

loose to find his own shelter and to live during the winter the best that he may.

There is a matter that sadly reflects on the business ability and sportsmanship of the men who are golf club officials and members.

Lively Golf Schedules Credited with Aiding 1937 Play Volume

LIVELIER competitive interest at golf clubs during 1937 was credited by club officials, members and pros as having been a major factor in making the year's play the greatest since 1930. Approximately 65,000,000 rounds of golf were played last year.

Pros who went actively into the job of helping men's and women's golf committee heads put new zest and appeal into the club playing calendar found a definite relation between the increased interest in events attractive to all classes of golfers, and the amount of merchandise sold through the pro-shops.

Consequently there is a clear prospect that 1938 will see an extension of the profitable 1937 practice of revising club event-calendars, instead of continuing to repeat each year's events with only the dates changed when the schedule for the new season reaches the members.

Credited with having an important part in the nation-wide pepping up of club competitive calendars last year was the U. S. Royal golf kit which contained instructions, suggestions and material for a sprightly season of events at any club. A small fortune was put into this enterprise by the U. S. outfit but it scored as a club and pro business developer, so in 1938 the U. S. company will continue supplying much of the material made available last year.

Information on the 1938 U. S. kit may be secured from the United States Rubber Products Co., 1790 Broadway, New York City.

Cameron Again Heads N. J. Golf Course Supts. Assn.

NEW JERSEY Golf Course Superintendents' Association held its annual social meeting at Mountinside Inn, Dec. 13th. After a year of monthly meetings centering mostly on educational programs, and a season of weather conditions that caused many worries, the men and their wives relaxed at a dinner, floor show and dance.

Consistent with their advocacy of long-term green-committees at golf clubs, the

superintendents' officers were reelected. Officers are: Pres., John Cameron, supt. of Yountakah CC; V. Pres., Edward Bettis Cale, Canoe Brook CC; Second V. Pres.,



Officers of the assn. at the dinner table. L. to r.: Fogerty, Cale, Cameron, Reid and Burton.

Lester Moffet, Walkill CC; Treas., Arthur D. Burton, Mountain Ridge CC; Sec., Aleck H. Reid, Twin Brooks CC. New trustee for the next three years is Edward Fogerty, veteran greenkeeper of Shackamaxon CC. Cale still heads the educational and professional improvement committee, and Clinton K. Bradley, Pas-saic Co. CC, is chairman of the public relations committee.

Further Comments on the Health of Golf During 1937

IN ITS final issue of 1937 GOLFDOM carried the reports of equipment dealers, club officials and pros, on the business situation in golf. Too late for publication in that issue were received the following expressions:

"Golf clubs in the San Francisco section of California are enjoying a revival of the pre-depression conditions, or at least this is our conclusion after observing the change in the general business procedures followed by the golf clubs. Without any exception we find them adding to their equipment as conditions justify, and furthermore they are meeting their accounts promptly. The fact that they do pay their bills without delay indicates that their finances must be in a very favorable condition."

D. E. Graves,
Manager, H. V. Carter Co., Inc.,
San Francisco, Calif.

"The year 1937 is our best since 1931. The average for the five year period preceding and including 1931 was, however, considerably higher than this year's total will be, so there is yet room for much improvement.

"We are hoping, however, that business in general may be allowed to function without further additional organized, or political disruption for a period of at least