

5 reasons for using Hickory Shafted clubs

1 The Leading Amateur says—"I have learned my game with Wood Shafts and until I become unable to procure Good Hickory or until Steel Shafts are made, which ACT and FEEL like Wood, I shall continue to use Wood."

2 Requested to name the World's ten Leading Golfers, a well known writer listed nine who use Hickory Shafted Clubs.

3 In a test of over 150 Drives, Hickory Shafted Clubs averaged over 14 yards greater distance than Steel.

4 High Grade Hickory Shafted Clubs are from 10 to 30% stiffer than Steel.

5 The Government report places standing Hickory at SIXTEEN BILLION FEET and the consumption, at approximately the annual growth.

THESE facts will prove that no shortage of Hickory exists for making First Quality Shafts, which leading Professionals and Golf Manufacturers state there has never been found a satisfactory substitute.

The opinion of these men should influence the Golfing Public to use Wood Shafted Clubs and not to accept incorrect information regarding Hickory.

We are the first to introduce guaranteed uniform grade, machine tested for stiffness, nature cured Golf Shafts.

GOLF SHAFT & BLOCK CO.

Memphis, Tennessee

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Golf Shafts - Heads - Blocks

members. People like something new, and I am going to try to give it to them. New display racks are being installed with display facilities for a stock several times as large as that normally carried. The re-vamping plan calls for re-decorating the entire shop with some pleasing color that is easy to keep clean. The policy is to be an attractive, fresh appearing shop, plus a complete line of the best clubs at the same prices as the better class down-town stores.

Many times members *think* they pay the pro more than the store charges. Even though the store's merchandise is not the same high quality as the pro's, the pro is unjustly penalized and seldom given a chance to go into detail. To counteract this thought I intend to send out a letter to all of our members telling them that my prices are the same they have to pay down-town.

The customer must have a good assortment of standard, highest grade, brands, and that we give them in our new shop.

Handling the "Crab"

I believe that many of us in the pro tribe are inclined to pass up the member who is termed a "crab." I do not wish to imply that I have not done so in the past, either, but from now on the "crab" is the one person who is going to be pleased if it is humanly possible. The crabs always are the biggest and loudest talkers. They certainly can do the pro a lot of harm or good—so why not make sure that it's the latter?

Assistant Pros Need More Help

By F. PLAY

MY COMPLIMENTS to Paul Scott on his recent article in GOLFDOM relating to the status of the assistant. It served to draw attention of the thinking men in the profession to the assistant's need of better conditions of employment and training, and to the wisdom of making these needs a matter of P. G. A. study and action. As the matter stands now, the assistant can shift for himself as best he may, and this is not a situation that the P. G. A. should permit.

Someone should blush at the assistant pro's wages mentioned in Scott's article. Whether it should be the professionals or the clubs I'm not sure.

I know of boys who have been brought up since they were wee laddies to be pro-

professionals, and good ones. The P. G. A. should be in a position to help these boys with their problems, the most urgent of which is getting them located with smaller clubs where they could serve and advance to best advantage. By taking an interest in the case of the younger pros the P. G. A. not only would be helping these boys develop along the right lines but would control their placing in a friendly and foresighted fashion. By exercising thought and energy in the latter capacity the P. G. A. would be taking definite action in protecting the wage scale of the established and veteran pros by keeping the youngsters from cutting in and taking jobs at any price just to get located.

You can't blame the young fellows for getting the jobs when and where they can, so long as the older professionals continue to restrict their attention to the matter to complaint and criticism instead of tangible help.

Gopher Holes Are Source of Washouts

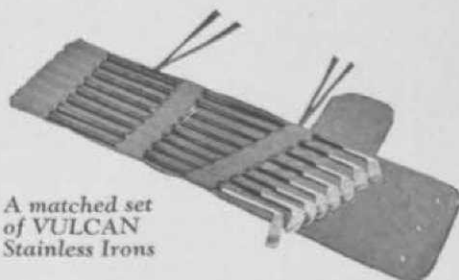
Dubuque Country club was not troubled with washouts during the past season due to the fact that when repairing the damage done by water we have placed the tile much deeper (24 to 30 inches to the top of the tile). Formerly we carried them only 8 or 10 inches under the surface.

In checking up on wash-outs we found that the beginning was invariably a gopher hole; of course you need not draw on your imagination to know what a river would do with just the slightest beginning. We do not aim to carry very much water away in our tile as it is only large enough to take care of the seepage. We found there is no better agent for carrying water than a good growth of blue grass and by maintaining a good sod in all of the low places we are able to avoid a great deal of trouble.—John M. Walker, Green-chairman.

DO more weeds seem to grow on your greens than on those of the neighboring club? Are you sure the cause is not traceable to using seed-laden creek-water for your greens where your neighbor uses well-water?

HAVE you been thinking anything of possible changes in shop layout during the new year? Lots of times slight revisions in the arrangement of stock will speed pro sales.

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