

## PICKED UP IN THE ROUGH

By HERB GRAFFIS

**A**S WE HAVE repeatedly pointed out, manufacturers have no basis for complaint about pro credit, because credit is entirely under the control of the seller. If the seller sells anyone with sour credit, whose fault is it?

In the golf field there has been the policy of taking too much chance on credit, each manufacturer apparently believing that if he didn't sell the pro or other retailer, his competitor would and, might make a profit.

There is more than a suggestion that a loose credit policy may come within the scope of unfair competition and incur penalties on the seller. That's something for pros to consider. But, as usual, the sound, smart pros have nothing special to worry about.

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**G**OLF MERCHANDISE sales have snapped up greatly during the last six weeks. Pros are quite cheerful about the way the new stuff is going.

A wet spring and early summer almost everywhere east of the Rockies and the department store cut-price sales had the boys blue at the beginning.

One thing that the clubs and pros are set on this year is extending the playing season later into the fall instead of closing it shortly after Labor Day, as is traditional.

Inspection of club schedules this year shows that many of the clubs have carried their programs clear through until October in order to take advantage of the glorious bright days of autumn.

\* \* \*

**P**ROS HAVE been impressed with the sales speed of anything new. A few years ago a pro was liable to shy from any innovation, but that policy doesn't rule any more.

At that time, the Smithirons were considered only the nutty notion of a nice old gentleman and when Bob Jones came out with his irons the boys were inclined to think he had gone slightly screwy. A few hardy-souled pros took a chance, played the clubs well, confirmed the principles and the stampede was on.

This year Ralph Guldahl, playing a stock

set of Oggmented irons he had bought a few weeks before, finished a stroke behind Johnny Goodman, who played Spalding's Jones clubs. New equipment was the order of the day. For a fellow to go in the Open with sticks he'd had for only two or



three weeks has more of a merchandising significance that might be granted at first slant.

With the pros going for new stuff and small but frequent orders more of a policy during the playing season, we are bound to see many more new ideas figure in pro-shop stocks.

\* \* \*

**A**T THE OPEN there was talk of new shafts, new heads, new grips and new balls. The pros will get this stuff first because the players will buy an innovation only if it carries pro endorsement. This gives the pros another great chance to reassert their command of the golf goods market when the big revival comes on us.

\* \* \*

**B**ABE DIDRIKSON, the phenomenal girl athlete who was forced out of amateur athletics by the A. A. U., is going to play some golf exhibitions.

She has a tie-up with a petroleum products company that will pay her salary and expenses. This is a good break that the kid deserves. She was poorly advised while she was at the height of her amateur career and badly managed as a professional. It's true she wasn't helped any in capitalizing her ability and reputation by the bad times that prevailed when she became a pro, but of all the stand-out athletes she probably had the toughest financial breaks. The last we'd heard of her before this tip-off on the golf deal, she was back in Texas helping her folks around the house.

Babe is a pretty good golfer, considering her lack of experience. Of her game, she told: "Ah kain hit 'em a mile and right straight, but it's that daw-gone little ol' puttin' that bothers me."

\* \* \*

**B**ABE ISN'T the only one bothered by putting. Any one of a dozen fellows other than Goodman might have been National Open champion had they been able to putt better.

Play in some of these open competitions of the Women's Western Golf assn. would help the Babe a great deal, and incidentally, built up her as a gallery attraction.

Some of her friends ought to tip her off.

\* \* \*

**W**HAT THE course equipment people are praying for now is a summer wet enough to grow grass but not wet enough to interfere with play.

The last two summers were so dry that not much mowing was done; consequently many of the mowers that were ready for the scrap pile at the end of 1930 managed to limp on for two years. Repair business on course equipment last winter was very light. Main reason for the lack of business was attributed not to the poverty of the clubs, as most of the private clubs now are in better financial shape than at any other time during the last decade. The reason was simply that the equipment had been so patched up it wouldn't stand any more repairing.

\* \* \*

**S**OME OF THE dealers in course equipment have been having a hard time getting by, although their credit problems now aren't as bad as they used to be; the dealers no longer can afford to take a chance.

New York, Los Angeles, Detroit and Cleveland continue to be the hardest hit of all golfing districts, the bank situation knocking Cleveland into the mourners' bench after it had gone through the rest of the depression in good shape.

Detroit is pulling out of the rough nicely. The New York situation looks better, as receivers operating approximately 10 clubs have puckered up the heavy interest charges and now are selling golf at some great places for a very moderate sum.

Unless the maintenance budgets at these places are so drastically reduced that the courses will become badly run down, there is promise that the establishments will pull through for the security holders much better than the railroads and office buildings on which interest payments have practically ceased.

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**W**HEN YOU read that four baseball players of the Columbus American assn. team have been suspended and the club penalized for failure to observe the salary limit, you become aware that the old days of princely salary for ball players are at end.

A hard working, able professional at a fairly good club now can make more than the majority of big league and American association ball players.

Of course, the pro has to work a lot harder than does the baseball player, and it takes a pro much longer to work up to the top spots than it does any other professional athlete, but when he does get there he comes more nearly than the other fellows do to holding his destiny in his own hands.

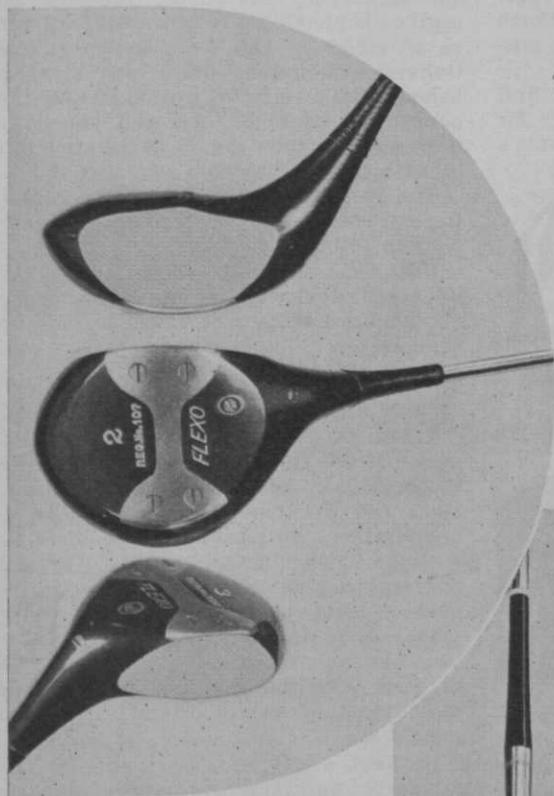
That may seem strange to a lot of pros as they consider how they always are at the mercy of the club politics, but a check-up will show that it's true.

\* \* \*

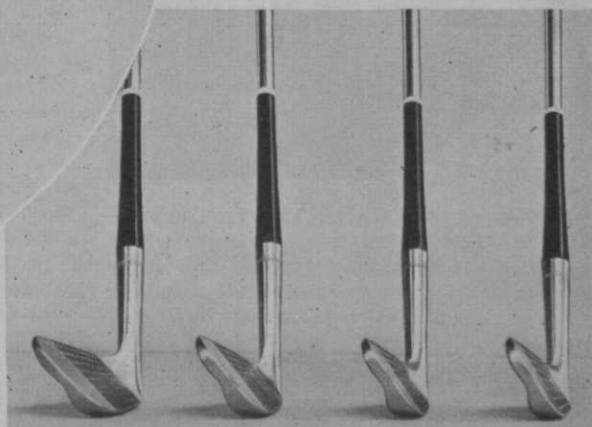
**B**OB HARLOW, premier impresario of tournament golf, sailed for England with the Ryder Cup team. Bob has been booking Hagen ever since leaving his PGA tournament bureau connection and Walter played to almost solid booking from the end of the winter tournament season to the time of the St. Paul Open. Practically the only days he was idle was when it rained.

Harlow arranged a number of Hagen exhibitions on the other side and undoubtedly will pick up some dates for the rest

# HAGEN FLEXO WOODS & IRONS



*will speed up your  
sales for the  
remainder of  
the season*



**T**HE new Hagen "Flexo" woods and irons will keep your sales roaring at top speed for the remainder of this season. They are "just the clubs" that 90 per cent of your players should be using. The secret is the newly developed Hagen "Flexo" steel shafts which are very supple but should not be confused with ordinary "whippy" shafts. The "Flexo" is a combination of the Hagen Bi-Taper shaft which brings the feel under the grip and actually produces longer shots, and the True Temper step down construction. This combination produces a remarkably supple shaft—ideally suited to almost every player's game. It is new and decidedly different from anything you have seen or felt in the past. With this new shaft, the "Flexo" woods and irons should rapidly become the sales leader in every pro shop in the country. The woods are newly designed with semi-shallow faces. The irons have stainless steel Biflector model heads. The woods will retail at \$10—the irons at \$8. The factory is speeding into production on these new models and will begin delivery shortly after July 10th. Be sure to send in your order for these new "Flexo" clubs right away—and make yourself a handsome profit during the remaining months of this season.

The L. A. YOUNG GOLF CO., Detroit—Hagen Products

of the team, so they'll gather additional dough.

If it's possible to get bookings for exhibition players or tournaments in any part of the world, Harlow is the guy to get them.

\* \* \*

**M**ISSING THAT putt on the 18th hole of the concluding round at North Shore wasn't all of Ralph Guldahl's misfortune.

Finishing second in the Open and first of the pro contingent set Ralph pretty for a trip to England. BUT . . . he wasn't a



member of the PGA, so he wasn't eligible for the Ryder Cup team vacancy, which included \$1,000 expense money and entry in the British Open, assured all members of the American Ryder Cup team by British authorities.

After the National Open had finished here, it was too late to enter for the British Open, so the fine young Guldahl boy was out of luck.

\* \* \*

**I**F WE WERE selling members in the PGA we might point a moral by showing how many years Ralph could pay PGA dues and still be head financially, had he been eligible for the Ryder Cup place.

Guldahl, by the way, first came into prominence as a player in the winter tournaments which are pushed by the PGA and it was partially due to this winter performance, as well, of course, to his own many merits, that he had the opportunity to get his present excellent position as professional at the St. Louis CC.

It seems that the Guldahl case rather pointedly emphasizes the wisdom of every promising, foresighted and ambitious young professional belonging to the PGA.

\* \* \*

**L**LOYD MAXWELL, vice president of Roche, Williams and Cunyngnam, Inc., one of the big advertising agencies, recently completed his 20th consecutive year as an officer of the Western Advertising Golfers' association. Lloyd was given a banquet and a traveling case in making the occasion memorable. He and his three brothers constitute the all-star brother act of advertising men's golf.

The 20 years Maxwell has served smiling and able is a record in trade golf associations so far as we know.

Now some guy will write in and tell us we don't know what we're talking about; "Izzy Blurp has been an officer of the Catfish Cannery's Golf association for 21 years."

\* \* \*

**A**DD SIGNS of returning prosperity: The St. Paul Junior Chamber of Commerce \$5,000 Open this year made by far the best financial showing of any tournament run by that alert and aggressive organization, despite a conflict in dates with the Chicago *American's* \$5,000 driving and approaching contest, which split the field of name players.

Players in the St. Paul Open came to the National Open with comments the St. Paul Open was the best conducted and most pleasant money Open they ever played in.

St. Paul, after the success of this year, is figuring on hiking the prize money next year for a tournament that will be on the order of an invitation affair.

\* \* \*

**T**HE BEST job of selling golf now being done by any municipality is that done by all of the people connected with the operation of the municipal courses at Portland, Ore. Ralph C. Clyde, commissioner of Public Utilities, is the No. 1 man on this job but it is perfectly plain from the interesting bulletins, "Municipal Golf News" issued weekly from Clyde's office that everybody working at the Portland courses is doing a good job for the golfers.

Obviously the political angle that handicaps so many municipal courses has been eliminated pretty well at Portland and the publication of the weekly bulletins is helping to keep politics out.

Reduced rates for juniors have been put

Ralph Guldahl is retained as a member of the Wilson-Western Advisory Council.

WYDOWN 0850

**RALPH GULDAHL**  
 GOLF PROFESSIONAL  
 ST. LOUIS COUNTRY CLUB  
 CLAYTON, MO

INSTRUCTIONS  
 BY APPOINTMENT

Wilson-Western Sporting Goods Co.,  
 2037 Powell Avenue  
 Chicago, Illinois

Gentlemen:

I would feel ungrateful to you if I failed to let you know how important your Wilson equipment was in helping me come so close to the National U. S. Open Championship last week

I have long realized the superior carrying power and true direction of Hol-Hi Balls and have confidently relied upon them in my tournament play.

Only a few weeks ago, I had my first opportunity of seeing and trying the new Wilson Ogg-mented Irons. I was frankly dumbfounded by the amazing superiority of these irons over any I had ever played. They seemed to put so much more power in my shots and, more important still, seemed so much surer in their "feel". Actually it seemed as though I could hit the ball anywhere on the face of the club and still get a perfect shot

I was so impressed with these Ogg Irons that I decided on a very radical course - I made up my mind I would switch clubs just two weeks before the tournament and use these Ogg-mented Irons.

You know the result, 72 holes in even fours. It was the best tournament golf I have ever played - and just a little luck would have dropped those two close putts I missed and bagged the coveted championship for me

You can be sure I'm going to stick to Wilson and Hol-Hi so that no opponent can have any advantage over me

Gratefully yours,

*Ralph Guldahl*



**MAIL THIS COUPON**

WILSON-WESTERN SPORTING GOODS CO.  
 2037 Powell Avenue, Chicago, Illinois

Please send me full details of your special offer to professionals for a Teaching Set of Ogg-mented Irons.

Name.....

Address.....

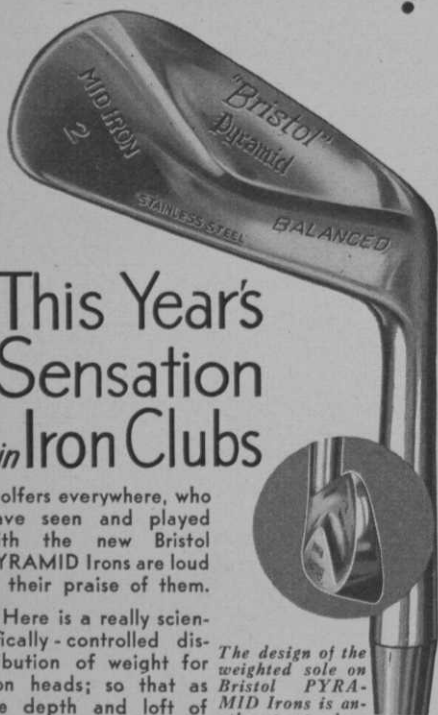
City..... State.....

Club.....

**WILSON-WESTERN SPORTING  
 GOODS COMPANY**

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# ▲ PYRAMID!



## This Year's Sensation in Iron Clubs

Golfers everywhere, who have seen and played with the new Bristol PYRAMID Irons are loud in their praise of them.

Here is a really scientifically - controlled distribution of weight for iron heads; so that as the depth and loft of the blade of each club increases, the PYRAMID

weight is lowered. For example, for the Midiron, where distance is desired, the PYRAMID weight on the back of the blade is high. For the Niblick, where height and not distance is essential, the PYRAMID weight is proportionately low.

And what is so important with these irons, the greatest weight on each head is directly back of the point of impact—where you want it, to get maximum power. Priced from \$5 to \$8.

WRITE FOR FULL STORY—Merely fill in and mail the coupon below. It will bring you our Bristolite giving the complete story of Bristol PYRAMID Irons.

*The design of the weighted sole on Bristol PYRAMID Irons is another popular feature.*

into effect at the Portland courses and Mike Sherry, Ken Jefferies and George O'Connell, municipal course pros, are giving free class lessons to the kids. This is boosting present business and building for the future.

One of the paragraphs in a recent bulletin to the public course players from Commissioner Clyde reads:

"There seems to be a misapprehension that the Municipal Golf Courses are a losing proposition, but this is not true. During the ten years from 1923 to 1932, inclusive, there was a cash revenue of \$910,926.55. This is a handsome yield of \$250 an acre per year. From these receipts \$54,627.30 was used to pay street and sewer improvements. Street and sewer improvements on all other park property are paid from a special appropriation set aside for the purpose.

"Why the golfer should be expected to pay for such public improvements any more than the person who plays tennis, baseball, horse shoes, etc., on park property, is not clear to me. If we had this \$54,000.00 now we would be sitting pretty. However, we are going to do the best we can under the circumstances and with your help I am sure we will pull out all right."

Municipal golf courses that are having slumps in play ought to follow Portland's lead with these bulletins. It's a real public service idea.

\* \* \*

**WHEN YOU** get a drive of 250 yards it is one man-sized clout. Those locker-room tales of the 300-yard slugs are flights of fancy, most times.

Here are the figures on the drives made on the second hole at North Shore the third round of the National Open. There was a slight following wind. Only flight was counted. The measuring, which was done accurately by one of the leading ball



THE HORTON MANUFACTURING COMPANY,  
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ADDRESS .....

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The one-piece, resilient grip—lives! new pro shop seller in years. Eliminates slipping, sting, sore hands and untidy grip edges. Easily applied. Retail for 50c, with a good margin of profit for the pros. Leading pros and players endorse it as the grip that helps play the shot better.

Write today for full details.

SPORT SPECIALTIES COMPANY  
130 Cadillac Square, Detroit, Mich.

manufacturers, served to show that Archie Hambrick and Craig Wood, who won the St. Paul and Chicago *American* driving championships, respectively, were not accidental winners of those events.

	Yds.		Yds.
Beach .....	230	Geo. Smith .....	228
Dawson .....	235	Schwartz .....	237
Moreland .....	220	F. Gallett .....	220
Abe Espinosa .....	210	Johnstone .....	228
Walsh .....	227	Rogers .....	235
Creavy .....	222	Armstrong .....	233
Schwartz .....	220	Kaiser .....	231
C. Clark .....	230	Armour .....	215
Burke .....	207	Shute .....	252
Crowley .....	210	Carney .....	255
Kirkwood .....	218	Guldahl .....	230
Wood .....	240	Wehrle .....	200
Bolstad .....	235	Fischer .....	245
Randall .....	195	Cruikshank .....	215
Perkins .....	235	Farrell (trap) .....	180
Bob Shave .....	205	Kozak .....	205
Kinder .....	240	MacDonald .....	247
White .....	235	O. Dutra .....	238
Hagen .....	225	Watrous .....	215
Ciuci .....	225	Sawyer .....	231
Laffoon .....	240	Golden .....	200
Goggin .....	210	Manero .....	215
M. Dutra .....	230	Turnesa .....	185
Klein .....	218	Sarazen .....	220
Harmon .....	225	H. Smith .....	195
Barron .....	220	McAndrew .....	215
Goodman .....	200	Lacey .....	225
Mac Smith .....	212	Loeffler .....	225
Hambrick .....	252	Diegel .....	242
Neilan .....	207	Cooper .....	217
Madison .....	225	Revolta .....	240
Belfare .....	210	Hampton .....	225
Manning .....	232	McCarthy .....	230

Summing these all up:

- 7 Drives were 200 yards or less.
- 15 Drives were from 200 to 217 yards.
- 26 Drives were from 218 to 232 yards.
- 15 Drives were from 233 to 250 yards.
- 3 Drives were over 250 yards.

The longest drive was 255 yards and the shortest drive (which landed in a trap) was 180 yards.

\* \* \*

**SOME** OF the boys who suffered from the spring sales at cut-price stores might have escaped the agony had they done as Jim Wilson did at Ravisloe C. C. Jim's pro shop burned down just before the season opened.

The Sunday after the fire Chicago newspapers carried big advertisements of golf club sales. Instead of waiting and losing sales Jim got a bunch of postcards, wrote

a brief announcement that he had new clubs at prices no store could beat, mailed them out Sunday night and harvested a lot of business.

Of course it was monotonous work, but the results beat those he might have had by sitting around and sobbing or sleeping.

\* \* \*

**THE MOST** amusing scorecard we have seen this year is that of the Wells-Wood G. C., Wells River, Vt. The Wells-Wood people admit they have a cow-pasture course but get a lot of fun on it.

On the front of the card is an illustration of two earnest golfers trying to pull a cow away from a green. At the top of the score part of the card is the admonition "Keep Moving or Give Way to the Herd." Holes are given cowyard terms.

\* \* \*

**O**NE OF the funniest phases of the pro business education is that of some of the boys pouting and storming because they are given the works on the collection of bills for merchandise they have received. This comical complaining is practically extinct, but still some of the boys and the manufacturers tell us of cases of this kind. The complainers come up with the empty threat that if they are pressed for payment they won't patronize the pressing source of supply. What a relief that would be to the complaining pro if he had some member buying from him steadily and then refusing to pay. The pro would praise heaven that he wouldn't have to bother with that guy any longer. This matter of anyone taking offense at a collection letter is something this writer can't understand. He has seen a goodly collection of letters written for collecting pro accounts and not one of them has the downright brutality of letters this writer received during the painful period immediately following the building of a new home. These letters were so rough that even allegations concerning the recipient's biological background were so comparatively mild they seemed like terms of endearment.

Our only out was that we were so busy writing dope about pro credit we had not time left for paying our own bills.

After this experience, this writer would like to hear about collection letters so mean and direct that they made able-bodied pros break down and cry and threaten to not play together any more with the sender of the touching epistles.

# National PGA Picking Up Coast Warfare on Discount Chiselers

**S**UCCESS WHICH has attended the experiment of the Pacific Coast PGA sections and the leading manufacturers' representatives in putting a stop to the "buy it wholesale" unfair competition indicates the action will be taken up on a national basis.

Business Administrator Albert R. Gates of the Professional Golfers' association has been keeping a watchful eye on the Pacific Coast deal. In the light of the outcome of this sectional experiment's success and recent legislation removing doubt of the legality of agreements such as that made between the pros and manufacturers on the Coast, Gates is planning to carry the arrangement throughout the country. Preliminary confabs between PGA officials and leading manufacturers have been held.

The Pacific Coast arrangement which was started by President Harold Sampson and his associates in the PGA sector around San Francisco, in brief, confines the sale of goods at retail prices to recognized retailers. Further details have been given in previous mentions of this matter in GOLFDOM.

This basis of the agreement seems simple enough and necessary enough, not only for the golf goods retailers but for all retailers; but chiseling has become so strong a part of the national distribution scheme that getting the agreement working has been difficult.

If the PGA can put the deal over nationally on a strong basis, the pros and their association will be hailed as pioneers of a long-needed new era in American retailing. The favorable publicity that the PGA and its members will get from the general adoption of this legitimate retailing restriction unquestionably will be one of the greatest "build ups" of high esteem as business men that the pros could desire.

Beyond all doubt, too, the new deal will work out as a great thing for the manufacturers of golf goods. The pros have no idea how much pressure is put on man-

ufacturers to supply, at wholesale prices, individuals or corporations having absolutely no license to get such discounts. The result has been a serious impairment of the entire retail price structure. Golf merchandise isn't alone in suffering from this "buy it wholesale" chiseling. Almost every manufacturer and dealer has heavy profits sacrificed to this evil. If the pros can put over the retailing restriction nationally through their association it will be a most effective demonstration of the pros' power as makers of the golf market.

## Chiselers Fight the Deal

The new arrangement is not one that can be easily entered into by the golf goods manufacturers. Plenty of people who have been getting a chicken-feed edge on prices, which in the aggregate amounts to a pro's living, will howl to high heaven and deep hell when they are no longer able to chisel or graft.

It is sad to relate that some of the fierce protests have come from athletic coaches, who even in these times continue to be the best paid class in professional athletics. It is with poor grace that squawks come from this quarter where sportsmanship and the rules of the game should be glorified. However, the pros pay the full prices to get into the football games and track meets and are reminded that they are being granted a favor when they get reasonably decent seats, so the coaches have no beef coming.

Other long, loud and lurid protests come from big organizations who have been buying at a discount for their executives and employes. Probably some of these companies do grant discounts to some favored friends and figure they have a right to reciprocal discount on golf goods. However, if they give friendly discounts they are given at the expense of the bulk of the organizations' straightforward cash customers and such organizations should rejoice the PGA and the golf goods manufacturers have courage, strength and judg-



# RATES HAVE REACHED BOTTOM AT **French Lick!**

This year the rates are way down, offering you an unrivalled opportunity to enjoy French Lick economically. Whether you come for a week-end, a week, or a month, your visit will be memorable. French Lick's natural splendors—its matchless cuisine—its two sporty golf courses are known all over the country. A week of the mineral waters and baths is as good as a month at the most celebrated European spas. French Lick will make a new person out of you—you'll never forget it!

## New Reduced Rates

Room with bath and meals—\$7 a day.  
Golf—\$1 a day. Horseback riding—  
\$1 an hour. Sulphur bath with salt  
rub, massage and shower—\$2. Free  
swimming, tennis, dancing, indoor and  
pitch-and-putt golf, and Pluto Water.

Special round-trip railroad and lower berth fare on the Monon (2 trains daily)—\$15.63. Two-day all-expense trip from Chicago—\$27.88, including railroad fare and Pullman round trip ticket as well as room with bath and meals. French Lick is only 8 hours from Chicago by motor—over all paved roads. Hotel Airport for convenience of guests less than ½ mile.

*Send for Illustrated Booklet*

## FRENCH LICK SPRINGS HOTEL

FRENCH LICK, INDIANA  
T. D. Taggart, Pres.

"Home of Pluto Water"  
H. J. Fawcett, Mgr.

ment enough to call for an honest, open deal and stand pat on it.

### Big Interests Stand Pat

What has made the Pacific Coast deal a success is that the leading makers of golf goods all stood pat. They can tell anyone who puts the heat on them for discounts that there is too much at stake in business integrity and the bulk of the pro business to warrant any exceptions being made.

The way that works out is that when merchandise is offered on any trick basis it obviously isn't the merchandise of any of the reputable makers of quality goods and the one who grants the trick discount is penalized by additional loss of reputation as well as by loss of a legitimate profit.

Now for the effect the new deal has demonstrated at the pro shops: One manufacturer tells that after the adoption of the new agreement there were 27 calls at his branch in one day, requesting wholesale prices on merchandise that couldn't be bought from other good manufacturers. An estimate of the quantities of merchandise desired indicated that this one day's business from the 27 callers would have paid the PGA annual dues of every acceptable pro along the Pacific Coast if that business had cleared through the pro shops at the pros' legitimate margin of profit.

Pros report that since the chiseling discounts and free ball gifts to petty larceny amateurs have been eliminated there has been a noticeable, healthy increase in their ball business, despite their earlier belief that the chiselers would buy cheap balls from the hurdy-gurdy outlets,

Gates, in looking over this angle, be-

lieves that if the agreement can be made national, the increase in pro-shop ball profits alone will far more than pay for the annual dues of the professional organization's members.

It is no secret certainly that the abolition of the PGA trade-mark on balls, with all of the nuisance and dissatisfaction that trade-marks involves, has beat the pros out of considerable ball business simply because players could so readily buy standard balls at discount. The manufacturers have winced plenty at this development because it meant farewell to an established retail price, but the plague of the chiselers was so strong that individually it was hard for any manufacturer to fight them off.

The additional misery that the abolition of the PGA trade-mark involved was in a sharp reduction of the operating income of the Professional Golfers' association. Leading PGA members have expressed themselves as being opposed to any deal whereby a pro organization has to be supported by the manufacturers rather than by the pros themselves. They point out that such an organization, having two masters in actuality, could serve neither.

But, in trying to get some sort of a deal where the pros' income would be definitely increased as the result of PGA operation to the point where dues for the maintenance of a strong organization were but a minute part of the income it brought to pros, the PGA officials have been stymied until the Pacific Coast deal worked out.

The pro, so PGA officials point out, is not going to pay \$40 national association annual dues unless he can see very plainly that this \$40 is doing him good in actual cash well in excess of the \$40. In that the

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