

IT'S ALWAYS THE OTHER MEMBER —
NOT ME.



This is the same alleged gentleman sportsman who uses five gallons of gas trying to buy eggs three cents a dozen cheaper and then buys half a dozen, four of which are strong enough to buck the Minnesota line.

If the pro makes a nickel this "buy it wholesale" gentleman sportsman regards the transaction as a personal affront.

With his "wholesale" clubs he will ask the pro for free advice, saying, "What do you think about my slicing?"

If the pro responds as he feels and remarks, "Your slicing should be from ear to ear across your collar-button" the pro probably is "out" a job but "in" the respect of live-and-let-live gentlemen sportsmen and businessmen.

to many of the slump-time players dispensing with caddie service.

"Caddies who remained in the game were much older and far more interested, of necessity, in getting an income from golf than in ever playing the game. Youngsters of character identifying them as most desirable recruits were shunted away from the caddie entrance to golf, as many professionals have observed."

This year's promotion campaign by Spaldings is in many respects a test run. Plans are being adjusted and set after close-up study of actual conditions. Smith, Thomson and Little discussing matters with pro experts en route and Jones and Reach making flying trips for field study, pick up dope that is expected to eventu-

ally produce a definitely and powerfully effective operating plan for the campaign.

Other promotion developments are getting under way with the return of improved conditions in the golf field. The club and ball manufacturers' associations have agreed on a preliminary plan of promotion having as its target a planned and concerted utilization of ideas that pros, course owners, recreation authorities and private clubs in various localities have found productive. Factors in the club and ball business now are engaged in collecting money for financing this campaign and entertain the hope that the pool will be raised in time to get in some strong work this season.

GOLFDOM recently queried almost 600 colleges and universities on the condition of student golf with a view to learning par for this course of development. Returns now are being analyzed and studied by Ray Hall, pro at the State College of Washington course at Pullman and associates of his on the college athletic staff. Details of this study will appear in an early issue of GOLFDOM.

UP to the third week in May pro reports indicated a grand year for 75c ball sales. Apparently the tougher cover advertising is getting across the idea that the 75c ball is a bargain on a cost-per-round basis.

Fifty cent ball sales have increased in early season play in a way that indicates stronger advertising pressure on the 50c ball is dragging business away from the three-for-a-dollar and quarter balls. Munny and fee course pros say there's a noticeable reduction in the number of cheaper grade balls being played at pay-play courses.

Steel Shaft Inventor Dies—Arthur Franklin Knight, inventor of the Schenectady putter and the steel-shafted golf club died, age 71, at Ellis hospital, May 2.

Knight, a native of Rutland, Vt., was long associated with the General Electric Co. and for 50 years was active in golf around Schenectady. He was a charter member of the Mohawk GC and one of the club's early officials. He designed the courses of the Edison club, Schenectady's municipal establishment, and Carleton Island.

He was the Mohawk champion during the club's earlier years.