



Yountakah's pool is 82 x 40, plus an 18-foot wading pool at one end. Roof of locker-house serves as sun-deck for bathers.

POOL RUSHED THRU IN 74 DAYS

Just "talk" in April
— opened in July!

YOUNTAKAH CC of Nutley, N. J., one of the oldest private country clubs in the New York metropolitan district, with a membership of about 425, opened its new swimming pool recently and thereby broke all known records for speed in getting a pool completed. This latter statement is based on the fact that the members of Yountakah held their first meeting to discuss the pool on April 22 of this year, secured voluntary subscriptions by May 5 to cover the bond issue on the pool, let the construction contract on May 10, and had a completed pool open "for business" July 5, less than eleven weeks after the first meeting!

Such speed and efficiency in the handling of a major improvement is typical of Yountakah these days. The club suffered along with other clubs during the depression, but under the present administration things are booming. The course has been revamped from 5,890 yards to 6,550 yards, an irrigation system installed, and with the new pool the club's investment in improvements during the past two years exceeds \$40,000. President Arthur Kehoe and green-chairman M. E. Husted are the big guns behind Yountakah's rejuvenation.

The new pool is 100 ft. long and 40

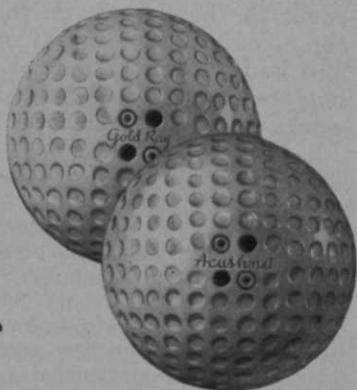
ft. wide. A shallow wading pool for small children occupies 18 ft. of its length, the main part of the pool using the remaining 82 ft. The pool is completely equipped with diving boards at three different levels, under-water and surface lighting for night use is provided, and the finest and latest type of filtration equipment has been installed. A new locker house, with men's and women's locker rooms, hot and cold showers, and other complete equipment, forms one side of the pool, and provides a large sun deck on its top for members and guests. The pool is located within a few feet of the main clubhouse, in a tree-bordered location, and since its construction it has been completely fenced in. Two instructor life-guards are on duty at all times when the pool is open.

One of the main reasons for the remarkably short time in which Yountakah's swimming pool was built is found in the newly developed method of construction used. This is the so-called



Keeping

Thanks to the professional golfer, himself, we are happy to announce that after a two-year period, our plan to sell Acushnet Golf Balls "exclusively through the Pro" has proven an unqualified success. ★ On August 17th, 1935, after an exhaustive study of the various methods by which golf balls were sold, numerous discussions were then held between leading professionals and the officials of our company. With mutual promises of support, we committed ourselves to a rigid test of this policy. ★ On August 17th,



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A V A I L A B L E O N L Y

The Faith

1937, our sales analysis furnished gratifying evidence of the success of our drastic step. We shall close the largest and most successful year in the history of Acushnet Golf Balls, and are happy to announce a continuance of the policy which brought this about. ★ We extend sincere appreciation to the professional golfers of America who have staunchly performed their part of our compact — and helped us to keep the faith. » » » » »

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SPEAKING OF COURSES...



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- 1— He takes lessons from a professional.
- 2— He practises utilizing his newly acquired training in the betterment of his game.

AND—

The wise man who wants to improve his proficiency on a job does two things to:

- 1— He studies under the guidance of a competent instructor.
- 2— He utilizes his newly acquired training on his present job.

Over a period of 46 years the International Correspondence Schools have provided job-improvement training for more than 4,250,000 men.

The attitude of the I. C. S. student is that if he increases his proficiency on a job he will also increase his compensation and chance of promotion.

Upon request, "The Business of Building Men" will be sent to any executive with our compliments.

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Pro golf and instruction got fine publicity in an International Correspondence School ad that ran early in August. Circulation of magazines carrying the ad was approximately 3,200,000.

Taking lessons from a pro and practicing the newly acquired training was set forth as advice to the wise man who wants to improve his golf, and the same policy was recommended to the wise man who wants to increase his job proficiency.

The International Correspondence Schools have given instruction to more than 4,250,000 men during their 46 years of business and are plenty smart as advertisers. Their choice of a pro golf theme in advertising copy is a real plug for the pros.

"Gunite" method, developed by the Cement Gun Company of Allentown, Pa., whereby cement is sprayed on reinforced steel, saving much time over the usual type of construction using forms for cement. The method by which the pool was built results in a smooth, jointless and curving inside finish, which permits of the introduction of many other construction advantages, and generally pro-

duces an unusually satisfactory form for swimming pool design.

Since the pool was opened, it has been heavily patronized by Yountakah's members and their guests. The sale of pool tickets has already assured the club of an income more than sufficient to operate and maintain the pool for the current season, and indications are that a comfortable margin will be left over to be devoted to the retiring of some of the bonds sold to finance its construction. More than 110 season privilege tickets were promptly signed up for by the members, and several hundred daily privilege tickets have been sold to members and their guests. Use of the pool is strictly confined to members of Yountakah and their properly introduced guests.

Move to Organize Professional Golf League As Florida Resort Attraction

WORK is being done to organize a Florida winter golf league in which teams (consisting of two pros) will represent a minimum of six Florida cities in playing the schedule during January, February and March.

Players of national reputations are being lined up on a salary basis for the cities forming the basis of the league plans. Gate money will be charged for league competitions with part of these proceeds going to the teams as a bonus at the end of the season. League schedule will be arranged not to conflict with winter tournament schedule.

Florida recreation and publicity men behind the movement have asked Bob Harlow, widely known golf impressario, to handle details of the plans.

MAMMA IRENE BLAKEMAN'S daughter Alberta was married August 28 to Thomas Donald Robertson, at the Epworth church on Chicago's north side. Mrs. Blakeman long has been responsible for a large amount of the detail work of the national PGA and for several years past has been at the Chicago office of the organization. Alberta has been at numerous pro affairs with her mother. Young Robertson is a chemist with the Sinclair Oil Co.

The Blakeman's many friends in pro golf wish Alberta and her boy friend best of luck as they tee off on a tough course.

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Dunlop

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ARE PRIVATE BRANDS OK?

By HERB GRAFFIS

ANNOUNCEMENT by Macy's, big New York price-cutting store, that it will supply its private-brand merchandise, including sporting goods, to retailers in other cities under an arrangement that does not call for price maintenance, is of considerable interest to the golf field—both pros and manufacturers.

Pros outside the New York trading area have heard New York pros talk for years about Macy's disturbing policy of advertising cut prices on standard-brands of balls. Manufacturers have said that every possible legal means have been employed to keep Macy's in line so pro and other price-maintaining outlets could get a living profit. Figures have been cited to show that Macy's purchases of standard-brand balls have been much lower than the Macy purchases of their own private-brand balls.

Complaints about Macy cut-price policies are much stronger from the drug and toilet article fields than from the golf field. The new distribution arrangement will carry a slug into drug, toilet article, food and many other lines of merchandising, in addition to sporting goods.

Macy's Plans Makes Pros Wonder

Informed and studious pros wonder how the entrance of a Macy private-brand ball on a wide scale of retail distribution will affect pro private-brand activities. Pros are still pretty much in the dark about the Federal Trade Commission action against the PGA ball arrangement. They don't know whether a private-brand deal of their own can ever be worked out legally on a rebate-to-the-pro basis, and since news of the Macy expansion of cut-price private-brands has been broadcast thoughtful pros are debating whether any pro private-brand is desirable.

The two sides of this debate mainly are: For the affirmative—There is some market protection in the exclusive distribution of a private-brand ball by the pros. Such a ball at a standard price can be forced on the market. For the negative—Pro endorsement of the private-brand idea invites and strengthens competition from other private-brand outlets, practically all of which will cut prices sharply and threaten present pro control of the ball market.

From the association viewpoint the pro private-brand income is tied up so closely with the PGA membership that there is an urgent reason for retaining the refund idea, which figures prominently in having increased the organization's roster.

Philosophers in the PGA ranks maintain that the present nervous situation in the ball business will straighten itself out, not primarily because of the working of any "deal" but because of the increased employment of pro retailing sense and energy in making use of the pros' strategic selling location and personal contact possibilities with the eventual buyers.

A REVISED EDITION of the PGA official record book, including events played up to April 15, 1937, has been issued by the organization. The new edition contains biographical material on Guldahl, Ghezzi and Snead, in addition to revisions of some of the other biographies.

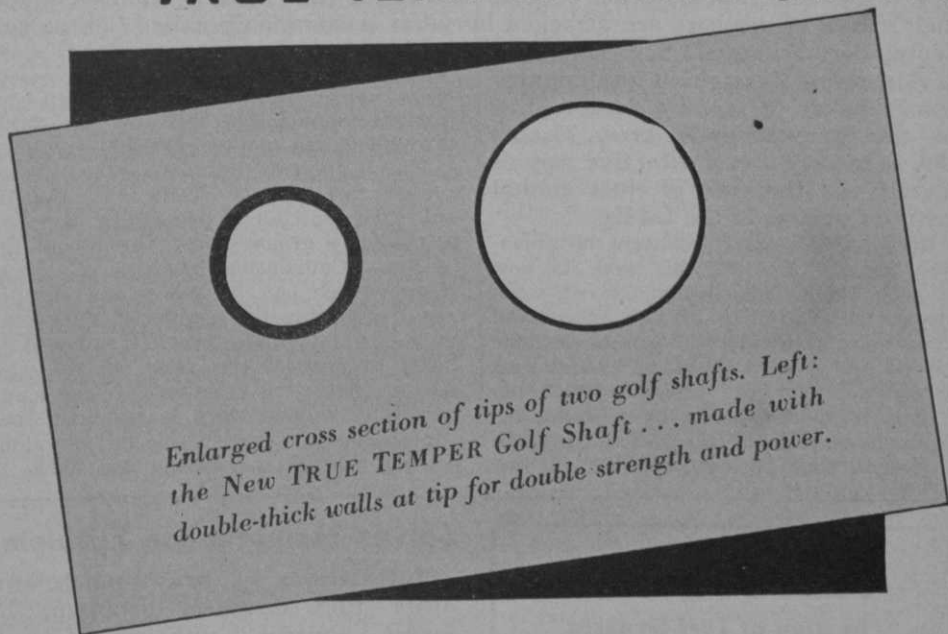
The book is a valuable reference item. It would be made still more valuable were complete records of the PGA championships included, and if it carried names and scores of winners of the principal sectional Open tournament winners since the inception of these events.

DANNY WILLIAMS, veteran pro at Shackamaxon, has been going through a thorough examination at John Hopkins hospital, Baltimore, in an effort to determine the cause of his prolonged illness. Shackamaxon's board of governors arranged the Hopkins session for Danny, in recognition of his long and faithful service to the club.

Poke Freeman Dies—That widely syndicated golf comic strip, "In the Rough", lost its creator when on August 21, Howard B. (Poke) Freeman passed away. In addition to his comic strip, Freeman served as sport cartoonist and columnist for the past 25 years on the Newark Evening News.

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TRUE TEMPER

The Golf Shaft of Champions

KEEP YOUR GREENSMEN

By KARL SUTPHIN

There Is Plenty of Work Around a Club to Keep Crew Profitably Busy All Winter

“NOW is the time for all good men to come to the aid of their party.” And this line speaks no lie, because now is the time most greenkeepers and their crews of workers are attacked by what is commonly called ‘job palsy.’ September brings Labor Day, the day laborers throughout the country get 24 hours of rest by decree. But to the greenkeeper’s crew, Labor Day is merely a very effective way of saying that the start of their annual layoff is not far in the future.

One of the biggest problems the greenkeeper must face for his men is how to keep them from being out of work for at least a third of the year, even when there is plenty of work to be done around the club. Right here and now is the time for the greenkeeper to do a little missionary work by showing his green-chairman and the other club officials just why at least the best of his

workers should be kept on the staff throughout the winter months.

The principal argument the greenkeeper can advance is the fact that it will save the club money in the long run to employ a grounds crew throughout the season. Cumulative neglect of many items, which can be easily and cheaply repaired during the months of slack play may run into major costs if allowed to hang over until the start of the new season. Attention in summer to the many details of routine work leaves little time for special tasks; also, special jobs done during the playing season are likely to

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by G. A. Farley

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inconvenience the golfers and disrupt maintenance schedules. Also, clubs keeping their course workers are able to start the year with a seasoned staff and do not have to lose time and money locating capable, new groundsmen.

Many smaller clubs give the greenkeeper as well as his grounds crew a several months' layoff at the advent of cold weather in an effort to reduce expenses, but careful analysis will disprove this policy as effecting any real economy. Repair bills, needless damage done to greens by neglect during the winter, and the poor condition of many courses at the start of the season, can be largely eliminated if the maintenance head is continued on the payroll throughout the winter.

S. W. Beasson (Beasson being the nom de plume of a prominent greenkeeper) sends in some interesting comment on work around golf courses during the winter months. Writes Beasson:

"One result of the depression was that many golf courses acquired greensmen who were experienced in the mechanical and building trades, which made the composite crew an efficient, self-contained unit, able to tackle practically every job needed around a golf club. The golf course superintendent is generally a 'jack of all trades' (and master of several). Now with men who can efficiently carry out work assigned them, golf clubs can capitalize on this by employing all, or nearly all, of the men during the slack season.

Here's Check List of Winter Jobs

"Weather conditions will not greatly affect the working program if it is planned and classified along the following lines:

Stormy weather or snow on ground—Indoor work. Overhaul all equipment; attend to apparatus first that will be needed early in spring; paint equipment; stencil signs; sort and mark tools assigned to sections; screen topdressing; paint interior of clubhouse; repair lock-

ers and window screens; tighten joints of furniture; check plumbing; clean out sewage system; take inventory of all equipment; order repair parts and other needs to insure early delivery.

Cold days, ground frozen—Concentrate on hauling, such as sand to traps, and road fill; lime and lead turf; remove dead wood from trees, prune shrubbery; clean out woods along holes; burn stumps, brush and weeds in rough; repair banks of waterways.

Frost on turf, ground only slightly frozen—Keep wheeled machinery off turf; rake up leaves; repair fences, bridges, outbuildings; dig and pry out stones from rough and fairways; sub-grade course alteration jobs; start tile ditch excavations.

Warm days, ground thawing and soft—Pluck loose tap-rooted weeds; rake out thickly matted weeds like clover and chickweed and reseed areas in frost-honey-combed soil; spread sand previously hauled to traps; surface grade grounds alterations; paint exterior of clubhouse and maintenance buildings, fences, rails, bridges and benches.

"These are just a few of the items that require attention out of the playing season. Your man-in-charge of the work is the best judge of what is to be done, when—where—why—and how. Club officials who either go away or who are tied up in the commercial rush of the holidays later on can at this time discuss to advantage the authorization of necessary work to be done during the winter months."

Beasson's words make clear the part the greenkeeper must play in this effort to provide year-round employment for golf course workers.

Another very important thing the greenkeeper should remember when talking over this matter of employment through the winter with the club officials is to suggest that either through bulletins or announcements, members be asked to keep the grounds crew in mind when work is to be done around the members' homes. There are odd jobs to be done around every member's home sometime during the winter, and by informing their greenkeeper when such work is needed members will bring just a little more sunshine into the already tough life of a course laborer and a little welcome dough into his pockets.

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