MAKE GOLF HISTORY

Detroit Presidents and Pros Hold First Combination

Business Session

N THE Detroit district where golf clubs are making a rather rapid and solid comeback from panic days, golf history was made June 26.

A pro-president meeting, called by the Michigan PGA and having the heartiest cooperation from the Detroit District Golf association, was held at Plum Hollow C. C. on the 26th; the meeting being the first pro-president meeting in golf annals so far as is known. Presidents and professionals of all but three of the private clubs of the Detroit district were in attendance.

In the afternoon there was a presidentpro best ball event. Tying for the low were Al Watrous and President De Visser of Oakland Hills, and Mortie Dutra and President Laurie of Red Run. Incidentally Laurie helped his pro with a handicap birdie at the 17th and Watrous was aided by the handicap eagle his pal and president knocked in at the concluding hole.

Jimmy Anderson, energetic president of the Michigan pros, was chairman of the evening meeting. The session was a pet idea of Jim's, but neither he nor any other pro had the hope they would be able to get so many presidents together to hear what the pros hope to do for their clubs. Jim's keynote remarks at the evening session were hung around the thought that the pros and their presidents had been partners in pleasure during the afternoon but at all times they were supposed to be partners for the pleasure of each of the clubs' members. Lack of mutual understanding of the problems burdening the presidents and pros was unpardonable in these days when every club had a serious responsibility of financial operation and membership service, said Anderson. invited the presidents to express their specific opinions of pro merits or shortcomings so the meeting might have some definite benefit. Presidents Thom, De Visser. Beymer and J. C. Helferich of Detroit Golf, Oakland Hills, Birmingham and Plum Hollow made some pleasant and informative remarks, the tenor of which was that if a club had a pro who wasn't doing the club a lot of good it was the club's fault, either for not picking the right pro or for not informing the man what the club wants done and cooperating with the pro in doing it.

Next Session on Presidents

The meeting was so successful and pleasant that another pro-president affair will be held later in the season at the Detroit G. C., at the suggestion of its president. The presidents will pay for the next party, the Michigan PGA having stood the expense of the first affair which was splendidly handled by the Plum Hollow people. Manager Jim Hill of Plum Hollow made everyone amenable to reason at the evening meeting by supplying a lobster dinner that would have drawn a prize at one of the managers' affairs where the host manager does his stuff in showing the other fellows how he feeds his members.

Alec Ross, veteran pro of the Detroit district, related a pertinent yarn about the pleasure of meeting the best people, in expressing his opinion of the value of the meeting. Mortie Dutra, acknowledging his welcome to the Detroit district, gave the assembly a brief and gracious earful telling of the aspirations of the professionals in club betterment.

GOLFDOM's editor, Herb Graffis, imported as the pro mouthpiece for the occasion, said such an event could only be possible where there were a lot of able presidents and able pros. A president's job is a thankless one and after being pushed around by everyone in the club with some sort of an imaginary or real bellyache, the president could be excused for not breaking down in tears at the woes of the pro. However, today the condition of many golf clubs calls for an executive thoroughness not vital in the past, and the president who doesn't have a close-up on the pro department is missing an important chance to develop one of the most active and strategically located factors for the solicitation of new members, GOLF-DOM's man remarked.

Relating instances of how a good club could be accurately identified by observation of its pro and the operation of his department, Graffis told something of what the pro was up against. Citing some of the pro costs of doing business, the pro's short season, specialty business, limited market and their policy of keeping the mark-up on merchandise far lower than in any other specialty and seasonal business, Graffis presented the information that the pro's job was tougher than the popular

conception of playing around, wearing Kampus Kut garments and haberdashery, being pursued by good looking, weak and willing dames and operating a business with no overhead and all the customers flocking in.

Jack De Visser, Oakland Hills president, earlier had referred to the pros being entitled to applause for less complaining about sour business conditions than is heard from the average business man in other lines. Graffis grabbing this remark as a tip-off that the members highly rate

a pro who works at all times without crying, told of what the pro had to do before he made himself a first class pro. The general tendency to condemn all pros for the mistakes of a few is one of the burning loads pros have to carry, said GOLF-DOM's editor. He also commented on club politics that frequently throw a pro out of a job simply because the pro happens to run counter to some selfish and powerful member's desires when the pro attempts to protect the interests of all members of the club

DIVOTS FROM CLUB MAGAZINES

Out of the Bag, house organ of Red Run G. C. (Detroit district), A. P. Lauer, Editor.—"To improve all of our games Mortie Dutra is donating two half-days each week for play with members. Tuesday mornings at 9:30 is assigned to lady members; Wednesday afternoon at 2:00 for the men. Don't let your ability as a golfer keep you from signing up in advance for play."

Hyperion Topix of Hyperion Field club, Des Moines, Ia., J. A. Swan, Editor.—
"There are 100 golfers at Hyperion who play under 90—something not found at the majority of clubs. I believe Hyperion could take 50 or 100 golfers and play any club in the country in a team match and come out winner." Chuck Heaney, Hyperion pro.

Topix has far more news photographs of club activities than any other club magazine GOLFDOM receives.

* * *

Fairway News of Ranier G. & C. C., Seattle, Wash.—A golf ball is given as a prize for each of the four best suggestions received each month concerning improvement of the club and course. Details of the membership drive are published. A full page of this four-page magazine is devoted to women's golf activities. Competitive calendar and results are printed. Space is given to aces made by members who were awarded pairs of shoes by a local shoe dealer.

Backswing of Alderwood C. C., Portland, Ore., F. H. Young, Editor.—A four-page lively, chatty house organ from one of the livest clubs in the country. The editor expresses an opinion: "The rank and file of private club golfers simply don't have

much time for golf lessons during the week. A few sneak in a lesson or so on Saturday or Sunday. But it is a self-evident fact, proven by the heavy turn-over in golf club professionals who don't stay put, that teaching at private golf clubs isn't a very lucrative occupation."

Brother Young has much more to say about the pros' position in golf but nowhere in his comment does he seem to realize that, at the last four years' rate of increase, there will be more women than men playing golf in 7 years. About 70% of pro lessons are given to women. If there isn't a pro right on the job for boosting women's golf interest with instruction and encouragement, the club is blind to one of the biggest insurance items—that of getting the women to come out.

"Putter" of Indian Hill G. C. (Kansas City); E. A. Weishaar, Editor—"The tramp golfer is a sponger, even though he may try to refute you with the argument that he pretty nearly always pays his green-fee; a sponger because he doesn't contribute a nickel to the many other aspects of golf which are as much a part of the complete enjoyment of the game as the greens, fairways and tees. * * * There are such things as showers, soap, towels, lockers, clubhouse, grounds, employees and supplies; all of which the tramp golfer enjoys but which the regular member pays for.

"The tramp golfer has become a serious problem for private clubs. He refuses to become interested in a club membership under any circumstances but will play around at private clubs introducing himself as a guest of a member or seeing to it that he has friends in various clubs with whom he alternately plays."



One thousand pupils turned out for the Tribune-Fee Course school at Big Oaks on May 23. Here is a part of them listening to Jack Sturm and Roy Hunter, explain the fundamentals of the golf stroke.

15,000 PUPILS!

Tribune and Fee Courses in Chicago Hold Biggest Golf School

SO FAR as is known the biggest golf event ever held is the free golf school now being run in the Chicago district. More than 15,000 pupils have enrolled for free golf lessons put on by the Chicago Tribune with the cooperation of the 27 member courses of the Chicago Daily Fee Golf association.

The schedule calls for a general lesson to start the proceedings and after that 7 lessons for each of four classes, men, women, girls and boys. Enrollment far exceeded that of any other *Tribune* athletic promotion and gave a plain tip-off that newspapers have been seriously neglecting golf as the major factor in sport page interest.

Prizes are to be awarded at each course for those who demonstrate the best swings at the conclusion of the lessons. Then the prize winners at each course are to be judged in a district-wide contest, first on form and then are to compete in a medal play tournament. Judges for the form finals are Tommy Armour, Jock Hutchison, Frank Walsh, Bob MacDonald and Harry Cooper. The *Tribune* is to present

prizes to winners of the finals. These finalists also get tickets good for unlimited play at all of the association's courses.

Pupils at the free golf schools are almost 70 per cent women. *Tribune* officials advise that a noticeable number of applications were accompanied by letters written on the stationery of high class business organizations, thus indicating that the offer was drawing a fine type of people, instead of making its appeal to idlers from off the streets.

Publicity given the event was not especially large in space but was excellently handled by Charles Bartlett, golf editor of the *Tribune*.

Opening night of the event was fortunate in getting great weather. The programs for the evening sessions start at 7:30 daylight saving time. Morning programs are slated for some of the women's classes. Close-in courses such as Mid-City, Harlem and Evergreen averaged between 1,500 and 2,000 pupils and required the employment of additional pro instructors.

An interesting slant on the event is that the pros are teaching according to a standardized method. The pros meet each week on Mondays, plan their lesson procedure after spirited discussion. Classes are divided into groups small enough to give each pupil a chance with some personal attention. Since the *Tribune*-Fee Course free golf school was announced, business

of the night-lighted practice range has picked up tremendously. Ranges at which there are two of the well known pros in the Chicago District, Wally Chamberlain and Eddie Gayer, are filled each night. Parking spaces are packed with other customers awaiting their turns. The panic is over for both Chamberlain and Gayer, whose income during this period of lively interest in golf instruction has made the eyes of the club pros pop out like door knobs. Both boys are having harvest time in the sale of sets of clubs and are showing plenty of business ability and industry in making themselves immune to the depression.

Chamberlain, who tied for second place in the Chicago district qualifying for the National Open, found the combination of his own feat and the *Tribune*-Fee Course free golf school publicity a natural for money-making and is showing that plenty of profit opportunities still are available for pros.

With the *Tribune* showing what a newspaper can do in developing dormant golf interest, it is to be expected that the smart sports editors and promotion managers of other metropolitan newspapers ought to be in line for daily-fee tie-ups that will benefit the newspaper, its advertisers, the fee courses, the game and most of all the players.

But, even with the 70 per cent women registration for the free golf lessons the newspapers still are carrying no more women's golf stuff than you could print in headline type on the back of a postage stamp. Some day the big town newspapers are going to handle women's golf news on club events with an amount of space proportionate to that given men's events and use this accurate judgment of reader interest in a build-up of the papers' value as advertising media to reach women who have money and time to spend.

CORNELL University's summer school courses in Hotel Administration run from June 26 to August 5 this year. Courses are of 1, 2 and 3 week duration and cover hotel operation, promotion, accounting, food preparation, financial statements, stewarding, housekeeping, engineering and personnel management.

Details of these courses of high value to the club management field, may be secured from Prof. H. B. Meek, Cornell University, Ithaca, N. Y.

Olympia Fields Bills Members Twice Monthly

N ORDER TO expedite the handling of accounts Olympia Fields C. C. (Chicago distr.) recently put into effect the following rules:

Effective June 1st, bills will be rendered on the first and fifteenth of each month until October 1st. Dues, sinking fund and house accounts for the previous 15 days will be billed on the first of the month. Past due items and house account charges incurred from the first to the fifteenth of each month will be billed on the fifteenth. Between the 25th and 30th of each month, a notice will be mailed to all whose accounts have not been paid, announcing that if remittance is not received by the 15th of the month following, credit will be suspended without further notice until the account is paid.

Members of Olympia Fields found the new arrangement much to their liking. Not only did it permit them to check closer the amount of money spent at the club but it also meant smaller though more frequent payments. As one member commented—"It's a lot less painful to pay a \$50 or \$60 bill twice a month than have to pay a \$120 bill once every thirty days."

BRIGHT little stunt used by Toy Town Tavern, Winchendon, Mass., may suggest a similar idea to fee course or resort course operators. Toy Town's manager sent an old golf ball and a letter to former guests. The letter read:

Last week they drew the water down on the big pond, which gave us an opportunity to clean out the little pond at the second hole.

Jimmie, the little caddie who was helping the men, found a ball which he was very positive was one that you drove in the pond last summer when he was caddying for you.

I am sending it to you and trust that you will bring it with you on your next visit just to show the little pill that it can be driven over the pond and onto the green for a three.

The course came through the winter in fine shape and we will start playing it next Saturday, and trust that you may soon be able to come up and try it again.

Selling Golf Is Prime Job of Pro Business Man

By C. V. ANDERSON

To A LARGE extent the pro is responsible for the membership condition of a country club and, strange to say, where a pro gets the least money—at the smaller clubs—he must play the largest part in developing the membership roster.

Where you find a successful pro you will find a successful club. On the other hand where a club is changing pros frequently, the financial and membership situation of the club almost always is in bad shape. It happens so often that it should impress on clubs the wisdom of careful pro selection on a basis that will permit him to make enough money to stay on the job and increase the membership. An increase in his own income, of course, follows.

In my own case, I know that I have brought a large number of players into the game at Hibbing because I am thoroughly sold on my business and the benefits it provides for men, women and children who play it. I boost golf and its delights, morning, noon and night in hotel lobbies, clubs, restaurants and at hockey games-in fact, every place I go. Why shouldn't I? It's my business and I like it. The club always can use good members and there are hundreds who ought to be playing golf but don't, simply because it never has been sold to them. The pro should be the master salesman of golf. If he isn't, he is falling short in his job and not giving his club what it has a right to expect from a good man.

Study Selling.

Some of the pros may think they are selling golf when they brag about what they are making out of the game, but in addition to that being plain lying most of the time it is the poorest sort of salesmanship. Golf has suffered so much from being mistakenly known as a "rich man's game" that error shouldn't be kept alive by giving the impression that the sport has to support loud-mouthed braggarts.

I have known pros to boast before a half a dozen members, "Oh, I will clean about \$2,500 this season," when the fellow actually finishes the season in the red; he never knows where he stands because he hasn't got a bookkeeping system that tells him what the score is. These boys figure what they take in, but get complete loss of memory about what they are supposed to pay out. The overhead expense, such as balls used, caddie fees, car upkeep, tournament expense, assistant and club-cleaner hire, and insurance, they forget.

Especially in smaller towns pros are thought to make 3 to 4 times the profits they actually make (if the pro is lucky enough to make any profit net). There is much damage done to the golf selling job by loose statements about pro earnings.

It would do the boys a lot of good to study their market and decide just what people would be the best prospects for buying golf by joining the club and taking lessons. I have noticed that the pros do themselves no good by going around with a high-rolling set that stays out late consuming corn and throwing around the bridge cards or the crap dice. A lot of these people already play golf and those that don't seldom are the type that are desirable to club membership committees or mean much income for the pro. The pro in the smaller towns may kid himself that he is in with the sporting set of "best people" when he caters to this swift set, but when he tries to pay off his outstanding accounts at the end of the season he finds out that he has left his dough in the roadhouses and is out of luck. Then comes to the young fellow the sad realization that he has been living high on the money that really belonged to some manufacturers and you see another promising kid gone wrong.

Frequently fellows who would have gone far in pro golf never get over the black mark of the first few years and end up as floaters drifting from one punk job to another. The sorry part of it is that many of these boys resent good advice and, as I am no missionary, it is O. K. with me if they go sour in their own bullheaded ways, although it certainly does the whole pro cause no good.

Enemies At the Gate.

The pro business handled by able, hardworking men creates enough sales to make other retail outlets rather jealous. They conduct a whispering campaign to the effect that the pro charges two or three times the right price and they often get away with this because the stuff these pro competitors sell is cheap junk, but the pro seldom has the opportunity to point out the difference between rubbish and pro quality merchandise.

Especially if there is much public course play in a city will these other outlets knife the pro business, doing it entirely on the promise that they are saving money, but seldom doing anything to draw new players to the game. The pro must do everything possible to encourage more people to take up golf. He must see that the newcomers get cheerful and interest attention. Women and children seem to be the easiest class to interest in the game right now although there are a lot of men who would find relief from business cares out on the golf course. Because of the quick interest women and children show in golf I think it's an especially good idea for the pro to pay a lot of attention to building up group class lessons, at least one afternoon a week without charge. In the smaller towns I believe it's a good idea to permit desirable people who are not already club members to have several of these group lessons free. It will help bring members to the club and eventually bring a good volume of private lessons to the pro.

The pro must emphasize his teaching and all-around duties for the club, especially the selling of golf, as his primary functions. Then his sales of clubs, balls, bags and other playing items will follow and he will be a solid and welcome fixture on the club payroll.

Peoria Holds \$10,000 (Script) Opening Tournament

PEORIA (ILL.) C. C. opened its season with a tournament that reflected the bank holiday period. Securing from a bank note printer bills that were intended to be used for script, the Peoria Sports and

Pastime committee had printed "Five Hundred Bucks" on some of the bills and "One Hundred Bucks" on others.

Each entrant on the payment of 25 cents at the first tee was given \$10,000 of this phoney money. Grand prize was given to the player finishing with the most fake currency.

Details of the tournament, which were printed on a long red sheet, follow:

Bets

Make up your own foursomes or phone Elmer Biggs—he'll £x up a game for you. Each foursome will divide itself into two teams and use the following system of scoring:

- 2 points for low ball.
- 1 point for low total.
- 3 points for a birdee.
- 5 points for an eagle.

(If eagle or birdee is scored, low ball does not count.)

Each foursome will elect a captain who is to decide all bets, all arguments and to keep time on lost balls. Captain will turn in money after the 18th hole—recording the total of high man in the foursome.

Regular Penalties

Players incurring one of the following penalties must pay the sum named to each of the other players in his match:

- \$100 for playing into rough.
- 200 for playing into wrong fairway or hitting tree and bouncing into right fairway.
- 300 for out of bounds.
- 300 for missing ball entirely.
- 300 for swearing.
- 500 for swearing at caddie.
- 100 for stopping to look for tee.
- 300 for loss of ball—to be paid to each member who helps look for it. Hunting time—two minutes' limit.

Special Penalties

\$5,000 for throwing a club (applies to Cass Salm only). \$100 for attempted use of cotton ball (applies to Tony Anthony only). \$100 for change of putting stench (applies to Jerry McQuade only). \$100 for hesitating at top of swing (applies to Quinn Castle and Ed Martin on first tee only). \$100 for use of any of the following stereotyped phrases: "I'll handle these cookies" (applies to Harry Black only); "Getting a little tired, Harry?" (applies to Mose Case only); "How's that one, Artie?" (applies to Geo. Pattison only); "Thank

WHEN YOU'RE THINKING OF



SOMETHING BESIDES PRICE

Good old Scotch thrift is never penny wise and pound foolish. It is based on value received for money paid out.

When you think of the short life of ordinary hose—its frequent need for replacement—you will decide that it's real thrift after all to order Goodyear Emerald Cord Hose.

The world's finest quality hose is Emerald Cord. Double-double cords enclosed and meshed in specially compounded Goodyear rubber; extra strong body to hold the pressures; extra strong ribbed cover to withstand abrasion.

A beautiful hose, bright emerald in color, flatribbed in design, kinkless.

Users of Goodyear Emerald Cord permit us to refer you to them. Or we shall send you information direct on your request to Goodyear, Akron, Ohio, or Los Angeles, California.





THE GREATEST NAME IN RUBBER

God I can putt" (applies to Al Kahler only). \$300 for late arrival for tournament (applies to Ross Seaton only). \$10,000 for throwing out chest for long drive (applies to Jack Munro and Ellis Dodd only).

Bonuses

\$200 from each member of foursome to player whose ball is:

First on the green.

First down.

Admonitions

Don't hoard-bet! Don't borrow-only cash counts for the prize. Don't give away money to a big winner-play fair. Bucks to be turned in at golf shop or to locker room attendant after all bets are settled.

RAPS C.O.D. AMATEURS

Pacific Coast Pro Cheers USGA Promise to Delete Pseudo Amateurs

By J. MARTIN WATSON

HERE IS too much business mixed in with modern sport. It is dominated by a compulsion to win rather than freely to enjoy. I cite the case of the pseudo-amateur in golf who is being exploited by clubs to advertise their playgrounds and bring shekels to their treasuries, who earns his playing and club privileges solely on account of his golf and nothing else. Surely this is twice removed from the spirit of the game as taught us by our forefathers, who wielded the club and sped the flying ball for the sole and special delight of friendly conflict and health-giving energy.

This form of commercialism has eaten its way into so many clubs in this country that the cancerous growth has given the tribunal of the USGA a rather difficult problem to solve. The machinery is already at work and to help the cause they must have the backing and cooperation of clubs in general. Noxious weeds that spring up overnight in soil that is intended for other purposes must be diligently pulled out, for the undesirables who march in the parade under false colors as simon pures sully the true spirit of the game and tradition suffers a severe setback.

I have nothing against the individual. It is the principle involved. If a man's vocation depends on his golfing ability, let him

turn to the professional ranks. It is an honorable profession none need be ashamed of. In its personnel are high types of men who are a credit to the clubs they are associated with. All life is service, we are all interdependent, but to paraphrase Ed Wynn's quip on the revolving door, I have no use for the man who goes through life on the other fellow's push. At Timgad on African soil during the decadence and decline of the Roman Empire there is an inscription cut deep into a stone between columns of the Forum which reads:

> Venari Lavari Ladere Ridere Occest Vivere

meaning

To Hunt, To Bathe, To Play, To Laugh, That is to Live

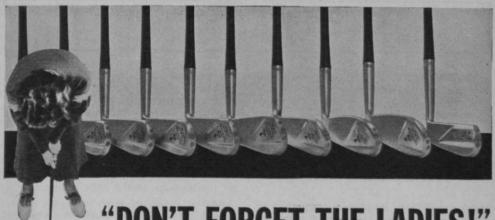
Though we do not accept this literally, yet here is a fine spirit of the art of enjoying one's amusements for the sake of the sport itself, a rather refreshing idea in these days when Mammon is the idol we worship. When lucrative emoluments are given the so-called amateur in recognition of his ability to hit a golf ball the game is robbed of its finest ideals. Diogenes will have to have a lantern in each hand before he can see to lift the essential out of the mass of this rather bewildering muddle. Golf is a costly and stupendous organization of amusement and the jungle must be cleared to allow the sunlight to dispel the shadows of commercialism.

The arm of the law is far-reaching and our golfing solons have both the ways and the means to clear the fair name of this royal and ancient pastime we love so well.

ONE OF the ace pro jobs in the east recently changed hands. The former pro lost out because members complained the shop's stock of bench-made clubs, although expertly made, did not afford sufficient variety of models to choose from, which members of good club expected these days.

The tip-off is that the members expect the pro to run a store that compares 100% with other service facilities of the establishment.

THE FUNGUS causing snow-mold has been isolated by Dr. W. H. Davis and is believed by him to be the same fungus responsible for dollar brown-patch.



"DON'T FORGET THE LADIES!"

- Said Pro After Pro

o In between the golf lessons to club members, the professionals have been favoring us with a few practical instructions in merchandising and manufacturing.

"Don't forget the ladies!" is the advice that came from Maine to California, and all points in between, "for they are our steadiest and most earnest students of the game—and they're beginning to outrank our men players both in numbers and in hours on the links."

We want to thank the professionals for this sound suggestion and have lost no time in acting on it.

So when Willie Ogg had developed his epochmaking Ogg-mented Irons for Men, we reminded him gently but firmly that his task was only half done.

Willie didn't need much urging to follow up with designs for a complete set of Ogg-mented Irons for Women—for he knows as well as anyone what an important factor in the game our charming ladies have become.

Wilson Ogg-mented Irons for Women

So now they're ready—Wilson Ogg-mented Irons for Women. Willie Ogg's long experience in teaching women has enabled him to produce a set of irons that really meet the requirements of the woman golfer adequately.

They follow the same principles and possess all the advantages of Ogg-mented Irons for Men—three times the chances for perfect shots, whole club face becomes effective hitting surface, reducing the chances of slicing or hooking, etc. The combination of Ogg Balancing with the famous Sarazen Reminder Grip makes the greatest golf clubs yet produced.

We know you'll want to get a teaching set for your members right away—so we include a coupon for quick service to you. Use it today!

Wilson-Western Sporting Goods Co.

New York St. Louis Minneapolis Chicago Portland Dallas Des Moines

Los Angeles Denver Charlotte

te Cincinnati

Detroit

WILSON-WESTERN SPORTING GOODS CO. 2037 Powell Ave., Dept. 000, Chicago, Ill.

Please send me full data on Wilson Ogg-mented Irons for Women, including price of Teaching Set and outlines of sales promotion plans.

Name______Address _______State_______

State.

P. S.—Ogg-mented Irons for Women make great companion clubs to the famous Lady Sarazen 283 Woods for Women

PICKED UP IN THE ROUGH

By HERB GRAFFIS

GOVERNMENT tax on sporting goods has been giving pros some trouble. The tax is applicable to bench-made clubs, according to a government ruling. Some of the fellows thinking that the bench-made clubs would rate as assembly jobs, didn't pay the tax and later were compelled to pay up with a penalty. PGA is taking up the matter with the government.

PRO-AMATEUR schedules conducted by the PGA sections are getting more pro attention this year than ever before. Figuring that the event gives the pros a great chance to sell their cause to the public, some of the sections are altering the old practice of each pro bringing some hot-shot amateur from his own club. By spreading out the amateur field the PGA local officials are reaching more people to whom the pros hope to get across the idea that the pro is a very normal, hard-working and competent human who is all wrapped up in his business.

How a swimming pool helps a golfing club is apparent from the records of Inverness club at Toledo. During the 60 days of last season after the Inverness pool was completed 7,400 used the pool. Of this number 4,100 were guests, for which a 50 cent fee was charged.

Social members at \$125 each were sold as a result of the addition of the pool. Many of these social members transferred to regular membership. Club business increased all along the line and Inverness at the end of its 1932 fiscal year showed a \$6,000 profit. The pool itself made a net profit of \$250 in its 60 days of operation.

ONE REASON that municipal course play slumped so severely last year was because the courses did practically nothing to sell play.

At Portland (Ore.) Ralph C. Clyde, city commissioner in charge of parks and golf courses, is showing other park golf authorities what to do in acquainting the public with the pleasure possibilities of the public courses.

Clyde gets out a mimeographed letter

weekly and has it distributed at the municipal courses. The letter gives details of the tournaments and parties at the municipal courses, information on prices for play and puts forth cordial invitations to players.

In a recent bulletin Clyde tells how Art Callan, Portland USGA representative, is helping get the Eastmoreland course ready for the national public links championship.

As the result of work involving Clyde, Callan and Charles A. Rice, Portland superintendent of schools, special rates are given school kids on the Portland muny courses. The local high schools have boys' and girls' teams playing interscholastic matches. Players are eligible for athletic letters.

THE DETROIT District clubs are exchanging credit information on applicants for membership. Now the fellow who leaves one club owing a bill finds it hard to get into another organization.

This new arrangement is a good break for the pros; many of whom have been victimized by members who skipped the club owing pro shop accounts.

BOB COWDERY, director of the sporting goods division of the American Fork & Hoe Co., is making a valiant, thoughtful effort to keep the idea that a golf club can cost—and be worth—more than \$1.98 from going overboard permanently during these times when all the heavy play seems to be on cut-price liquidating sales.

With all the forced sales going on it is bound to be a tough job to get the customers to realize that a price on a good golf club sometimes must be at the point where the maker and the seller have a chance at a profit.

Bob is going at his job for the good of the cause by advertising to the public that the AF&H company's True Temper shafts cost more because of the material and method of construction, consequently the manufacturer of the finished club and the pro who sells it are warranted in getting more than they do for the clubs that have cheaply treated tubing used as shafts. Preservation of "pro quality" as