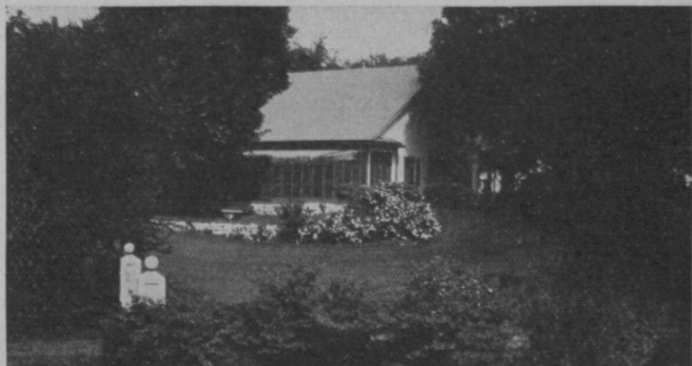


Dollars, not just dignity,

Rushville's clubhouse is almost hidden by trees. It is cool and comfortable on the hottest days.



is Keynote for Keywood



Jack Keywood

OUT IN what the big-town boys call the rural precincts there are some pros who are doing magnificent jobs of extending the pleasure of golf, and not exactly starving to death doing it.

In those spots it is strictly up to a pro to make his own job a good part of the time. On that account you have an excellent opportunity to appraise pro ability and industry by the results as shown in the status of the club.

As Rushville, Ill., there is a pro named Jack Keywood who is responsible for the operation of a pleasure plant that helps to make Rushville a great little town for living. Keywood is one of those fellows who has no time for the bright lights or bottle, even if there were a lot of nocturnal frolic

available in this Illinois small town. He has the supervision of the 87 acres of pastime territory presented by the late Miss Ella Browning Scripps of the Scripps newspaper family as a memorial to Miss Virginia Scripps. Keywood has to care for the operation of a golf course, clubhouse, 3 tennis courts, children's playground, swimming pool, and park. In addition he has a brisk schedule of lessons and does a first class job of selling playing equipment.

Dignity or Dough.

It takes some careful planning to keep the Scripps establishment running within its resources and to pay Keywood's salary. But that is the necessity in most of the smaller town operations. What makes it possible for them to have a pro is the combination of pro and greenkeeping jobs. Keywood is not too proud to push a mower when it has to be done, so any of the fellows who are thinking of some of these small town spots as places for reasonably good income with a chance to strut and be petted, have guessed the score wrong.

It's really an inspiring story to learn how Keywood does things at Rushville. His sort of work is just the stuff that is making golf a lively factor in smaller town affairs and helping to build the game so pros everywhere will benefit eventually.

Let Keywood tell his own tale of what has been done at Rushville and how the work is being handled in this model operation. It makes a yarn that will pep up some of the smaller town club officials and make some pro-greenkeeper jobs because Keywood, as good as he is, has a number of counterparts among other pros in the towns with only a few streets. These unsung builders of golf are due for recognition. They've done—and are doing—a vastly important job for the game and the people in the small towns and adjacent farms.

The Plant that Jack Built.

Here's what Jack Keywood has to say about his own job:

"Our 9-hole golf course was built from my plans and landscaping. It has bent greens and a natural lake running through it which furnishes boating as well as water hazards for the course. The picnic grounds are equipped with dutch ovens and running water. These grounds are used a great deal by out-of-town guests, and we try to encourage these guests to use our park and make them feel at home, for within a radius of 20 miles of Rushville there are 7 or 8 small towns, and, as you know, this means business for our own home town. The small town pro as a community business builder has plenty of opportunity to serve his town if he keeps this part of his job in mind.

"We are very proud of our swimming pool, which, by the way, is self supporting. It is built on rolling ground and the shrubbery around it makes it very attractive.

"Our 3 tennis courts are used almost constantly during the season, and require lots of attention. This year the State Open tennis tournament was held here.

"The children's playground is very modern and well equipped, with lockers, wading pool, and swinging baskets enclosed with a fine wire fence, 3 feet high, for the safety of the youngsters. This playground is supervised by a teacher who teaches in town during the school term. This gives every assurance of safety for the children.

50-50 Split on Budget.

"Miss Scripps has always allowed us an

amount equal to that which is raised by the city. This year, we had approximately a \$3,000 budget and this goes to keep up the playgrounds, tennis courts, picnic grounds and clubhouse. What is left, if any, is given to the golf course. This, as you will realize, is very little indeed.

"Our membership consists of 40 members at \$20 each. Our fee for players is 25c for 9 holes through the week and \$1.00 for all day Sunday or holidays. Our income from this runs about \$1,500, or less, in the course of the year. Out of this I have to pay one man to help me, my own salary, and any other necessities of the course. This sometimes seems pretty hard to do, but I take care of my golf greens, mow them myself, and cut through the rough spots, such as bunker banks and around trees, with a common lawn mower. This year, so far, my expenditure on the course has been 10 pounds of material for brown patch treatments and a half ton of ammo-sulphate. When I do the work of pro, a greenkeeper and a workman I manage to keep the course within the allotment.

"A practical man is what a golf club should look for today for he can run the course and grounds more efficiently with utmost thrift. Finding that man is the next question. How many pros could work with anything from a shovel to a grader? How many pros know grass and shrubbery? I think the P. G. A. is coming to the finest thing in the game today by holding schools and requiring that a pro be qualified before he can take up a position with a good club. In my opinion, there are too many so-called pros in the game who can hit a golf ball but do not know greenkeeping.

"This takes me back to the time when I was teaching in London some years ago. I was with a crowd of golfers and we asked a very prominent pro in England where his weight was, when driving, at the top of his swing. He replied that he didn't really know because good scales never lie.

Teaching Depression Proof.

"Along with my greenkeeping I have kept up, with keen interest, my game and my teaching. Today I have pupils coming from far and wide. The day before I wrote these notes it was 90-degrees and a lady drove 60 miles to take a lesson and 60 back. A good pro who knows his game and can pass it on through his teaching need never worry about depression.

"When a person comes to me for golf

instruction I tell them how and keep after them until they do it. They will be back. Another good lesson builder is spending a minute or two correcting players on the course. I never pass a golfer on my course without making some remark about their shots or asking them how their game is going. If they say "rotten" I ask them to swing for me and before I leave them I usually have an appointment for a lesson. My theory is that a pro should make his members think they have the sole right to come to him and ask him anything concerning the game, rules, etc. In other words, in my opinion a pro's lessons are what he cares to make them.

"Now, a few remarks on my greenkeeping methods: In applying my ammo-sulphate I take 5 pounds of sulphate, mix it thoroughly with a gallon of water, pour this mixture into a barrel of water, pouring it a little at a time and stirring it briskly. I usually use 10 pounds to a green and always sprinkle it in right after applying. I never fertilize a green in the morning, but always treat my greens after 3 o'clock in the afternoon. This prevents burning and gives me more time to get my fertilizer in while the sun is at its lowest.

"For brown-patch I use three ounces of preventive mixed in one bucket of very fine sand to a green. I broadcast it by hand. This I never do until very late in the evening. I follow this with a very fine spray, not watering too heavy but leaving the green just like a heavy dew."

New P G A Membership Forms Assure Applicant's Fitness

A REVISED "application for membership" form has just been issued by the PGA and is now being sent to all members, so that the central offices of the PGA will have a complete and permanent record of the association's members. Principal data requested on the blank are: Name, club connections, age, address, and space for a complete listing of the clubs worked for from 1907 to the present. This latter information is to form the basis for an employment bureau.

The blank will be used by all future applicants for membership in the PGA. The applicant fills in the blank, gets it signed by two "A" members of the PGA, and sends it to the secretary of the local PGA section. Local PGA officials okay the application and forward it to head-

quarters of the PGA in Chicago. This office checks up on the applicant with the sections in which the pro has worked in the past. If no "black balls" come back, the applicant is given his card.

World's Dizziest Club Issues By-laws

THE ESQUIMO G. C., object of which is to "promote and encourage playing of golf during the months of December, January, February and March; to promote and encourage the playing of contract bridge; to try to teach each system of scoring; and to promote the sale and consumption of White Rock and Canada Dry," has been operative during the past winter at the Evanston (Ill.) G. C.

There is a fine of 25 cents for each member who does not come out once a week. Guest restrictions are few but important; "no member can bring more than 50 guests at one time unless he has telephoned the locker-room steward in advance and no guest shall be introduced who cannot stand up at the time of introduction."

The by-laws, written by Charles Murray, have a lot of laughs and present a good tip for keeping golf club membership together during the off-season by formation of an inner-circle, which also serves as a training school for possible members.

Pro's Envelopes Tell Customers "Thank You"

CARL SEKA, pro at Albany (N. Y.) Municipal course, has an idea that we believe ought to be more extensively used. When bills are sent out they usually are cold reminders that "rub it into" the man who owes the dough.

On the back of Seka's envelopes in which bills are mailed is the line "Thanking you for patronizing your club professional." On the lower part of the envelope is some copy telling what Carl has for sale in his shop.

Golf clubs wanting expert men as pros, greenkeepers and managers are invited to ask for GOLFDOM'S list of available men.

Promote Attendance on Days Play Is Light

ONE ADVANTAGE to keeping a daily record of the rounds of golf played over a course is that at the end of the year it is possible to analyze accurately the patronage habits of the players and devise ways of equalizing the load, especially on fee-courses where certain days get more than their fair share of the week's total play.

P. N. Coates tells how, by keeping such a record at the Keller G. Cse (St. Paul, Minn.) and studying it at the close of the 1930 season, it was possible for officials

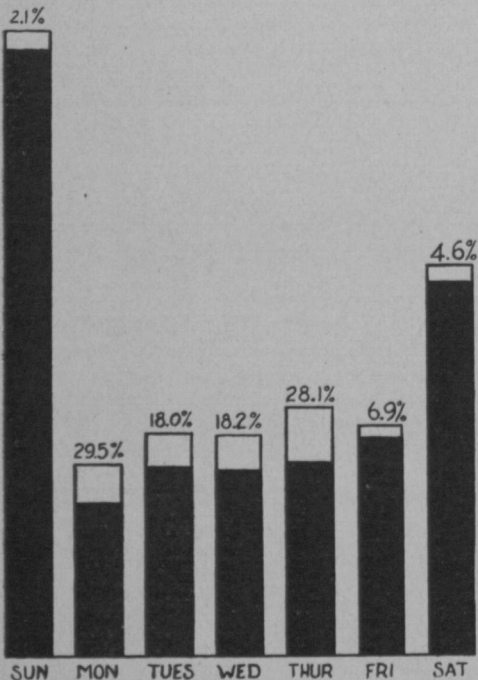


Chart of average attendance at Keller G. Cse. The solid black portions of each bar represent the 1930 player average, while the white sections at the top show the increase in 1931, resulting largely from intelligent promotion work. Figures give per cent of increase, 1931 over 1930.

of that course to promote more play on light traffic days. He says:

"In 1930 we kept a record of income by player. As was obvious, we found that Saturday and Sunday were our best days. We also knew that Monday was the poorest day, but without the record we could not have been sure how much poorer it was.

Average attendance in 1930 worked out as follows: Sunday, 322; Monday, 78; Tuesday, 100; Wednesday, 99; Thursday, 103; Friday, 115; Saturday, 197.

"In 1931 one of the things we attempted to do was to encourage business groups, commercial clubs, and other social organizations to hold their tournaments on Monday. The result of our efforts is quite remarkable. On Sundays there were 331 as compared with 322 the year before, or an increase of 2.1%; Mondays, 101 as compared with 78, an increase of 29.5%; Tuesdays, 118 as compared with 100, an increase of 18%; Wednesdays, 117 as compared with 99, an increase of 18.2%; Thursdays, 132 as compared with 103, an increase of 28.1%; Fridays, 123 as compared with 115, an increase of 6.9%; and Saturdays 206 as compared with 197, an increase of 4.6%. The average increase for all days was 9.3%. Our largest increase came on Mondays and Thursdays, which had been light traffic days in 1930."

Western New York Pros Plan Co-op Ads

MEMBERS OF the Western New York P. G. A. are being canvassed for their approval of a plan to advertise cooperatively the pro-shops of the area in Buffalo and Rochester newspapers. Wendell H. Kay, secy-treas. of the Western New York pros, and Jack Gordon, director in that body, are the sponsors of the plan.

"A carefully planned series of advertisements, starting in the spring and extending to mid-summer, will enhance our shop possibilities and increase our revenue from teaching materially," Kay writes. He suggests that the funds be raised by deducting a portion of the sweepstakes fees at sectional tournaments. Using \$5.00 of the annual dues for advertising purposes is also proposed.

Death Takes Wife and Sister of Willie Ogg

WILLIE OGG, pro at Worcester (Mass.) C. C., and prominent P. G. A. official, shortly after his return from the P. G. A. annual meeting, suffered the death of his sister, and the day after her funeral, the death of his wife. Mrs. Ogg was ill for only 5 hours. Ogg himself returned from the P. G. A. meeting with a serious case of the flu.

Smart, Bold Thinking Put Golf Clubs in Good Shape for 1933

By HERB GRAFFIS

SUCH PRONOUNCED cuts in operating expenses were made by golf clubs in 1932 that preliminary figures gathered by GOLFDOM indicate considerably more golf clubs operated "in the black" during last season than in any other year of the past decade.

It is doubtful that further economies can be effected without seriously handicapping club operation or course maintenance. Even some of the economies in maintenance that were made last season cannot be repeated this year without lasting damage to the courses. It is a certainty that course condition during 1933 will play a more prominent part than in years past for the simple reason that it will be an ace factor in getting and holding memberships. Shortsighted economies that result in deterioration of the course in 1933 will bring a loss of members that clubs cannot stand without plenty of worry.

The extent to which fairway watering installations have been made since the close of the 1932 season shows how clubs recognize this factor of course condition as paramount in connection with the annual income. Many of the courses are planning to pay for their fairway watering systems painlessly by adding a small amount to each caddie ticket.

Play Up to Women

It already is quite plain that any membership campaign for 1933 must emphasize the club attractions for women. From all reports the growth in women's golf during 1932 was approximately 20% ahead of the number of women playing in 1931. There still is plenty of nervousness about the membership situation in the metropolitan district. As early as October, 1932, some clubs began taking in members who were acceptable to the admissions committees, without any initiation fees. Dues in many cases have been sharply reduced. But the clubs with heavy fixed charges are putting on alluring and logical sales stories with the present promise that their membership

situation will be in good shape by the start of the season.

Prohibition Repeal May Help

Club officials and managers who have attempted a forecast believe, in the majority of cases, that return of beer will help the golf club situation. They argue that much summer revenue goes to the road houses where beer is obtainable. The bulkiness of this beverage as well as the difficulty of handling its serving, ruled it out as a locker-liquor proposition at golf clubs. Many members, who considered it was no sin to drink a few steins with dinner, left the clubhouses after a hot round and dined at some roadhouse. Doing away with the added expense of the roadhouse affairs may cut the cost of golf to the average convivial member considerably, believe many managers, and be the item that retains the golf club membership on the personal budget.

In providing a basis for this guess the managers point out that during the last two years many of the wealthiest clubs had their best years. The reason was that the members, hard hit by the depression, didn't go away for the summer but stayed at home and used their golf clubs.

But, there's one grave mathematical doubt about the return of beer being a financial benefit to the country clubs. The long profit on ginger ale and mineral waters has been a mighty welcome detail in departmental operations. Whether or not there will be enough beer sold, at a much lower margin of profit, to make up for the loss in set-up income, is debatable.

Can Present Members Stick?

Club officials in all parts of the country tell GOLFDOM that the solution of the 1933 membership problem depends on just how many of the members maintained their club affiliations in 1932 on the financial reserves, these members were able to save from the storm. There is a rather optimistic view taken of this matter. Club officials maintain that with the firm policy taken by most clubs in dealing with delin-

quents during 1932, borderline cases have been eliminated. Those who have retained their memberships will be able to ride along steadily.

Golf assuredly has not escaped the harvest of overbuilding that is being reaped by other sports and general business. As near as we have been able to determine the three hardest hit sectors of the golf field are New York, Detroit and Los Angeles. Overbuilding of courses is a major factor in the misery of each of these sections. The market and the disappearance of high salaries murdered the New York situation; the slump in the automobile business put a crimp in Detroit where the screwiest of all golf nuts are located in normal times, and the painful necessity of return to hard labor by men who had practically retired with boom profits was the headline bad news to the Los Angeles district.

Sun Shines in the South

One of the interesting, bright spots in the golf field is the south. Take the case of the Belle Meade C. C., Nashville, Tenn., as one example. The 1932 season was the best in the club's history of more than 30 years. Before charging off depreciation the net profit was \$12,300; after depreciation the profit was \$3,226. Such a charge-off for depreciation indicates that the club doesn't kid itself by neglecting any proper charges.

Gross income at Belle Meade was much less than during previous years, but expenses were reduced and a swimming pool built. The swimming pool, the club figures, was a prominent detail in keeping memberships, and proved itself well worth its cost even in a tough year.

The Country Club of Virginia, at Richmond, in its annual statement, showed that every department had operated under its budget. After setting aside \$11,797 for depreciation and \$5,000 for contingencies, the club still showed a profit of \$11,710, and reduced its indebtedness \$27,000. President Stuart G. Christian in his annual message pointed out that the Country Club constitutes a great civic asset to Richmond and suggested that if more thought were given to this consideration as well as to the social and recreational advantages of the club, resignations of many members who are financially able to continue would cease. This civic asset phase of many clubs is something that calls for emphasis. It's not alone a matter of social

prestige and entertaining facilities that make many clubs civic assets these days. Thousands of dollars last fall and this spring will be the bill golf clubs will pay for welfare labor used in making alterations and improvements that may not be necessary to the clubs but are warmly welcomed as work putting money into circulation.

President Christian's message paid considerable credit to the work being done for the club by General Manager John G. Burns and the pro, Bobby Cruickshank.

At the Audubon C. C., Louisville, Ky., a remarkable showing was made for the year. D. J. Gleeson, president, T. J. Fullenlove, green-chairman, Henry Weber, manager, and their associates finished the year for the club \$5,249 in the black, despite a \$7,000 smaller income than in 1931. Membership loss was only 5 more than in 1931. Prospects for new members promise that the 1933 membership will be equal to that of 1931. A \$125 initiation price has been put on memberships for a limited time. Dues do not start until April 1.

Principal item of expense reduction at Audubon was in labor saving on course maintenance. The greens department organized, directed and supervised its labor in a way that made one of the most astounding cuts of the year, in maintenance expense. President Gleeson says that the greens and fairways were in excellent shape.

Probably the hardest hit group of first-class clubs were the Jewish clubs because of the expensive character of their plants and operations. However, among these clubs, occur two of the best examples of successful revision of practice that the harsh year of 1932 revealed. Bryn Mawr in the Chicago district and Fenimore in the New York district were national standouts as clubs that altered their financial operations according to the 1932 dictates. Fenimore reduced clubhouse prices and shot up house volume sufficient to make a fine showing. The club also issued weekly house bills and practically eliminated collection delays. By establishing a class of 1932 special members who were subjected to the usual strict survey of the admissions committee the club offset the resignations. The 1932 special members only paid the year's dues. As is usual when a club takes in new members, the newcomers patronize the club briskly, and Fenimore's golf play for 1932 was above normal.

Pro Hope of Regaining Ball Sales In Standard Brands

ONE OF the effects of the withdrawal of the PGA and other pro trademarks from golf balls that promises to make the ball business better for the pros and manufacturers, is the curtailment of private brand ball manufacture by the leading ball makers. Prominent manufacturers have gone on record against the practice of selling balls for use as advertising by makers of other products.

This abatement of the ruinous competition pros were getting from packers, shoe-makers, insurance companies and others who were handling balls on a basis of trading dollars and hoping for some advertising from the balls thus put into circulation is welcome news to pros. Pros who had to make a good part of their none too easy living out of ball sales rightfully felt that the volume of ball business in give-away balls of cheaper grades was getting to the point where it was threatening the future of the standard good ball. Manufacturers who have spent millions of dollars establishing a reputation for quality balls, also were imperiled by the flood of cheap balls each one of which meant that some good and fully identified ball was not going to be sold.

When the PGA agreement was made it gave both sides an "out." The manufacturers could withdraw from the private brand give-away business and devote their efforts to protecting and extending their investment in their own brands of merchandise. The pros had a better foundation on which to base protests against the give-away balls because they could disclaim any interest in a private brand ball of their own and could state that for the protection of the customers they were handling golf balls on which the name of a leading manufacturer was marked.

Another slant the pros got on the private brand ball deal was that it was helping to ease the pros out of their shop sales privileges. Balls with the pro's name, or the club's name marked on one pole had a good play for a couple of years. The backfire was that club officials got the idea that if there was enough ball busi-

ness at the club to warrant a special marking for that club, then the volume was something that the club should take over in its attempt to keep out of the red. Although a pro might have sold only a few dozen of privately marked balls at his club the officials got the idea that there must have been many gross of these balls sold. The branding kept some of the boys busy explaining when their 1932 and 1933 contracts came up for consideration. The worst part of it was that some of the fellows didn't have a chance to explain—they just lost out and no questions were asked.

According to the statement issued in connection with the PGA-Manufacturers' deal for the elimination of the pro branded balls, it was expected that this elimination in itself would so sharply reduce the number of special brands that the pro would be in a better position to command the market because of his practice of stocking the established standard brands. The more private brand balls there are, the more competition there will be.

"This condition," continues the statement," if carried far enough, would—first, practically transfer the golf ball business from the hands of the golf professionals to the lowest cut-price stores; and second, react most unfavorably on the total business of the golf manufacturers."

Introduction of lower priced balls bearing the names of recognized expert and established makers of golf balls, the foremost manufacturers say, has done away with the reason for the pros having to compete with cheap, privately branded goods.

Further evidence that the pros are in fine position to regain full command of the golf ball market even in hard times, is found by many in the report of ball sales for last year. The 50 cent ball sales slumped 40%, while the falling off in the 75 cent ball sales was 30%. This better showing of the 75 cent ball in a year when many had forecast the 50 cent ball would be the biggest seller indicated that the people who buy balls want to know what they are buying.

Ben Richter

"YOU CAN'T WEAR THE RIGHT SHOE ON THE LEFT FOOT . . . VERY WELL. Neither can a left-hander play very well with reversed right-hand clubs."

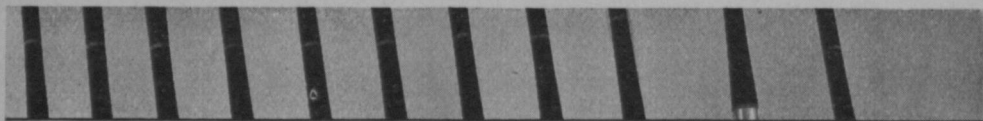
. . . and Richter ought to know, as he is the Open Champion of southpaws.

The new Wilson-Richter irons, now ready, no doubt are the first set of irons designed especially for left-handers. Until now, so-called left-handed models have been merely reversed right-handed clubs.

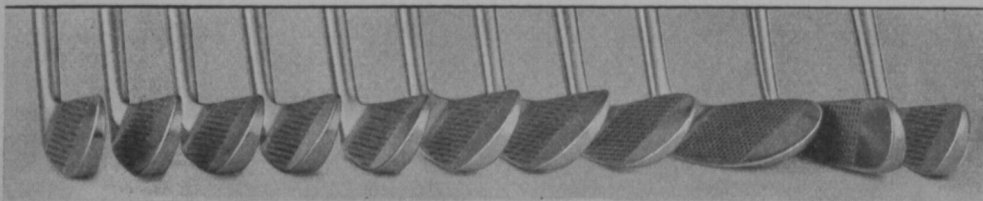
As Richter says, "That's all wrong."

"I have taught many right-handers as well as left-handers, and I have found a distinct difference in the action and swing between the two types. This different swing of the left-hander never has been matched with the proper implements of play.

"I am a southpaw myself, and for years I have studied and analyzed every detail of left-handed action. This knowledge I have built into a set of clubs, and what a reception it is going



... so Wilson announces a new line of left-hand clubs designed by Richter



W I L S O N - W E S T E R N

New York . Chicago . Los Angeles . San Francisco . St. Louis

says



- Ben Richter Irons are made in two grades—one with stainless steel heads to retail at \$8.50 and the other with chromium plated heads to retail at \$6.00.
- The woods are made in plain face models to retail at \$7.50 each and in fancy face models to retail at \$10.00 each.



Ben Richter

(Golf professional, Triple A Golf Club, St. Louis, Mo.)

to get from the long-suffering, neglected southpaws of your club.

"By the way, can you count on your fingers how many left-handers you have in your club? It will certainly surprise you when you do—and every single one of them is a prospect.

"Won't you ask a Wilson pro salesman about these clubs, or write me personally in care of the Wilson Professional Division at Chicago? I should like to give you the dope more fully. I know what it will mean to you in extra business and I wager your southpaw membership will never cease to thank you."

- Southpaw Open Champion—and if you think that doesn't mean competition, take a look at these scores:

National Left-Handers' Championship
White Sulphur Springs
67-74-69-69 total 279

Course records—60 to 63, which is pretty fair in any man's territory.

A successful teacher of both left- and right-handers for many years. Has done what is supposed to be almost impossible, by making GOOD PLAYERS out of many southpaws.

A close student of golf as it pertains to left-handed players, with tested theories which he has worked into the Ben Richter personal models—a really great contribution to the game.

Wilson



SPORTING GOODS COMPANY

Portland . Denver . Kansas City . Minneapolis . Dallas

Smart Pro's 1933 Prospects Not So Gloomy

THERE IS no special reason why the outlook for pro golf business in 1933 should be so dismal that any of the fellows should start crying before the battle starts. The year may be plenty tough, but if it is tough for the pro it will be because it is even tougher for general business, and the pro will have no occasion to complain of his fate or position.

Anyone who would attempt to do any forecasting for 1933, other than to hazard a mild guess it won't make much difference in 2033, is taking a long chance. But say the year will be tough; that only means the fellow who has the stuff will have to work harder and smarter while the other fellows are wilting because of inability to "take it."

First of all, there is the job situation. Never has it been sadder in the history of golf. Actually it isn't so much that some good club jobs are going for figures that can't afford food, shelter and clothing to a man and his family. The real sad part of it is that some of these jobs are going to unqualified but desperate men and boys who promise the club anything just to get signed up. Many of them may not last long, but in the meanwhile they are very doubtful assets to clubs that ought to have first-class men on the job to operate the pro department so it will be of definite value to the members and a positive factor in getting new members.

Regardless of whatever anyone thinks about it, a lot of jobs are necessarily going to pro-greenkeepers, many of whom are O. K. as pros but have a long, long way to go before they can claim to be greenkeepers. They are expected to acquire the tricky and exacting science of greenkeeping quickly, get up at sunrise to see if brown-patch has hit, supervise the course maintenance, teach, conduct the tournaments, provide sales service in the shop and then stay up until the night watering is well under way. These pro-greenkeeping jobs are work if they're done right and don't let anyone tell you there isn't a full day's work for two men operating the greenkeeping and pro departments of any fair-sized golf club.

One angle on the pro-greenkeeping situation that was brought forward for the first time the other day was presented by a prominent golf club official. He said, "I prefer both a pro and a greenkeeper because it keeps the competitive element in maintenance. A pro is inclined to belly-ache so you can hear it in the next county if there is anything wrong with the condition of the course. The greenkeeper knows that and keeps the course perfect out of sheer meanness toward the pro." This is a rather blunt way of putting it, but there's no doubt that the angle is pertinent to many cases.

How About Selling?

Whatever prospects of delight there are in the golf goods selling situation are mostly those that the pro can see if he looks close enough. The manufacturers have taken it on the chin until their chins are calloused, but you have to say one thing for them, they are doing no whining. Golf now is a poor man's game because of the enforced liquidation of manufacturers' frozen inventories. What puts the pros in a good spot is that their stocks at the close of the 1932 season were practically exhausted, while the stores were stacked to the eves with merchandise that they hadn't been able to sell even with more cut-price advertising in newspapers than they ever had before.

The new lines are being pushed in the pro shops and when it comes to competition on low-priced stuff the pro is able to meet the prices of any of the stores. This condition has been responsible for making some of the fee-course and municipal course pros leading merchandisers of the field. Four years ago GOLFDOM counseled the pros not to be upstage about the pay-as-you-play jobs because those jobs were where the traffic is, and where the most lessons and merchandise could be sold by alert operators. Men who got in early on the fee course business and made the right sort of arrangements now have some of the best of the present jobs in pro golf. However, most of the fee course and municipal jobs have been temporarily