COMING NEXT MONTH:

The EIGHTH ANNUAL
PLANNING & BUDGETING
ISSUE OF

GOLFDOM

Reader Interest: For the 8th consecutive year, GOLFDOM devotes its entire October issue to the buying and operating problems faced by golf officials and buyers as they plan, budget and buy for the 1941 season ahead. Each article is crammed with facts to guide in purchasing, service, merchandising, maintenance, budgeting, management, etc. An issue to be saved.

Advertiser Interest: Over 90% of all golf course buying is done by the five key men reached in every club by GOLFDOM—president, green-chairman, manager, pro, greenkeeper. These men, in October, November and December, are busy analyzing the past season’s operations and planning those for 1941. It’s budget-making time, when purchases for NEXT year are authorized.

Reach all the buyers before 1941 plans are laid. Hit them with your selling story NOW. See page 32, this issue, for name of nearest advertising representative.

New Book Describes Amateurs’ Play


It’s a book that will be especially interesting to pros inasmuch as it gives the boys’ own ideas of how they play their shots and affords the expert professional instructor much practical data from which he can get an insight into baffling problems of his own pupils.

The book is not confusingly technical. The lads differ decidedly in their opinions and methods. Some of the differences are accounted for by physical variations, whilst others represent conflicting analyses that show the pros what they are up against when they try to get a simple, sound idea of the golf swing planted into their pupils’ minds.

“Golf As I Play It” is an addition to the golf instruction library particularly worth reading, inasmuch as it encourages its readers to think out the reason for their shots, rather than merely taking some guy’s word on detailed mechanics of the swing.