

the club doing the wholesaling so high license fees won't have to be paid. Effect of repeal in bringing back to the clubs the food business that formerly went to the speakeasies and roadhouses, changes in eating habits, financing of long-needed improvements with liquor profits, winter operation of country clubs as private taverns and hundreds of other slants having important bearing on club business in 1934 will engage the serious attention of the managers.

Liquor added income may be somewhat offset by the sharp rises in food costs during 1934, an incline that troubled the managers no little in 1933. Clubhouses that need to be restored to prime condition because of the intense and growing interest of women in golf is another major problem with which the managers will cope at Kansas City.

The way these gentlemen will labor away gives a definite promise that the fellow who is anxious to learn is going to get a dividend out of attending the Kansas City rodeo.

It would be a good thing for clubs if their house chairmen could sit in on those sessions. O'Grady's proposal to this end seems due for favorable consideration. Anyway, it's an idea that the PGA and NAGA had better consider for the pros' and greenkeepers' bodies. Issuing associate memberships to the club officials in charge of these departments probably would do something to strengthen the organizations and extend their fields of usefulness.

Sports Goods Show Gives Signs of Big Year

EXHIBITORS at the annual convention of the National Sporting Goods Distributors association this year did more actual business on the dotted line than at any of the previous exhibitions during the four years' history of the event.

There were only a few exhibit spaces vacant at the Hotel Sherman, Jan. 29-31, and golf goods were prominent among the displays. Among leading golf goods manufacturers exhibiting were: American Fork and Hoe; Buhrke; Burke; Crawford, McGregor & Canby; Hillerich & Bradsby; Horton; Kroydon; Schavolite; Spalding; Vulcan; Worthington Ball; Wilson-Western; and L. A. Young.

Among new golf items shown for the first time were the Vulcan equilibrated

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Here's a powerful putting greens mower of advanced design to meet the needs of the exacting Greenskeeper who takes pride in a perfectly cut green. Last year the mower was thoroughly tried out by golf greenskeepers and proved so satisfactory that it is now included in the Moto-Mower line.

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irons and the Hagen honey-center ball.

A number of professionals visited the exhibits and placed orders.

The business done at exhibits indicated clearly a revival of sporting goods business that should be a tip-off to the pros to stir themselves early and actively for 1935 sales.

Judging from this year's performance, this show is a highly valuable and profitable feature. The spot where it continues to miss badly is in not making some provisions for pro representation. It's advertised as "The General Congress of the Sporting Goods Industry," which is a silly statement when you consider that absolutely no official recognition is given by the event to golf professionals.

The absence of pro recognition was emphasized by the statement of representative stores and manufacturers to the effect that none of the new golf goods ever could be sold to any marked extent at the stores unless the pros had given the product their endorsement and marketing debut.

Course Bosses Caddie for Aldermanic Tyros

IAN MACDONALD pro and supt., and Frank Rosso, city engineer, at the new Modesta (Calif) municipal course caddied for the city's four councilmen at the opening of the course. Three of the councilmen never had played before.

"It was a great match," said MacDonald, "and showed that events for people who never have played golf before can provide a lot of fun at a municipal golf course as well as increase the game's popularity."

WHEN CLUBS had waiting lists, it was up to the new member to work out for himself just what his club was going to mean to him. Nowadays, when every new member is pretty much the result of high-pressure salesmanship, the wise club goes out of its way to introduce the new man to the various attractions of the club, in order that he may become "sold" on the organization as rapidly as possible.

ADDING 25 cents to each caddie fee has been found an easy way to finance fairway watering installations by some eastern clubs.

The system has the merit of collecting the cost of the system from people who use the course.