THERE'S TRIPLE SALES POWER BEHIND HEDDON SHAFTS IN 1937

Here are the three reasons why you'll find Heddon Shafts a big sales and profit maker for you this year:

1. You can actually demonstrate the functioning of the "Repeat-taper" which absorbs impact sting, and the secondary whip which gives the "feel" that is the secret of good golf.

2. The fact that Heddon straight-grain Shafts with graduated wall thickness are used only in the highest grade clubs of

   HILLERICH & BRADSBY CO.
   A. G. SPALDING & BROS.
   WILSON SPORTING GOODS CO.

   is convincing testimony of their marked superiority.

3. Heddon Advertising is acquainting the world of golfers with real performance value (Accuracy, Distance, Power) built into Heddon Shafts.

HEDDON "CUSTOM DRAWN" STEEL GOLF SHAFTS

JAMES HEDDON'S SONS
Steel Golf Shaft Division
DOWAGIAC, MICHIGAN

"The Shaft of Steel with the Hickory Feel"
The explanation is simply that so many opportunities for increasing business always exist at private and fee clubs that almost any slump can be offset by smarter work in the pro department.

**Pro Future**

**In Fee Courses**

In the fee courses I think I see a tremendous future for pro businessmen. Many of these courses have had tough going because their operation was attempted by farmers or city men who did not know the golf business. The pro does or should, if he intends to stay in it. Therefore if the pro will work in this field there certainly is enough potential volume to make him a good, steady income. My own course has no pay-as-you-play competition within 15 miles. There is a large volume of play from factory workers waiting to be developed. I already have started to organize industrial and office leagues and from the response to this missionary and indoor lecture and instruction work, expect a heavy play this summer.

I am giving lectures and demonstrations at the high schools. This school work gets immediate advertising results so far as the parents of the students are concerned, and develops some quick business from the kids. Student play can be accommodated at special rates during off-hours. Possibly this high school development is a long-haul proposition, but everything about the pro job calls for foresight, so looking ahead to the time when these school kids grow up isn't going to hurt me any.

**Selling Kids Important Task**

Pros have to sell themselves to kids as well as to adults and I'm of the opinion that we are going to see the day when pro golfers are glorified by the youngsters as the kids used to idolize baseball players. We've already seen one indication of the value of this hero worship in the attitude of the younger Italian-American pros and caddies toward Sarazen.

I am making a special play for youngsters because the future of the golf club is going to be on a family basis. You can get parents into golf easier through their kids than you can get kids into the game because of their parents. At my place the season rates will be $25 for a man, $35 for man and wife, $15 for unattached women and $10 for juniors. All the time I can possibly spare from the work of getting course and clubhouse in shape is devoted to soliciting individual and group business at factories, offices, banks and at noon and evening meetings of the district's businessmen.

My friends help a lot by pushing for me and I certainly have learned that a good part of a pros' capital is in earning the right sort of friends. But you need money, too, when you go in on your own, and you have to put into force personal and business economies past the degree you employed when you were trying to save up enough to go into business for yourself.

But I'm in now, and the whole deal has to pay out. I'm certain that it will because the more I compare the risks I'm taking with the chances I have to make a good income and put something aside for the later years, the better golf looks to me as a business.

My experience, after only a few months as a fee course operator, makes it plain to me that every private club pro could do himself a lot of good by asking himself "What would I do if this whole club were my business?" The thinking he will do will mean more money to him this year.

**Golf**

Golf ball price increases have been announced to all retailers. Prices to the players remain the same. Hope of the pros is that an increase in play this year and more pro-shop push of ball sales will produce a volume which will off-set the rise in trade prices.

Wage increases and rising rubber and balata prices have the ball makers worried. Wholesale prices of crude rubber have climbed steadily from 2.7 cents a pound in June, 1932 to 24.8 cents per pound on March 16, 1937. In July, 1935, crude rubber hit $1.03 a pound.

The fifth increase in automobile tire prices within the last 12 months recently was announced.

**Fred Bigelow**

Fred Bigelow, pro at Indian Hills GC, Lansing, Mich., introduced a novel and effective note in group class instruction by having movies taken of the class and of individuals.

Pictures of the class, together with other golf pictures, were shown at lessons a week after the time the pictures were taken.

Bigelow ran his classes without charge as a fee course educational and business development enterprise. As many as 200 attend his classes.
and that’s what Pros are hearing everywhere

... and that’s the reason why golfers who patronize their club pro shops are enthusiastically turning to Louisville POWER-BILTS.

Why not turn this unusual demand for these sensational new Louisville POWER-BILTS to your own profit?

Try them yourself . . . and you’ll know instantly why these distinctive, stream-lined clubs are so much in demand. POWER-BILT Duo-Flex shafts have the sweet feel of hickory combined with a double whip action* that assures extra wrist power and greater control.

But that isn’t all . . . Louisville POWER-BILTS are your clubs . . . designed especially by pros . . . for exclusive pro sale. That’s the H & B policy that guarantees reasonable profit on every sale. Arrange now to make the Louisville POWER-BILT clubs your feature line . . . and let them sing a profit song to you this year.

Send today for the new 1937 Louisville POWER-BILT catalogue and complete details on the H & B PROTECTED PROFIT PLAN available only to pros.

HILLERICH & BRADSBY CO.,
Incorporated
LOUISVILLE, KENTUCKY

Louisville
POWER-BILT
Golf Clubs

* Use QUICKMAIL coupon No. 5 to answer this ad *
HARTFORD HOLDS 9-COURSE TOURNAMENT

AN event that deserves to be widely copied is now in its third year at Hartford, Conn. It's a progressive tournament played on two holes of each nine courses. Rupert Rothwell, spark plug of the event, handles the arrangements.

Instructions for the event, as furnished by Rothwell, are given here, because other districts in search of interesting and unique affairs will find this one sure-fire. The announcement for the event read like this:

The plan calls for clubs to enter a team of eight players and to donate eight prizes exactly alike to cost not less than $1.00 each, and also to pay $1.50 for each player to cover the cost of the dinner at the Hartford Golf club in the evening.

Courses to be played have been selected because of their proximity to Hartford and to each other, a necessary requisite if the 18 holes are to be played in the time scheduled.

<table>
<thead>
<tr>
<th>Courses to be Played</th>
<th>Holes to be Played</th>
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</thead>
<tbody>
<tr>
<td>1 Goodwin Park</td>
<td>Hole 15 and 18</td>
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<tr>
<td>2 Wethersfield</td>
<td>Hole 1 and 18</td>
</tr>
<tr>
<td>3 Indian Hill</td>
<td>Hole 1 and 9</td>
</tr>
<tr>
<td>4 Stanley</td>
<td>Hole 8 and 9</td>
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<tr>
<td>5 Rockledge</td>
<td>Hole 10 and 18</td>
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<tr>
<td>6 Wampanoag</td>
<td>Hole 1 and 18</td>
</tr>
<tr>
<td>7 Tumble Brook</td>
<td>Hole 1 and 9</td>
</tr>
<tr>
<td>8 Keney Park</td>
<td>Hole 8 and 9</td>
</tr>
<tr>
<td>9 Hartford</td>
<td>Hole 1 and 18</td>
</tr>
</tbody>
</table>

Total scores of the eight members of each team will determine the winners of first, second, and so on. The winning team will be permitted first choice of the donated prizes. The second team will have second choice, etc.

Every team and, therefore, every player will receive a prize. In addition to the team prizes there will be prizes for first and second low gross for the 18 holes.

The cup presented by ex-Mayor Beach will be competed for and will be awarded to the club with the low team score. There will be no handicaps, and all will play from scratch. Winter rules will apply on all courses. Maps will be furnished to facilitate movements between courses.

No attempt will be made to provide caddies and their use is optional. Prior years some of the players took caddies with them throughout the trip.

Each team is to name a captain to represent them. Players will arrange their own transportation and playing companions. Use score cards furnished at the first starting tee and turn them in at the Hartford Golf club at the end of the round, listing players and club. There must be no “no card” turned in. The club professional may be a member of the team.

A blind handicap will be run. Choose your own handicap to bring net score between 70 and 80. Fee, 25 cents, to be given to starter at either Keney or Goodwin Park. This is optional.

All teams must report in accordance with the schedule and play the courses strictly in the order indicated. Players will be afforded the right of way on the holes to be used so far as reasonable and possible. There will be no green-fees.

To avoid congestion, the teams will be divided into two groups, one group will play the courses in the following order and at the time stated, namely:

Start at Goodwin Park at 9:00 A.M.
Then Wethersfield at 10:00 A.M.
" Indian Hill at 10:45 A.M.
" Stanley at 11:30 A.M.
" Rockledge at 12:15 P.M.

LUNCH

Then Wampanoag at 1:15 P.M.
" Tumble Brook at 2:00 P.M.
" Keney Park at 2:45 P.M.
" Hartford at 3:30 P.M.

The other group will play the courses in the following order and at the time stated, namely:

Start at Keney Park at 9:00 A.M.
Then Tumble Brook at 10:00 A.M.
" Wampanoag at 10:45 A.M.
" Rockledge at 11:30 A.M.

LUNCH

Then Stanley at 12:30 P.M.
" Indian Hill at 1:15 P.M.
" Wethersfield at 2:00 P.M.
" Goodwin Park at 2:45 P.M.
" Hartford at 3:30 P.M.
Here's a

PLAN THAT BRINGS YOU MORE GOLF BALL BUSINESS

For 1937 we announce the Tommy Armour Durability Contest. It interests every customer and keeps him or her coming back to you for golf balls. It's a new kind of contest—no letters to write—no guessing—no bookkeeping. It's all in your hands. We furnish the prize Free, to you—you make the award to one of your own customers. It is simple, easy, yet a business builder. Just drop us a line today for all the details. Use the coupon below.

THE WORTHINGTON BALL COMPANY
ELYRIA, OHIO
World's Largest Exclusive Golf Ball Maker.

Rules of golf free. New 64-page edition free to Pros for distribution to club members. Write for a supply. Use your club stationery.

THE WORTHINGTON BALL COMPANY
ELYRIA, OHIO

THE NEW TOMMY ARMOUR
Guaranteed the greatest golf ball value on the market. New center, new windings, new patented vulcanized Latex cover, new markings and a new package—50c.

THE NEW TOMMY ARMOUR
Guaranteed the toughest distance ball made. New high compression liquid center, new graduated triple windings, new patented vulcanized Latex cover, new markings, new package. This is the ball that Tommy Armour plays—75c.

* If you prefer, use QUICKMAIL coupon No. 27 to answer this ad *
Handy Mrs. Andy Helps Dewar on Pro Job at Waseca, Minn.

Many times GOLFDOM has had occasion to refer to the important part pros' wives take, behind the scenes, in the golf business. Feminine intuition and plenty of work on the books and in buying and selling advice has been responsible for the completely successful handling of numerous pro jobs.

One pro's wife who does her helping in public is Mrs. Bernice B. Dewar, wife of Andy, pro at at the Lakeside CC., Waseca, Minn. Mrs. Dewar handles women's instruction at Lakeside and turns out many competent women players besides stirring up an unusually large amount of women's play at the club. She has taught golf for 16 years. For a good part of the last six years she has had to concern herself with house operation, so that teaching takes up nearly all the outside time she can spare. Nevertheless, she still is able to bat around the Lakeside course in the low eighties.

Andy brags about his talented spouse's versatility, saying: "She has learned club repairing and club making and knows a lot about greenkeeping. She understands planting of bent greens either by seed or vegetative method. She's a star at getting and keeping women interested in club affairs and this fall organized a women's 'stag' party that was very successful."

Mrs. Dewar is not a believer in group teaching unless to absolute beginners and then only to teach the fundamentals. After these fundamentals are acquired she prefers individual tuition. She maintains that one adult in a group class might properly require an upright swing and another a flat swing. Instead of group lessons she offers a sharp reduction for an introductory series of five or ten lessons, which she says please the patrons and give better instruction results.

Among the details of golf club work at which Mrs. Dewar proves a valuable assistant to her husband is that of caddie supervision. She tells of an amusing incident that happened while the Dewars were at Duluth.

"We had," says Mrs. Dewar, "a particular noisy, mischievous but good bunch of caddies. One morning they were especially boisterous and suddenly became.

---

KENNETH SMITH

HAND-MADE

Woods and Irons

- are made exclusively for the Pro trade and never sold in stores—NEVER;
- are hand-made to exactly fit your customer's swing;
- are internationally famous for their important exclusive features and excellence of workmanship.

Fit your members with distinctive clubs—they cost no more than ordinary stock clubs.

Our new 1937 catalog is just off the press. Send for your copy and for fitting charts.

KENNETH SMITH

3038 Gillham Road Kansas City, Mo.

The Difference is in the LEATHER!

. . . . . NO GOLF GLOVE FEELS, WEARS, SELLS LIKE EezyWear!

RETAILS AT ONLY 75c

Its imported, specially processed leather is amazingly soft, pliant and comfortable—is non-skid, grips better, and far outwears gloves costing considerably more. Special design and adjustable strap insure perfect fit. Cool and easy to wear. Pays liberal profit with small investment. Made by National Glove Company, Columbus, Ohio.

Distributed by

JOHN WANAMAKER, Inc. THE WILSON SPORTING GOODS CO., CHICAGO
as quiet as death. In amazement I opened a window in the clubroom and looked for the explanation of the good behavior. Every caddie was standing like a statue and some were scarcely breathing. I asked what the trouble was. One boy rolled his eyes toward the center of the rigid group. There, to my consternation, I saw the only thing I've ever seen to keep a lively outfit of caddies perfectly quiet. Before the boys, and in a leisurely and defiant parade, was an old mother skunk and her kittens."

There Is a Lot of Work Ahead
Improving Caddie Training
By William Livie, Pro.,
Lawsonia (Wis.) CC.

GOLF clubs, their caddie-masters and pros need to consider carefully for 1937 the matter of caddie selection, training and welfare.

We have not been getting the type of caddies we should have during the past several years and the reason is not economic. The reason has been gross neglect in the choice and supervision of caddie material. The caddie gets a lot from the club and he means a lot to golf. Permitting the caddies to be dominated by tough, irresponsible young loafers, as many clubs have done during the depression, has had an alarmingly extensive effect in keeping highly desirable young Americans away from the game.

Consider your own caddie situation for evidence of what your club has been doing. Are crap games, hell-raising, rank untidiness, ball stealing and general failure to maintain proper conduct in evidence? If such indications are apparent, the fault is mainly yours and not that of the boys. There are plenty of the right type of boys available, boys who need the money and other benefits of caddying just as much as the nondescript bums many clubs have permitted to work during the past several years.

Care in selection, training, supervision and reward of caddies is one of the very important golf club responsibilities for 1937. This phase of golf has been grossly neglected since 1929 by clubs, amateur associations and the PGA.

It is dangerous to allow the neglect to continue.
There’s always a heavy demand for Parglovs at the start of the season. Be sure you have your supply on hand... and a few out on the counter working for your profit and protection.

THE K. L. BURGETT CO.  
PEORIA, ILLINOIS

Answer above ad with QUICKMAIL No. 40

Here is Classification of Club Ledger Accounts

COUNTRY CLUB of Minneapolis is operated by a holding company that has the problem of conducting its operations so club facilities and management of high character are provided to members, and the further problem of doing this work on a sound financial basis. No member assessments can be made.

Consequently, accounting of The Country Club, Inc., must present a clear picture of all financial details of operations and must be so simplified and practical that reports can be made up accurately and quickly.

A study of the following classification of The Country Club, Inc., general ledger accounts will be of helpful interest to many club department heads and officials.

### ASSETS

- **Cash and bank balances:** cash on hand; N.W.N.Bk. — Dep.; N.W.N.Bk. — Un. Ins. Fd.
- **Accounts Receivable:** members; miscellaneous.
- **Bills Receivable:** miscellaneous.
- **Prepaid Expenses:** unexpired insurance.
- **Equipment:** clubhouse equipment; outside tools and equipment.
- **Depreciation Reserve:** clubhouse equipment; outside tools and equipment.

### LIABILITIES

- **Accounts Payable:** miscellaneous; col. int. rev. tax dues; col. int. rev. tax—O.A.B.B.; col. int. rev. tax—un. ins.; accrued payroll; golf shop; cafe collections; caddie fee collections; suspense
- **Deferred Credits:** unearned dues; unearned lockers
- **Profit and Loss:** bal. and operating.

### INCOME ACCOUNTS

- **Earned dues:** guest fees; earned lockers; initiation fees; members trans. fee; hall rental; earned discounts; bad debits recovered; miscellaneous; pin ball; check room; room rental
- **EXPERIMENT ACCOUNTS**

**GOLF RECORDER COMPANY**

4619 Ravenswood Ave. Chicago
linen and laundry; fuel; lights; power; water; papers and magazines; misc. supplies; repairs; general expense; O.A.B. ins.

ADMINISTRATIVE

Salary, manager; salary, office; commissions; postage; printing; supplies; advertising; entertainment; telephone and telegraph; music; bad debits charged off; collection expense; membership expense; general expense; O.A.B. ins.; club share (O. A.B. and un. ins.)

Property: rent; taxes; insurance; depreciation

BUFFET OPERATION

Income: sales.
Costs: liquor; beer; soft drinks; cigarettes and cigars; ice cream; candy; ice; miscellaneous purchases.

Expenses: labor; employees’ meals; electricity; linen and laundry; G.W. and equip.; licenses and bonds; miscellaneous expenses; employees’ rooms; O.A.B. ins.

CAFE OPERATIONS

Income: sales
Costs: foods
Expenses: labor; employees’ meals; gas and electricity; linen and laundry; licenses and bonds; miscellaneous expenses; tools and equipment; employees’ rooms; O.A.B. ins.

OFFICERS of the Inverness club, Toledo, have issued invitations for the club’s famous annual round-robin pro tournament, won in 1936 by the Hagen-Laffoon team. Hagen will not be back in the U.S. by June when the Inverness affair will be played.

Teams invited are: Laffoon and Runyan, Guldahl and Snead, Cooper and Horton Smith, Sarazen and Metz, Thomson and Armour, Shute and Little, Picard and Revolta, and Mangrum and Wood.

A CANNY veteran pro intends to send all of his members an inventory and itemized valuation of clubs in their bags as soon as the bags are brought in this spring.

The information is to be sent members with a letter advising them that the data is given them for possible use in insurance matters.

Naturally when members see an expert, honest valuation of some of the relics they are playing there may be an urge to buy modern equipment and there certainly will be no inflated ideas of the values in case any trade-in allowance is granted.
SWIMMING
From Survey made by Cascade Hüls

SEED SELECTION AND BUYING

By H. F. A. NORTH

In the field of golf, our selection of grasses must be somewhat limited. The seed catalogs are like elaborate hotel menus. What seeds shall we choose from them? Twenty-five years ago there was only one kind of a certain seed, and it was easier to choose.

Greater interest in the subject would develop if it were coupled with a formula for obtaining the money to purchase seeds. No doubt production could be expanded in the seed growing sections if the golf clubs were in a position to buy. However, the predictions are rather optimistic for better times.

It may be interesting to consider how much money is spent for seeds on the average golf course. The figures taken from GOLFDOM's surveys show that in 1931 the 18-hole clubs spent $414, and the nine-hole clubs $143. In 1936 the expenditures were $256 and $67 respectively. The money spent for seeds is approximately one-half that for fertilizers.

Our interest in seed has been shown in the Green Section Bulletins. The proper naming of grass seeds in the United States has been straightened out through the combined efforts of the Green Section, Professor Hillman of the Division of Seed Investigations, and the late Doctor Hitchcock of the Division of Plant Exploration and Introduction. The Green Section has voiced the opinion that a name such as Rough-Stalked Meadowgrass for Poa trivialis should be brought into line with American usage, and in Doctor Hitchcock's recent "Manual of the Grasses of the United States," the name is given as "rough bluegrass." Two bulletins were devoted entirely to the production of seeds. In recent years, grasses proven by the Green Section have been under cultivation for seed in Rhode Island and Oregon.