

during that perilous period will never be accurately known.

One other point which never has been given the publicity it deserves is the large amount of sickness and even deaths among those greenkeepers who were trying to carry on with budgets cut in two, limited man power, deteriorated machinery, and the attempt to make a dollar go further than two previous dollars. Men simply worked their fingers to the bone in trying to save clubs, and, incidentally, their own positions. Some fell by the wayside and most of those who weathered the storm show the scars of battle in some form or other. All of which brings us inevitably to one conclusion: the future of greenkeeping is inextricably tied up with our economic system, and the prosperity of greenkeepers is dependent entirely upon the well-being and income of the golfing public. And to hazard even a thought as to what our future economic situation will be savors too much of guess work.

United Effort is Difficult

We know the serious financial situation many find themselves in. We know the apparent hopelessness of thousands of our young folks. Whatever our political opinions may be and whatever party is in power, each party will try, to the best of its knowledge, to solve the riddle of our economic ills, and whether we are politically-minded or not, the fact remains that as good citizens we must take a part and fulfill our obligations to society. We may be a very small part, but a part nevertheless, and it is up to us to assist in molding our own destiny. This calls for unity of thought and unity of action, and herein lies the most difficult part of the whole matter, for any kind of unity on close consideration appears to be inapplicable. Greenkeeping is an individual process; each course is a separate entity possessing problems and requiring treatments all its own. If it were possible to standardize



A Dutch correspondent sends this picture of a statue in Amsterdam, offering it as proof that golf was played in Holland before it hit Scotland. The trick-shot artist is whacking away at a ball resting on a dragon's head. Under the old rules you had your choice of hitting or trying to lift and risking your arm.

clubs and courses in all particulars, the problem would be easy. One has only to go to a greenkeepers' meeting and listen to a discussion to note the diversified methods in attacking each problem. The same could be said of a board of directors' meeting, but on general principles some kind of collective action is possible.

How far we can go or would be allowed to go is problematical, for we are weak collectively and weaker individually. We are the flotsam and jetsam of the golfing fraternity tossed hither and yon according to the whims and fancies of those who engage us. If we please, we prosper. If not, no collective action can help us, and this plain truth forever is staring us in the face. Maybe this condition has its compensations because it has made each individual rely entirely upon his own strength and wisdom.

It has been suggested that we advertise ourselves, that we take a leaf out of the book of those who ballyhoo themselves into prosperity, that by the force of advertising appeal we overwhelm all derogatory influences that have been opposed to us in the past. Maybe this would help, pro-

Minor golf war flaring in Idaho. L. L. Whalen, mgr., Lewiston CC, complained recently to C. R. Critchell, secy-treas. of Idaho State GA, that north Idaho had not been given a break on the state amateur meet, scheduled July 1-4, and as a result north Idaho golfers would boycott the event, which has been held in Boise for 5 consecutive years. Critchell's rebuttal was that no north Idaho club since 1932 had invited the state association to hold the Amateur in that section.

For speedy organization of a golf club, Independence, Mo., shows the way. One morning recently, Bill Gillmor of that city decided to start a golf club; four days later he had sold memberships to 173 fellow townsmen, all of whom laid cash on the line. With dues set at \$48 a year, the new club already has sufficient income to operate in the black, according to Gillmor, who is now looking for a suitable site for the course.

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vided we had the right press agent, one with vision, ability, and recognized standing in his profession. But the general run of greenkeepers do not like living in fish bowls. There is nothing spectacular in their work. They are too close to nature and too far away from the artificialities of modern life to get any great amount of satisfaction out of mere publicity. Maybe the greenkeeper should make more outside contacts, should take a more active interest in the community life around him, and thus be ever on the alert to stabilize his position and establish a reputation for ability and integrity.

But when all is said and done, our strongest hope lies in the fact that we have a responsible position, a place of trust where we have to solve fresh problems each day. Are we by our individual efforts equal to the occasion? If not, there is no hope. The future of greenkeeping is one of those unsolved riddles, creating much discussion but no solution. This we do know, the game is more important than anything else. We don't go to the races to see the man who built the track nor the man who maintains it, nor do we go to see the man who runs the hot dog stands. We go to see the horses run, and when they are finished, we cheer the animal upon which is placed the wreath of flowers.

Davies Makes Trans-Miss Click Over Air Waves

ONE of the best covered district tournaments, from a radio listeners earpoint, was the recent Transmississippi at Lincoln, Nebr. Stanley Davies, Omaha Field club pro, and Harry Burke, WOW station program director, caught the show at Lincoln and piped it to Omaha where it was broadcast by WOW. They interviewed officials and prominent players in a neighborly way that put in a great plug for golf promotion throughout the Transmiss sector.

Davies has been putting on a weekly

golf broadcast for several years, during the season, over WOW. He makes great choice of material and has a pleasing, well-paced delivery. Eight times out of 10 Stan puts on the best golf broadcast anybody's doing in this country. Anyway, that's what we think.

A Little Look Ahead

BY RUBEN NORTEN

Pro-manager, Rob Roy CC

*The manager, the greenkeeper, and each
and every pro
Gets up these times at break of day and
works till the moon sinks low
He hustles and he worries and, exhausted,
goes to sleep
And troubled dreams of jobs undone into
his slumbers creep.*

*Although his pay would be the same if
days were twice as long
To make his day but 18 hours, appears to
him as wrong.
For he has the sad reflection when his
lengthy day is through,
That all too soon will winter come when
there isn't work to do.*

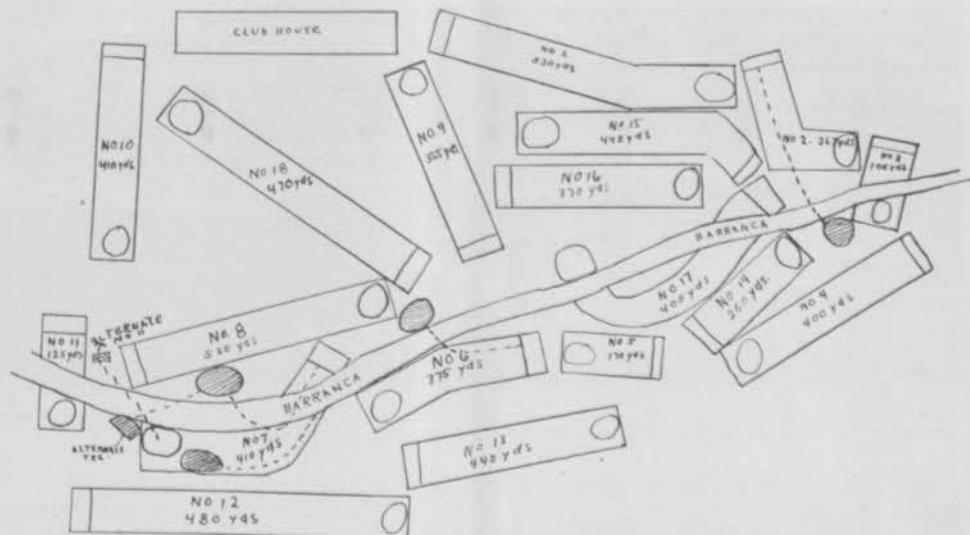
*Now, is the guy a Hercules, by leisure
thoughts dismayed?
Nix, my friend, but in dreary winter may-
be he won't get paid.
So in these gladsome summer months he
works till out of breath
And if he's lucky in the winter, he'll un-
noticed, starve to death.*

Prepare for Women's National—Course and clubhouse of the Westmoreland CC (Chicago district) are being carefully groomed by pro-greenkeeper Al Lesperance and manager Tom Ream for the 42nd Women's National championship, scheduled for their club Sept. 19-24.

Every preparation is being made by Ream, Lesperance and the club's officials to handle the largest galleries in the history of the event.

"Our expectation of breaking the attendance record for this championship," says Ream, "is based not only on the growing popularity of the Women's National as a sporting event, but also on the planned participation of five members of the British Curtis cup team, including Pamela Barton, who took the Women's title back to England with her the last time she was over here in 1936. This gives the event an international aspect that is bound to boost interest and attendance, and the club is preparing accordingly."

Estelle Lawson Page is the present title holder.



Shaded areas in the above map show location of the new alternate tees and greens, and dotted lines show direction of play when these alternates are used.

2 IN 1

California club gains variety in play by maintaining alternate greens; members like idea

By PORTER S. CLEVELAND

GOLF never becomes monotonous now to us members of the Oakmont Club (Glendale, California). In days gone by we would plug around the same old course in the same old way, month after month, but now there has been a change, and how welcome a change it is, to be sure.

W. W. Crenshaw, owner of the course, was having a lot of trouble keeping the greens up to his exacting standards. Last winter was very bad—heavy rains and freezing weather caused a lot of trouble and, with nearly 400 members playing the course in all weather, you can see that something drastic had to be done about it.

Because Oakmont is a popular club and the membership large, one of the big problems was to be able to give the greens a rest, as well as the further problem of working on them without interfering with all of those members' games. The plan was simple, once it had been thought of—alternate greens, not just temporary greens where the fairway is trimmed and

a hole sunk for the cup, but real ones, permanent ones.

Naturally this involved a considerable outlay of cash and effort, but the results are proving better every day. Up to the present, with four new greens on the first nine installed, it has been discovered that the course is much more interesting to play, as it affords many changes in hazards and lengths of holes—in fact, it seems quite a different course.

By looking at the accompanying map one can plainly see in how many ways play can be changed. By playing the alternate green on No. 2 and eliminating No. 3 hole entirely, Nos. 4, 5, 6 and 7 become Nos. 3, 4, 5 and 6 respectively. With alternate greens on new Nos. 5 and 6 and an entirely new short No. 7 (both tee and green), a very great change is effected. By the time additional alternate greens have been installed for each hole, the



This photo forms a panorama with the one on the opposite page and shows the three greens available for play at Oakmont's seventh hole. Green in foreground (without players) is the

course can be changed in an infinite number of ways.

So far, No. 1 hole is played the same—two good woods and an iron will put one on, providing one doesn't go out of bounds in the road along the left side of the fairway.

Hole Playable Three Ways

No. 2 offers a great variety—it can be played in three ways. A 367 yard dog-leg to the old green, it takes a good wood and a well placed five iron shot to do the trick. But when the alternate green is used, the picture changes; a wood and seven iron are enough, but our wide barranca must be crossed to reach it. Using this green the hole is only 325 yards long but the necessity of crossing the barranca to a small green, placed close to the barranca's edge, makes it much more sporting. The hole can also be played to the regular No. 3 green, when the No. 3 hole is eliminated. This makes it a 380 yard hole and necessitates crossing the barranca to a green well guarded by trees and traps.

The new No. 3 hole (regularly No. 4) is unchanged. This is 410 yards and a "hard" four par with a narrow fairway and a steep, high sandy bank extending

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What a bet daily fee courses in any district miss by not putting on 48-men team matches like the Meadowlark, Westlink, and Sim Park clubs run annually at Wichita, Kan. Each player kicks in 25 cents for a Dutch lunch. In the initial contest Westlink with an 85-plus average, beat out Meadowlark by a fraction of a stroke.

The preliminary popping-off of the players and the post-mortems, make the competition almost a 12-month affair. It gets great publicity from the Wichita newspapers.

along the entire left side, through to the green which is elevated and well trapped.

No. 4 (regularly No. 5) is a three par, 170-yard hole.

At No. 5 (regularly No. 6) an entirely new picture is presented. The regular hole is a straight one, 375 yards in length, and the tee shot is good anywhere on a broad fairway. Not so the new one. To make your second shot good, the tee shot should be near the right side of the fairway so that a lofted iron can be used across the barranca to the green which is so close to the edge that the shot must stick or find trouble. The hole is now 370 yards, so one can see that the tee shot has to be very good and very well placed not to require an extra blow.

The new No. 6 (regularly No. 7) is played to a small, well-trapped alternate green, guarded by a line of eucalyptus trees extending along the left side of the fairway and almost to the green. This green is just to the left of the old green.

Barranca Forces Tight Golf

When No. 3 is not eliminated and No. 7 remains No. 7, it is a honey. One then has to cross that ill conceived barranca twice. Most of the boys play the tee shot (for the original hole) well over to the left so as not to be out of bounds in the barranca, but that won't get one anywhere now as one has to be well to the right and close to the barranca if the second shot is to go home to the green, across the barranca again.

New No. 7 is a rather snappy short hole, from a slightly elevated new tee to the alternate No. 7 green across the barranca.

Nos. 8 and 9 are as yet unchanged but



old one; those left and right are the new alternate greens. An alternate tee, used for playing to the green at left, is located about where the cameraman stood to take this photo.

No. 11 green can be rested and repaired by using an alternate tee back of No. 8 tee and playing across the barranca to the old No. 7 green, which makes it a very short but very tricky shot.

It seems to us that by the time the rest of the alternate greens are in use most all of the problems of a one-course club will have been eliminated. The plaint of the golfers of monotony and their tendency to join other clubs simply to get a change in play, the care and upkeep of the course, which is of prime importance to everyone, will all have been taken care of. In fact, our claim to, "Two Golf Courses in One" is most appropriate.

Use Club Bulletin Boards to Inform Members

ARE you using your club Bulletin boards for educational, as well as announcement, purposes? Frequent changes of copy on the Bulletin boards will give members information on committee activity and do much toward solution of club problems.

Some subjects that might be covered:

The USGA recently ruled: "A boy may not engage in amateur competition who is in an occupation which would class him as a professional if he were over the age limit of exemption from that classification."

Thus, caddies, caddiemasters and assistants to professionals are not eligible for amateur competition, regardless of their ages.

If players who have been caddies or caddiemasters ceased to act as such prior to their eighteenth birthdays, or if an assistant to a professional ceased to act as such prior to his sixteenth birthday, they are automatically amateur golfers and do not need to apply for reinstatement to amateur standing.

The etiquette of golf. Many people don't know that the etiquette of the game is codified and accompanies the rules.

A note advising that the courts have ruled the player whose ball strikes anyone on the course is legally liable, unless "Fore" and other due warnings and care are employed.

A sketch showing the proper method of repairing, with a wooden tee, the depressions left in a green by pitched shots.

A note on the proper method of replacing divots, so the player can check on his caddie.

A note of caution against permitting the flagpoles or bags to mar greens.

New variations of the old, old request to smooth out footprints in sandtraps can always be used on a Bulletin board.

ONE of the liveliest of industrial golf tournaments conducted anywhere in the country held forth June 20-24 at the Whittle Springs municipal course, Knoxville, Tenn. Joe Kennedy, pro at the course and R. L. Ashe of the Standard Knitting Mills, Inc., teamed to get the competition planned and well publicized. The publicity drew entries from many of Knoxville's offices and factories. Prizes of local manufacturer were awarded winners in various flights.

Kennedy's observation has been that if the pro at a municipal course doesn't push to get a local industrial tournament or league playing at the course, one of the very best pro advertising and promotion operations is being muffed.



IT'S ON THE HOUSE

By TOM REAM,

Manager

Westmoreland CC.

The arriving member expects a ready service.

The most disarming argument is a smile—the safest is silence. Don't feed a disagreement with chatter and excitement.

Baking soda should be on every bar, but not exclusively for suffering members. Its big moment comes when it hits the sour places on the bar work-bench.

To fit into the club business, one must be physically and mentally fit. An ailing manager means ailing management.

Put enthusiasm into your job, if you seek enthusiastic approval.

Lighting engineers have produced near day-light effects that greatly enhance eye-comfort in club rooms and departments, especially in the basement locker-rooms.

A wise club man spends money to create an environment in which other people feel prompted to spend money.

The club that is in debt is not at all in a bad predicament if its management is courageously determined to get out of debt.

A good club manager never loses sight of the importance of being a good host.

Simplicity is an attribute of leadership.

Protection Against Lightning; National Bureau of Standards Handbook

Do not go out of doors or remain out during thunderstorms unless it is necessary. Stay inside of a building where it is dry, preferably away from fireplaces, stoves and other metal objects.

If there is any choice of shelter, choose in the following order:

1. Large metal or metal-frame buildings.
2. Dwellings or other buildings which are protected against lightning.
3. Large unprotected buildings.

4. Small unprotected buildings.

If remaining out of doors is unavoidable, keep away from small sheds and shelters if in an exposed location, isolated trees, wire fences, hilltops and wide open spaces.

Seek shelter in a cave, a depression in the ground, a deep valley or canyon, the foot of a steep or overhanging cliff, dense woods, a grove of trees.

Note by USGA:—It is understood that the elevation of golf clubs or umbrellas above one's normal height is dangerous.

Denver Preparing—Denver already has begun preparations for the 1938 convention of the Club Managers Assn. of America. Howard Mehlman, president of the Mile High Chapter, Fred Wood, Denver AC manager and former president of the national organization, and others of the Denver group have made preliminary plans that give promise of a record convention.

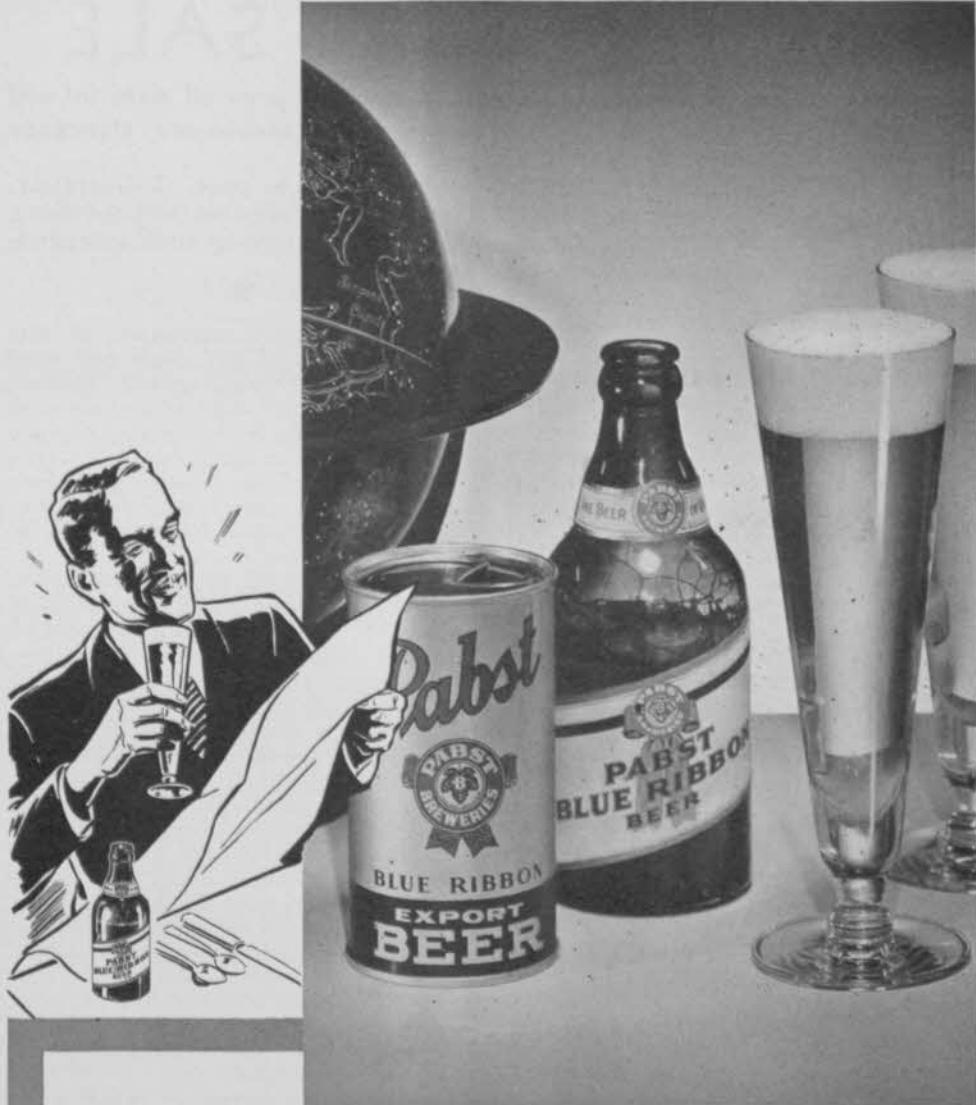
During the National Open the Denver club managers gave visiting golfers, club officials and sports writers a preview of the sort of entertainment planned for the Managers' assembly, February 4-8, so the club members went back to their homes envying the prospects of the managers.

Fred Crawford, national president of the Managers' association, plans to make the circuit of a number of chapters of the organization, and discuss plans of the group. Among the enterprises now engaging the attention of the Managers' association is getting the 10% tax on club dues eliminated.

MGA for Rules Observance—Knowing there has been a large amount of golf rules breaking in the past through ignorance or carelessness, the Massachusetts GA is conducting an educational campaign to familiarize the golfers of the state with the rules most commonly broken.

This is being done through a series of bulletins supplied by the association to the clubs for posting on club bulletin boards. As a follow-up, a letter was sent to the presidents of the clubs pointing out the importance of golf etiquette.

"I do not believe Massachusetts stands alone in these violations," says C. Campbell Patterson, sec.-treas. of the MGA, "but they are common throughout the country. If the rules are brought to the attention of the golfers, it will do much to improve competitive conditions."



When you serve Pabst Blue Ribbon—you serve assured quality, which is good. And you receive assured approval, which is doubly good.

PABST GOOD TASTE FOR 94 YEARS

NATION-WIDE PRO-SHOP SALE

By HERB
GRAFFIS

**PROmotion offers pros all material and
instructions for season-end clearance**

A MERCHANTISING challenge has been issued to pros. Deliberately, the first nation-wide pro-shop clearance sale has been worked out along lines to secure the cooperation only of professionals having such independence of spirit, merchandising ability and confidence that they are qualified to work out their own business salvation.

Deliberately, the sale has been planned NOT to attract the boys who expect that some profit horn-of-plenty will be poured over them while they loll on lead fannies or stroll out on the course to take on a friendly sucker at a dollar-dollar-dollar match.

All pros at clubs have received a folder outlining in detail a "Birdie Special" clearance sale to run in pro shops throughout the country, August 27 through Sept. 5. This sale will conclude Labor Day and will offer to the pros' buying public "10 days of par-breaking prices" at pro-shops only.

Sale Material

Costs Pros Nothing

Shop signs, price tags, merchandising ideas and a circular telling members about the pros' job and services, are among the powerful advertising offered free to the pro who puts on a Birdie Special sale. The live pro can have as large a supply of this advertising material, without cost to him, as he can effectively use.

No special effort has been made to "sell" the pro on the wisdom of conducting a Birdie Special sale to convert his shop stocks into cash. After discussing the policy and details of the plan with numerous successful pro merchants it was decided to depend entirely on the pros' independent reactions. The hustlers automatically will take advantage of the expensively printed selling helps of the plan—which cost them nothing. The coasters among the pros won't be teased into taking any half-hearted interest and wasting the Birdie Special sale material.

Among other details of the plan, PROMOTION features an educational folder describing the pro's job, for distribution to amateurs. This folder, headed "About the Professional Golfers' Business," is a

punchy, to-the-point explanation of why the smart buyer of golf goods gets more for his money by dealing with an alert pro. Naturally, it's a folder that may not have the highest endorsement of the pro who is just doping along, because it tells in some detail of the value of up-and-at-'em pro service. The smart, wide-awake pros will see that this folder gets extensive distribution.

Back of the Birdie Special campaign is a study of the golf goods merchandising situation in which every other element of pro differences in opinion and of pro-manufacturer arguments has been laid aside for a straight drive to money as the playing season draws near its close.

The Birdie Special national sales effort has several objectives:

(1) Offering to the public through pro-shops first-grade and current model golf goods at clearance prices on a logical basis—that of end-of-season sales. The retailer buyer must be getting the hunch by this time that the store cut-price sales at the start of the season either mean phoney bargains or a business that's weirdly conducted. No other business has cut-price sales of standard brands at the beginning of the season, to reduce the market for better quality merchandise.

(2) Offering outstanding bargains at pro-shops, at a legitimate sales time.

Will Thaw Stocks into Cash

(3) Converting slow-moving stocks into cash to relieve the pro from frozen inventory that he must carry through the winter; to enable him to get his accounts in satisfactory shape; and to check the returned goods evil which upsets the golf club market at the start of the following season.

(4) Keeping the golf playing public reminded that there is always a need for good new golf clubs as long as the golf



A FULFILLMENT, *not a Discovery!*

When a new "star" in sports suddenly flashes into prominence the public hails another "discovery." But to the star himself it is no discovery.

To him it is the fulfillment of a dream—the gaining of a goal—for which he has labored days, months and years, unknown to the public.

It's "Wilson" today, in golf—and other sports equipment. Wilson's leadership in its chosen field is now *recognized*.

To the man who has not kept in touch with progress in golf equipment this may come as a surprise. But to the followers of sports—to leading players—and to those who deal in sports equipment, it is but the natural fulfillment of Wilson's *will* to lead—the reward for years of hard work and forward-looking effort.

Wilson is the *magic word* in golf equipment today. It is easier to sell because it is accepted without question. That is why it pays to play up Wilson Hol-Hi K-28 Golf Balls—Wilson Kleersite Irons and other Wilson Golf Equipment.

"It pays to play"

Wilson
GOLF EQUIPMENT

WILSON SPORTING GOODS CO. • Chicago, New York and other leading cities

playing season lasts. Advanced pro merchants have broken away from the old idea of easing up on club-and bag-selling efforts after the middle of June. They have added thousands of dollars to annual volume of business done at their shops by keeping briskly at selling.

(5) Making a national concerted pro-shop sales drive, thus establishing each shop in the golfers' minds, as a smartly-operated, individually managed, unit of the biggest retail outlet of high-grade golf goods.

Successful pros to whom the plan was submitted in detail prior to its general release, promptly grabbed it. In addition to planning to dispose of the slow-moving stock they already have, they have shopped around and picked up close-outs of manufacturers, and intend to put on the Birdie Special sale so that it will electrify the golfing public with its bargains. They consider that it will get a jump on store competition by six months, and will bring into the pro cash drawer a goodly amount of profit to carry them through the winter.

Sale Will Boost

Fall Play

These professionals also figure that the timing of the Birdie Special sale will promote golf play during September and far into October, weather permitting, because a fellow with new clubs is bound to play more golf.

It is believed by the most prosperous pros that the Birdie Special plan, while ideally designed to help pros who need a lot of sales push in their shops near the season's close, won't be used extensively by the unfortunates.

"It calls for some thinking and some work to use the plan in making sales. It has to be magic that will work while the dead pro sleeps to make a hit with the boys who need the Birdie Special sale the most," a prominent PGA official commented.

That may be. Nobody can help those who won't help themselves. However PROMotion is confident that the employment of the Birdie Special sales material will be so extensive and active that it will make the period Aug. 27-Sept. 5 the

most profitable 10 days of the year in the shops of energetic pro businessmen.

Guess there just ain't nuttin' new in golf. Discussing the streamlined club recently introduced, Jack Jolly and Jack Pirie recalled that a pro whose name is forgotten came to St. Andrews from Bournemouth with similar clubs some 34 years ago when the Travis Schenectady putter controversy was raging. The forgotten man did well with his clubs, defeating among others, the late Alex Robinson, who was at Milwaukee and at Rock Island (Ill.) during his pro service in this country. Veteran pros also tell of numerous early clubs of the flanged wedge type. Evidently, there's room for a change in the official statement which reads: "The USGA will not sanction any substantial departure from the traditional and accepted form and make of golf clubs**."

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most profitable 10 days of the year in the shops of energetic pro businessmen.

Early response to the plan, in the form of pro orders of the free sales-aids indicates that the Birdie Special campaign will be an outstanding success.

Pros who haven't ordered their free sales material on the post card supplied with the folder describing the Birdie Special plan, are advised to get busy at once because the fullest success of the plan at each pro-shop depends on getting the campaign started not later than August 15.

And if the folder has been misplaced, write immediately to PROMotion, 14 East Jackson Blvd., Chicago, for samples of the available free material.

Three-Cornered Match—This year's session of the annual three-cornered team match between 144 players representing the Westlink, Meadowlark and Sim Park courses of Wichita, Kan. in which 16 men from each course played in competition at the three courses entered in the tournament, was won by Westlink with its 48-man team averaging 83 13/24 strokes. Sim Park was second with an 85 7/48 average, and nosed out Meadowlark's team average of 85 15/16.

At match play the results were: Westlink, 81 1/2; Sim Park, 70; and Meadowlark, 63.

The winning average was approximately two strokes lower than Westlink winning average last year. Sim Park team averaged 5 strokes better this year than in the initial event.

The event concluded with a banquet during which the owners and pros of the second and third teams had to wear women's attire. The event again was one of the most widely discussed on the Wichita sports calendar.

Golf was added to the program of the Oklahoma Interscholastic meet this year. The golf tournament was an invitation affair played on the University of Oklahoma course at Norman. The state high school championship continues to be played at Oklahoma City.