

EASTERN PROS CASH IN ON SELLING STUNTS

By ROBERT N. PRYOR

PORTABLE display stands for week-ends and holidays were voted to be a boon to the "pro" business in the East. George Seibert, pro for the last eight years at Avon CC, Avon, Conn., and Jim Dante, veteran pro at the Braidburn CC, Madison, N. J., mutually declare these temporary displays an aid to profitable sales volume.

Dante, a former president of the New Jersey section of the P.G.A. and recognized as one of the leading instructors in the metropolitan district, instituted his portable stand method of displaying merchandise last mid-summer and it was an immediate success.

Seven feet high by six feet wide with a table effect, Dante used this new method to display clubs, carry-all bags, shoes, balls, caps, and other accessories on crowded holidays and week-ends. Shelves show off the wearing apparel and shoes effectively and the clubs are so displayed that they may be taken down and tried out for "feel" and "balance." The entire set-up is a compact one and the table section is usually devoted to the latest in ball values.

"By giving the latest value in balls a prominent spot in the display" says Dante "I was able to attract my members' attention and in many cases I was able to sell them a cap, shoes, or even a club when their original intention in approaching the stand was to purchase balls" added Dante, who got his start twenty years ago under the veteran George Low at Baltusrol.

Seibert, an alert and smart merchandiser, used the same method at Avon every Saturday, Sunday and holiday, with the aid of a portable table, four feet wide and two feet long. Here on a spot adjacent to the first tee, he displayed no less than ten sets of wood clubs, fifteen sets of irons, thirty-five brands of balls, bags, sacks, slacks, and sport shirts.

Here Seibert was able to concentrate all the activity on busy days. He kept the score sheets and sweepstake sheets close by and arranged matches for the members while conducting his business at the first tee. With the score sheets and the portable display so close at hand it made an ideal set-up for the enterprising Seibert



A member of Braidburn looks over Jim Dante's portable display, which is attended by Jim's assistant (left)

who has 100% co-operation from the officials of his club. R. C. Strubell, chairman of the green-committee at Avon, gave full consent to George's display on week-ends and the whole idea has proved to be a good move for the club and Seibert and all hands seem to be well satisfied.

Avon boasts of 300 members and 226 of them have handicaps. The majority of these players are in Class A, so Seibert has a good field to work on at his post near Hartford, the capital city of the state.

UTILIZING idle space near the first tee for a practice fairway has brought big dividends to Jim Taylor, pro at the Mountain Ridge CC, West Caldwell. Four years ago Taylor conceived the idea of turning the waste land between the first and tenth tees into a practice driving fair-

way and ever since that day he has been kept busy supplying anxious members with bags of balls to practice with while awaiting their turns to tee up.

The plot measures 80 yards wide and 300 yards long and Taylor has the area marked off with distance markers at 75, 150, 200 and 225 yards. He supplies the balls, fifty to a bag, for 25c.

The idea proved very popular for it not only helps to pass the time while waiting to tee off but it has reduced both the cost and bother of practice for members. No caddies are needed and there is no worry of the loss of balls and, all in all, it is a convenience and accomodation at little cost.

Jack Mackie, veteran pro at Inwood CC, Long Island, and veteran treasurer of the P.G.A. of America, has also installed the same idea at his club and he, too, has found it profitable and popular.

THE small attraction of free tees has brought many members into his shop and helped him to increase in volume in August and September, says Dan Williams, pro at Shackamaxon CC, Westfield, N. J., and tutor of Charlotte Glutting, a ranking woman player.

Williams received the idea last summer and ever since then he has noticed a steady stream of patronage to his shop.

"It wasn't that I was giving something away," says Dan, "as that I was supplying the members with a convenience. They used to send in for tees and in many cases I would not see some of my members in my shop for months at a time. Now, they come in personally for a handful of the little pegs, look over my shop and my stock and in many cases a sale has resulted. And it has helped by balls sales considerably" says Dan.

SOME months ago Bob Hunsick, pro at Fairfield CC, Fairfield, Connecticut, during the summer season and at Phoenix-Biltmore, Phoenix, during the winter, inaugurated a lesson series. That was in June, a month after taking up his new duties at the Fairfield club where he succeeded Dave Williams as pro. In a few weeks he was successful in signing up 50% of the men members and more than 20% of the women membership.

The series proved to be so popular that when it expired nearly every holder of a card enrolled for a new series. There were ten half-hour lessons and Hunsick followed each lesson up with a personal check-up

the next day. In many instances he was able to correct a minor ailment and in this way he added to the value of the series.

"It only took a minute of my time but it showed the membership that I was really anxious to help them reduce their scores. That little extra effort and service brought me additional sales and additional lessons" says Hunsick, who started his sixth year at Phoenix-Biltmore on November 15.

MAKING your place of business a pleasant one so as to attract prospective customers is a hobby with Charley Lacey, the long driving pro at Lakeville CC, Great Neck, L. I. In his shop that measures 40 by 40, Charley has the walls lined with clubs, room for swinging these same clubs, and has it outfitted with comfortable chairs and a ping pong table. The business like appearance of Charley's shop certainly speaks well for his ability as a merchant.

JIMMIE NORVAL, assistant to the veteran Bob Pryde at Race Brook CC, Orange, Conn., is a real disciple of the game. Jimmie not only plays the game and teaches it, but is responsible for introducing and furthering the game in and around New Haven, near where the Race Brook club is situated.

Norval was successful in organizing a class of girls from two industrial organizations, another class at the New Haven High, and still another at the State Normal school.

The girls took group instructions twice a week from 5:30 to 7:00 o'clock. Each class was made up of nine girls. The hour and a half instruction was entirely devoted to hitting the ball in unison and Jimmie estimated that each girl hit at least six dozen balls in one instructive session.

Golf Experts Among Headliners at Agronomy Meeting

PROMINENT golf maintenance authorities were on the program of the 28th annual meeting of the American Society of Agronomy, devoted to soil, fertilizer and grass subjects. Among golf notables at the meeting were H. B. Sprague, C. E. Millar, J. G. Lipman, Fred V. Grau, E. Truog, J. T. McClure, Ken Welton, E. E. Evaul and O. J. Noer. Many others who address greenkeepers at short courses were on the program and in attendance.

NAGA PRIMING FOR CLEVELAND

AFTER a drought of dollars, after dismal darkness of budgets that left much golf course maintenance work up to providence, the greenkeeping business gives many indications of coming back into its own at the tenth annual convention and equipment and supply exhibition of the National Association of Greenkeepers of America.

The affair will be held at Carter Hotel, Cleveland, O., Feb. 4 to 7, inclusive.

Not for five years has there been so much interest shown in the greenkeepers meeting and show as now is apparent. At the recent session of the executive committee of the association, Frank Ermer, Box 2257, Brooklyn station, Cleveland, chairman of the association's show committee, reported 80% of the exhibition space sold.

Fred Burkhardt, president of the association, and his associates, have scheduled an intensely practical program of addresses by many of the nation's foremost authorities on golf course maintenance. M. E. Farnham, supt. of the Philadelphia CC will be general chairman of the educational conference.

Dr. John Monteith, technical head of the USGA Green Section, Prof. George McClure of Ohio State university and Fred Grau of Penn State college will speak on subjects that have not been named in the preliminary announcements.

Other speakers and their subjects: Dr. H. B. Sprague, Root development and grasses; Dr. O. E. Noer, Fertilizers and Soil Tests; C. A. Tregillus, Golf course maintenance; C. F. Irish, Trees and shrubs; Prof. J. W. White; Insecticides; Robert Scott, Helpful Hobbies; Donald Gray, Landscaping; Dr. Howser, Webworms and Chinch bugs; Prof. L. S. Dickinson, Equipment; Herb Shave, Watering Fairways.

The educational conference schedule begins Wednesday morning, February 5 and continues through Friday.

Arrangements have been made with the Carter to have an adequate supply of rooms for the convention attendants from \$2.50 up. There also will be in effect the usual fare-and-a-third round trip rate on U.S. and Canadian railroads. Convention attendants should ask for these convention certificates when buying railroad

tickets and have the certificates validated by A. L. Brandon, secretary of the association, at the convention.

Among exhibitors who already have contracted for display space at the Cleveland show are:

The Toro Mfg. Co., The International Harvester Co., Worthington Mower Co., Ideal Power Lawn Mower Co., Standard Mfg. Co., Fate-Root-Heath Co., Milwaukee Sewerage Co., McClain Bros. Co., Goulard and Olena, Skinner Irrigation Co., Chas. F. Irish Co.

E. H. Griffith, G. B. Lewis Co., Woodridge Mfg. Co., Buckeye Chemical and Specialty Co., Jacobsen Mfg. Co., Templin Bradley Co., Goldom, Mallinckrodt Chemical Co., Chas. M. Ingersoll Co., Pennsylvania Lawn Mower Wks., Arps Corporation, W. D. Foster, Walter E. Cook Inc., Buckner Rainer Corporation, O. M. Scott & Sons Co., General Chemical Co., Bosett Humus Co., Perfection Sprinkler Co., Fraser Publishing Co., Farm Supply & Power Equipment Co., L. R. Nelson Mfg. Co.

Psychologically the greenkeepers are in better shape than they have been for some years past. Otherwise quite a few of them wouldn't be digging down into their scanty personal funds to make this convention trip in the interest of their clubs. Greenkeepers generally have been so unwisely underpaid, considering their qualifications and responsibilities, that they have been a rather discouraged lot since 1931. Weather and pestilence has contributed nothing to cheer them up but now there is evidence that course condition has been a major factor in the outstanding cases of club recovery from the depression.

Consequently some greenkeepers are gambling with their own money in the hope that they'll pick up ideas to take back to their own clubs and stir new interest in course condition, an interest that when aroused should do something to correct the sorry status of greenkeepers' salaries.

Greenkeeping Short Course Dates Are Announced

COLLEGE short courses in greenkeeping see in 1936 prospects of record attendance. Preliminary details are available on the short courses at state colleges of Massachusetts, Michigan, Iowa, Pennsylvania and New Jersey (Rutgers). Courses also will be run as usual at Wisconsin and Minnesota at dates to be announced later.

Michigan State college at Lansing will put on its short course in February according to present plans. Exact dates may be obtained from Prof. C. E. Millar.

The short course at Iowa State, Ames, which has been an influential factor in the betterment, will conduct its annual short course March 2 and 3. V. T. Stoutemyer, research asst., again will pilot the sessions. For details, write Prof. B. S. Pickett, head of Dept. of Horticulture at Ames.

Rutgers university at New Brunswick, N. J., holds its eighth annual course in turf management Feb. 17-21. Rutgers faculty members famed as authorities in the turf field have prepared an intensely practical schedule. A \$10 registration fee is charged and a \$1 charge is made for outlines of the lectures. Complete details may be obtained from F. G. Helyar, director of Resident Instruction, College of Agriculture, New Brunswick.

There are 28 enrolled as first year students in the 1936 session of the Massachusetts State College winter school. This short course opens January 6 at Amherst with Lawrence S. Dickinson in charge. The school will run through until the MSC annual winter conference which will be held March 13, 14 and 15.

This year's is the largest the famous MSC course has had. Students from Mass., Maine, N. Y., Neb., Iowa, Wis., Ill., and Minn. are enrolled.

School of Agriculture of Pennsylvania State college short course will be held Jan. 28 to Feb. 21. This course covers intensive study for 6 to 8 hours per day in the class rooms and laboratories of the college. The following subjects will be covered as thoroughly as practicable in the time available:

Soil Fertility, Fine Turf Grasses, Insects, Diseases, Landscape Problems, Drainage & Irrigation, Weed Control, Accounting.

The eighth annual conference of Pennsylvania golf course superintendents will be held Feb. 19 to 21.



DON'T let the snow stop you. One of the most successful tournaments put on at the active Hillcrest CC., Kansas City, Mo., by its pro, Wolf Rimann, is a mid-winter handicap tournament. Last year it was played with zest over a course on which there were many spots of snow.

The event had a field of 154 and runs two consecutive Sundays, with 36 holes each day. More than 154 players filed entries but cold weather kept about 50 of them playing shots over the mahogany inside.

J. K. Re-elected Northeastern New York Greenkeepers Chief

JAS. K. THOMPSON, pro-greenkeeper, Mohawk GC, Schenectady, N. Y., again was elected president of the Northeastern New York Greenkeepers Assn. Hugo Kuhne, Sir William Johnson CC., Gloversville, N. Y., as vice-president, and Robert Mitchell, Edison Club, Rexford, N. Y., as treasurer, were re-elected. Paul Lynch, superintendent, of Recreation, Troy, N. Y., was elected secretary.

Jack Gormley, Wolfert's Roost CC, Albany, was appointed delegate to the national convention.

AN experimental ball 1.275 oz. and 1.645 in. diameter recently was subjected to unofficial tests in England. The ball was of low compression winding and had a cover .08 thick.

The ball has an average carry of 40 yards less than the standard British balls. Apparently there still are a few cloistered souls in England who retain the notion that the public should have a short golf ball, although the American public has expressed itself vigorously for all the distance the average golfer possibly can get.

Experts such as Abe Mitchell, Molly Gourelay, L. G. Crawley and Thompson Simpson, architect, were emphatically against the experimental ball.



IN the ROUGH

with

HERB GRAFFIS

SPURRED by the successful experience of St. Paul's Voiture 39 of the 40&8 organization, the American Legion at its St. Louis convention decided to establish a National Junior Golf tournament along the lines the Legion has followed in its brisk promotion of junior baseball.

Kieffer Vaux, Voiture 39's man who has headed the annual junior golf tournament work so capably during its five years' history, is the one who will steer the Legion's work in this field. Vaux already has been in touch with the PGA and has been assured of the pros' earnest cooperation.

WHEN the "Happy" Chandler-Joe Burman combination hacked successfully through the Kentucky gubernatorial campaign, golf finally scored in American statesmanship.

Chandler is the first governor to have added to his list of achievements that of competing in an open golf tournament. It was at the famous Hazard (Ky.) Open



A. B. (Happy) CHANDLER

in 1934 that Chandler entered as one of the field and went the route. At Hazard as local pro was Joe Burman. Chandler and Burman had played golf, baseball and football together and when the Chandler chances for election as the Blue Grass governor were about 1,000 to one, this athletic relationship of the two was

strong enough to decide Burman on taking a chance.

Touring the state with Burman at the wheel of a second-hand car while Chandler grabbed snatches of sleep, Chandler conducted his campaign. Joe was muscleman, pilot, stooge and in-between guy for Happy throughout a campaign unique in American politics. The Chandler campaign was run on less cash than any other gubernatorial drive for many, many years.

National observers, attracted to the Kentucky scene by the interesting intensity of the Chandler campaign, already have begun to name the new Kentucky governor as the outstanding man in American politics.

A BIT of sunshine's breaking through. Another 10% dividend recently was paid on the \$14,000 the National Association of Greenkeepers had in a Cleveland bank when the bank folded.

That brings the total returns up to 31%—and how the association could use that other 69%! Who couldn't?

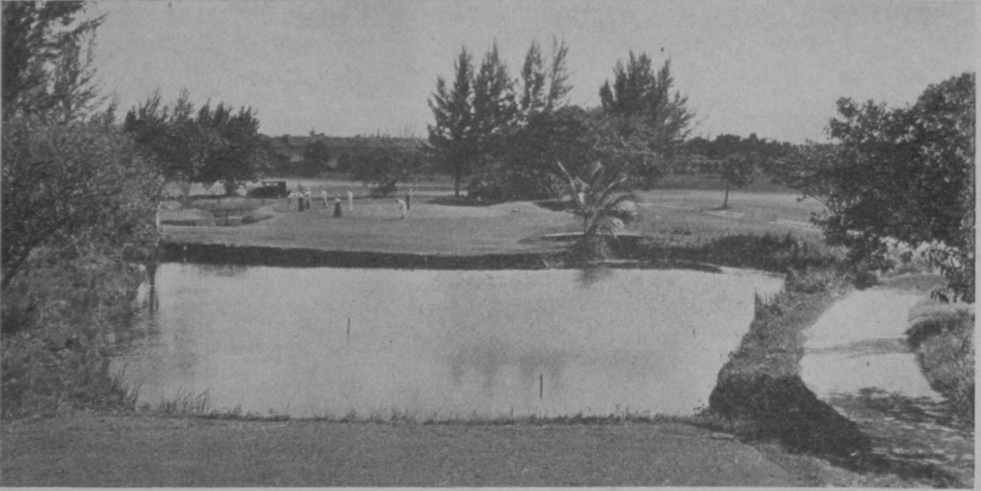
PROS' indoor golf schools opened earlier than usual this winter. What influenced the boys was the prospect of Christmas golf gift business.

Many of them—Ed Garre of LaGrange (Ill.) CC, for instance—put out advertising linking the instruction and Christmas gift business at the indoor spots and scored so well that they are beginning to think the panic is over.

TODA and Chin, two members of the Japanese team that toured the U. S. this summer, will return for the winter tournament schedule, picking up the tour when the Pacific Coast events start.

Japan GA plans the heavy work on financing with some American and Japanese sportsmen resident in the U. S. kicking in for part of the expenses, against which advance any prize money won by the two Japs will be applied in a pay-off.

With Australia, Japan and Cuba now represented and the prospect of players



This eighth at the Miami (Fla.) CC avenges the dubs who think water holes were invented by pros to help ball sales. The hole is short and looks simple but winter season pros, who rate this hole as one of their favorites, plunk plenty of balls into water in front and at the right of the hole.

from England and Scotland joining the winter circuit after the first of the year, the tourney tour has plenty of international recognition as golf's school of higher learning.

HERE'S one that shows how the ambitious boys are working in the golf business. Ed Newkirk, pro-greenkeeper at Country Club of Lincoln, (Neb.) races from the club to the University of Nebraska to take courses for several hours a week in agricultural subjects that help him in his course maintenance work.

LEONARD MACOMBER, veteran in golf course construction, has returned from Russia where he completed arrangements to introduce golf in the Soviet republic.

According to present plans, Russia will begin construction of five courses around Moscow in the spring and by the end of 1937 plans to have approximately 150 courses. The Russians have a sports program that promises them a prominent place in international competition.

A preliminary part of their golf campaign is the construction of many practice tees throughout the country. One Soviet sports authority is committed to the plan of having every native who wants to play on a Russian course first take 10 lessons under competent instruction at the practice tees. Proposed playing fee

for a round on the USSR public courses is about 1 1-3 cents in American money.

Macomber says that E. J. Peterson (Petrovsky), prominent sports writer on the Moscow Daily News, formerly was a caddie in New Jersey.

THIS year's Miami International four ball stands a chance of being a real international golf event, and the first one of its kind.

Around the time of the Miami event there will be in Florida leading pros from Australia, Japan and Canada. Whether the field is to be handled to make the International event international, or whether the visiting nationals will not get invitations, still is a toss-up.

AT THE Meadowbrook GC (Detroit district) a compilation of scores made by Class A, B and C players rating holes by difficulty of getting par figures has been found valuable in preventing hasty and biased revision of hole design.

MAC SMITH, who, as a PGA member and a tournament veteran, rates as an authority on the subject, considers the PGA championship the toughest of all athletic title events. Length of the tourney and the sharply personalized competition make the event the most severe nervous strain in the entire field of sport, Mac believes.

Officials Say Pro Collection Problem Is Club Weakness

E. B. YOAKUM, secretary of the Southern California GA, and H. H. Bandy, secretary of the Cleveland District GA, in commenting on GOLFDOM articles concerning the difficulty pros have in collecting accounts from members when collections are not handled by the club, both point out that this trouble may be an indication of poor financial management on the part of the club officials.

Mr. Yoakum remarks:

"I fully agree that the pros are in a tough spot, for at no time can they refuse to extend credit to a regular club member. Anyone holding such a membership is entitled to credit, so therefore, I think that the club should be responsible for a professional's collections.

Fair Policy Is Club's Job

"I believe I am safe in saying that many of the clubs in this district take this responsibility. Of course, it is up to the directors of the club to see that they have the proper management.

"I believe Mr. Mudd's article in June GOLFDOM refers more to the semi-public golf clubs, which are being operated as real estate promotion schemes or purely commercial. I know that some clubs in this district started out as private clubs but have drifted into pay-as-you-play courses where an individual or a corporation has taken over the management. These semi-public clubs issue all kinds of memberships and have more or less of a transient membership which are very poor credit risks for the pro. I think these clubs should operate on a cash basis.

"I would further say that all private clubs issuing regular participating memberships should be responsible for professional's commissions. I would suggest that the club and golf shop operate as one unit, that is, all charges made at the golf shop should be entered on club tickets. These charges to be billed to the members, together with dues, on the first of the month—the club paying the pro for his charges and they in turn collecting from the members. At no time should the club be responsible for pro purchases.

"The semi-public clubs that issue different kinds of membership, should be operated on a cash basis, but if they desire to extend credit to their members, the club should endeavor to make the collections for the professional—that is, the professional should give all his monthly statements of charges made by members to the club, these statements to be mailed out with the club statement at

the first of each month, and in this way the club will have a check on all collections."

Pro Can Collect Through Club

Mr. Bandy brings out the point that every club should make strong efforts at least at the end of the season to see that its pro gets money due him from members. Bandy comments:

"Having been formerly connected with Spaldings, and dealing directly with the professionals for a period of years, I am inclined to think no definite rule can be made that will govern the collection of accounts by golf clubs. I believe that you will find that most of this trouble is with the weaker clubs. A golf pro who is doing the job will have no trouble in getting the club to aid him in the collection of accounts.

"In a great many cases, I know of clubs that take over the professional's accounts at the close of the season. This however, is mostly with those pros who have other connections during the winter, and do not have an opportunity to follow up delinquent accounts properly.

"I read Mr. Mudd's article with a great deal of interest and it is quite educational in pointing out the way the pro's business should be conducted. I believe that every professional who is firmly established in his own club will have little difficulty in gaining the co-operation of club officials. With the weaker clubs, it is my thought that no general rule could be recommended that would in any way obligate the club, outside of their contract with the professional.

"I am strongly in favor of the professional getting all he can in the way of a salary consideration, but believe that any further concession is purely a matter for him and club officials to work out. The right man who is doing his job in a business-like way and is fully in sympathy with the club's interest will be justly protected in any reasonable request."

JULIUS ACKERBLOOM, pro at Colonial CC, Memphis, had company drop in for a game and showed the guests how this golf stuff is supposed to be done by hammering out a 63 on the Colonial par 71 course.

The guests were Al Link of Link-Lyon, Inc., and C. F. Work, president of the Golf Shaft & Block Co. Work is vice-president of the Colonial club.

Link, no stranger to watching great golf, says Ackerbloom's 30 on the par 37 incoming nine, is the most marvelous golf he's seen.



19TH ANNUAL CONVENTION, PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA—CHICAGO, 1935

Bottom row, left to right: Stewart Boyle, Metropolitan; Fred Brand, Tri-State; Alex Pirie, Illinois; Johnny Farrell, vice-president; George Norrie, vice-president; J. B. Mackie, treasurer; George R. Jacobus, president; Charles W. Hall, honorary president; Jack Martin, vice-president; Willie Maguire, vice-president; James M. Anderson, vice-president; Tom Boyd, vice-president; Grange Alves, Ohio.

Second row: A. W. Tillinghast, Floyd Farley, Oklahoma; Orin Beaupre and Frank Sprogeil, Michigan; Tom Walsh, Illinois; Neal McIntyre, Indiana; Wendell Kay, Western New York; Capt. Charles Clark, Ohio; George Schneider, Rocky Mountain; William Robertson, Wisconsin; Harvey Penick, Texas; Bob Smith, Connecticut; John Manion, Eastern Missouri; Mrs. Irene Blakeman, in charge of home office; A. J. Patterson, Southern California.

Third row: Miss Meredith Mielke, president's secretary; Eddie Kuhn, Central New York; Lewis Myers, New England; Jock Forrester, New Jersey; Dewey Longworth, Northern California; Ed. Dudley and Walter Brickley, Philadelphia; Harold McSpaden, Mid-West; Chet Irwin, New Jersey; Al Collins, Mid-West; Charles Oehler, Kentucky; Willie Kidd, Minnesota; John R. Inglis, Metropolitan; Jack Williams, Connecticut. Top row: Leslie Cottrell, New England; Ray Hall, Pacific Northwest; Ray Fellers, Western New York; Dan Goss, Southeastern; R. W. Treacy, secretary; Robert Craigs, Kentucky; John Burns, Eastern Missouri; Guy Martin, Wisconsin; Orville Chapin, Minnesota; Dave McKay, Tri-State; Elmer Biggs.

PGA "POINTS WITH PRIDE"

*Progress of Association
Recounted at Convention*

By HERB GRAFFIS

INTENSE and in good balance, like making love in a canoe, PGA delegates from all 26 sections met for their 1935 annual convention at the customary spot, Morrison hotel, Chicago and made syllables ring throughout November 18, 19 and 20. A session of the PGA executive committee held Monday prior to the general meetings set the schedule for action.

The box score:

A new PGA ball deal equalizing discounts between pros, stores and jobbers, introducing a 50c PGA ball as a companion to the regular 75c PGA ball and assurance that wholesale price structure will be maintained by reason of license rights attached to vulcanized cover patents;

Re-election of officials;

Refusal of George Jacobus, president, to consider the dictator resolution proposed in convention preliminaries;

A new major annual champion—the PGA seniors' championship—;

Decision to continue association's promotion and publicity of golf on a basis of greater coordination.

Of most immediate significance was the new ball deal which has the effect of reversing a situation that long existed in PGA ranks. Now instead of the privates in the pro regular army yelling to the GHQ staff, "What is the PGA doing for us?", the completion of the ball deal puts the ball profit situation strictly up to the individual members.

**Must Hold
Fine Ball Market**

Introduction of the 50c ball is expected to provide at a reasonable price a high value ball to build up the 25c and 35c store ball buyers into the 50c class of ball customers at the pro shops. But where the delicate handling has to be done by individual pros is in getting this new business without reducing the 75c market which has been mainly the property of the pros, and in selling the 75c ball in a manner that will meet competitive situations but not ruin the prevailing pro retail price-structure.

Where the peril comes in, of course, is handling the PGA balls under the new

margins, without being stamped by violent cut-price, loss-leader policies of stores. The new PGA ball deal calls for careful, foresighted price coordination between sections of pros. However, it's the deal the individual pros wanted and the PGA officials got for them. Pro leaders of various sections expressed confidence that merchandising judgment among the majority of pros would keep things under control with the new PGA price arrangement.

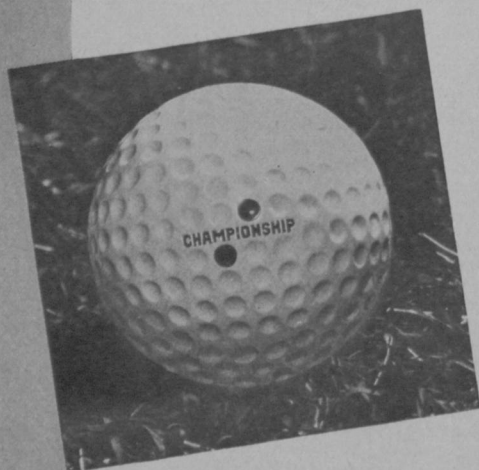
**Association
Is Prosperous**

Reports of officials revealed the organization in the best condition of its history, both in membership and finances. The Jacobus boy has been prodigal of his time, effort and money in the service of the PGA and in a detailed report summarized his activities. So earnestly active in behalf of the cause has been Jacobus that he has blown his own dough for expenses to the extent that association delegates insisted he put in an expense account. Treasurer Mackie presented a detailed report, copies of which were given to the delegates. As the boys looked over the figures they found opulent proof that the association's business affairs had been receiving expert care from an experienced, canny citizen. Mackie is the guy who has the unpleasant job of negating some of the sweet dreams that are liable to get the association committed in over its scalp financially and in that position is bound to have moments when he would not be nominated as America's sweetheart. However those intermittent ordeals have not rested heavily on him during the entire history of the PGA of America nor has he suffered any other injuries as he has chased nickels for the PGA everywhere except under Sir Malcolm Campbell's speeding Bluebird.

In the report to Secretary Treacy and other remarks of his during the convention

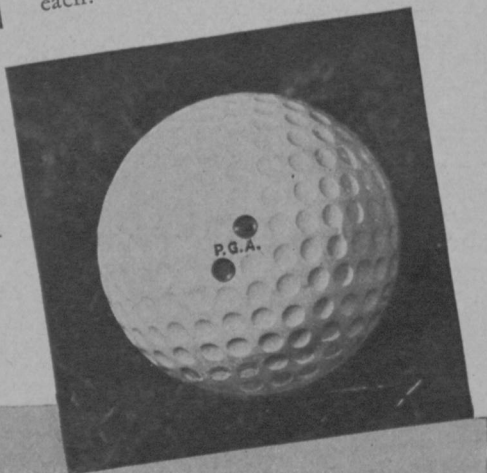
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