

Since the opening of Lancaster's pool, the club has boasted a full membership and waiting list at all times. Women's bath house on left, men's bath house in center, children's wading pool on right.

## Lancaster Swimming Pool Has Big Part in Club Well-Being

**T**HERE IS no doubt a swimming pool adds tremendously to the attractiveness of a country club. Not only is a plunge welcome after a hot summer day's round of golf, but presence of swimming facilities solves in fine fashion the problem of how to keep the families of members amused while the "old man" is golfing.

From what information GOLFDOM can secure, direct income from a pool in the course of a season is rarely sufficient to pay for its operation during the same period, although under smart operating control and a thorough policy of "selling" the pool to the members it seems to be possible to take in enough money to offset approximately 75 per cent of the operating cost.

However, club officials today are not frightened by this almost certain annual swimming deficit, as indicated by the number of clubs now constructing or planning pools of various degrees of elaborateness. They are not frightened because they feel that any investment the club must make to build the pool will be returned to the club in the form of increased departmental business, particularly foods and refreshments, and in a more satisfied membership and a more completely filled roster, with a very fair possibility of achieving that final aim of all clubs—a waiting list.

Obviously, not every club is justified in building a pool. Local conditions, the presence or absence of natural swimming sites in the region, the size and ambitions of the club are factors that must be taken into account. It would be absurd for a club located in the Minnesota lake region to expect its swimming pool to pay out; but in the semi-arid districts of the Southwest it is a different story.

### Pool's Worth to Average Club

A good example of what the average 18-hole club can expect a pool to mean in the entire club's well-being is obtained by considering the experience of the Lancaster (Penna.) Country Club. This organization ranks well up among the better of Pennsylvania's 300 golf organizations.

Here is the 1930 story of Lancaster's pool, as supplied GOLFDOM by John H. Wickersham, chairman of the swimming-pool committee:

"Our pool is 105 feet long and 45 feet wide, varying in depth from 3 feet to 12 feet. In addition there is a small wading pool for children, about 10 feet by 20 feet and varying in depth from 18 inches to 30 inches.

"The two houses shown in the photograph are—the one on the left the women's bath house, occupied exclusively on the

first supported floor by the lockers, toilets and showers for women; the basement underneath is used for storage. The first supported floor of the men's bath house, on the right, contains the men's locker room, a swimming pool office and a public shower, which can be seen in the photograph. In the basement of the men's bath house is located the pumps, filters, and chlorinator for the swimming pool and in addition a laundry with the necessary laundry equipment to care for the bathing suits and all the towels used at the club daily. During the swimming season, one man is engaged full time to operate the pumps and filters and the laundry.

#### Four Employees Needed

"The personnel operating the balance of the swimming pool equipment consists of a girl in the swimming pool office, a life guard, who is likewise the swimming instructor, and a man of all work, who cares for the policing of the ground around the pool and the cleaning of the pool itself with the vacuum pool cleaning apparatus, which has been installed. We find a satisfactory operation of a pool of this character requires during the swimming season four individuals.

"There are no direct charges to the members of the Lancaster Country Club for the privilege of swimming. The receipts of the swimming pool during 1930 were as follows:

<i>Receipts from lockers, at \$4.00 to \$5.00 per season</i> .....	\$200.00
<i>Suit rentals, at 50c per use</i> .....	92.25
<i>Guests—Juniors 50c, Seniors \$1.00</i> ..	415.50
<i>Care of suits, at \$1.50 per month</i> ....	216.00
<i>Sale of Misc. Supplies</i> .....	59.80
<i>Total receipts</i> .....	\$983.55

#### EXPENDITURES—

<i>Equipment</i> .....	\$111.90
<i>Supplies</i> .....	634.30

*(This item includes the additional supply of towels as well as soap for the laundry, which was required by reason of the operation of the pool. These expenses likewise include all the expenses for the operation of the laundry, which made a considerable saving in the laundry bills of the Country Club during the summer months.)*

<i>Wages</i> .....	964.15
<i>Toys</i> .....	267.08
<i>Miscellaneous</i> .....	137.35

"I have deliberately not added up the expenditures because the supply of towels now on hand will be ample for the coming year and no credit was given the swimming pool on account of the laundry work done for the men's and women's locker rooms and towels of the Club itself.

"The pool itself was authorized by a meeting of the club membership at which time a slight increase in the dues of all members for the purpose of caring for the operation of the swimming pool was likewise authorized. The total cost of this installation was slightly less than \$60,000.

"It was not the idea when building the swimming pool at the Lancaster Country Club that this pool should be self supporting. In fact the plan was and is that the increase in dues authorized before the pool was started will cover the increased expense of the Club by reason of the pool.

"We find the swimming pool adds considerably to the attraction of the Club. Our membership is filled; in fact, we have had a satisfactory waiting list of desirable prospective members at all times since the completion of this pool.

"In addition the Board of Governors believe the fellowship among the membership of the Club has been much improved by reason of the pool and that the swimming pool has made a definite increase in the use of the other facilities at the Country Club, including the restaurant.

#### Movie Night Good Stunt on Entertainment Schedule

**M**OVING PICTURES of the clubhouse and golf course and informal shots of the members while playing the game can be used as a first class entertainment feature by a country club. Take the pictures one day and show them for an evening's entertainment a few days later.

Movies may be taken either by an amateur with a 16 MM camera or the club can hire a professional camera-man to visit the club and take the shots.

Mt. Hood Golf Club (Oregon) recently pulled this stunt and found the members enthusiastic over the showing of the films. To get some exceptional scenery pictures, the professional camera-man who exposed the reel, in addition to action shots of the members and close-ups of the club grounds, also traveled to the top of a nearby mountain and took birds-eye views of the entire course.

# New Insurance Plan Makes Club Cash-Raising Almost Painless

**E**LMWOOD COUNTRY CLUB of Massillon, Ohio, had been struggling with indebtedness for years. There were heavy mortgages on the clubhouse and although the club facilities were much used and greatly appreciated by its members, it annually encountered a sizable deficit because of these heavy obligations. Apparently the club was facing the alternatives of discontinuing the club and surrendering the property, of increasing dues or of placing a large special assessment upon the membership.

About a year ago the Elmwood directorate learned of a refinancing plan offered jointly by the Lincoln National Life Insurance Company of Fort Wayne, Indiana, and Ketchum, Inc., Pittsburgh, an organization specializing in money raising campaigns.

The directors of Elmwood studied the plan carefully and decided they had found a solution to their financial worries.

To understand the refinancing plans which these two organizations offered Elmwood, it is necessary to go back some years to the time when the Lincoln Life conceived the thought that insurance might be placed on the lives of contributors to philanthropic, social, educational, religious and civic projects. It took the matter up with Ketchum, Inc., whose experience in money raising activities for many types of institutions, made their advice valuable and what is known as the "Subscription Refunding Plan" was worked out.

Since then these two organizations have built numerous clubhouses for fraternal organizations, such as the Masons, Odd Fellows and Knights of Pythias, for the American Legion, and for churches, schools, etc., before the idea was attempted in connection with golf club financing. When the method finally was applied to country clubs, it proved efficient, simple and productive in results.

The basis of the whole plan is that the subscriber to it does not deprive his estate when he contributes to the money raising campaign. Every dollar subscribed to clear the club of debt, build a new clubhouse, improve a golf course, or whatever the purpose might be, is returned.

During the campaign which is launched to raise the necessary total, the subscriber invests, say \$300, or \$500, or \$1,000, or any other amount above the minimum unit established by the club. He signs a pledge for the amount, payable within a specified period of, say three or five years, in weekly, monthly, quarterly, semi-annual or annual payments. Ten per cent discount is usually allowed for payment in cash.

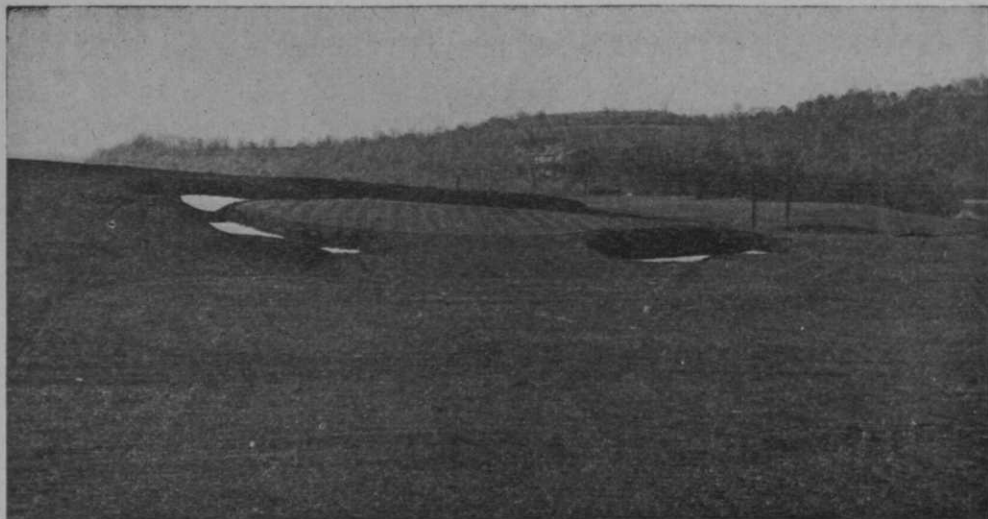
A local bank or trust company is named to serve as trustee, and this trustee applies to the Lincoln Life for endowment insurance in the name of the subscriber for the amount of the subscription. If the gift is for \$1,000 the trustee applies for an insurance policy for \$1,000.

When the policy matures—at the end of a 35 year period or upon the death of the subscriber,—the full value of the policy is paid to the subscriber, if he is still living, or to the beneficiary upon his death.

In case the subscriber dies before the payments on his pledge are completed, the balance due the club is paid at once out of the policy, while the remainder is paid the beneficiary. As an illustration, say the subscriber had paid \$200 on a pledge of \$1,000. The estate receives \$200, while the club receives the remaining \$800 due it.

The premiums during the 35 year period are paid by the club, and the amount of the original subscription is all the contributor is called upon to pay. These premiums amount to only about half as much as interest upon stocks, bonds or borrowed money would be, and of course at the end of the 35 year period all obligation has been obliterated. The plan means that the club has the money to use as soon as subscriptions are paid, and the subscriber gets it all back at the end of the premium period. The premium cost to the club averages only 3.15% per year (over the entire period) of the total amount subscribed.

An interesting factor is that any person in normal health between the ages of 5 and 60 will be given insurance up to \$1,500 without physical examination. There are alternate plans which the organizations also have the option of using, entailing slightly higher premiums, called the "one



Here's the new ninth green at the East Palestine (Ohio) C. C., built into the side of a gentle slope. It was planted Sept. 22, 1930, and played, in perfect condition, May 30, 1931. Into its building went: 125 yds. of treated topsoil at \$1.00 a yard, 30 lbs. sulphate of ammonia, 50 lbs. millorganite with which 3 inches of prepared topsoil was applied. The green was let stand for a week and any weed showing removed. Sixteen pounds of cocoas bent was seeded and well raked in. After light rolling, green was lightly watered to hold seed. Two bales of peat moss were used in green construction. Labor, tile and water-pipe cost accounted for \$270 of the \$475 cost of the green

and a half for one," and "two for one" methods. By them one and a half times the amount subscribed, or else twice the amount subscribed, will be returned to the subscriber.

The part of the Lincoln National Life is to take care of the insurance, while Ketchum, Inc., manages the campaign necessary to put the plan into operation.

This, briefly, was the plan Elmwood adopted to bring it out of its financial dungeon. Early in 1931, a campaign under Ketchum direction was instituted with the Ohio Merchant's Trust Company acting as trustee. The result was more than \$43,000 raised to reduce the debt, and many new members obtained, besides a re-establishment of interest among many old members who had become inactive. Oscar D. Miller, president of the Club, and Samuel Mollet, who acted as campaign chairman, are enthusiastic in their praise of the plan and delighted with the outlook the club now enjoys.

Other clubs have used the plan successfully.

The La Fontaine Country Club of Huntington, Indiana, was faced with the neces-

sity of increased finances, and under the "Lincoln Plan," raised \$35,000, and increased its membership 50 per cent. Another club was the Mississinewa Country Club, of Peru, Indiana, which obtained subscriptions of approximately \$20,000.

An outstanding campaign was that of the Jackson (Mich.) Masonic Country Club, which sought, during the spring of 1930, to raise \$120,000. With the Subscription Refunding Plan it exceeded its objective by raising \$127,000.

Other country clubs, learning of the method, are studying it, and many are preparing to clear their debts or increase their facilities by similar measures. The Myers Park Golf Club of Charlotte, North Carolina, is in the midst of a campaign for \$200,000 in which the Lincoln Life and Ketchum, Inc., are assisting, and it appears that the year 1931 will see many others engaged in similar activity.

\* \* \*

**I**F A PRACTICE green is to be of maximum benefit to members, it should be planted and maintained identical with the regular greens of the course.

# Columbus Meet Cements Makers and Pros in Common Aim

**I**NITIAL BUSINESS conference of the Professional Golfers' Association, held at Columbus, June 23 and 24, resolved itself into a series of spirited, informal discussions tending to bring professionals, manufacturers and players into better understanding of their mutual problems. Direct outcome of the conference probably will be a session of a P. G. A. committee and one from the club and ball makers' associations with the idea of working on unwarranted price cutting disturbances, defects in distribution, and other common matters of timely concern.

Honorary President Alex Pirie did a deft job of steering the opening session. Pirie told the assemblage to shed coats and get into action. The response was one of the frankest freehand discussions of pro-manufacturer relations that any golf business meeting has heard. Pirie, A. R. Gates, Willie Klein, Alex Ayton, Grange Alves, Ed. Newkirk and George Bowden presented the pro views. Batting for the manufacturers were Ed Conlin, Col. Mercer, Jim Ewell, and Horton Smith. Spirited exposés and explanations of frailties on both sides were brought forward. After both sides had said their pieces it was found that a happy and mutually profitable platform was not unobtainable.

Outstanding among the conclusions reached was that the knowing, established manufacturers fully acknowledge the part that pro plays in making and controlling the golf market. That pro business was by far the more desirable sector of the golf market came out, not as a pleasing thought dictated by the circumstances of the meeting, but as a cold-blooded decision arrived at after due deliberation.

For years, professionals have listened to loving words publicly said by club officials in which high tribute was paid to pro sportsmanship and service to the game—but all that has gone before ran second to the remarks made at the pro conference by Freeman Eagleson, noted corporation counsel. Eagleson confessed that he had obtained an altogether new idea of the pro business during the Columbus session and advised the pros to make a practice of

taking up their problems with their club officials. Officials, he said, would give the pros a lot of help if they knew what help the pros needed. The Columbus lawyer said that the pros deserved the golf market for their work in building it as well as because of their strategic merchandising location. He condemned distribution of good supplies through misfit retail outlets and related from his corporation experience that this practice would cost the manufacturers dearly.

Horton Smith, making his debut as a pro business speaker, registers a pronounced success. Smith, so the pros believe, is slated for a great career in the business side of the game. He advised the pros to take inventory of their players' equipment and from this data determine their immediate market. His address is printed elsewhere in this issue.

Jim Ewell, advertising manager for Wilson Western, gave the pros the low-down on some of the manufacturers' problems. He pointed out that the pros have no special cause for complaint as their business is in much better shape than almost any other commercial line in these hectic days. Ewell's excellent talk on pro publicity will appear in an early issue of GOLFDOM.

Charles Hall, president of the professional group, opened the second session by telling of the difficulties the pros had experienced in getting official audiences with the manufacturers' association. Mercer and Conlin told the makers' side and assured the pros that mishaps in this connection were not to reoccur. Hall briefly mentioned the pro association plan to inaugurate training schools for professionals on the order of the football coach sessions.

In speaking of the necessity for definitely planned education of the assistants, Ed Conlin brought out the United States Rubber company survey finding that assistants make approximately 10 million dollars annually of the shop sales. He spoke of careful selection of raw material in the assistant ranks and detailed a training plan that would make the boys more profitable to their employers.



Letters from the credit managers of several of the leading golf companies read at the meeting testified that the pro business status had so tremendously improved during the last few years that pros now rank as first rate small retailing operators from the credit viewpoint. The manufacturers presented a prayer that the pros would make more of a habit of putting whatever complaints they had in letters, thus allowing the manufacturers an opportunity to straighten out any misunderstandings.

Pros reminded the manufacturers that the pro difficulties in collecting from their members were not given enough consideration. The pro can't get tough in collecting or he is fired. Pirie, in thanking the manufacturers for their interest in the pros, commented that pro help was not primarily a matter of love for the human race but a right smart idea for assuring the manufacturers a good profit from a substantial and growing market.

Col. Mercer, president of the Vulcan Golf corporation, in speaking of pro competition expressed the opinion that the pros' greatest competition is the pro. He set forth a summary of pro business policies that offset the activities of pro competitors. In the near future his address will appear in these columns.

---

## Course Income Squares Tax Loss, Mayor Notes

**I**N A hearing before the New York Board of Estimate at which purchase of the Clearview G. & Y. C. 18-hole plant, houses and pier at a cost of \$940,000 was approved, Mayor Walker set forth a point for municipal courses.

To those who protested at the price paid for the play property, the New York mayor pointed out that operation as a public golf course would bring to the city a revenue of between \$40,000 and \$50,000 which might more than compensate for the removal of the property from the tax rolls.

---



---

## MAIL US YOUR BULLETIN

The editor would greatly appreciate being placed on your mailing list to receive copies of your club magazine or bulletin.

---



---

## Two New Books Discuss Jones' History, Swing

*Down the Fairway*—By Robert T. Jones, Jr., and O. B. Keeler. Blue Ribbon edition. \$1.

**T**HIS TALE of the Jones performances has been a big seller in a more expensive edition and now with the price cut to a dollar ought to make a clean sweep of the golf nut trade. It's the classic of athletic biographies. The ex-Emperor and his shadow have provided a bargain in golf literary entertainment. They're selling these dollar books at almost as many places as you can get cut-price golf balls, so spend your buck for the Jones book instead of contributing it to the ball gyps.

*The Golf Swing of Bobby Jones*—By Kell Greene. Thomas S. Rockwell Co. 50 cents.

**A** LONG LEAN guy from Jawja has taken the chubby champ from Atlanta apart to see what made him tick. He's done a workmanlike and thorough job of this, and now the hell of it is for the reader to put the parts together again. There's a lot of good stuff in Greene's book and some debatable interpretation of cause and effect—or the other way around. Anyhow, this expenditure of a half dollar will not mar the record of the Hoover administration and undoubtedly will help some clowns iron the rough spots out of their antics on tee and fairway.

---

## Medic Finds Club Grips Can Transport Skin Itch

**C**ONSIDERABLE press publicity has been given to the warning recently issued by Dr. Charles F. Pabst, chief dermatologist of the Greenpoint Hospital of Brooklyn, N. Y., that leather handles of golf clubs used by others may harbor *fungus dermatitis*, that annoying skin eruption which is becoming increasingly common around clubs. "Gym itch," "golfer's itch" and "athlete's foot" are three popular names for this misery.

Danger of picking up the disease, Dr. Pabst points out, is mainly at public golf courses, where sets of clubs are frequently rented. Research workers at North-

Golfers who use clubs handled by others, says the doctor, should scrub their hands thoroughly as soon as possible after the game. Better yet, wear thin cotton gloves.

# Pros Present Their Platform for Working with Manufacturers

By CHARLES HALL\*

President, Professional Golfers' Association of America

THESE ARE days when every business man must submit himself and his business to a searching analysis. In the golf business we are far more fortunate than in almost any other business that can be called to mind, for despite a general depression in other business our sales, for the most part, are good. This doesn't mean that we haven't problems in abundance. I think that it means that we are working harder and more intelligently than we ever have worked before. However, as we really are at the beginning of what appears to be a wonderful period of pro business advance, the work and the thinking that we now are doing may be trivial compared with that which will be demanded of us in the near future.

Conditions of the last few years have thrown the substantial professionals and makers of golf equipment into closer and more understanding relations than they have previously enjoyed. We must realize now that as the pros' position and qualifications are strengthened so is the profit position of the well-qualified manufacturer made firmer. The threat of price reductions under the cost of manufacture, and of a sacrifice in manufacturing standards, now brought before us by the current cut-price epidemic, is a very serious warning. Either the good pros and the good manufacturers must work together or the financial future of both of them is certain to be imperiled.

The pro today is in a unique position in merchandising. I can call to your attention no other extensive business in which the chain store threat to the independent retailer is less of a menace than it is in the better quality sector of the golf market. It is the history of American business that an industry builds itself up through the courage and effort of independent retailers. Then when the market gets established and the pioneering work

is done, the chain stores come in with their standardized practices and brute force. I do not mean that the standardized practice of the chain store merchandising frequently isn't better than the methods of the independents, but I do assert that the lack of vitally interested localized operating brains handicaps the chains. We can study that development in appraising the present and future of golf goods merchandising and keep our individual practices ahead of normal business development so when the golf market does look like it is reaching a saturation point, we will be prepared to outsmart the competitors who then will be contending with us.

## Educate Pro Market

Right now the matter of market development is one of the biggest problems before the pro. We have a small number of golfers in the country despite golf being unmistakably the national game. We need more players. Not only that, we need to educate those who think they are golfers now. When we get them educated we will have less competition for the professionals.

It is costly to a manufacturer when his buyers' first question is "how much?" Look at the present plight of the golf bag business where there are only a few manufacturers making money and even those fortunate ones not making anyway near what they should be making. The bag manufacturers looked to the stores as their best outlets. The pros were not the bargaining Shylocks the stores were so the pros paid more money for bags than the stores frequently sold these bags for at retail. Consequently the pro rather considered the bag business a hopeless deal. That is the basic reason why today the bag market is at least 50% undersold. Half of the bags in your racks should be taken out of service, and they would be when a real bag-selling tie-up between makers and pros is effected. There have been signs of such a development but unless the makers con-

\*Address at P. G. A. Business Conference.

tinue to extend their efforts in this direction I believe that the golf bag business is in for a continuance of its generally unsatisfactory condition.

### Cheap Goods Trade Recedes

From all sides I hear that the cheap golf club tide that marked the beginning of this year is receding. This certainly must be good news for the manufacturers of worthwhile equipment. In protecting the players against the almost complete waste of time, money and pleasurable opportunities involved in the use of this junk equipment the pros deserve the heartfelt thanks of established manufacturers as well as of the players. I say positively that the pros have done more to stem the tide of the cheap junk than all other factors combined. As a matter of fact even some of the solid manufacturers gave every evidence of being scared to death by the threat of the cheap stuff and temporarily attempted to meet the murderous price cuts. Fortunately, progress of the stampede was stopped by another fear. The manufacturers suddenly realized that deliberately reducing the value of brand-names that had been built up by the push of the professionals might be followed by reprisals on the part of the pro. The pro wants to work with every good manufacturer because their interests are mutual, but the pro is not going to be pushed around simply because the shrewd and expert buyers for the big stores employ sand-bagging tactics. I need only to point to the present status of many manufacturers in other fields who started by yielding inches to the big store buyers and ended by being compelled to give away miles that meant deficits. Now I ask, is it better for a foresighted manufacturer to work with the pros who are doing more than half of the dollars and cents annual volume of the golf business, or to build up the deadly Frankenstein of the store buyers? Pros have their defects, but even considering their shortcomings, the betterment in pro merchandising during the past five years I believe stands out as the most remarkable and speedy retailing advance in all of American business. Pros have gone ahead while general business has been in the miseries. Compare the representative personnel of pro golf today with that of five years ago, solely on the basis of business ability and performance, and you have an impressive view of how the pros are coming along.

Many have tried to fathom the apparently deep mystery of pro control of the golf market. They have cited the pro's free rent as giving him an unbeatable "in," but they have neglected to consider the pro's other expenses. It is impossible to get an average of the pro cost of doing business, but I should imagine that it would run something under 20%. Compare that with the store cost of 20% to 35% and you can see that the pro is in a position to compete with stores on a price basis but only at the expense of the manufacturers of good golf equipment. However, the pro believes in the policy of "live and let live" and that makes the future of the good manufacturer more secure than it is in the professionals' hands. Basically the pro market is founded on the pros' cardinal point of service to members. Every pro wants to see his members playing better than they do at any other club. He wants to see each of his members enjoying to the fullest extent the pleasant profits of golf. Pro business is built on service and sportsmanship rather than on price alone. That is why the pro has the confidence and command of the golf market. That is why the buyers of the cheap clubs eventually come to the pros to get properly equipped.

Now, about this cheap club business: I have taken some pains to check up on the division of club sales and believe that the following figures are substantially correct:

Higher priced clubs.....	40%
Medium priced clubs.....	30%
Cheap clubs .....	30%

### Cheap Clubs Are Experiments

When you consider that the golf market is growing from 20% to 25% annually and that most of the new golfers' business is in cheap clubs, you see that the cheap club business represents mainly only the experimental purchases of people who haven't established their golf goods buying habits. When these newcomers learn something about the game they learn that the place to buy from is the pro shop. We are improving our educational work so we are getting first chances at many of these new people in the game. Our group classes for women and children are proving to be big market builders. Our publicity and advertising and sales methods are getting better. We are beginning to know pretty well what all this business of business is about. I'd make bold to say that we are making membership in our clubs more valuable because we are serving our members better than we ever have done before. At the



# “I now play better golf”

*this golfer says*

“... Spoon and brassie had me licked. Just as I had given up hope of ever breaking 100 I bought a set of Bristol Torsion Steel shafted clubs. This was last July. My first shots with my new driver, spoon and brassie told me something had happened. There was extra distance in these shafts. In August I broke 100, and I have high hopes of getting out of the dub class this season.” (An unsolicited report from an amateur golfer. Name on request.)

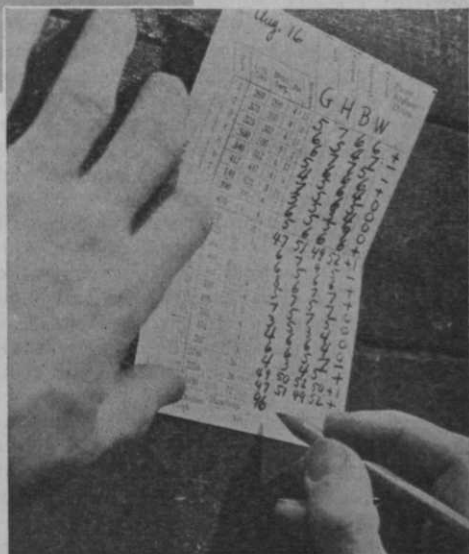
**N**OW, after a season of actual use on many courses, reports are coming in. Golfers of all degrees of skill have tried out clubs with Bristol Torsion steel shafts. Everyone we've heard from says they helped him improve his game.

There is no mystery about it. Experts will tell you that *torsion* adds whip and punch to the club, imparts a final kick to every shot.

There is nothing mechanical or artificial about *torsion* in a golf shaft. It was a natural quality of all good hickory shafts. Now, in addition to all other advantages of Bristol high carbon “spring” steel shafts, you can also have the vital quality of *torsion*.

Try out one club with a Bristol Torsion steel shaft. Let us know the results.

Bristol does *not* make clubs. Bristol makes



only the shafts. Ask for them on clubs of leading makes. McGregor, Spalding, Wilson-Western, Hillerich & Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls and others.

### THE WHOLE STORY FREE

A postcard from you brings you a free copy of The Bristolite, our absorbing publication, packed with golf news and gossip and the complete story of Bristol Torsion Steel shafts. The Horton Manufacturing Company, 187 Horton Street, Bristol, Conn.

It is not a Bristol Torsion Steel shaft if you don't see this trademark and the open torsion seam that runs the length of the shaft. Its double steel walls give it greater strength.

IT'S THE ONLY STEEL SHAFT WITH

# TORSION

BRISTOL  
**Torsion**  
STEEL SHAFT  
ALLAN LARD PATENT

TORSION SEAM

DOUBLE STEEL WALLS

public and daily fee courses where we are represented, professionals are doing much to advance the game and bring to the communities the many benefits of this national game that isn't played by proxy.

The professionals realize that the manufacturers have problems too. Sometimes I think that we are penalized for being so considerate of the manufacturers' interests, but we are willing to give, as well as take, and to depend on our own abilities and economic laws to work out our destiny.

### Act on Ball Business

Both the pros and the manufacturers have one of their most serious problems today in the ball business. It is no news to any student of golf goods merchandising to learn that balls sold at cut prices by golf goods retailing racketeers vary all the way from 1.40 to 1.70 in weight and the sizes make one marvel that such extensive tolerances would be possible in golf ball moulds. There is bound to be a continuance of the controversy concerning the new ball and a disturbance of the ball business. Consequently the pros, as well as the substantial manufacturers, must take some immediate, concerted action to keep the public from being led astray in purchasing. We must either act together immediately or suffer serious consequences of delay by having the manufacture and distribution of golf balls become painfully demoralized.

It seems to me that a warning sign prominently displayed in the pro shops would have some salutary effect in keeping the good ball business in proper channels. Something to the following effect might be worked out between the P. G. A. and the Ball Manufacturers' association, and shown at each pro shop:

#### WARNING

*Golfers are being victimized by cut-price sales of balls that are either recovered and repainted and sold as new or by cut-price new balls made by manufacturers lacking proper design and construction facilities. Wide variations in weight and size of these cut-price balls are seriously penalizing their buyers.*

*Pro shop ball stocks are guaranteed to be of standard weights and measurements, and of recent, properly conditioned and resilient manufacture.*

Such a notice appearing over the name of the P. G. A. and the Ball Manufacturers' association would deftly jerk the foundation from beneath this cheap ball competi-

tion and put the legitimate, qualified ball manufacturers in a better position.

### Invites Makers' Cooperation

Speaking for the P. G. A., I will say that we will be very glad to sponsor such a notice as a protection for our customers. Co-operation from the Golf Ball Manufacturers' association is hereby invited. I am confident that this will be a decided help to the good manufacturers. We are willing to do our part and we ask in return only that the ball manufacturers give us the consideration to which we are entitled even when it may mean the temporary sacrifice of a few dollars that will return many fold from the steady pro volume. No one can intelligently ask us to exercise our intimacy and customer confidence in building up brand names that are used against our interests by price concessions at other retail outlets. That is an aspect some of the manufacturers will have to consider very seriously. Let them figure out the net profit of the store special price deals and the net profit of the pro business, and they'll see that the present picture plainly points to the wisdom of making the pros the preferred dealers. As for the future developments threatened by these cut-price deals with stores, we need only refer to the harvest of woe and loss now being reaped by short-sighted manufacturers in other fields.

The pros want to work with the manufacturers on the only platform that is sound for both of us and that is in making the interests of the players first and foremost. That policy has been the salvation of the pros and is strengthening the position each day.

Now, to each manufacturer who shares with us this sincerity of purpose and our knowledge of what the golf market needs and should have, we can offer a bright present and a future free from the nightmare of grasping and selfish exploitation and inevitable deficits.

**A** GOOD publicity stunt for boosting daily fee or small town playing volume is to announce that on a certain day a "dub tournament" will be held, the object being to get as many beginners as possible to play a medal round of golf and keep track strictly and honestly of every stroke taken. The only requirement should be that the entrants in the tournament have not played a full round of golf before in their golfing career.