

PICKED UP IN THE ROUGH

By HERB GRAFFIS

AS WE HAVE repeatedly pointed out, manufacturers have no basis for complaint about pro credit, because credit is entirely under the control of the seller. If the seller sells anyone with sour credit, whose fault is it?

In the golf field there has been the policy of taking too much chance on credit, each manufacturer apparently believing that if he didn't sell the pro or other retailer, his competitor would and, might make a profit.

There is more than a suggestion that a loose credit policy may come within the scope of unfair competition and incur penalties on the seller. That's something for pros to consider. But, as usual, the sound, smart pros have nothing special to worry about.

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GOLF MERCHANDISE sales have snapped up greatly during the last six weeks. Pros are quite cheerful about the way the new stuff is going.

A wet spring and early summer almost everywhere east of the Rockies and the department store cut-price sales had the boys blue at the beginning.

One thing that the clubs and pros are set on this year is extending the playing season later into the fall instead of closing it shortly after Labor Day, as is traditional.

Inspection of club schedules this year shows that many of the clubs have carried their programs clear through until October in order to take advantage of the glorious bright days of autumn.

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PROS HAVE been impressed with the sales speed of anything new. A few years ago a pro was liable to shy from any innovation, but that policy doesn't rule any more.

At that time, the Smithirons were considered only the nutty notion of a nice old gentleman and when Bob Jones came out with his irons the boys were inclined to think he had gone slightly screwy. A few hardy-souled pros took a chance, played the clubs well, confirmed the principles and the stampede was on.

This year Ralph Guldahl, playing a stock

set of Oggmented irons he had bought a few weeks before, finished a stroke behind Johnny Goodman, who played Spalding's Jones clubs. New equipment was the order of the day. For a fellow to go in the Open with sticks he'd had for only two or



three weeks has more of a merchandising significance that might be granted at first slant.

With the pros going for new stuff and small but frequent orders more of a policy during the playing season, we are bound to see many more new ideas figure in pro-shop stocks.

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AT THE OPEN there was talk of new shafts, new heads, new grips and new balls. The pros will get this stuff first because the players will buy an innovation only if it carries pro endorsement. This gives the pros another great chance to reassert their command of the golf goods market when the big revival comes on us.

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BABE DIDRIKSON, the phenomenal girl athlete who was forced out of amateur athletics by the A. A. U., is going to play some golf exhibitions.

She has a tie-up with a petroleum products company that will pay her salary and expenses. This is a good break that the kid deserves. She was poorly advised while she was at the height of her amateur career and badly managed as a professional. It's true she wasn't helped any in capitalizing her ability and reputation by the bad times that prevailed when she became a pro, but of all the stand-out athletes she probably had the toughest financial breaks. The last we'd heard of her before this tip-off on the golf deal, she was back in Texas helping her folks around the house.

Babe is a pretty good golfer, considering her lack of experience. Of her game, she told: "Ah kain hit 'em a mile and right straight, but it's that daw-gone little ol' puttin' that bothers me."

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BABE ISN'T the only one bothered by putting. Any one of a dozen fellows other than Goodman might have been National Open champion had they been able to putt better.

Play in some of these open competitions of the Women's Western Golf assn. would help the Babe a great deal, and incidentally, built up her as a gallery attraction.

Some of her friends ought to tip her off.

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WHAT THE course equipment people are praying for now is a summer wet enough to grow grass but not wet enough to interfere with play.

The last two summers were so dry that not much mowing was done; consequently many of the mowers that were ready for the scrap pile at the end of 1930 managed to limp on for two years. Repair business on course equipment last winter was very light. Main reason for the lack of business was attributed not to the poverty of the clubs, as most of the private clubs now are in better financial shape than at any other time during the last decade. The reason was simply that the equipment had been so patched up it wouldn't stand any more repairing.

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SOME OF THE dealers in course equipment have been having a hard time getting by, although their credit problems now aren't as bad as they used to be; the dealers no longer can afford to take a chance.

New York, Los Angeles, Detroit and Cleveland continue to be the hardest hit of all golfing districts, the bank situation knocking Cleveland into the mourners' bench after it had gone through the rest of the depression in good shape.

Detroit is pulling out of the rough nicely. The New York situation looks better, as receivers operating approximately 10 clubs have puckered up the heavy interest charges and now are selling golf at some great places for a very moderate sum.

Unless the maintenance budgets at these places are so drastically reduced that the courses will become badly run down, there is promise that the establishments will pull through for the security holders much better than the railroads and office buildings on which interest payments have practically ceased.

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WHEN YOU read that four baseball players of the Columbus American assn. team have been suspended and the club penalized for failure to observe the salary limit, you become aware that the old days of princely salary for ball players are at end.

A hard working, able professional at a fairly good club now can make more than the majority of big league and American association ball players.

Of course, the pro has to work a lot harder than does the baseball player, and it takes a pro much longer to work up to the top spots than it does any other professional athlete, but when he does get there he comes more nearly than the other fellows do to holding his destiny in his own hands.

That may seem strange to a lot of pros as they consider how they always are at the mercy of the club politics, but a check-up will show that it's true.

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BOB HARLOW, premier impresario of tournament golf, sailed for England with the Ryder Cup team. Bob has been booking Hagen ever since leaving his PGA tournament bureau connection and Walter played to almost solid booking from the end of the winter tournament season to the time of the St. Paul Open. Practically the only days he was idle was when it rained.

Harlow arranged a number of Hagen exhibitions on the other side and undoubtedly will pick up some dates for the rest

of the team, so they'll gather additional dough.

If it's possible to get bookings for exhibition players or tournaments in any part of the world, Harlow is the guy to get them.

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MISSING THAT putt on the 18th hole of the concluding round at North Shore wasn't all of Ralph Guldahl's misfortune.

Finishing second in the Open and first of the pro contingent set Ralph pretty for a trip to England. BUT . . . he wasn't a



member of the PGA, so he wasn't eligible for the Ryder Cup team vacancy, which included \$1,000 expense money and entry in the British Open, assured all members of the American Ryder Cup team by British authorities.

After the National Open had finished here, it was too late to enter for the British Open, so the fine young Guldahl boy was out of luck.

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IF WE WERE selling members in the PGA we might point a moral by showing how many years Ralph could pay PGA dues and still be head financially, had he been eligible for the Ryder Cup place.

Guldahl, by the way, first came into prominence as a player in the winter tournaments which are pushed by the PGA and it was partially due to this winter performance, as well, of course, to his own many merits, that he had the opportunity to get his present excellent position as professional at the St. Louis CC.

It seems that the Guldahl case rather pointedly emphasizes the wisdom of every promising, foresighted and ambitious young professional belonging to the PGA.

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LLOYD MAXWELL, vice president of Roche, Williams and Cunyngnam, Inc., one of the big advertising agencies, recently completed his 20th consecutive year as an officer of the Western Advertising Golfers' association. Lloyd was given a banquet and a traveling case in making the occasion memorable. He and his three brothers constitute the all-star brother act of advertising men's golf.

The 20 years Maxwell has served smiling and able is a record in trade golf associations so far as we know.

Now some guy will write in and tell us we don't know what we're talking about; "Izzy Blurp has been an officer of the Catfish Cannery's Golf association for 21 years."

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ADD SIGNS of returning prosperity: The St. Paul Junior Chamber of Commerce \$5,000 Open this year made by far the best financial showing of any tournament run by that alert and aggressive organization, despite a conflict in dates with the Chicago American's \$5,000 driving and approaching contest, which split the field of name players.

Players in the St. Paul Open came to the National Open with comments the St. Paul Open was the best conducted and most pleasant money Open they ever played in.

St. Paul, after the success of this year, is figuring on hiking the prize money next year for a tournament that will be on the order of an invitation affair.

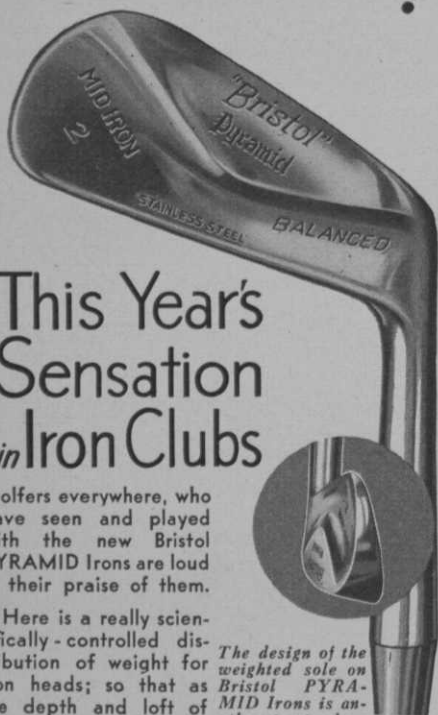
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THE BEST job of selling golf now being done by any municipality is that done by all of the people connected with the operation of the municipal courses at Portland, Ore. Ralph C. Clyde, commissioner of Public Utilities, is the No. 1 man on this job but it is perfectly plain from the interesting bulletins, "Municipal Golf News" issued weekly from Clyde's office that everybody working at the Portland courses is doing a good job for the golfers.

Obviously the political angle that handicaps so many municipal courses has been eliminated pretty well at Portland and the publication of the weekly bulletins is helping to keep politics out.

Reduced rates for juniors have been put

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WRITE FOR FULL STORY—Merely fill in and mail the coupon below. It will bring you our Bristolite giving the complete story of Bristol PYRAMID Irons.

The design of the weighted sole on Bristol PYRAMID Irons is another popular feature.

into effect at the Portland courses and Mike Sherry, Ken Jefferies and George O'Connell, municipal course pros, are giving free class lessons to the kids. This is boosting present business and building for the future.

One of the paragraphs in a recent bulletin to the public course players from Commissioner Clyde reads:

"There seems to be a misapprehension that the Municipal Golf Courses are a losing proposition, but this is not true. During the ten years from 1923 to 1932, inclusive, there was a cash revenue of \$910,926.55. This is a handsome yield of \$250 an acre per year. From these receipts \$54,627.30 was used to pay street and sewer improvements. Street and sewer improvements on all other park property are paid from a special appropriation set aside for the purpose.

"Why the golfer should be expected to pay for such public improvements any more than the person who plays tennis, baseball, horse shoes, etc., on park property, is not clear to me. If we had this \$54,000.00 now we would be sitting pretty. However, we are going to do the best we can under the circumstances and with your help I am sure we will pull out all right."

Municipal golf courses that are having slumps in play ought to follow Portland's lead with these bulletins. It's a real public service idea.

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WHEN YOU get a drive of 250 yards it is one man-sized clout. Those locker-room tales of the 300-yard slugs are flights of fancy, most times.

Here are the figures on the drives made on the second hole at North Shore the third round of the National Open. There was a slight following wind. Only flight was counted. The measuring, which was done accurately by one of the leading ball

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manufacturers, served to show that Archie Hambrick and Craig Wood, who won the St. Paul and Chicago *American* driving championships, respectively, were not accidental winners of those events.

	Yds.		Yds.
Beach	230	Geo. Smith	228
Dawson	235	Schwartz	237
Moreland	220	F. Gallett	220
Abe Espinosa	210	Johnstone	228
Walsh	227	Rogers	235
Creavy	222	Armstrong	233
Schwartz	220	Kaiser	231
C. Clark	230	Armour	215
Burke	207	Shute	252
Crowley	210	Carney	255
Kirkwood	218	Guldahl	230
Wood	240	Wehrle	200
Bolstad	235	Fischer	245
Randall	195	Cruikshank	215
Perkins	235	Farrell (trap)	180
Bob Shave	205	Kozak	205
Kinder	240	MacDonald	247
White	235	O. Dutra	238
Hagen	225	Watrous	215
Ciuci	225	Sawyer	231
Laffoon	240	Golden	200
Goggin	210	Manero	215
M. Dutra	230	Turnesa	185
Klein	218	Sarazen	220
Harmon	225	H. Smith	195
Barron	220	McAndrew	215
Goodman	200	Lacey	225
Mac Smith	212	Loeffler	225
Hambrick	252	Diegel	242
Neilan	207	Cooper	217
Madison	225	Revolta	240
Belfare	210	Hampton	225
Manning	232	McCarthy	230

Summing these all up:

- 7 Drives were 200 yards or less.
- 15 Drives were from 200 to 217 yards.
- 26 Drives were from 218 to 232 yards.
- 15 Drives were from 233 to 250 yards.
- 3 Drives were over 250 yards.

The longest drive was 255 yards and the shortest drive (which landed in a trap) was 180 yards.

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SOME OF the boys who suffered from the spring sales at cut-price stores might have escaped the agony had they done as Jim Wilson did at Ravisloe C. C. Jim's pro shop burned down just before the season opened.

The Sunday after the fire Chicago newspapers carried big advertisements of golf club sales. Instead of waiting and losing sales Jim got a bunch of postcards, wrote

a brief announcement that he had new clubs at prices no store could beat, mailed them out Sunday night and harvested a lot of business.

Of course it was monotonous work, but the results beat those he might have had by sitting around and sobbing or sleeping.

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THE MOST amusing scorecard we have seen this year is that of the Wells-Wood G. C., Wells River, Vt. The Wells-Wood people admit they have a cow-pasture course but get a lot of fun on it.

On the front of the card is an illustration of two earnest golfers trying to pull a cow away from a green. At the top of the score part of the card is the admonition "Keep Moving or Give Way to the Herd." Holes are given cowyard terms.

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ONE OF the funniest phases of the pro business education is that of some of the boys pouting and storming because they are given the works on the collection of bills for merchandise they have received. This comical complaining is practically extinct, but still some of the boys and the manufacturers tell us of cases of this kind. The complainers come up with the empty threat that if they are pressed for payment they won't patronize the pressing source of supply. What a relief that would be to the complaining pro if he had some member buying from him steadily and then refusing to pay. The pro would praise heaven that he wouldn't have to bother with that guy any longer. This matter of anyone taking offense at a collection letter is something this writer can't understand. He has seen a goodly collection of letters written for collecting pro accounts and not one of them has the downright brutality of letters this writer received during the painful period immediately following the building of a new home. These letters were so rough that even allegations concerning the recipient's biological background were so comparatively mild they seemed like terms of endearment.

Our only out was that we were so busy writing dope about pro credit we had not time left for paying our own bills.

After this experience, this writer would like to hear about collection letters so mean and direct that they made able-bodied pros break down and cry and threaten to not play together any more with the sender of the touching epistles.