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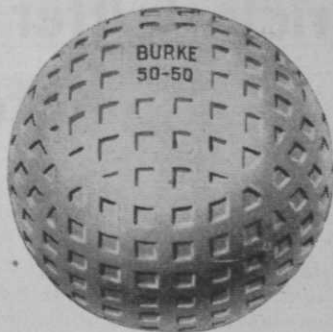
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Play it for long drives

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THE BURKE GOLF CO. · NEWARK, OHIO



Trick Offer Tempts Pros in Ball Retail Price Cut

By A. R. GATES

Business Administrator, P. G. A. of America

SOME OF the professionals* are being tempted with a small profit that may mean serious losses in net income from ball sales. Evidence of this peril is seen in a letter which was sent a few weeks ago to a number of the eastern professionals. The letter, signed by a representative of a company purporting to supply corporations, read:

"Kindly let me know whether or not you would care to sell the writer from one to three hundred dozen Krofite balls per week, at 10 per cent profit to you. This, of course, would be all cash."

Professionals who got this letter fortunately saw through the deal, which obviously was intended to acquire a stock of standard balls sufficient to unload in big quantities at cut prices and ruin the retail market price. It would not be long before each pro who supplied balls under this arrangement would be feeling the effects of a retail price cut that would far offset his 10 per cent profit.

It should be unnecessary to warn professionals that attempts made to buy standard merchandise from them at slight profits are made because the manufacturer of such merchandise refuses to supply the intended buyer direct, for good reasons. The pro has been victimized frequently by supplying quantities of balls to acquaintances of his who have importuned him to do their buying. These balls invariably show up at some nearby point at cut-price outlets and the pros suffer.

I have been advised of a case a year or so ago in which a chain of drug stores was selling a popular golf ball at a substantially reduced price, much to the distress of the pro market in that section. Professional complaints resulted in an investigation made at considerable expense by the manufacturer, as the offending chain had been removed from the manufacturer's customer list some months prior, due to persistent refusal to maintain the established price. Investigators found that the

balls had been picked up in gross lots from professionals in a territory rather remote to that in which the chain did business. Unsuspecting professionals had sold these balls at slight advances in gross lots and consequently were unwitting parties to the destruction of the ball market and profit for their comrades in the territory affected.

Manufacturers have given the professionals assurance that it is the intention to maintain the present retail selling prices for the leading brands of golf balls so it behooves the professionals not to weaken their right to protest against failure to live up to such statements by the pros themselves contributing to the decline of the retail price.

Present Price Seems Just

There does not appear to be any substantial reason for the retail price of good golf balls being reduced, granting that the ball retail prices in the past have been right. Financial statements of the leading golf ball companies and even a cursory consideration of the processes required in the making of first-class golf balls point to the previous price structure being sound.

It is not my province, as a representative of the professionals, to be concerned with the manufacturing and distribution costs of golf balls, so long as these items are fairly reflected in the retail prices made to the players in whose service the professionals are engaged. But it is the duty of anyone connected with the Professional Golfers' Association of America to carefully guard against unjustified price cuts that may spread to the extent that one of the pro's major profits will approach to the vanishing point. For that reason it is advisable to warn professionals against allowing themselves to be made unsuspecting factors in the ruination of the ball retail price situation by supplying schemers whose propositions may sound alluring at the moment but whose operations ultimately are certain to be costly to the pros.

.. TO OUR FRIENDS — THE PROS ..

WHY **TRUE TEMPER** SHAFTS Help Your.. BUSINESS

THE professional golfers—the men who have made golf what it is today—are "True Temper's" most loyal friends. You know from experience that "True Temper" shafted clubs are more profitable to sell because they give superior performance, satisfy your members and help to keep you above the competition of the cut rate stores with their often inferior and disappointing merchandise.

The "True Temper" Shaft, with rare exceptions, is not found on low priced clubs because this shaft is costly to make and manufacturers can afford to use it only on their better clubs—the kind you like to sell both from the standpoint of profit and of better golf.

In considering your lines of 1932, you will, we believe, find both profit and satisfaction in asking to have the clubs "True Temper" shafted.

THE AMERICAN FORK & HOE CO.

Sporting Goods Division

KEITH BUILDING

CLEVELAND, OHIO



TRUE TEMPER
STEP DOWN
STEEL SHAFTS

SALES POLICIES

By The Roamer

WHAT OFTEN puzzles me is why a manufacturer will go to an enormous expense to sell the golf professional, and then unsell him through some petty sale for a "direct" order that probably nets him a few hundred dollars profit. I particularly have in mind a recent order for two or three hundred golf bags which usually retail in a golf shop for \$15 to \$18. This order was placed after the season was well under way by a large corporation that bought the bags to sell to their employes at cost. They bought them, I understand, for around \$9, which is about \$3 less than a number of pros paid for the same bag.

These pros will be "holding the bags" for some time to come, as several golf clubs are located in the section of this corporation's various plants. Can anyone understand the line of reasoning used by such a company that will nullify for such

a paltry consideration all the work they have done to get pro business?

A manufacturer, by smart advertising and promotion stunts, worked himself into a wonderful position to get the pro's business and when everything seemed to be going along fine what does he do but load the market with "drug store" golf balls. The product of this company is as good as golf balls can be and from my observation it would seem that he is losing money by undermining the strong connection he has made with the pros. I hope this manufacturer reads these lines, and if he should, my advice to him is to let someone else make the "junk" and stick to his main line. No manufacturer is going to be able to work both ends against the middle.

The pros are watching policies very closely. Any manufacturer having an indifferent attitude toward the pros this year will find the going much tougher next year for lack of pro support and the murderous price competition in other lower quality golf goods retailing channels.

An eastern specialty manufacturing company has been doing some very aggressive direct advertising during the past six months; in fact, it almost amounts to a

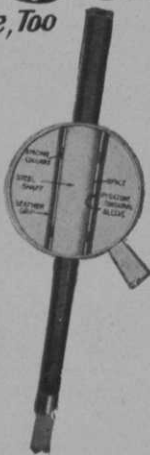
PYRATONE TORSIONAL GRIP Adds More Pleasure To That Golf Game

It Improves Your Score, Too

Many of the country's leading Pros are enthusiastic in their praise of this grip which keeps steel shafts from being rigid. And this praise is well deserved. For Pyratone Torsional Grip has certainly added more pleasure to golfing. This golf club feature absorbs the sting, shock and vibration after hitting the ball. There is a natural torsion in the club through the grip. Pyratone Torsional Grip is the greatest improvement ever made in steel shaft golf clubs.

The Leading Club
Manufacturers Can
Supply You

PYRATONE PRODUCTS CORP.
557 W. Jackson Blvd. Chicago, Ill.



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ACCOMMODATIONS
FOR **TWO** IN A
DOUBLE BEDDED
ROOM *at the USUAL*
SINGLE RATE!

\$3.00 to \$5.00
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HOTEL

PICCADILLY
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New York

deluge. Pros tell me they get a broadside at least once or twice a week, and their aggressiveness has reached the point where they ship goods that are not ordered. These are the very methods that the pro should try to stamp out, as this kind of merchandising is based on the gullibility of the prospect. This scheme is worked on the theory that the pro will not return the goods. Some of the easy ones don't.

A few years ago a manufacturer of neckties tried to work this scheme all over the country. He had a long sucker list and everything went fine until he struck a snag which caused him to sue one of his "customers." The court ruled that inasmuch as the goods were not ordered, the consignee was under no obligation to either return them or give an account of them. If any pro gets goods sent to him in this manner it is well to keep this in mind in the interest of better business.

Another detriment to pro interests, for which the pros alone are responsible, are the "good fellow" orders sometimes given by certain pros who have none too much business experience. For instance, a salesman calls upon such a pro and his "line" registers heavy. Rather than be considered a piker he gives the salesman an order. Three months later the bill becomes overdue and causes him plenty of worry.

Such orders are both given and taken on the wrong basis and invariably lead to trouble. After all the only basis upon which to buy goods is on the knowledge, based upon experience, that the same can be disposed of within reasonable time with satisfaction and profit to both manufacturer and retailer. A manufacturer is unwise who makes an effort to sell the pro a large stock of goods without regard to the possibility of them being disposed of in a short time. Many instances of bad credit can be traced to this source, and it is high time that salesmen were taught that a big order not paid for is less desirable than three or four smaller orders making the same total and paid for on time. The golf professional is losing thousands of dollars every year due to unwise buying that takes his ready cash out of the bank into goods that sometimes remain upon his shelves for months while he loses his discounts. Savings on quantity buying are soon offset by this loss of use of ready cash.

The pro should study the economics of business more carefully and buy to sell and not for good fellowship.

STEADY REPEATERS



For generations, COLONEL GOLF BALLS have built substantial profits for Professionals.

Resilient, durable — COLONEL GOLF BALLS do justice to any golfer's game. Consistently accurate — off the tee or on the green — the performance of COLONEL

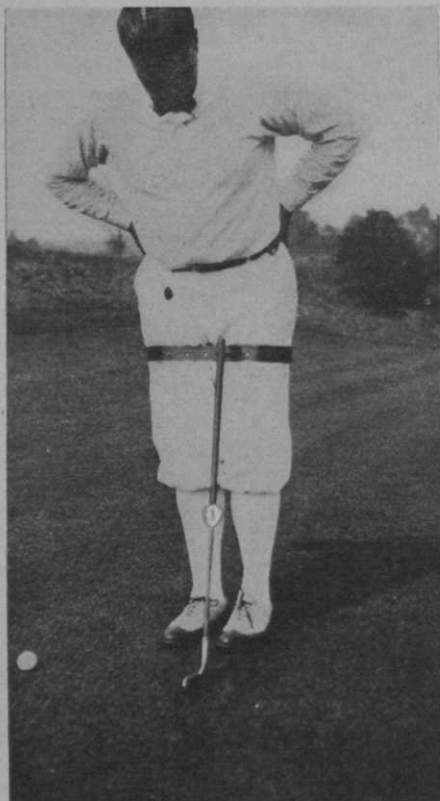


GOLF BALLS has built lasting confidence — steady sale, good profits.

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Manufacturing Golf Balls for Over
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Putting Problem Solved

HOW many times have you heard your members say . . . "If only I could have putted today I would have turned in a real score?"

A few minutes practice each day in *Leacoy's Putting Pro* will soon have your members putting like champions. Whenever they are having trouble with their putting they simply slip their putter into *The Putting Pro* and get their correct stroke back in no time.

For right or left handed players.

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Al Leacoy

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West Point, Ga.

Fee and Public Course Growth Brings Calls for Information

ACTIVITY IN public and fee course construction has been the feature of the last two seasons' growth in golf courses. During July this year, GOLFDOM learned of 119 public or commercial courses that were opened, and the list undoubtedly did not include some of the smaller towns. Although August figures are incomplete at this writing, advices of the opening of 72 public and fee courses have been received by this publication. The August figure is astounding because that month usually is regarded as too late for the inaugural of new courses.

It is apparent that the 1932 development of the field will see a number of new public and fee courses opened to operate along lines that will mark an advance in types and methods. During the past two months GOLFDOM has been kept busy digging up information for people interested in starting new courses. It has been rather interesting to note the letters received from real estate operators and from the owners of farm property convenient to towns and cities. Some of these farm owners are due for a pleasant financial surprise during hard times in agriculture if they use their heads and have reasonable luck. One case of a couple of boys who owned a farm about three miles from the city limits of a fair-sized mid-Western city may be cited as an example. For two years these boys were barely able to pay taxes on their property. They dug up some dough, hired an architect who laid out nine holes and did a good part of their construction work with farm labor under the architect's supervision. This year they have been taking in from \$600 to \$700 a week at 50-cent, 75-cent and \$1 rates. Much of the play is new to golf. A young pro who is a business getter is a good part of this answer to the farm relief problem.

Need Golf Plant Managers

One of the obvious needs of many of the proposed plants is experienced operators. There is a future in this part of the game for men who are competent professionals, good supervising greenkeepers and cheerful supervisors of house opera-

tion. These men must be primarily sales managers of golf. There are some excellent men available for such work in pro ranks today, but the owners of the new plants seem to have a phobia on the subject of paying a pro-manager-superintendent-sales manager any money, or making it possible for him to get an inviting income as his share of the profits. It probably will cost the fee courses and municipalities plenty before the fallacy of this reluctance is realized.

Ask Leading Questions

Michigan is coming to the fore as a grand state for public courses. It has several notable municipal courses in operation by men who are constantly striving to make their operations models. These men are on the hunt for information. Two letters of inquiry GOLFDOM recently has received pass in review here, and we trust that among our readers there will be a number who will come to the aid of the inquirers.

A. E. Genter, director of Recreation, Pontiac, Mich., asks the answers to some of the problems at Pontiac and will appreciate hearing from those who have successfully contended with such problems in their operation of municipal courses.

Mr. Genter inquires:

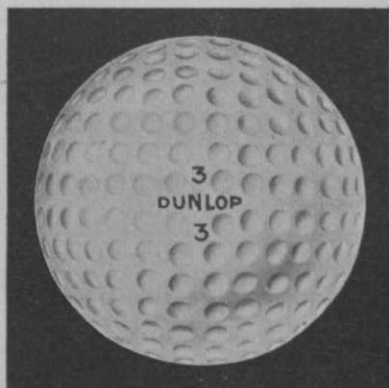
1. *Where you are handling 400 rounds a day is it good policy to try to keep the course as good as a private course?*
2. *Should improvements be made in the spring, summer or fall?*
3. *What type of clubhouse is most desirable for a municipal course? Are showers and locker facilities desirable?*
4. *What is the best method of handling the fees taken in?*
5. *Should golf clubs be sold by the city?*
6. *Should a professional be employed?*
7. *What fees are charged?*
8. *What are maintenance costs per nine holes; per 18 holes?*
9. *What is the best method of handling capacity play?*

Although questions pertaining to costs are almost impossible to handle with any degree of practical help, GOLFDOM took a stab at answering the other questions with fair directness. Probably some of the answers will provoke arguments but, anyway, here they are:

1. Yes, I would certainly try to keep the course up to private course condition, with the exception of the greens, which should be longer. About the only place

3 CLASSES OF BALLS

*each the finest
in its class*



MESH OR RECESSED MARKING

THE IMPORTED

DUNLOP

(made in England)

\$ 1

DUNLOP

(made in U.S.A.)

75¢

DUNLOP WARWICK

50¢

you will have serious trouble will be at the tees. It is almost impossible to preserve good grass tees at municipal courses. This Paratex Tee is about as near to the answer of municipal course tee maintenance as I have seen. It takes a little supervision and education to get the players to replace divots and keep from throwing the flag and the bags on the greens, but this doesn't mean such a serious problem.

2. By all means improvements should be made in the fall as play is letting up then and you can put the remainder of the play on temporary tees or greens without very much inconvenience. You can also take advantage of the fall and early spring growing conditions so that the improvements will be all ready for play when the new season opens.

A FULNAME MARKER

Protects Pro Profits!

If your club shop is not equipped for this popular and profitable service, by all means take advantage of our September offer:

—A Machine FREE on the easiest terms we have ever offered.

THE FULNAME COMPANY
(Est. 1914)
CINCINNATI, OHIO

3. Showers and locker facilities are desirable at municipal courses. Of course, in a town like Pontiac where most of the people can reach the course quickly from their homes, you don't have to go very extensively into the shower and locker facilities. Half-size lockers sufficient for storing coats and trousers folded and street shoes are sufficient. Arrangements should be made for the eventual installation of some locker and shower facilities for the women, as it seems almost certain that inside of the next eight years as many women as men will be playing golf.

Frequently the municipal club house can make excellent use of facilities for parties or general community meetings. However, not much money should be tied up in feeding equipment and service. Usually neat soda fountain lunch counters and a few tables are sufficient.

4. The safest method of handling fees is to have cash register receipts issued for the fees and these receipts to be shown to the starter and carried by the players. Burroughs and N. C. R. make cash registers especially adapted for this purpose.

Due to the generally isolated location of the municipal courses, it is advisable to have a small floor or wall safe like many service stations have. The cashier does not have a key to this safe, but should put in all amounts over \$20. The safest practice seems to be to have one of the motorcycle policemen of the city pick up the fees at about 4:30 every day, together with whatever cash the course wants to bank.

5 and 6. Golf clubs should not be sold by the city. A professional should be employed and the sale of clubs, balls and other accessories and lessons will go in a considerable way toward paying his salary. By giving the pro the concession on merchandise sales you can get a good pro who will be an active factor in the proper management and operation of the course and a real developer of playing interest and service. A number of cases could be cited of municipal courses where interest



TRUE GRIP WINTER GOLF GLOVES

PHYSICIANS say hands stay warm when wrist at pulse and back of hands are protected. True Grips are woolly-warm buckskin gloves especially designed to assure warmth and comfort without slightest interference to firm, natural gripping of clubs. Adjustable to fit any size wrist and hand. Illustrations show distinctive features.

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The Harley O. Potter Co. - - Peoria, Ill.

**True
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WINTER GOLF
GLOVES
HARLEY O. POTTER CO.
PEORIA, ILL.

has lagged due to the absence of a good pro. A good pro who is on the job will arrange group class lessons free as a civic proposition, attract a lot of people to the course and naturally develop considerable green fee income, as well as private lessons and sales for himself by this work. In this way the municipal course can get a good fellow who is practically a sales manager for the course and a very valuable ally for the director of recreation. The fellow can and will run tournaments and in general keep on the job, stirring up interest and play. It is necessary to pick a man who really knows his stuff instead of some of the youngsters without pro experience, but who are eager for pro jobs as they think the position gives them a certain standing and plenty of opportunity for play.

7. The fees charged at municipal courses range all the way from 15c a 9-hole round to \$1.50 an 18-hole round. The specific data on this may be obtained from the statistical information on municipal golf courses issued by the Public Links Section of the U. S. Golf Association, 110 E. 42nd St., New York. Special rates for monthly tickets and twilight rounds and Saturdays and Sundays are charged at a number of the courses.

8. No specific figures are available on maintenance costs. The annual maintenance charges of the course alone run all the way from \$4,000 for 9-hole courses to \$21,000 for 18-hole courses. Figures on the entire operating expenses are available from the municipal golf course booklet of the U. S. Golf Association referred to in Paragraph 7.

Generally the municipal golf courses are self-supporting and frequently their income, even at the low rates, is sufficient to take care of increase of the course from 9 to 18 holes and construction of new club
(Continued on page 63)

Good Hickory Shafted Clubs
Will Enjoy a Big Xmas Demand



Preference for good Hickory Shafted clubs is reviving fast. The demand for them will be more noticeable this year than ever before. Christmas gifts. Be prepared to meet this demand by carrying a sufficient supply of good Hickory Shafted Clubs. They create lasting good-will, quick profit.

We do not manufacture golf clubs, but our good hickory shafts are available in most of the better makes. See your dealer or professional.

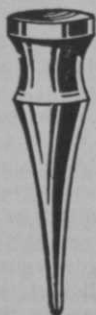
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Memphis, Tenn., U.S.A. Cable Address "Golf"

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-on profits
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Tufforse Bags are not sold to cut price stores--or shops that compete with Professionals.

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The greatest 50-cent ball
you can recommend for
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**PROFESSIONAL GOLFERS ASSN.
OF AMERICA**

Fall Work Calls for Planning to Prevent Costly Meddling

By B. R. LEACH

MANY GREEN-CHAIRMEN, especially those of short tenure in office, have one disconcerting habit of which they seem sublimely and entirely unaware. I might best define this annoying habit by describing a visit made to a wealthy club in the New York area a couple of years ago during the month of June.

Walking over the course, I came to a spot on the edge of the woods where four men, dump truck, etc., were building a new tee. Talking with the greenkeeper later on in the day, I casually inquired as to why they were building new tees at that time of the year when routine course-maintenance work was at its height, and listened quietly for the next twenty minutes while the old boy got a load of deep-rooted bitterness off his chest.

"Until last January," said he, "I had the same chairman for seven straight years. He was a fine old party, and, aside from raising a fuss if the greens got a little bit too fast, he let me run the course. We got along O.K., no friction, and everything was jake. Last November he got double pneumonia and checked out.

"This new chairman they handed me," he continued, "isn't a bad sort of a scout when you take into consideration all the jack his old man left him and also the fact that the man has never done a day's work in all his spoon-fed life. The butler has the oatmeal and three-minute eggs all ready for his lordship every morning on schedule and I seriously doubt if he is capable of giving a single thought to the fact that greenkeepers, writers and other members of the so-called lower classes have plenty of troubles to worry about.

"As you can readily imagine," he went on, "my new boss has a damned hazy idea of golf course maintenance routine, or if he does realize that a seasoned greenkeeper works pretty much on a schedule it certainly doesn't mean anything in his life. Three weeks ago he brought up the question of number 3 tee. Said it was too small and to build a new one. I told him I'd get at it as soon as possible. A week ago he

jumped all over me because the work on the tee had not been started. I tried to explain that we were up to our necks in routine work, but I might just as well have saved my breath. This lad is used to having folks jump when he gives orders and he expects me to jump along with the rest of the mob.

"Here it is Friday morning. I have just so many men and they won't give me any extra help. I've got tennis courts to fix up for the week end, the rhododendrons around the clubhouse are lousy with lacewing fly and ought to be sprayed, nine of the greens should have been topdressed this week, number 3, 6 and 9 greens will have a bad dose of big brown patch if I don't get some mercury spray on them before night because it is getting hot and muggy and they're surrounded by trees, to say nothing of a dozen other jobs all pressing me.

"Do It Now" Is the Bunk

"Do all these things mean anything to the chairman? Apparently not. He insists I build that damned tee *right now*, so there are four of my men working on it and a lot of this pressing work isn't going to get done when it should be done.

"I have earned the reputation around this section and among our membership of being a pretty sound greenkeeper with a course as well-kept as the best, but a little more of this chairman and his ignorance of golf course maintenance procedure and my reputation won't be worth carrying around the block. Those rhododendrons will go yellow and not set flower buds for next year due to that lacewing fly, and when they don't bloom next spring some of the women members of this club will tell me plenty. If those greens down in the woods go scabby every dub player in the club will hunt for my scalp. The membership will begin to intimate that I'm going gradually haywire, that John used to be a darned good greenkeeper, but he must be losing his grip. All because a chairman with a washtub full of money and a thimblefull of brains is in a position to stampede me."