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Canadian Ale
(RED CAP)



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Canadian Ale
is here!

It's a palatable,
hearty, com-
forting drink
for a man's

man. That's certain. And for the girl
who shoots and paddles and swings a
wicked mashie. There's a savor of old
England about it...of romance, laughter,
and song. All of this is caught and bottled
for those admirable golfers who have

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BREWING CORPORATION OF AMERICA • Cleveland, Ohio

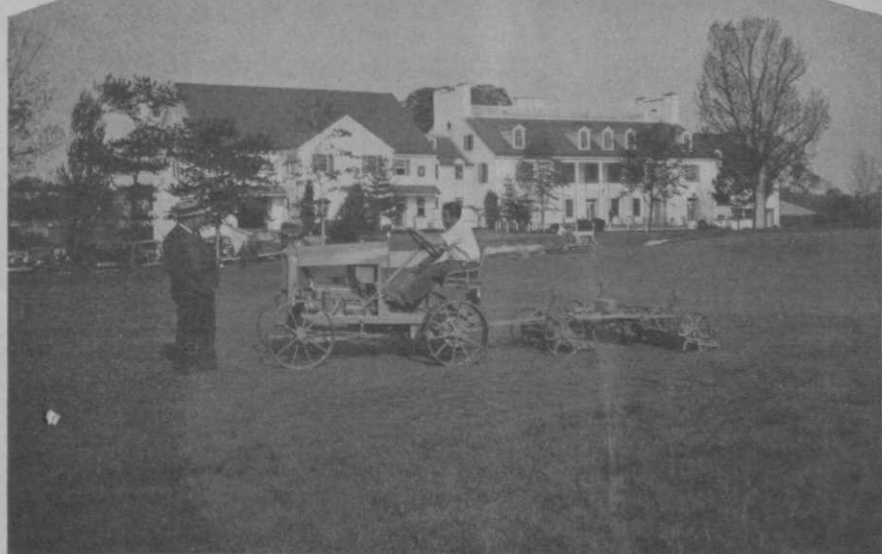
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been impatiently waiting for some one in
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*Brewed and aged under the direction
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You'll find that Carling's Red Cap Ca-
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- *Prestwick
- Royal Lytham and St. Anne's
- *St. Andrews
- Sandwich
- Muirfield
- *Hoylake
- *Carnoustie
- Sandwich
- *St. Andrews
- *Royal St. Georges

NATIONAL OPEN

- Oakland Hills
- *Worcester
- *Scioto
- *Oakmont
- *Olympia Fields
- *Winged Foot
- Interlachen
- *Inverness
- *Fresh Meadow
- *North Shore
- *Merion

NATIONAL AMATEUR

- *Merion
- *Oakmont
- *Baltusrol
- Minikahda
- *Brae Burn
- *Pebble Beach
- *Merion
- *Beverly
- Five Farms
- Kenwood
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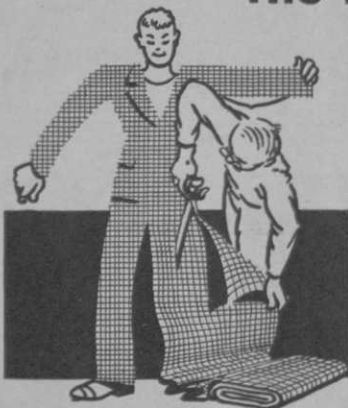
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Investigate! Send for circular "Brown Patch Control with Economy". In it are boiled down years of experience in working with greenskeepers and scientific investigators. Ask for nearest distributor of Calo-Clor.

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ST. LOUIS NEW YORK

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**BEFORE YOU BUY
Any Sprinkling
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On direct sales, the National Mower Co. will give you the best VALUE, the finest mower for the least money.

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GREATER VALUES PER DOLLAR

Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.

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market and their
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 For rich and mellow flavor . . . and
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 surpassed. Aged in wood for many years

under the supervision of the Canadian
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Golfdom

The Business Journal of Golf
REG. U. S. PATENT OFFICE

Vol. 8

JULY, 1934

No. 7

Pro Arranges for Style Show As Women Golfers' Magnet

By CARL HORN

BUSINESS in the pro shop at the Olympia Fields CC (Chicago district) is running five times ahead of the volume of last year.

New members had something to do with that increase, of course. But work of the department heads and officials had a big part, too.

Every day at 5 p. m., in Olympia Fields' locker room there is tacked up a report on the number of players. It shows: number of players on each of the club's four courses (divided as to members and guests); the total to date and the gain to date for the season. There also is a part of the report for "loss to date" but it hasn't been used.

That smart stunt has made the members interested in breaking records. The idea located one point that invariably gets Americans co-operating. It's an idea that other clubs might well adopt.

GOLFDOM is not especially anxious to run a bunch of stories about what Olympia Fields is doing this year because the readers may get tired of seeing "Olympia Fields," "Olympia Fields," "Olympia Fields" in these columns but what are you going to do when Schweitzer, Glynn and Fred Kruger keep the house, pro department and course lively as news sources?

What Interests Women

The latest hot one to be pulled by Jerry Glynn, Olympia Field's pro, is a natural for the pros who want to keep women's

golf interest blazing. Glynn is at Sea Breeze, Fla., in the winter and there during the last Florida season he observed how keen women were to see what was new in women's golfing apparel. He investigated further and found that the Sea Breeze women visitors were greatly interested in picking up fashion hints so they would have them ahead of their playmates when they returned north.

This set the smart Irish boy thinking. The outcome was that several weeks ago the women's entertainment committee of Olympia Fields sent out to all women members the following message:

The Women's Entertainment Committee, through Mr. Jerry Glynn, takes pleasure in announcing a style show featuring sports wear comprised of both active and spectator sports apparel in authentic styles. Through great effort Mr. Glynn has been able to present a line, and you will recognize immediately the opportunity of buying the very finest sports wear at pleasing prices.

The way this thing is working out for Glynn makes it look like he has presented the pros with a money-making idea that should earn for him their gratitude. The club is delighted with the Glynn idea because it brings out many women—which doesn't make Jerry mad because the more women there are, the better are his chances of stirring up more women's busi-

ness in the pro shop. And the women... well, the tip-off as to how they like it is that many of them are bringing guests and attendance increases at each successive presentation of the style show.

Here's what Glynn has to say about how the plan is working:

Style Show Plan

"I worked on the dress shop outfit for about six weeks and finally got them to agree to my proposition. I wanted a real line of sportswear at the right price—wanted them to finance the undertaking—supply live models—supply salesgirl, fitter, etc.—in fact, do everything and share the profits. My arguments were that I had the idea, the customers would create the demand, supply a field for them to get the business direct from the ladies and extend the reputation of the dress shop. So far everything has been perfect. We had the first style show—six models and about fifty garments. It was a success from the first day. I made a good profit, so did the dress people.

"Then we agreed that this salesgirl would come out each Thursday (Ladies' Day) from 10 to 4:30 and bring at least 25 garments—always different. The first Thursday was quite profitable and every other Thursday has been good, too.

"This salesgirl has access to new stuff each week because her dad owns the place. She has her tape-line so she can measure them up like tailor-made and deliver them the following Thursday. You know if a girl buys at a shop in town, the alterations often cost as much as the garment. The price is 50% mark-up which is a lot less than any dress shop.

"All of our women are very enthusiastic about the idea and it has even increased our Ladies' Day play, as they come out to see the dresses along with playing.

"I think I am first with this plan—at least I never heard of it before. True enough, I have a fair field to work on, but I still think it could be worked any place—all the boys have to do is scout a good dress shop and sell them a bill—and make them work with you.

Clothes Outsell Clubs

"These women buy clothes a lot easier than they do clubs. With the set-up I have I can't see failure—I keep interest in it lively during the week and this girl knocks it home on Thursdays.

"They are working up their fall line now, which we will spring some time in July—

so it is not like buying a set of clubs and being set for a couple of years—it almost makes you think a fellow should have two sets of clubs—one for warm weather and one for colder weather—like the boys going to the British always take heavier clubs to balance with the invigorating weather."

Fred Smith Edits Newsy Managers' Bulletin

FRED SMITH, secretary of the Club Managers Association of America, 40 S. Third St., Columbus, O., is sending a helpful and interesting bulletin to each member of the association.

Among the "nuggets" in the first issue of this bulletin are the following:

WINE SALES—Many clubs have found it helps sales by using half bottles of wine...rather than make the members purchase full bottles...others include certain wines with the dinner.

COCKTAIL APPETIZERS—Many managers are increasing the sale of drinks with meals by placing an extra slip on top of the menu, advising that certain cocktails such as Manhattans or Martinis, etc...will improve one's appetite. Some managers change the special drink offered each week. Try it...it does increase sales.

AUXILIARY BAR—A club that has its bar on one floor and the dining room on another—for nights of big parties such as dances without food service, converts its steam table (without steam) into a bar counter using the Bain-Maries for ice and making several working stations.

BADMINTON—A country club manager tells us that badminton is fast becoming a popular sport among the members of his club. The novelty of putting up a net and giving four of the young folks rackets so that they might play a game on a temporary court in front of the clubhouse has brought some new interest into the club. When your secretary tried it he found that it is not so easy to hit the light shuttlecock...and that it is plenty of exercise.

LARRY STRILEY, pro at Penobscot CC, always figuring on something to keep the members interested and happy, has a birdie tournament. Prizes are turkeys and chickens. Larry planned to have his tournament with turkeys as prizes just before last Thanksgiving day but the weather beat him.

Ask Fee Course Owners About Organizing Nationally

SECTIONAL daily fee golf organizations or owners of courses in districts where there are no sectional fee golf associations now are asked to definitely indicate whether or not they are interested in organizing a national fee course association.

Efforts started late last year when code action began to appear as a possibility had some result in stirring up fee course owners to consideration of the advantages of a national association. Small contributions were solicited from interested owners and the money received from individuals and sectional associations has been devoted to crystallizing action on the national proposition. T. J. Moreau, one of the officials of the Chicago Daily Fee Golf Assn., and part owner of the Midcity GC, 2405 Grace St., Chicago, was named temporary secretary of the National Daily Fee Golf Assn.

At this time those who already have signified their willingness to join in a national association request other interested daily fee factors to write Mr. Moreau advising of their thought in the matter.

Relative to the present status and outlook of a national group, Moreau says:

"An effort was made last winter through the financial support of the daily fee golf associations of Detroit, Cleveland, Akron and Chicago to form a national association. Letters were sent out to over 800 clubs, and a ten per cent affirmative response received. At that time, this was not considered sufficiently representative to warrant proceeding with the formation of a national organization.

"Since then, added interest has been displayed by the Kansas City association as well as by the Twin Cities and Indianapolis. Detroit, Kansas City and Chicago have thus far agreed to contribute financially to the initial formation of the national association.

"Before proceeding with a convention to effect a permanent organization, daily fee associations in all sections of the country should be advised of this movement and requested to send an expression as to their willingness to join in this work.

Plan Organizing Convention

"The present plan is to hold a conven-

tion in Chicago the latter part of September or the first of October for the purpose of perfecting such an organization, electing officers and directors, and adopting a constitution and by-laws.

"While the spur to the formation of a national association got its inception from the N. R. A., there is a division of opinion among operators as to the wisdom of attempting to form an association with this as the object in view. A strong feeling has been expressed, however, for the formation of a national association for the purpose of furthering daily fee golf.

"The success of a cooperative movement in golf promotion, so effectively handled through the Chicago Daily Fee Golf Assn. in cooperation with the *Chicago Tribune* with its free golf school, illustrates one of the many ways in which a cooperative movement in the industry can develop new customers, to say nothing about its effect on bringing golf and particularly daily fee golf to the front.

"If it is possible for trade associations to develop thousands of new customers each year for their particular article, such as "Say It With Flowers," "Eat More Ice Cream," "Eat More Bread," "Heat With Gas," "Burn Coal," "See America," "Vacation in Canada," "Sunkist Oranges," "An Apple a Day Keeps the Doctor Away," "Come to Miami," and a host of others, surely there is a big field to cultivate in increasing the number of golf players. There are several million people in this country who should be playing golf, if for no other reason than from a health standpoint; and those who are familiar with the business or who play golf can add a dozen more sound reasons for playing the game.

Golf Needs Publicity

"If golf were given the same impetus that baseball received when the American League was formed, and a go-getting, two-fisted newspaper man in the person of Ban Johnson was put at its head, the public would find on the sporting pages of our newspapers just as much golf sporting news as baseball. It would not be long before the number of golf players in the country would be trebled and the receipts

at our daily fee golf courses likewise multiplied. Golf needs more newspaper publicity! What would happen to baseball, horse racing and prize fighting if the newspapers gave these sports as little publicity as golf now receives.

"A daily fee operator not only has the problem of getting a better price for his product, but the equally important one of increasing the number of customers. While it is an infant industry, struggling against all of the adversities of the depression, it can do something more to solve its problems than it has in the past through its unorganized weak individual effort. There are so many problems, common to all daily fee business throughout the country, that could be solved in a much better way through cooperative effort than through the present system of individualism and cut-throat competition, that no one should need to be sold on a change in the order.

Owners Need Vision

"If those who have money invested in daily fee golf courses can climb the mountain top and get a broader view of the possibilities of their business, they will soon cash in on the effort and money invested at this time to develop a real, live national institution. That institution will be as big or as small as its individual members. If there are enough live wires in daily fee golf, a sparkling, go-getting type of organization can be developed, to give daily fee golf its biggest boost.

"While I am fully aware of the division of opinion as to the merits of the N. R. A. in industry today, you will be interested in the following quotation from the *Monthly Financial Digest*:

"Of those who oppose terminating the N. R. A. next year approximately 90 per cent approve of the wage and hour provisions of the codes... A heavy majority opposes those provisions of the codes, enforcement of which entails complete governmental regulation... Last December the produce of industries operating under codes with price-fixing provisions were selling at 111% of their 1926 level. Those without such provisions were 83% of that level, while farm products were 56%."

GOLFDOM thoroughly endorses the point of view Moreau sets forth, having had numerous close-ups of the costly lack of organization and co-operation in the fee course business. Consequently, we urge fee course owners to advise Moreau, as the

temporary secretary of the national organization, what they think about developing the temporary organization into something strong and permanent.

ABOUT MERION

An Architect Discusses the Famed Venue of 1934 National Open

By ROBERT TRENT JONES

(Thompson and Jones, Inc.)

IT'S A TRITE old golf saying, and one you can hear any time you care to eavesdrop on a pair of golfers that it's your short game that counts. This very remark I overheard on a commuters' train near a New York suburb. The conversation was pertaining to Paul Runyan's victory in the Metropolitan Open and the very bright prospects of Paul winning the National Open. If they had followed Paul at Merion they would have revised their statement somewhat. Runyan found Merion, swept by winds, could be a Doctor Jekyll and Mr. Hyde. Paul lacked the length to score.

Architecturally, Merion is a gem. That is for an open championship. It proved to be one of the finest testing grounds on which the open has been played in the history of the event.

Talking with Gene Sarazen after the second round, I asked him what he thought of the course. "It's one of the most treacherous courses that I ever played on. There isn't one shot that you feel that you can let up."

The natural and the correct assumption of the above statement is that the treachery for the most part is in the form of traps. It was these very traps that caused Chick Evans to say to Robert Tyre Jones, Jr. during the National amateur in 1930, "I shall be all right if those white faces don't get me." Merion's "white faces" are ingeniously placed, demanding their toll for any misplaced shots.

Looking at the "white faces," I thought of my old friend, the late Alister MacKenzie. The good doctor was an advocate of this manner of applying stimulus to a course artistically and psychologically. He was an artist in the manner in which he oriented his white sand against the faces of the bunker walls. "It makes the course