

NEWS REEL

text by O. J. Noer

heavy rain burned this grass area. 6—Clover control test plot at North Shore CC (Milwaukee district). Treated three times with sodium arsenite (Milarsenite; 300 lbs. per acre) in fall, 1940. Photo taken in June, 1941. 7—Rough at Sunset Ridge CC (Chicago district) after dandelion control. Arsenic acid spray in fall, 1940. Photo taken in May, 1941. 8—Emil Picha, supt. at Midland Hills CC, St. Paul, Minn., made this spreader with a used Cyclone spreader as the chief element. 9—This sundial at the Royal Montreal GC is a memorial to Charles Murray, for many years the club's professional. 10—Periscope on a blind hole at Spokane, Wash., municipal course.

September, 1941

The Germans say they captured 150,000 Russians yesterday

Oh, yeah? Well, here it says the Russians claim to have taken 90,000 Germans



Our Senator says intervention is national suicide

My friend in Washington says if we don't fight now there won't be any U.S. later!



He says Rainbow was a faster boat

My sports writer says Endeavor I was faster



... Well, Acushnet leads in 3 times as many clubs as its nearest competitor

YOU SEE and hear a lot of extravagant claims these days. And a lot of them seem to be contradictory. It puzzles a fellow. It puzzles us.

Particularly on golf balls.

We've heard lots of claims. So have you. But which brand *actually* is the leader?

Naturally we know our own sales figures. They show that for each of the past three years Acushnet Balls have made phenomenal gains—through Pro Shops *only*, of course.

But you can't claim leadership on gains. You have to know how actual sales compare.

So we set about finding out. We took a fair cross-section. In the Pro Shops of 1430 large and small golf clubs in all sections of the country we asked one simple question—and received answers.

- We feel this is an important fact for every Pro to know. The sure way to retail profits in golf balls, as in everything else, is to push that item which through consistent quality has won public acceptance; the item which offers the retailer a fair profit, a fast turnover and *complete protection*. Acushnet Process Sales Company, New Bedford, Massachusetts.

Q. Which is the largest selling brand of balls?

A. ACUSHNET leads in 881 Clubs
Brand B leads in . 299 Clubs
Brand B tied with
Acushnet leads in 30 Clubs
Brand C leads in . 144 Clubs

Leadership in the other 76 clubs is divided between 13 other brands, *including* ties with Acushnet.

No, every golf club was not covered. But we did take what was considered by trained investigating experts as a more than fair cross-section. To draw a mild conclusion, then, it would seem that we are at least safe in saying that: "*Acushnets are the most popular balls sold through Pro Shops.*"

TITLEIST, 75c BEDFORD, 75c GREEN RAY, 50c PINNACLE, 35c

"They" tell me
people won't
have any money
to spend this
Christmas

"They" tell me
that it's going
to be the big-
gest holiday
season ever



Say, listen, there are more
of these golf balls sold
than any other kind — that
means they're tops,
doesn't it?

Says who? — I just read an
ad that says the brand I
play is the fastest
selling ball
in America



ACUSHNET

GOLF BALLS

SOLD ONLY THROUGH PRO SHOPS

Pro's Job Is Changing—But Greater Earnings Loom!

By HERB GRAFFIS

GEORGE CALDERWOOD, Oshkosh (Wis.) CC pro, made a remark at the Doc Treacy memorial session that should spur pro thought. George said "nothing else in sports is changing as fast as the golf pro's job."

Calderwood has kept a keen eye open for change during the years he's been a pro. He was one of the pioneers in group instruction. He is a merchant who studies the broad picture of his market as well as the specific problems of his job. He is aware of the changing nature of the clubs, private and fee. He knows that the club officials' problems these days are not easy.

Where George begins his definite survey of the pro's dilemma is in distinguishing the pro's problem from that of the official. Calderwood declares: "The official doesn't make a living out of the club. His club work is a sacrifice and generally a nuisance. Not often will his business, his family, or his disposition let him stay on the job long enough to know all he wants to know about it. On the other hand, the pro must specialize and make a living out of golf. Usually he has to make a year's living in a six-month season. With many private clubs having tough going in the present readjustment, their pros are out of luck. When a pro is out of luck nobody cares except that pro and his family, for the reason that golf clubs members rarely have the slightest conception of what the pro's up against.

Two Solutions to Problem

"We've got two solutions to the problem of the pro being out of luck. One is to educate members so we'll get consideration and cooperation for pros. That is a long and costly job requiring more organization than pros have, and demanding persistence. Club officials are changing every year and we have to be continually educating a new group of officers.

"The other solution is to smart ourselves up concerning the changing problems of making a living in pro golf. That

we can do. If we don't, we can't expect to come unscratched through economic and social changes."

American pro golf has survived and developed through numerous changes. Its biggest money is in the future.

The first pros were course architects, constructors, greenkeepers, clubmakers and instructors. After the courses were established, clubmaking boomed. Instruction followed. When you hear unfavorable comment on the progress of instruction, think back to the amateur scores of the old days. Notwithstanding improvement in equipment and course maintenance, the shorter, simpler courses of American golf's earlier days weren't played in scores comparable with the admittedly deficient performances of today's average amateurs. Evidence indicates that pro instruction despite its limited extent has decidedly improved the standard of the ordinary golfer's game.

Hickory Shaft Loss Overcome

The hickory shaft became virtually extinct and with its passing went a steady pro income in club making and repairing, as well as a very plain reason for having a pro on the job at every club.

The pros survived that and in merchandising the steel-shafted set idea increased their profit per sale. In considering Calderwood's remarks about changing conditions, this writer is inclined to believe that one way of the pro solving the possible reduction of new set buying because of restricted recreation budgets is discreet sales presentation of single clubs of varying shaft stiffness.

The hunch is open to argument. With possible shaft shortages and manufacturing difficulties it may be that the public will have to take what it can get in sets of clubs without shopping for clubs having various conditions of stiffness or whippiness. The stock problem is one to be considered seriously, both by pros and manufacturers. However, what the pros, as marketers, may have to think about is whether they can sell more clubs and



Pictured above are practice tees at one of the Southwest's most beautiful and successful driving ranges—that of the Airport Fairways, in Albuquerque, N. Mex. C. J. (Chuck) Smith is manager and owner of the layout, and reports business has been good throughout the year. Equipment includes 10,000 golf balls, and 25 driving tees. Notice the mountain 'target' in the background.

accommodate their market better by selling clubs singly or in sets. The right answer probably is a thoughtful balance of sales effort on sets and on single clubs.

Some people believe that the tremendous spending for defense will more than offset the heavy tax drag on golf business. In such case there should be no special difficulty in selling all club sets available.

Defense plant wages already have boomed business of public course pros although these pros usually have stores as keener competition than the pro feels at the majority of private courses.

At the public courses one sees another great change that has taken place in pro golf. Fifteen years ago the public course pro job was regarded by the pro at the private club almost in the light of a dog catcher's job. Few of the boys thought of the public course golf traffic in Woolworth terms. But the pros who did see that a public course 85,000 rounds a year afforded a steadier chance for pro income than the 14,000 round annual average at 18-hole private clubs, set themselves into some enviable jobs.

Generally though, it must be admitted that pro golf missed a bet on the public and fee courses with the result being that in too few places is expert, alert and thorough pro service offered at the fee courses. This despite the fact that first class pro service can be the biggest business-drawing and advertising factor of a public course next to the character and condition of the course itself. Such many course pros as Bill Hickey at Pasadena, Harry Railsback at Kansas City, Ed Duwe at St. Louis and Red Strauss at Cincinnati are a few of the standouts

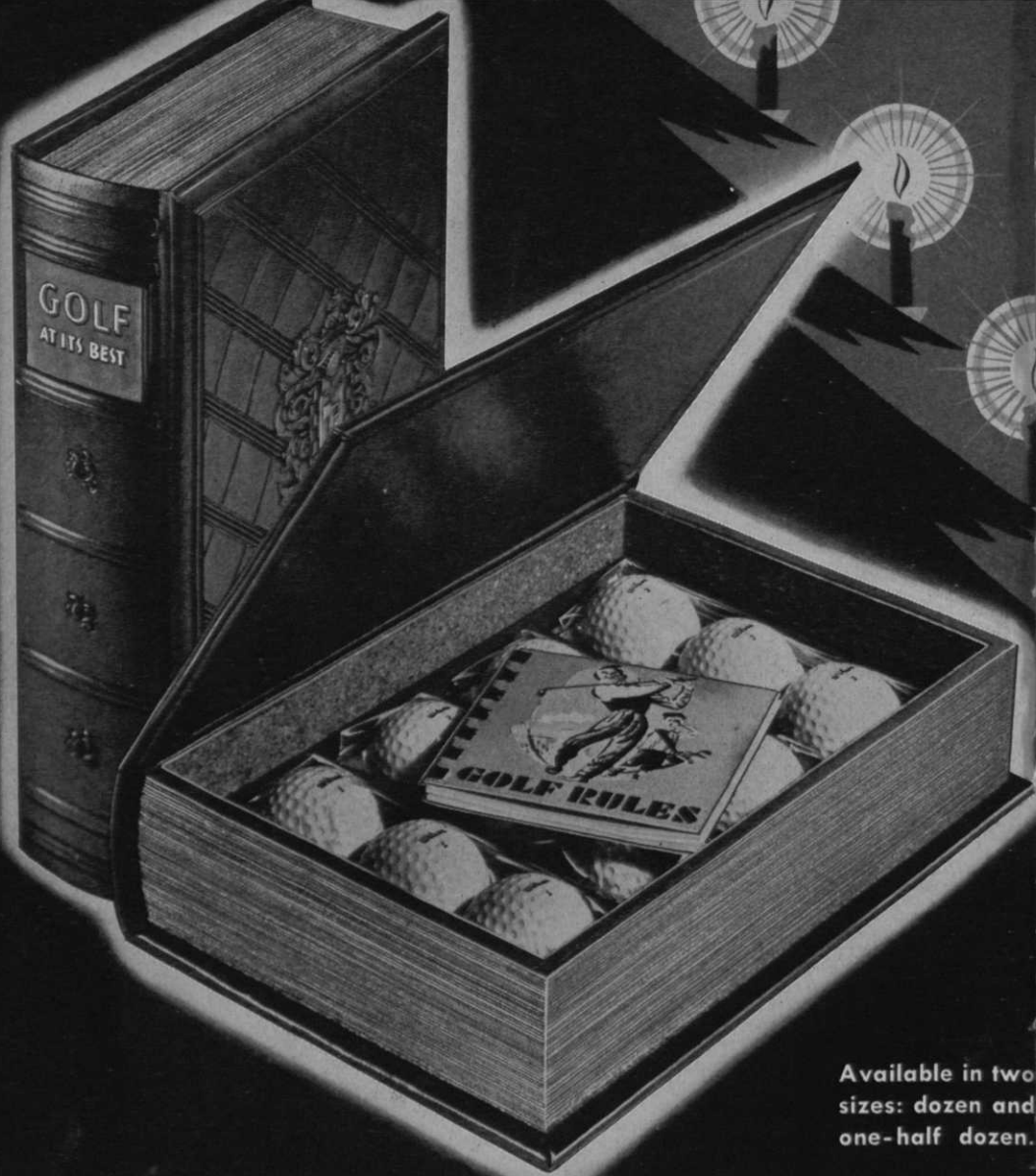
many course pros whose handling of their jobs sets a high standard in community recreation service. If pro recognition and publicity of the demonstrated value of such men had been greater, pro earning possibilities at municipal and fee courses would be much better than at present.

Now, considering the approximately 1,000,000 high school and college golfers receiving golf primary instruction, there are about 5/6th of all American golfers whose play is not as members of private clubs. That's something for the pro to think about in planning his present and future work.

In the case of numerous older pros accent has been placed on the greenkeeping part of their work. It has been largely on account of seeing close-ups of greenkeeping short courses that the PGA has placed more emphasis on educational sessions. Both at Purdue and at the University of Minnesota the highly profitable pro educational conferences have been established after successful experience with greenkeeping short courses. At Minnesota the pro course was pushed by younger men who had attended the school. The youngsters had 100% endorsement and help from the older men in Minnesota pro golf.

At Purdue and Minnesota much attention was devoted to the problem of quickening the rate of pro instruction results. The pro has seen, during the latest depression, that the man or woman who scores well manages to retain golf club membership and a frequent playing schedule despite reduced income. Therefore better scoring looms as No. 1 among pros' plans for earnings defense.

With but few exceptions the clubs where there are the highest percentages



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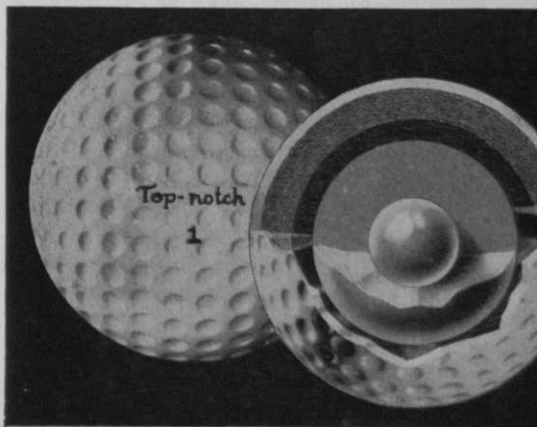
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of handicap cards in the A and B classes have the best paying pro jobs.

Some pros with constructive imaginations see the pro job of the future as one that will have general responsibility for a broad and year around recreational plan at the private club. Not only golf but tennis, swimming, trap- and skeet-shooting, winter sports and such winter indoor affairs as badminton, table tennis and bowling leagues, will be planned, promoted and supervised by the pro in the future, according to some forecasters. Already quite a few pros are extending their work along these lines.

Those who see the pro's future developing in this direction say that two factors must figure chiefly in successful revision of the private country club scheme; one, an extension of the club's activities to use the plant investment profitably the year around, and another, the switch of country club emphasis from drinking and cards to physically beneficial entertainment.

Great Room for Increase

Possibly hope of much change from drinking to actual exercise at private clubs is a faint one, but figures show great room for increase of pro income. Approximately 4 times more each year is spent at golf club bars than at the pro shops.

One keen observer of the golf picture points out that pro ownership and operation of many successful golf practice ranges is showing that pros have learned how to spread out in getting a larger market. He adds that practice range operation has taught pros plenty about merchandising to the public.

When it is considered that the nation's 3,500 pros are in fairly frequent contact with only a little more than half of the nation's 2,162,000 adult golfers, but are getting in on the ground floor with the 1,000,000 high school and college students who are coming into golf, it will be appreciated that the pros' opportunities for market expansion are vast.

An Eastern pro veteran who's kept pace with change told this writer recently: "I think pro golf is just coming into big earning. Inside of 10 years we may see two or three dozen pro jobs giving far more net income each year than the leading tournament prize winners of the past several years have made."

Maybe he's right. But how this money can be made calls for pro planning now.

Statistics Released on World's Largest Golf Tourney

ALMOST a 30% increase in the field of the second annual Remote Control national handicap tournament sponsored by the Indemnity Insurance Co. of North America showed that bad weather could not stop the world's largest golf tournament.

Final results tabulated on the competition played on 1042 courses June 14 showed 9983 qualified cards. There were 9181 men and 802 women in the competition.

Although the tournament was restricted to amateur guests of local insurance agents the pros came out well ahead. There were 559 prizes ranging from a \$100 value top to \$2 value consolation prizes, all of the \$5,164 prize list being in pro-shop merchandise certificates.

Pros took considerable interest in the tournament inasmuch as it is the first national Handicap tournament sponsored by a large business organization and has been committed to pro-shop prizes. Ed Dudley, tournament committee chairman of the PGA, was on the board that supervised the Remote Control event.

Five aces were made by men and one by a woman, Anne S. Cooney, at the Oak Terrace CC. The men shot their aces at Chagrin Valley CC, Merchantville CC, Old Newbury GC, Skagit CC and Shores Brook CC.

Players were grouped in classes according to handicaps and according to lengths of courses over which they played. There were 928 courses over 5800 yards in length, and 114 from 4800 yards to 5800 yards, played in the event. National low gross was a 61 made by Milton Beale, prominent Iowa amateur, over the Clinton (Ia.) Municipal course. Beale contested in the 1 to 10 handicap class and the 4800-5800 yd. course division.

In the longer course division Grant Bennett, playing the Hillcrest CC course at Winston-Salem, N. C., won national honors with his 64.

Numerous notables in national life, as well as a number of prominent men and women amateurs contested. Members of the Giants and Reds ball clubs, their game washed out by rain, participated at Cincinnati. Paul Derringer, Gabby Hartnett, Joe Moore, Carl Hubbell and Mel Ott all got net scores in the 70s.

Plans for the 1942 Remote Control tourney already are in the making.

What About Golf And Defense?

Labor has been chief difficulty till now,
but threatened petroleum rationing in East
will curtail fall play and winter programs

NEW YORK Metropolitan district golf clubs, private and public, are thinking about the effect of petroleum products rationing. Some clubs are increasing their fuel oil storage capacity with winter activities in prospect. Others without adequate storage will have to deny use of the clubhouse even if weather and winter sports popularity might warrant house operation in the cold months.

If gasolineless Sundays come in again a reduction in late season play is inevitable. This summer play has been up especially at daily fee and municipal courses. The increase is accounted for by weekday play in most pay-play courses. Play in early morning and late afternoon has been increased by factory work shifts.

Course equipment machinery buying has been strong this season. Several clubs have bought and stored machinery in their barns, using present equipment until parts can't be obtained quick enough to warrant repairs.

Course alteration to allow more machine maintenance has been fairly extensive in the N. Y. Met. district. It's believed that considerable of this sort of work will be done in late fall and winter to keep greensmen in the off months. It's been hard enough to keep men at course work against defense job attraction without taking a chance on the men who have been kept not returning to the club after a winter absence.

Secondary maintenance items have received usual attention at comparatively few clubs this season. Care of landscape features, shrub beds, tree pruning and spraying, trimming in woods, paper and litter pick-up, and parking spaces have been neglected.

Earlier play at courses has tied up greens mowing. It has been difficult to get the newer course workmen to start early enough to keep ahead of players. Men complain about starting at 7 A. M., and when asked to start at 5 or 6 A. M., some newer men quit their jobs.

One course, normally employing 13

men, most of whom have been at the course for years, now is maintained by a crew of 10 men, only one of whom has been on the course prior to this year. That course is in an industrial area in New Jersey. It had to increase greensmen's wages from 50 cents to 60 cents an hour, but couldn't keep men with the increase.

Some courses are using high school students for course work. Men formerly on WPA who are too old for factory hire comprise majority of course crews at several clubs. Greenkeepers report that these ex-WPA men who are former white-collar workers and well educated make good men on a course after they get toughened to steady outdoor work.

At one New Jersey course greensmen work in part time shifts after their work in industrial plants.

Golfers generally make allowances for what the greenkeeper is up against. Most realize that with new men greens will not be mowed as true as experienced men do the job, traps will not be raked as thoroughly, customary courtesies during playing of shots will be overlooked, mowing work will get behind schedule, greens that in past years were night-watered now will be watered during the early morning and day, turf will be damaged due to burning and disease and insect attacks that get out of control.

Many golfers are having trouble with inexperienced and insufficient labor in their own businesses, hence appreciate the greenkeeper's problems.

One noticeable feature of play at the public and daily fee courses is that former caddies in the 18-25 age brackets now are spending part of their defense plant wages for golf playing privileges.

After jerky growth periods in spring, cold and warm stretches alternating, a rainy June and dampness well into the first three weeks of July, there followed a hot, dry spell. Shallow-rooted turf wilted. *Poa annua* went out, and there was a lot of it to go.

How We Licked Our Weed Problem

By RICHARD D. MANSFIELD

Greenkeeper, Mink Meadows GC, Vineyard Haven, Mass.

THE matter of weed control and elimination is of great importance in producing a fine turf. Considerable success in this direction has been attained with our program at Mink Meadows.

A brief history of the construction at Mink Meadows will help explain where all our weeds came from. A strip about 100 ft. wide was cut around the property for a fire line. During summer of 1926 this area was plowed after having the stumps pulled out. For two years afterward it was cover cropped, as the soil is very sandy and had to be built up before grass seed could be planted. After the last cover crop in the spring of 1928, the area was plowed and harrowed. Nothing was done from then till 1933, at which time it was seeded with seed swept out of nearby barns, and hayseed was again sown in 1934 and 1936 over these same areas. In the meantime, a 9-hole golf course had been laid out on this area and the lanes were widened. During 1937 and 1938 these widened areas were seeded to a fairway mixture.

The hayseed areas are the ones that have become covered with weeds, while the parts of the fairways seeded to the fairway mixture are nearly clear of weeds. Therefore, the only parts of our fairways that needed treatment were these "hayseed" areas, so from here on only this part of our golf course will be considered.

Fairways 50% In Weeds

Some of our fairways had at least 50% weeds. There was English buckhorn or narrow leaved plaintain, dandelion, both the common and fall variety, yarrow and clover. The plaintain and the clover were the most troublesome of all. The plaintain sends up seed stocks continuously and so fast that it is very difficult to keep them cut off. During the height of our playing season, the clover blossoms caused great difficulty to the players in locating their balls.

After considering several weed eradicators, it was decided to use sodium arsenite mixed with Milorganite in a dry form. It seemed that this would be the only way to rid the course of these weeds as there were so many it appeared im-

possible to crowd them out with a fertilizing program; also, equipment to apply sodium arsenite in a liquid form was not at hand.

A spreader made primarily for distributing lime was used first. Unfortunately, this spreader had round openings and did not spread material evenly, so it was decided to try to improve the spreader board. This was done by using a board 8 inches wide and driving 6 penny nails in four rows, staggering $\frac{1}{2}$ inches apart along the lower edge of the board.

The mixture was put on at the rate of 400 lbs. per acre. It consisted of 4 lbs. of sodium arsenite mixed with every 100 lbs. of Milorganite; therefore, we were

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