

WE NEED MORE GOLFERS

By C. V. ANDERSON, Byrnes Park, Waterloo, Iowa

GOLF isn't growing as fast as it should. For some time I have been trying to figure out the trouble. The reason is, I believe, that there is not enough new golfers developed; too many people connected financially with the game are working on the golfers we now have.

The fee course officials are busy trying to get their courses in tip-top shape thinking that alone may bring golfers out; pros are working on their game for the next big tournament thinking if they make good showings that it will bring players to their clubs. Park officials are improving the swimming pool, trimming the lilac bushes and working on the golf course. Private club officials in some places still are figuring how to cut club dues, believing that is the secret to an increased membership; and manufacturers are busying trying to outwit each other in selling equipment to the present crop of golfers.

It's just like a bunch of farmers all trying to get milk out of the same cow; the cow naturally can't give enough to supply them all. What they need is more cows. What golf needs is not more cows but more golfers to sell to.

Pros Used to Sell Plenty of Golf

I believe, in this particular phase of the game, the golf pro does by far the most effective work. Ten or fifteen years ago the pros sold more golf than they are selling today, simply because they worked harder to interest people in playing. They knew a new prospect was sure to purchase the clubs, etc., from him.

Today this is not so much the case. If the pro does interest a person in taking up the game, he may be on the short end of the odds in selling the outfit. The equipment may be from some cut price dealer on a price or thru some wholesale "connection". This has been going on for quite some time but it has slowly but surely discouraged the seller and developer of golf.

There are about 20% of the pros who have good jobs and are making a good living. Thirty-five to 40% are getting by; about 25% living in hope and another 20% going in the red worse as each winter slips by. I believe that the 25% living in

A pro looks at an urgent problem in golf and then refers to the days of the last boom in golf to point out that pros at that time did a successful job of promoting play because they realized the more players there were, the more the pro profited.

With economic conditions favorable again and the marketing situation improving so the pro can cash in on the business he builds, this pro author advocates a strong, well-planned golf development campaign.

hope interest as many of the new players as any other of the four classes.

I merely mention this to show that sometimes those who put in the most get the least.

The last boom we had was in 1919-1920-1921 when the public course began to be popular. It took the game out of the class known as "the rich man's game." That boom developed a tremendous bunch of new players; in fact, more than could be cared for comfortably for four or five years, and we have not had a similar golf boom since.

All municipalities, manufacturers, companies and individuals making a profit from the game now are at a point where they must take an active part in developing new golfers.

This group could get together with the pros who stay home during the winter and rent some kind of a reasonably-priced building or room, get 2 to 3 golf nets and give golf lessons absolutely free to people who have never played before. Give each person at least 10 or 12 lessons and the use of the nets for practice until they get interested in the game. This could be followed up by lectures by playing stars. I am sure in every town of 50,000 people 200 to 300 new golfers could be started in a couple of months. For a start do that in a couple hundred cities and figure for yourself the number of new golfers started. It will require a little publicity, and I am sure the sports editors of the various newspapers would be more than

glad to cooperate. The pros could do their part by giving their services at a reasonable rate. They would donate in services what the others would put up in cash. With shorter working hours and more machinery humming, people simply must have exercise and something to do in spare time. We should go after them, get them started playing golf before they get started at some other sport. I believe the plan should go as far as having a developing committee in each state. There are a lot of chislers making money on the sale of golf goods who do nothing toward its development. Its time they kick in and do something toward this end.

There are a number of membership chairmen, club officials and club members who have worked hard at getting new members to join their club and this has been a big help in golf development. This class has worked hand in hand with the pro. For a continuous growth of the game we simply have to sell more golf, get more people started playing, and devise ways and means to do so.

Everybody who is now getting an income from golf or any part of the game

and expects to continue in the golf business must do a share in developing new customers, and I don't mean their participation should be limited to letting the other fellow do it.

A SUCCESSFUL method of financing a \$17,000 swimming pool was employed by the Audubon CC, Louisville, Ky. Basis of the financing was the sale of \$100 subscriptions, the subscribers being given coupon books for swims. Prices for use of the pool were 25 cents for subscribers, 35 cents for others and 70 cents for guests.

Officials of the club estimate that 40 members at \$200 initiation fee joined because of the pool. Dinner and bar revenue has been increased substantially by the pool, which keeps the club active until 10 p. m.

Most of the pool use is by children and a few mothers up to 4 p. m., after which time adults take over the place. Audubon officials estimate that about a third of the adults using the pool cannot swim, but merely splash around in the ample space of safe depth.



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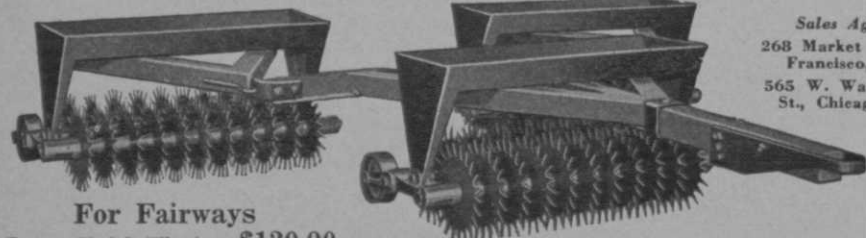
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SODIUM CHLORATE

By FRED V. GRAU,

Extension Agronomist, Pennsylvania State College

SINCE GOLFDOM in April, 1934, published the first article on the control of crabgrass with sodium chlorate there have been some additional developments which should be brought to the attention of those interested in this phase of turf management. The considerations of caution due to improper storage and handling, and methods of application remain the same. The time and the number of applications, however, are somewhat different, resulting in a great advantage in the saving of time, materials and labor.

Applications in May, June and August were originally specified for best results. It was learned that, in actual practice, this procedure was somewhat undesirable for several reasons. In the first place, there were objections because at three times during the season treated areas were brown and ugly looking. In the second place, there is the desire to have the entire job done in one single operation. Golf course superintendents have learned the value of light, repeated applications of materials but this is not true of the layman. In the third place, if the second and third applications were not made at the proper time and at the proper rates results were exceedingly variable. This is due to the fact that sodium chlorate does not appear to damage the viability of seeds in the soil. Since crabgrass seeds germinate throughout the season there is a continual reinfestation. Soil moisture during the summer months is variable, which further affects the results of the mid-season applications. During the time this work was being carried on by the Green Section it was learned that single applications made at various times during the season produced different results. Plots treated once early in the season had just as much if not more crabgrass in the fall as the untreated plots. After the first of July, however, single applications reduced the degree of infestation. This furnished the clue that was needed.

We have learned that the food reserves of a plant are at low ebb during the seed-producing period, indicating that this period marks a weak point in the life history of the plant. This fact has been made use of in the chemical and cultural control of

many farm weeds. Applied at the right time, sodium chlorate destroys the chloroplasts and starch grains and effectively prevents the formation of viable seed. In a plant which reproduces only by seeds, the destruction of a year's seed crop would greatly diminish the infestation in the succeeding year.

With this thought in mind, and, due to the ever-present crabgrass menace in turf, a number of demonstrations were conducted in 1935 on lawn and athletic field turf in and around Philadelphia in cooperation with Pennsylvania State College. Briefly, procedure was as follows:

A single application was made to crabgrass-infested areas at the time when the seed panicles were beginning to burst forth from the sheath (usually during July and early August) before the flowers had opened or had a chance to pollinate. Two to 2½ lbs. of sugar-fine sodium chlorate were thoroughly mixed with a 12 to 14 quart pailful of screened dry soil or sand, and *uniformly* broadcast on 1000 sq. ft. Water was applied as a spray to dissolve the chemical so that it would be more quickly absorbed by the plants. In some cases no water was needed, due to timely rainfall and a soil that was well supplied with moisture.

Report 100% Kill

In every case this simple operation accomplished the desired results. No crabgrass seeds matured and there was virtually 100% kill. The bluegrass was temporarily injured but within two weeks it was green and growing well. The operation was a success and the patient recovered! But, a convalescent patient cannot grow strong and healthy without food and it is a well-known fact that much of the turf in the East is poor because of a lack of fertility.

Three to four weeks after the chlorate treatment the dead crabgrass was removed with rakes and the surface soil was lightly

scarified. An application of complete fertilizer was made, a little seed scattered in the thin spots where the crabgrass had smothered everything, and the area was lightly rolled and then watered. About October 1, eight weeks after the initial application, the treated areas presented a desirable dense green cover of turf whereas the untreated areas were dull, dead, and brown, typical of dead crabgrass. Moreover, a heavy crop of seed matured in the untreated areas as is the custom with crabgrass.

Factors to Watch

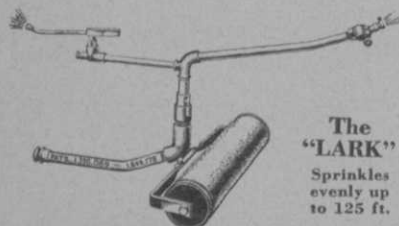
The success of this simple treatment of crabgrass is dependent upon several things:

1. Making the initial application just as the seed heads break from the sheath.
2. Uniform distribution of the chemical.
3. Ample supply of soil moisture.
4. Subsequent fertilization and seeding of thin places to encourage a dense sod of grass, and sound maintenance practices to prevent further invasion of crabgrass.

By the procedure outlined, the temporary discoloration of turf ceases to be a valid objection. It occurs at a time

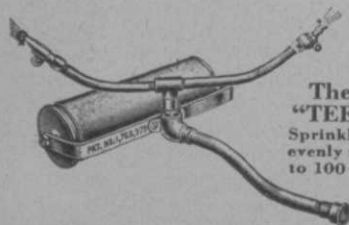
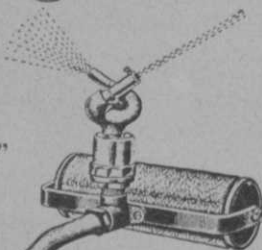
when there would be a natural discoloration within a few weeks and provides green turf at a time when ordinarily there is but little. The expense of the treatment and the time and labor involved are reduced to a minimum. Many of the other common weeds of lawn and golf course turf are greatly discouraged, some eliminated. In addition, it emphasizes the very great desirability of sound maintenance practices so that the turf grasses are benefited at the expense of the crabgrass. Briefly, these are: fall fertilization, fall seeding and reseeding, and adjustment of the height of cut to the point where the turf grasses are favored. With bluegrass this is from 1¼" to 2". On fairways where such height of cut is not feasible it becomes practicable to feed more heavily in the fall to encourage a thicker, more dense turf. Without following these sound practices the treatment would most likely be disappointing since many viable crabgrass seeds which remain in the soil from previous crops would reinfest the area the following year.

Just a word about the chlorates. Handle them carefully, store in metal or glass—NOT in wood. Keep away from organic materials such as wood and clothing.



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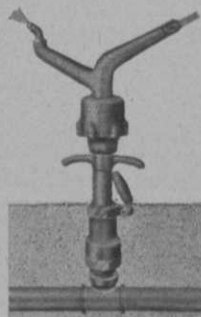
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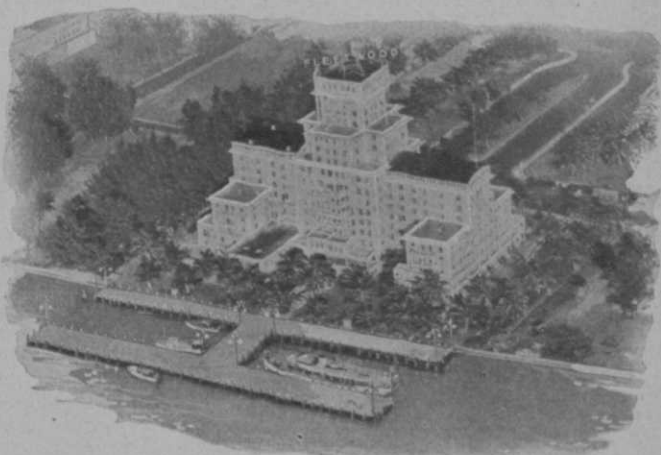
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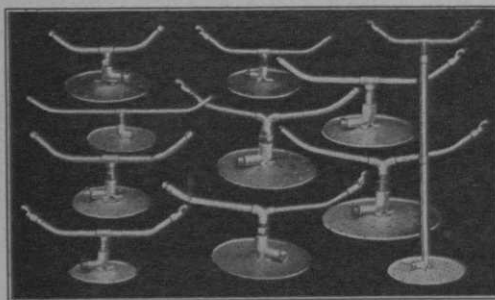


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Spalding to Celebrate 60th Anniversary This Year

ON MARCH first a huge business founded by a pro celebrates its sixtieth birthday.

The pro who made good was Al Spalding, a husky kid from the middle west who pitched for the Boston baseball team. He was good enough to be the leading pitcher of the National Association of Professional Baseball Players for four consecutive years. He was farsighted and forceful enough to sponsor the idea of the National league as the ground work of baseball growth, and take a prime part in the league's organization and firm establishment. He was bold and brainy enough to get his brother, J. Walter Spalding, out of a bank job to become his associate in the formation of A. G. Spalding & Bro., with an athletic goods store in Chicago.

And, if you've read any of the old books and learned what the public thought of pro athletes in the seventies and how highly the responsibility and promise of bank jobs were held in those departed days, you will realize that Al Spalding must have been a confident high-powered promoter to get his brother to take a chance.

The first year's business was only \$11,000. Al and Walter sweated to keep battling the sheriff's curves for Texas leaguers at crucial moments. With the score plenty to nothing against them in the second inning the Spaldings enlisted a brother-in-law, William T. Brown of Rockford, Ill., in 1878.

Three Are All-Star Team

The trio formed an ideal and harmonious combination, each in his respective sphere of organization—promotion, merchandising and finance—which was to last for a long and uninterrupted period, a period which saw the awakening of the recreation consciousness of the American people, in which the Spalding firm had an intimate, important part.

Shortly before the firm was organized, tennis was introduced to this country from England. Spaldings were soon selling tennis "sets" and J. W. Spalding did his promotion bit by playing as a member of one of the early lawn tennis clubs.

Until 1885, Chicago was Spalding headquarters, with a bat factory in Hastings, Mich. In that year, the firm moved to New York, where Julian W. Curtiss joined the newcomers as sales manager. Curtiss, still active in the organization as chairman

of the board and director, is today Spalding's oldest employee.

In the '90s golf was introduced in the United States by a few gentlemen at Yonkers, on the outskirts of New York, but elicited no general attention. Curtiss, while on a visit to Britain, was attracted by some peculiar looking implements in the window of a sports store and enquired their use, whereupon he purchased the set and brought them, along with a few balls, to New York. While the other members of the firm were too polite to express their opinion of his shopping, their approval of his enthusiasm as to the future of the game was not very apparent. It was not long, however, before Curtiss' predictions were substantiated and Spalding began to import British clubs and balls. The demand continued to the extent that the firm decided to enter the manufacturing field themselves, with the result that a golf department was established at the Spalding factory at Chicopee Falls.

Interest in the game lagged. A golfer seen with a set of clubs often met with comment similar to the "get a horse" days of the motor car. At this juncture J. W. Spalding signed the British open champion, Harry Vardon, to make a tour of the U. S., with the idea of stimulating interest in the Scottish game. The innovation was a brilliant thought. Vardon's skill was a visible demonstration of what the game really contained, and golf in America was successfully launched.

An Instinct for Promotion

Promotion was an outstanding feature in the life of A. G. Spalding. He had the instinct of the showman and the capacity to gauge the interest of the public in exploits of attraction. Even as a young man, while still a player, as early as 1874, he took two teams of ball players to England, where the American game—although the British claimed it was of their own origin—was the subject of much comment. In 1889 he made a round the world tour with his own Chicago National League team and a picked All-America selection. Hawaii, Australia, Egypt, Italy, France and Britain were visited.

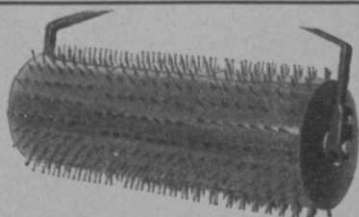
Widening sphere of influence of the Spalding firm was evident in the erection of factories for the exclusive manufacture of their own trade mark equipment. With a reputation founded on quality, it was essential that the strictest supervision should be employed, and consequently factories were established at the most convenient centers for manufacture and materials. Large factories at Chicopee, Mass.; Brooklyn, N. Y.; Philadelphia, Pa.; Chicago; and smaller ones in other locations, cater to a demand that embraces every type of athletic paraphernalia. In addi-

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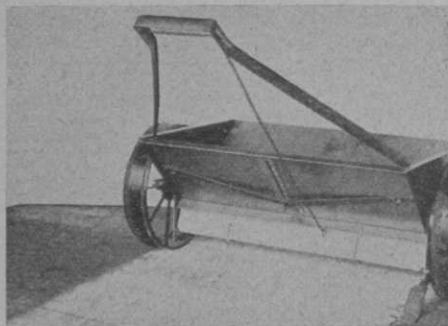
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SEE PAGE 62

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tion, the firm's operations extend to Great Britain, where a large factory at Putney-on-Thames takes care of the "made in Britain" demand, which is supplied through eleven stores in the British Isles. Canada's requirements are manufactured at Brantford, Ontario, and those of Australia through a factory at Melbourne, with stores in the larger cities of the Commonwealth.

Manufacturing athletic goods evidently is a guarantee of a reasonably long life, if not a bed of roses. J. W. Spalding, who was actively identified with the business from its founding up to the time of his death, in 1931, put in considerably more than half a century. A. G. Spalding's connection embraced more than forty years, as did that of William T. Brown, while Curtiss' fifty-one years bids fair to be extended indefinitely. Numerous employees also have served long periods, twenty years being considered by many of them only as an apprenticeship.

A significant feature of the history of Spalding in the last sixty years and one of which it is particularly proud is the development of its sales and distribution structure. Few companies have succeeded in welding together a more enthusiastic and loyal group. The managers and employees of the various departments have played a part of major importance, while golf professionals throughout the country have formed a vital link between the company and golfers throughout the United States.

GOLF'S MARKET PLACE

Harold Sampson, well known pro of the Burlingame (Calif.) CC, has designed a new putter that is being made and sold extensively by WILSON SPORTING GOODS CO.

Sampson's putter is generally of the blade type but, with its back tapered down into a broad flat sole, the putter not only is made easy to line up but the back surface becomes a good left-handed trouble club. The grip is built to put the control in the fingers of the right hand.

Harold's putter already has been warmly endorsed by a number of prominent pros and quite a few of the boys have begun to pick up some extra dough by selling these putters to members who ordinarily are tough to jar loose.

McCLAIN BROTHERS CO., Canton, O., are displaying their entire line at the Cleveland NAGA, convention, Feb. 4 to 7.

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water-soluble no-filler putting green fertilizer; barrel pump Hydro-Mixer outfit for rapid application of chemicals and fertilizers to greens; Underground Hose Locker, for storing hose and sprinklers out of sight on the course; the Kooldrink outfit, supplying cold drinking water without use of chemicals, ice, electricity or other expense.

Newest McClain item is the putting green Spiker and Perforator.

Literature on any of the above may be had by writing to the company.

On the back cover of this issue of GOLFDOM appears a simple device by which golf pros can classify each of the three new U. S. Royal golf balls, points out E. C. Conlin, manager of the Golf Ball department of UNITED STATES RUBBER PRODUCTS, INC. Just a moment's study of the copyrighted diagram will suggest to professionals which U. S. Royal Golf Ball they should recommend to their members.

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BUCKNER MFG. CO., main office Fresno, Calif., is taking over eastern distribution of its products formerly handled by the Buckner Rainer Corp. Eastern division headquarters will be at 33 W. 60th st., New York; Tel., Circle 6-3067. The new eastern distribution arrangement restricts its efforts to the sale of Buckner sprinklers and quick-coupling valves. It will not be in the contracting business but will maintain an engineering department for aid of those designing and building systems.

J. Walter MacLaren will remain as Buckner's factory representative at New York City and Charles E. Stewart remains in the same capacity at Chicago. John Gill is in charge of all Buckner operations in the eastern division.

Craig Wood, Director of Golf Equipment, DUNLOP TIRE & RUBBER CO., announced the addition of Henry Picard, to Dunlop's advisory staff.

Last year George Aulbach and Orville White joined Wood's staff. They are both with him again for 1936, as is the veteran MacDonald Smith who was instrumental in developing the present Dunlop Gold Cup Golf ball.

Both Picard and Aulbach have spent considerable time with Craig collaborating on

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New York, N. Y.

*Reg. U. S. Patent Office.

the new Dunlop Gold Cup and Dunlop Maxfli golf clubs designed by Craig Wood. Both these golf club lines will be sold through pros only.

BURKE GOLF CO., Newark, Ohio, is all set for volume sales on its line of bags with the new Pac-Rite hoods. As seen in the illustration, provision is made to carry and protect the wood clubs in the hood itself, while irons are put in the balance of the bag.

Woods may be removed and replaced without bother, as there are no buttons, zippers, or stays to be manipulated. The bag can be closed up to give complete protection to clubs when traveling or in the club racks. Prices, according to Burke, are in line with other bags not having the Pac-Rite feature. Twelve models for men and one for



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LEWIS GOLF BALL WASHER

An important convenience for your course . . . and Lewis Washers are built for years of service. Be sure to have your Greens Committee get Lewis Washers for your course. (In color for only 25 cents additional.)

Lewis Washers: lots of 1 to 10 (White) . . . \$6.00
Lots of 11 to 20 (White) . . . 5.50
Complete tee ensemble: (White) washer, tee stake, towel, waste container, tee data plate, towel and ring . . . \$10.50
Lewis Bag Rack and other Tee Equipment.

G. B. LEWIS COMPANY
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Latest engineering features make this Spiker superior to others. Stainless Steel Spikes. Roller Bearings. Remarkable turf conditioner. Lessens Brown Patch. Increases grass growth. Hand or tractor operated. Moderate price. Needed on every Golf Course. Write for literature.



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women are now ready for immediate delivery.

House-warming at the new quarters of ARTHUR D. PETERSON, golf equipment and supply dealers, took place January 13 at 2310 Graybar Bldg., New York City. Many greenkeepers, pros, architects and manufacturers' representatives took part in the ceremonies.

Pete's own sales staff was present at the opening affair. His roll call: C. M. Jenkins, M. S. Whaley, A. H. Tull, C. W. Sawtelle, A. L. Molatch, Fred W. Staples, D. L. Lange, A. F. Keefe.

Three sizes of Diesel electric direct-connected generator sets are illustrated and described in a new booklet recently released by CATERPILLAR TRACTOR CO., of Peoria, Illinois. Each unit consists of a "Caterpillar" Diesel engine equipped with auxiliary fuel pump with one gallon overflow tank, close regulation speed governor and manual control, direct connected to an electric generator and assembled on a cast iron base. 60 KW, 40 KW, and 25 KW sets are included and each may be had in either D.C. or A.C. models.

Copy of the booklet "Caterpillar' Diesel Electric Generating Sets," or additional in-

PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 3/4 in. Also Mower Spuds. Inquiries invited.

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