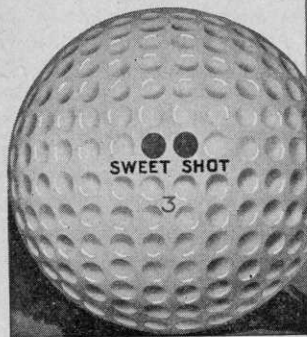


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● Write today if you want a supply of our new 64 page "Rules of Golf" Booklet. It's Free to Pros who write us on club stationery.

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WORTHINGTON

world's largest exclusive **GOLF BALL MAKER**

IN THE ROUGH

with **HERB GRAFFIS**

WHAT the average club member or official doesn't know about the pros' expenses would fill a book bigger than the telephone directory.

Lack of accurate and complete figures on pro shop operations unquestionably had a lot to do with clubs taking over shop operations. However when the club books show the real story and the factor of rewarding a good pro's constructive service to the club comes up for consideration, shops go back to energetic, competent and informed professionals.

One surprising detail of pro expenses came up the other day while talking with Ky Laffoon. This detail concerns only the tournament player but it is a sample of pro expenses the average golfer never realizes.

Ky said that last year he spent, at the pro price per dozen, about \$500 for golf balls. A strange part of it was that this spring he had to buy practice balls. Most

of the \$500 investment in balls Ky made last year went to caddies eventually, generally without Ky's permission.

REFERENCE to a \$500 annual item of ball expense to a tournament player is bound to bring the talk around to the subsidy. The code minimum of \$1,500 annually for a player hasn't worked out with any great general satisfaction.

Whether the subsidy on its present basis is a good thing is open to debate with both sides able to present excellent points. Manufacturers who are paying a subsidy undoubtedly are encouraging tournament play and the development of playing talent. There are many pros who would not be able to make the winter circuit were it not for the manufacturers' help and it's well known that comparatively few of the winter circuit players break even.

Against the subsidy in its present form is the fact that the \$1,500 minimum pre-

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 PRO ONLY STOP ADVISE ALL PROS YOU CAN
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On Sunday we learned they had them. By Tuesday we had them back. We sold them off to the pros at big discounts. We took our loss but that's the way Penfold sticks to a policy.

THIS IS ONE WAY TO STOP BOOTLEGGING

... but it's expensive and not 100% certain. This store was nice about it and told us they had them. They realized the harm their sale would do to our pro-only policy.

If you find a store near you selling Penfolds, tell us. We're out to nip store bootlegging. The stores want them badly because Penfolds are the ball sensation of 1935. Please don't sell your Penfolds to strangers, no matter how attractive the offer.

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 100% PRO-ONLY

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builders of the greatest balls
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Write for latest price list

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vents manufacturers from giving financial aid to promising younger pro players, on about the same basis college scholarships are given. The tournament circuit is the players' college course. It is questionable, too, just what advertising value is in the tournaments for the manufacturers who put up the subsidy money.

OF prime advertising value are the US and British National opens, the PGA and the Masters' tournament in the order named. Then, in second class but still good advertising for the manufacturers, you have the Western and Canadian opens, the North and South, Miami-Biltmore, Agua Caliente, St. Paul and Los Angeles affairs, with the Louisville tournament as a newcomer in this class. Making a reasonable estimate of what the manufacturers are paying out to the players on their lists you come to a figure of around \$8,000 as the average advertising cost to the manufacturers of each of these tournament victories. Anyone who is even vaguely acquainted with the margin of profit in golf club and ball manufacturing knows that \$8,000 will have to have a very definite

effect in selling a lot of golf merchandise before the expense is justified.

ANOTHER angle is introduced into the subsidy subject by the growing trend of general management of golf clubs—a trend that may result in more pros being in prime charge of business operation of their clubs. Club officials have mentioned that the subsidy of stewards and managers by house supply companies did not work out pleasantly or properly. That former fairly extensive practice now is so rare it is virtually extinct as a trade custom. Just how the tournament work of a pro and his club management responsibilities may be balanced to keep the subsidy as reasonable, honest and open as manufacturers and pros insist it must be, is a problem bound to come up.

A number of suggestions have been made in informal pro talks about subsidy revision. Among the ideas are subsidy involving classes based on outstanding national prominence and past records, on medal play tournament records for previous years and a "scholarship" class of promising younger players suggested by a

PGA committee; these latter to receive a few hundred dollars apiece to help them finance their winter tournament play and study. The suggestion also has been put forth that subsidy money be paid out on a basis of places in which the players finish tournaments.

SUPREME COURT, ruling on the kosher chicken butchers' case, said the NRA isn't kosher and the codes have no justification in law. So now the whole thing will be thrown back to whatever intra-state laws may be passed and stand up legally and whatever trade agreements may be decided on and maintained staunchly by associations.

This trade agreement business simply means that one fellow who may feel tough, sore or superior can stampede any business unless the other competitors gang on him and scare him off with threats of reprisals.

Things seem to be on a fairly even keel in the golf business despite keen competition. The manufacturers have lost so much dough during lean years that none of them are inclined to take much of a chance with profits in hope of tossing a fast one past the opposition.

Just how the pro minimum on the subsidy will be maintained under a code agreement without government force behind the details is your guess. We're willing to make ours and in case you'd like to have it, it's that the long-shots on the various staffs will be getting less dough and the hot shots probably more, so the total will keep about the same.

PROS who take a broad and informed view of merchandising will be keenly interested in state legislation for price maintenance.

Bills either legalized or being voted on by state legislatures make it unlawful for retailers to sell at any other price than that which the manufacturer establishes. That is something the pros have wanted, but if the move to adopt these state price maintenance laws becomes general, then there will be pros who will have to watch out, for it is being told about that some of the boys are so stampeded by cut-price competition they are hacking prices themselves to the extent they are taking business away from pro neighbors.

Bills under consideration and adopted follow the same general lines as the Capper-Kelly maintenance bill which failed to

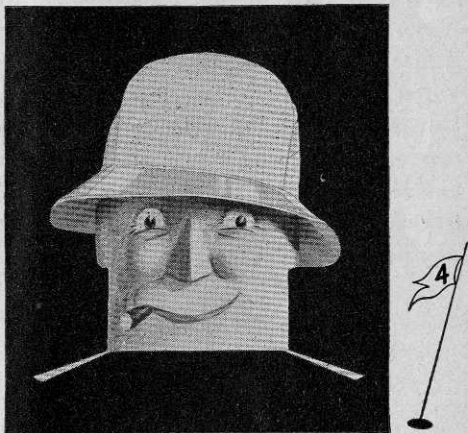
New Golf Shoe Spikes
Good Profits for Pros

Most practical and comfortable spike device invented . . . stainless steel. Triples the life of shoes . . . improves game. Easily attached in your shop. Worn by many leading Pros. Nationally advertised. Retail at \$2. Gives you fine profit. Write now for trade price.

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BOZO, the SOD-BUSTER says . . .
"Why Under the Sun, Don't You Wear One"
 Congo Hats are made of soft pliable pre-shrunk duck with Airflo Breathers and a celluloid no-glare eyeshade. They're the top for golfers. 50c retail. Merchandise Display furnished free.

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CONGO
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BROWN PATCH

To obtain a high degree of control without shock or damage to the turf—to accomplish this at the lowest possible cost—use CUREX. We conservatively recommend 1 lb. per average green. But a large number of greenkeepers have discovered that *even less* may be used with satisfactory results. The new CUREX—in lighter, finer, fluffier form—provides a very wide margin of safety. Contains 20% mercury—*more* than any other organic fungicide and sells for *less* per pound. Nowhere can the greenkeeper buy so much value per pound of prevention or cure!

PRICES

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go through Congress as a national proposition for interstate commerce. In New Jersey, manufacturers to maintain retail prices under the New Jersey Fair Trade act either have to form a subsidiary corporation in New Jersey or otherwise qualify to do business within the state as state companies. If they don't follow that method their wholesale distributors in the state can handle the deal. The New Jersey Pharmaceutical Association has a Fair Trade committee to assist manufacturers and retailers by distributing information about the Fair Trade Act and check up on prices and other contract details under the act.

The New Jersey situation calls for examination and study by George Jacobus and others of the PGA national officers. There may be something in the NJ Fair Trade Act to protect the pro merchants who are among the last and strongest of small retailers.

ABOUT as certain as any bet you can make is that Babe Didrikson will sign up as pro with some golf outfit now that the USGA has declared her out of bounds as an amateur competitor.

One thing about the Babe that ought to make her a good front gal on a golf club deal is that she has been pro trained since the beginning. Her rapid development as a star golfer is, to a great extent, the result of starting off right with competent pro instruction.

There are plenty of other girl athletes who bang around golf balls, but they relied on picking up pointers on the game instead of getting properly taught.

Babe is sure of a lot of publicity and with good judgment, proper handling and industry should cash in nicely when she signs up to have her name on golf clubs. Every time she comes to town the sports writers will be able to pick up a story on her and that will make it easier to sell Didrikson clubs.

Of course, what the Babe doesn't know about club design would fill several hundred pages, but there is where expert pro advice and help again will be of value to her.

ACOLD, wet spring has held back play in most sections of the country. The boys have done a fine early business on club sales. Golfers are tugging at the weatherman's leash to get out and try the new equipment. Meanwhile ball sales have lagged.

Opening of the southern women's championship was delayed a day. Touring Japanese pros are putting on a great show with amazingly good and promising players but gates have been murdered by inclement, dismal weather.

Raincoat sales have been fair only at pro shops. Some smart golf raincoat maker someday will advertise his product wisely and strong and with a good pro merchandising hookup will score big sales and increase golf play.

Smartest wet weather golfing attire we've seen is rubber jackets and pantaloons worn for wet weather golf by English society girls. The outfit is worn over the gals' usual playing attire, except skirts, of course. Maybe they wear the good old red flannel panties underneath, but that is none of our business.

But these wet weather girls in this British costume do look great and when a woman can get dressed so she looks distinctive and good you can bet she will do it. Maybe that's a tip-off to getting more women's play in the rain. The smack of the rain water is good for their complexions, too.

ONE thing you might note about Lawson Little winning his second British amateur championship is that Little isn't one of those amateurs who sound off, "I never took a lesson from a pro in my life."

Little is an outstanding example of competent pro instruction, frequently applied and conscientiously heeded.

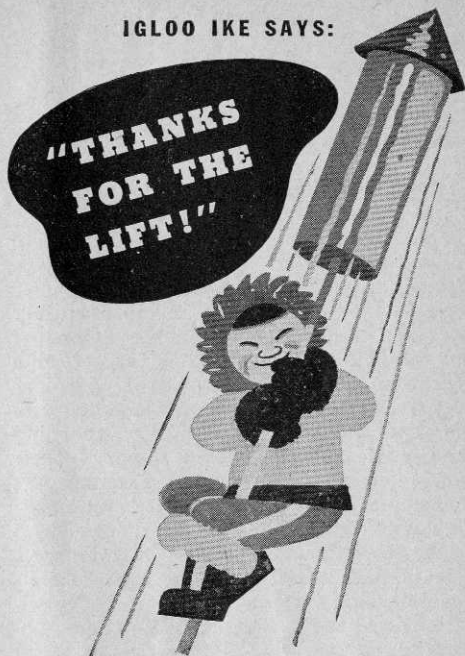
BOYS, if you've doctor members you might ease up to them and ask if they are going to play in the American Medical Golfing Association tournament at Atlantic City, June 10.

Give them a few pointers if they are. Then, if they win anything at the medicoes tournament, they may go easy on you when they make out that bill.

WILLIE HOARE, veteran pro and salesman whose convalescence from a sunstroke suffered in a tournament last year continues, celebrated his birthday May 27. Bill made a tour of the block in a wheel chair and read a flock of letters and telegrams from the fellows for which he hereby acknowledges his thanks.

The New England PGA made him an honorary member and the Michigan PGA through its president Jimmy Anderson, sent Bill a great letter of well-wishing.

IGLOO IKE SAYS:



● "The way you pros have rallied around this Dry Ice Center Ball of mine has warmed me up right down to my toes!

"Yes, sir. I'm feeling pretty good about the way you've taken hold of this new ball and the way that it has taken hold of the public. That is, I feel pretty good except for just one thing.

"And that is this: A few of you who got your orders in late have had to wait for delivery even though the people at the factory have been turning somersaults to keep from being snowed under.

"But don't worry! That situation is now well in hand. However, it might be a good idea to get another order on the books right away. After all, you know there's a lot of golf to be played yet this summer. And apparently most of it is going to be played with MacGregor Dry Ice Center Golf Balls!" Igloo Ike, Spokesman for The Crawford, McGregor and Canby Co., Dayton, Ohio.

P. G. A. Championship Dry Ice Center Balls now available.

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