

operative project of the Illinois and Wisconsin PGAs and GOLFDOM. R. W. (Doc) Treacy, who later became PGA national secretary, and Tom Walsh, who became national PGA president, owner of several golf courses and a banker, and my brother Joe and I set up these schools.

After long campaigning by GOLFDOM the school idea was adopted by the PGA nationally, with Harry Moffett and Horton Smith giving strong official endorsement and help to the PGA Business School pattern which was established by Emil Beck and his associated pros and businessmen and educators from outside.

Make multi-million dollar market

PGA sections, reading of the Illinois-Wisconsin PGA business schools, adopted the idea for their own spring meetings. Stores had begun to push cheap goods at the market the pros had developed and pros and their assistants needed merchandising education.

The superintendents, due to the golf course management schooling of experts of state agricultural colleges, the Green Section and manufacturers and the monthly educational meetings of their regional organizations got far better business training than the pros had available on an organized basis.

The professionals in that phase of GOLFDOM's history, as a catalyst of progressive elements in golf business, saved the quality market.

Review GOLFDOM during the '30s and you see the merchandising educational programs that put the foundation under every successful quality sales campaign by the golf playing equipment manufacturers today. The pro at the private club is in a unique position to plan, conduct and appraise a quality merchandising campaign. He has the select market of buyers whose purchases influence all other buyers and he can closely appraise results of the advertising and the appeal of the merchandise. GOLFDOM kept on showing how these advantages worked out for benefit of the pro and the smart manufacturer who worked with the pro.



Cover of GOLFDOM'S first issue.

That pro picture has kept the golf market from going to pieces and manufacturers competing fiercely for a dime a club or a dozen balls price difference.

Any year there's a new club put across with a big profitable bang you can be sure it was the pro push that did the job, regardless of any other advertising or merchandising factor. In about 80 per cent of all top quality club sales old clubs are taken as partial payment.

Extension of pro merchandising and its coordination with the advertising and sales plans of manufacturers of quality golf playing equipment always has been a valuable service of GOLFDOM. Because leading makers of pro quality golf goods asked for an advertising medium concentrated on pros' members GOLFING was begun in 1933 with a controlled circulation of 300,000 to members of leading golf clubs.

GOLFING, now absorbed by GOLF magazine, proved to be a prime mover of merchandise sold in the pro shop and

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YEARS GO

continued from preceding page

helped to demonstrate the pro mastery of the golf quality market.

To expand the scope of pro merchandising GOLFDOM started the Christmas Shopping at Your Pro Shop which became an immensely useful annual publication for service to professionals' customers and adding a thirteenth month to the pros' profit year.

GOLFDOM put that idea of leadership of the progressive pros to work when the National Golf Foundation was started with such a small budget that the GOLFDOM and GOLFING publishers, who had sold the promotion idea to leading manufacturers were spending too much of their own money to establish the Foundation. The pros and golf course superintendents helped at the critical time. Long before there was a Foundation budget for a field staff, pros and superintendents—spending their own money and at considerable inconvenience — would meet people who wanted to have golf clubs and give them invaluable advice.

Greenkeeping grows up

When GOLFDOM began in 1927 greenkeeping was full of "secrets". These were the methods and materials used with success by fellows who didn't want to pass along what they believed they alone had discovered with their unique genius. Come bad weather, disease, or pests and the geniuses with their "secrets" had their courses just as bad as anybody else—maybe in worse shape. The cures often were in some article a progressive cooperative superintendent or agricultural school specialist had written in GOLFDOM or in a GOLFDOM advertisement.

The "secrets" idea passed out and it was generally realized that the fellow who didn't have the policy of sharing his course management experiences usually was one who was on a second-rate job—second-rate in pay and course condition.

Rather early in its life GOLFDOM discovered that superintendents and pro-

fessionals are excellent business writers with a capacity for getting to the point quickly and clearly.

The turf scientists, too, had the gift of putting their findings into GOLFDOM stories readers could clearly understand and apply on the job. The late O. J. Noer turned in the most practical copy that readers and the editor of a business magazine could want.

Veteran superintendents say the introduction of 2, 4-D was the dividing line in turf maintenance science; after 2, 4-D came extensive use of chemicals in developing and treating turfgrass. That statement is backed up by GOLFDOM's editorial contents.

Among the earlier campaigns of GOLFDOM was one on course drainage. Wendell Miller, a drainage specialist who'd been with Ohio State university and the U. S. Department of Agriculture, was promoted by a vigorous advertising and editorial campaign in GOLFDOM with the result that officials of existing and new clubs were convinced of the financial wisdom of adequate drainage. This campaign on officials was tied in with propaganda for the superintendent or the greenkeeper as he was called before GOLFDOM suggested and put across "golf course superintendent" as a term giving a good idea of the man's scope and importance.

This drainage campaign was directly instrumental in lengthening the golf season. At many courses it added at least two weeks' pleasant play in the spring. It also prepared the way for fairways watering installations, effective treatment of turf and, eventually, for golf cars and carts and today's heavy traffic.

There were plenty of emergency campaigns that called for quick action and money in the earlier days. One of them concerned the Jap beetle destruction of turf that hit first in New Jersey. B. R. Leech with his GOLFDOM articles on use of arsenate of lead as a control checked that menace. Now Chlordane and

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GOLFDOM



First choice in specialized power equipment to help you cut your turf care costs



RYAN SOD CUTTER followed by world's first mechanized sod rolling machine.



VIBRATORY ROLLAIRE applies up to 1/4 ton pressure. Self-propelled.



MOTORAIRES CORING AERATOR completely aerates average home lawn in an hour.

RYAN EQUIPMENT above (left to right): Tractor-drawn **RENOVAIRE** for aerating large areas; **SPIKEAIRE** power disc spiker; **MATAWAY** power rake or vertical mower; **SPREAD-RITE** top-dresser, fertilizer spreader; and **GREENSAIRE** coring aerator.

With specialized RYAN power equipment you can plan a year-around turf maintenance program which will decrease your total turf care costs while giving you better turf.

Golf-course proved, golf course approved, RYAN equipment helps you to grow grass mechanically . . . by promoting complete utilization of air, water, fertilizer, and disease and pest control chemicals.

Mechanical aeration relieves compaction and stimulates healthy plant growth. Power raking or vertical mowing quickly removes thatch and pulverizes cores after aerating. Mechanical spreading, rolling and

sod cutting make fast, easy work of formerly back-breaking jobs.

Now in world-wide use, the RYAN line of equipment includes tools for most every specialized turf care job. The illustrations show some of the ways these rugged, powered tools can help you build and maintain greener, healthier turf.

First choice of knowledgeable golf course superintendents and other professional turf men, the RYAN line is sure to include one or more machines that will surely cut your costs.

More complete details are shown in our 24-page "Guide to Greener Grass". Please send for a free copy



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For more information circle number 165 on card

And to think it all started with \$500!



The golf industry has come a long way since Julian Curtiss brought back that assortment of Scotch golf clubs.

By JOE GRAFFIS

Starting with an entry in the records years before GOLFDOM was launched I'd give credit to a foresighted young man named Julian Curtiss for laying the cornerstone of America's golf industry. It was in 1892 that he planted the seed by returning from Scotland to bewilder his A. G. Spalding & Brothers company associates with his purchase of a \$500 assortment of golf clubs. Three years later, in 1895, Spalding was in the golf club business.

By the turn of the century, the game's popularity was starting to spread and with it the number of golf courses though many evidently lost the struggle to survive. Old records show that the 952 courses listed in 1900 had dwindled to 742 by 1916. Then came the big surge in the late '20s and when GOLFDOM started in 1927 the course count had zoomed to over 4,800 and continued on to hit a total of 5,856 in 1930.

Here, in calendar order, I hope, are the companies that followed Spalding into the manufacture of golf equipment: In 1897 Crawford, MacGregor & Canby started golf club production in their Dayton, O., plant; in 1904 the Worthington Golf Ball plant at Elyria, O., began operating; Burke Golf Company, Newark, O., started turning out golf clubs, and in 1913 Chicago packer Thos. E. Wilson founded the company's sports division with L. B. Icely heading the operation. In recent years both Worthington and Burke became divisions of Victor Compto-

meter Corp. and MacGregor a division of Brunswick Corp.

The next entry into the golf field was Hillerich & Bradsby Company who began making clubs in 1914 at their Louisville, Ky., plant where for some years they had been turning out "Louisville Slugger" baseball bats. In 1916 "US Royal" golf balls were coming out of the US Rubber plant at Providence, R. I. Meanwhile, John Wanamaker's John Anderson with his "Silver Kings" and Dunlop's Tom Niblett with his "Dunlops" both imported—were making the rounds of the increasing number of pros.

In the early 30s Acushnet entered the golf ball fold with their New Bedford, Mass., plant. Golfcraft came along at the close of World War II in a modern Chicago plant shortly after which they began marketing the first of the "Glass-shaft" clubs.

Before—and for some time after the first few American golf manufacturers got going—the pros, mostly Scotsmen who had been trained in the art of making golf clubs, were busy turning out their benchmade models. These, with the equipment imported from Scotland helped get golf's roots established. With the introduction of steel shafts and their replacement of hickory, pro club making declined.

Union Hardware of Torrington, Conn., was the first to produce a seamless steel golf shaft, in 1923. Horton Mfg. Company, Bristol, Conn., soon followed with

the marketing of their "Torsion" shaft. In 1927 American Fork & Hoe Company of Geneva, O., introduced their "Step Down" shaft. However, the winning of the USGA Open at Inverness in 1931 by Billie Burke playing steel shafted golf clubs really gave impetus to the demand for the clubs. Factor sales that year totaling \$12,009,000, a figure unapproached until 1947 with its \$17,082,000.

Club sales continued to climb over the years but in a seesaw pattern until 1957 with its \$32,127,400 total. From then on, each year's sales showed substantial increases: 1958—\$37,478,000; 1959—\$41,596,384; 1960—\$44,829,660; 1961—\$54,474,680; 1962—\$57,678,566; 1963—\$65,133,965; 1964—\$70,439,099; 1965—\$77,947,048.

Golf ball sales followed the club sales pattern with 1957's reported sales of \$21,111,080 starting a consistent annual increase: 1958—\$22,912,081; 1959—\$27,285,954; 1960—\$31,605,955; 1961—\$33,383,348; 1962—\$38,277,996; 1963—\$40,889,292; 1964—\$43,473,126; 1965—\$49,631,851.

1925 opened a new phase in golf ball manufacture with the granting of the Geer Patent, a method of vulcanizing, under heat and pressure, the ball covers to the surface thread winding thus eliminating the parting of the cover cups. In 1941 came the Cadwell Patent which afforded an improvement on the Geer method.

In 1919 Spalding took out a patent on their "Related Clubs", devised to designate certain clubs by numbers—the start of the registered club idea—and matched club sets. In 1925, when most golf club

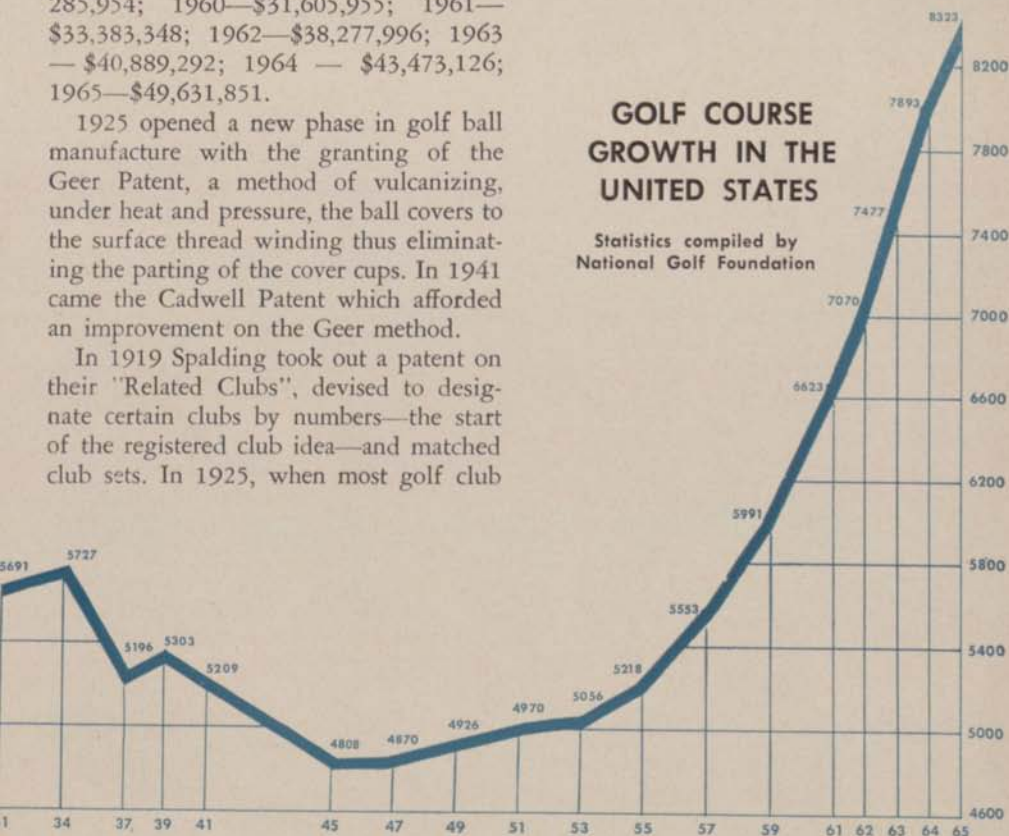
grips were being imported from Scotland, Lamkin Leather started in Chicago with their specialized treatment and hand cutting of leather for golf grips. In 1949, Fawick Flexi-Grip of Akron, O., began producing a new composition grip that proved superior to an all-weather grip that had come and disappeared from the market.

Along the road of improvements in playing equipment came Wilson in the early 40s with their new laminated wood head, the "Stratabloc", and the impregnation of solid wood heads for moisture-proofing was adopted by many manufacturers. Golf bags and golf luggage of the post-war period refuse to admit the remotest kinship to their prewar counterparts. Modern bag design, materials, conveniences, colors and workmanship has canceled out any basis for comparison.

Turning to the advances made by the
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GOLF COURSE GROWTH IN THE UNITED STATES

Statistics compiled by
National Golf Foundation





40 YEARS AGO

60 years' sprinkler know-how

From the early 1900s to the present day, Buckner Industries has been a leader in the field of golf course irrigation.

By BILL TANLER

Herb Clark, head of the engineering department for Buckner Industries, has lived through two revolutions since joining the Fresno, California, manufacturer of sprinkler systems. The first, Clark recalls, was the development of the hoseless quick coupling system in the early 1930s that made it possible to water a golf course without using hoses. The second was the perfection of reliable automated irrigation systems that have come into their own in the 1960s.

Both of these major changes in the art of growing grass and keeping it green were followed by rapid growth at Buckner. In 1930 when Clark first went to work there, just before the quick coupler

was to become popular, the company had six employees. Clark became the seventh. At that time the shop had a dirt floor, a single five-horse motor and a line-shaft drive to power the few production machines available to turn out half a dozen models of sprinklers.

The second big expansion for Buckner depended largely on what Clark has called the second revolution—the turn to automation. Since becoming established in 1961 in a new plant—40,000 square feet under one roof—production has tripled. Unlike the earlier Buckner shop, the modern plant today is fully air conditioned and automatic equipment is capable of producing 400 different items in

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Since Buckner became established in its new plant in 1961, production has tripled.

From England Comes the Answer to Perfect Putting Green Mowing!

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Experience gathered over 134 years of lawn mower design and manufacture has culminated in these precision-built mowing instruments constructed by old-world craftsmen.

- 100 cuts per yard give "satin" finish to green.
- Mowing height precisely adjusted .008" at a time—down to $\frac{1}{8}$ of an inch. No tools required.
- Width of Certes is narrow enough to avoid scalping on undulating surfaces.
- Light weight—easy to handle—a child can operate the CERTES.

Ideal for Golf Course and Home Putting Greens

For specific information on the CERTES and other professional and special purpose RANSOMES mowers, write or call:

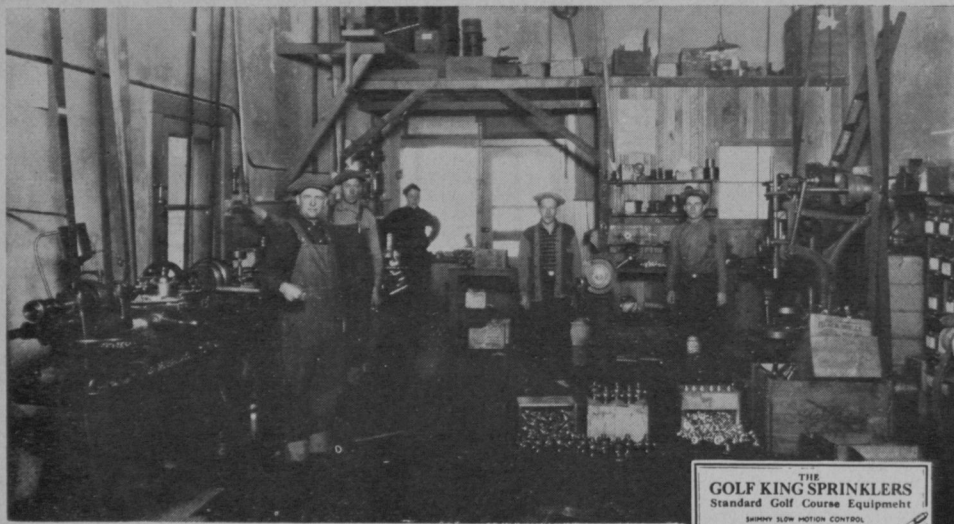
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Distributorships now being established in key areas. Adequate supplies of spare parts, as well as mowers, now in stock at Warren's Chicago, New York and San Francisco area nurseries.



SPRINKLER

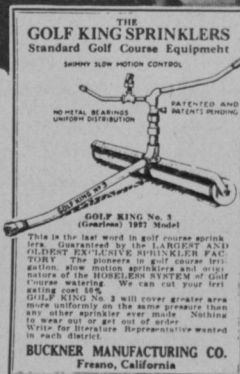
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approximately 5,000 variations. Buckner claims distribution in 49 different countries and now has fully owned subsidiaries in Africa, Switzerland, Australia and Mexico. Approximately 350 people are employed by Buckner Industries, about 200 of them in the Fresno plant.

That there was a Buckner Sprinkler at all and that the plant was established in Fresno was largely an accident of the Sante Fe railroad. W. A. Buckner was a trainmaster stationed in Albuquerque, New Mexico, by profession. He was also a part-time inventor when not occupied by the Sante Fe.

Early in the 1900s, Buckner was transferred to Fresno, located in an interior valley well known for hot summer tem-

How Buckner shop looked in 20s, above. Shown at right is ad for "slow motion" sprinkler Buckner ran with GOLFDOM during 1927.



peratures. With air conditioning still somewhere in the future, Buckner is said to have spent the hot summer evenings sitting outside on his front porch, which gave him time to experiment with the mechanics of the water sprinklers being used in and around Fresno. Buckner's front porch research project was to design a sprinkler that would turn slower for controlled watering.



The 40,000 sq. ft. test area behind plant is valuable aid to Buckner's operation.

"Buckner's discovery of a slow-turning sprinkler took sprinklers out of the novelty class," Clark says. "Buckner began making sprinklers in his garage and actually produced a hoseless sprinkler system installed at Pebble Beach in 1912."

Buckner continued to manufacture sprinklers in his garage until the early 1920s when he teamed up with Michigan-born Harry E. Cleason to open Buckner's first shop. Buckner was the developer. Cleason, who is retired and still lives in Fresno, knew the foundry and machine shop end of the business. The shop, Clark notes, was in the back of Mootz Shoe Shop. One of the first employees, John Royer, began working for the pioneer irrigation systems company in 1924. Today Royer is still with Buckner as head of the company's research department.

"Royer," Clark says, "deserves credit for thinking through more new developments in sprinkler equipment than anyone else in the industry."

Buckner remained active with the company until his death in 1953. In 1959 James R. Coson bought out the interests in the company held originally by W. A. Buckner and Cleason and took over active management as president of the company.

Automation, of course, became the key to progress in the 1960s. "Water was becoming more expensive and critically scarce," Coson observes. "With rising production costs, labor costs and land costs, it had become necessary to automate wherever possible both in industry and in agriculture."

"There is probably better communications in the golf industry than any other I know of," Clark adds. "When one golf course comes up with some new innovation, it doesn't take long before the superintendents at other clubs know about it, too. The first automated system was installed at the nine hole course at Sea Island, Georgia, in the middle of the 1950s and when the system worked, the idea of automation spread rapidly."

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NEW, Attractive Hole Markers

CUSTOM MADE FOR YOUR COURSE



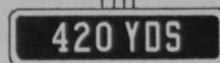
New, big 18" markers. Unusual and attractive. Die embossed steel with heavy baked enamel finish.

Set of 9.....\$ 51.75
Set of 18..... 103.50
5½ ft. posts.....ea. 1.50

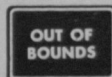


All-in-One. 14" x 7". White letters on green background. Die embossed steel with permanent finish.

Set of 9.....\$44.00
Set of 18..... 88.00
(Price incl. 26" stakes, bolts, nuts.)



Most economical tee markers you can buy! Sturdy 10" x 7" die embossed steel with baked enamel finish. Replacements always in stock.
Hole Numbers....\$1.60 ea.
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10" x 7" Signs. Worth their weight in Gold. Only \$1.60 ea. 26" Stakes 60¢ ea.



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Vibrant, coordinated look for spring

Perfectly mated items of golf apparel in bold new colors and dazzling patterns will make the "total look" come of age this season.

Fashion's "Big Three" in golf apparel for spring and summer 1967 are pattern, color—and most important—coordination. For several seasons the idea of a "total look" in golf outfits has been presented, but this year it becomes a realization. And much of the job of coordinating items into "one hanger" outfits is being done by the manufacturers. In some cases, two manufacturers are even teaming up to produce the most striking examples of the well-rounded outfit. Golf shoe kilties and carrying cases to match the color and pattern of a ladies' outfit, stripes on ribbon belts repeated on the neckband of shirts, accessories perfectly color keyed to major items—these are some of the ideas that will tempt customers to buy the entire outfit. Looking at individual items, the favored shirts this summer are certain to be highly ventilated waffle, pebble and fishnet knits. Trousers have gone wild. This is where pattern makes its biggest breakthrough. Plaids, tattersals, stripes and primitive prints will be real eye-catchers in pro shops.

PHOTOGRAPHED BY OZZIE SWEET AT OCEAN REEF, NORTH KEY LARGO, FLORIDA

Swinging blues, from left: classic sleeveless blouse (\$8.50) and plaid poplin culotte (\$14) by Louise Suggs; Lazy Bones shoes. Parker of Vienna alpaca cardigan (\$65) over Cezar "Trevi" shirt (\$25); duck cloth slacks by Jefferson (\$14); Johnston & Murphy shoes. Gilson "Touring Pro" cardigan (\$27.50) over Top Pro "Kangaroo" shirt (\$5) for Green Tee; Izod slacks (\$21); Etonic shoes. Evan-Picone culotte dress (\$24) coordinated with Weinbrenner "Lady Mulligan" shoes and carrying case; Edmont-Hill glove.

