effectively focuses the arguments that have been going on for the last six to eight years among pros, manufacturers and physical educators over golf promotion. Various tentative plans for golf promotion were proposed and abandoned.

At the suggestion of several of the leading manufacturers, the GOLFDOM-GOLFING organization submitted a plan. Our plan was based on the idea that, since the smart pros had already demonstrated the right ideas to employ in golf promotion, the next thing to be done in extending golf was to quit the wagging that had been going on for years and take a good square smack at the ball in the pro manner.

Another fundamental theme in the plan adopted was that promotion which doesn't mean sales right quick—and which doesn't direct sales response to pro outlets—is not sales promotion, but merely circus ballyhoo and hope long-deferred. The right sort of a sales promotion plan for this afflicted business is not only a plan that makes more golfers but one that provides these golfers with sales service out of which someone can make money. There is no use trying to conceal the fact that the pros, manufacturers and other solid, sincere factors in the golf business hope to profit as the public will profit from more golf.

However, from the pro angle there is no great percentage in working conscientiously to build up a market and have that market get started by buying from retailers who merely come in to sharpshoot a profit, and then ease out when long profits are not available in golf. The pro platform is a fair, but fairly steady profit, and the pros are reconciled to working hard during the lean years as well as the fat ones.

## Manufacturers Put Up the Dough for Plan's Operation

Manufacturers who do business with pros have voluntarily put up the money for the first year's campaign. Whether or

not the PGA will share in the expense depends on the action of the association's executive committee. The GOLFDOM-GOLFING organization puts in its work for nothing and as approximately  $\frac{3}{4}$  of our work is devoted to golf promotion, instead of primarily to our own selfish business considerations, we don't feel at all as though it is asking pros to make unreasonable contributions of time or effort in fullest cooperation in a campaign centered around the pros.

As a matter of plain fact the campaign will cost GOLFDOM and GOLFING a good wad of hard cash in addition to the time, because it is strictly in the order of things that some of the manufacturers' money devoted to general golf promotion will come out of their advertising funds. That is where we have to smile through the years and tell the man with the grocery bill to "come back Wednesday."

So, if we're eager to go full steam ahead on the plan to help pros because we have the conviction pros are smart and energetic, we can't see where any pro who is on the job can put up a valid excuse for not getting in and pitching.

If the pros flop, the plan flops. But some golf promotion plan is going to click strong and if it's one that just goes high and wide on golf promotion without making its foundation the utilization and protection of the pros' logical position as golf leaders, it will be too bad for the pro golf business ten years hence.

Specific details of the plan will be submitted to pros for their action in the near future.

## Plan for Building Golf and Pro Business Outlined

Highspots of the plan outlined as approved by the leading manufacturers and pros, and financed by the manufacturers, follow:

Golf promotion with limited funds logically is a matter of hitting the most sharply defined fields in which a quick,



# UNITE TO PROMOTE GOLF

By HERB GRAFFIS

strong response might be expected.

These fields are two:

(1) Revival of golf interest among those who formerly played considerable golf.

(2) Encouragement of the game by supplying definite promotion aid to the liveliest new fields;

(a) colleges, universities and high-schools.

(b) new municipal courses built in the last two or three years with local and national relief money.

The other angle of the promotion work is that of coordination of the work already being done by PGA sections.

Whatever plan is decided on, it will have to be put up to the pros—who obviously are the men to put any effective plan into full operation—as a pro plan and a mutual affair in which the manufacturers have arranged to have the paper work in proper and close co-ordination with the pros.

## Outline of Plan

Failure to do anything concerted heretofore on golf promotion seems to have been rather too closely associated with whose plan it is and who gets the credit.

1. Get a complete list of the new or rehabilitated municipal courses.

Many of these new courses have been put in and then just left to fate.

To the following men in each city where relief money has been spent in course construction or revision, send, with a letter explaining the purpose of the book, a manual of play and advertising plans.

Mayor—superintendent of parks—commissioner of public recreation—president of chamber of commerce—superintendent of schools.

The idea of the letter is to set forth that in the golf course the community has an exceedingly valuable public recreation utility which can support itself without any strain on the individuals, but that in instances the plant falls far short of its objective of public service due to the work involved in digging up promotion and operation ideas. This book supplies the ideas.

We can dismiss any idea of work about organizing *private* clubs for a while—at least until the government changes its public works policy—and set ourselves to the

job of seeing that the municipal courses are used and tied up with high-school free golf classes, as is being done by pro free class instruction in some districts. In this class, also, come the privately-owned daily fee courses that are having a stern competitive battle with the municipal courses due to the fact that municipal courses pay no taxes or interest and hence are able to charge lower rates for play.

2. Send to college and university presidents and athletic department heads where there are no golf courses, a copy of the Golf Operating Manual, together with a letter suggesting that the school add a golf course to its athletic equipment while relief funds are available; along with this full details on how to apply for government money.

In this case, copies of the letters should be sent to section PGA presidents together with suggestions about follow-up; for instance, contact of the college president, athletic department head, prominent local business men and alumni, using the pros' judgment in avoiding conflict with existing golf establishments that may be getting some of the present golf play of students, which, of course, is not what it would be if the students had their own course.

## Golf in Schools Has Future-use Angle

3. A booklet on golf in schools should be written from the athletic, character-building and future-use angles and supplied to every school superintendent in cities over 25,000 in the United States . . . and to the college and university presidents. Probably some golf enthusiast who is a prominent educator can do this. This, of course, should mention the availability of expert pro instruction service through PGA cooperation.

4. Promotion of golf among school children should be based on the cooperating of school authorities, golf associations and the American Legion.

5. On the other golf promotion stunts run by newspapers and magazines, it would be wise for the promotion office to subscribe to a press clipping service and cover by brief items (except where there

are trick details requiring full explanation) all the golf promotion ideas being used by newspapers. All events could be described on the clip sheet and as newspaper sports editors are getting to be almost as much promotion managers as sports editors, they are looking for just such promotion ideas as this clip-sheet would supply.

6. One reason that private club golf has fallen off is the lack of interesting competitive schedules. Most clubs simply change the dates of their intra-club event schedule and wonder why the members don't show the same competitive zest they used to. Many pros have told us that in 1935 they revived play at their clubs—despite adverse weather—by getting together with their men and women golf committee heads and working out live new schedules. Charley Hall and George Jacobus are two of those who said that new schedules livened things up and made business at their clubs. We had many events in a story Jack Fulton wrote for *GOLFDOM* and had so many requests for extra copies that we had to have several hundred reprints made and they have been exhausted.

#### Every Club Should Have Schedule of Events

Fulton can compile one of these for the manufacturers' promotion and it should be sent to every pro and every private, fee and public course president in the country—in the latter case with a letter suggesting that he turn it over to the head of his golf committee. Another copy could be sent for the use of the women's golf committee head, on request.

Such a book should cover golf leagues, both at private and public courses, with teams representing different clubs, or teams within each club; or in the case of municipal and fee courses, teams from different businesses, service clubs, churches, etc.

7. Tom Walsh, at the annual PGA meeting, came up with an idea that listened good. He suggested that the golf promotion authorities (whoever they are) get in touch with the insurance companies that are running big advertising campaigns on health preservation and have them give golf a boost. This contact with other advertisers who can use the golf angle, is something that the promotion office could go for strong.

8. Pro work in juvenile class lessons

which many of the fellows are giving free, calls for some national recognition so the kids will be proud of their golf work and keep interested in it. We suggest that each pro who is teaching these classes be given as many diplomas as he needs, to be signed by him, with the kid pupil's name filled in, and be presented to all kids who complete the series of lessons the pros give.

9. Copies of all the promotion material, from the outline of the plan, on, should be sent not only to all PGA sectional presidents and secretaries and PGA national officials but to the presidents and secretaries of each district amateur golf association of men and women, as most of these people are rather active workers.

As a recovery enterprise the government has spent \$340,000,000 for recreation facilities (just \$60,000,000 less than the government spent for schools) and with that preparation of facilities it looks like an urgent, unusual invitation to golf for a follow-up to convert the possibilities into sales.

**S**ECTIONAL groups of pros, greenkeepers and managers that are wondering how to stir up livelier interest in association affairs and bind the members of the group closer together for the common good, will find the Bulletins of the Southern California section of the PGA model jobs of association promotion.

J. A. Patterson, sec-treas. of the Southern Calif. PGA, 3937 S. Van Ness St., Los Angeles, may be able to supply sample copies free to association officials who write and enclose return postage.

**Hagen Busy**—Ten years ago you'd never thought it would be possible, but today Hagen is working hard at the exhibition grind. He's enjoying it (and himself as usual) and drawing very well. He is the show of shows in this branch of playing. Walter looks younger than he did five years ago and seems to have even a keener sense of astonishing and amusing the customers than when he was in his thirsty thirties.

At the St. Paul Open, Uncle Walter played a historic shot with the assistance of several hundred stooges in the bleachers at the right of the eighteenth green. Walter pushed a shot and had to play an approach over the bleachers. He requested the bleacherites to sit where they were and not worry about a thing. He looped his approach over their heads and dead to the flag.