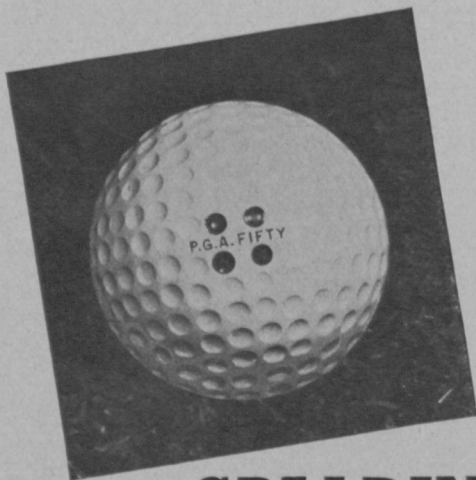
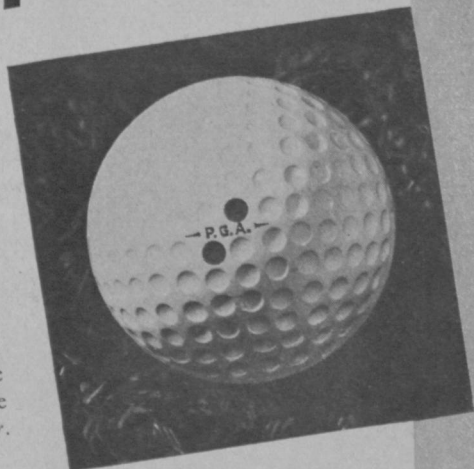


P. G. A. GOLF BALLS!

● **P. G. A. RED.** Ideal for the average golfer because the "Red" can take all the punishment he can hand it . . . and yet at the same time give equal or better distance for the average hitter. *Vulcanized Cover.* Retail, 75c.



● **P. G. A. "FIFTY."** A brand new addition to the Spalding P.G.A. family—made to supply the demand for a good medium-priced ball. And this one is *great!* . . . a lot tougher and a lot longer than you'd expect a ball at its price to be. Also garbed in a *Vulcanized Cover.* Retail, 50c.

SPALDING P. G. A.
Vulcanized Cover
 Golf Balls

PGA OF AMERICA ELECTS

George Jacobus, Pres.
 R. W. Treacy, Secy.
 Jack Mackie, Treas.
 Tom Boyd, Eastern V.P.
 James Anderson, Midwest V.P.
 George Norrie, Southern V.P.
 Jack Martin, Pacific, V.P.
 Willie McGuire, V.P. at large.
 Charles Hall, Honorary Pres.

reference was made to the sectional boundary problems of the PGA and to conflicts within its ranks which required certain constitutional procedure and deft stepping to protect the interest of association members while, at the same time, keeping the association immune from charges of high-handedness or summary court martials.

Elmer Biggs, reporting for the publicity committee, advocated closer relations between sections and newspapermen, suggesting that sports writers be made welcome and "inside" guests at PGA meetings and all playing events so the writers would get the real picture of the pros' aspirations, work and problems. He detailed some highly successful work of various sections in golf promotion especially at schools and outside among juniors.

'35 Prize Money Close to Boom Years

Bob Harlow's report as tournament bureau manager declared that with the Ryder cup, the Seagram's gold cup, Lakes Australian trophy and victories over the touring Japanese, the world-wide supremacy of American PGA members could not be questioned. He brought out that tournament prize money in 1935 hit \$134,000, a figure that compared very favorably with prize money during the boom years and showed only a slight slump compared with the drop in pro and other outlet sales of golf goods.

One hero came to light during the reading of the reports. This was the solitary individual to whom the PGA had loaned money under its unemployment relief program and who had made a repayment installment on the loan.

In reporting on the work of the manufacturers' relations committee, Chairman Mackie advised that the new PGA 75c ball prices were accompanied by an 80c discount, split evenly between the association and the members selling the balls. No

vulcanized ball is to be sold for less than 50c retail. On the 50c ball the group discount is to be 15c a dozen to the member and 10c to the association. A 100,000 doz. limit for the year was put on the 75c ball discount.

Ball prices to corporations were brought into line so pros now have a good chance to meet this business on price. Mackie emphasized that the leading ball makers had the same serious problem of making money that the pros have and that the present deal to work out soundly had to prove profitable and protecting for both manufacturers and pros while giving the public full measure of value. He counseled continuous and conscientious attention to pro credit so that the pro field would have thorough justification for its ball deal.

Can't See Paid Publicity

The ball discount calls for use of the discounts for advertising and promotion of the game. Pro work in free group lessons for women and children especially has warranted such a promotion award. In some sections the PGA has been doing newspaper advertising. The Michigan section reported on successful use of newspaper space; a delicate problem for a pro association because of the feeling that all local papers should be used because of each paper's treatment of golf as news matter. Due to this phase of the paid newspaper advertising subject the association side-tracked press agent's proposals involving payment for free publicity services of money that, if available, the pros figured should be spent for paid advertising.

The Michigan section also submitted ideas on a rigid investigation and supervision of credit standing and other membership requirements.

With enthusiastic unanimous approval the association adopted the idea of a PGA annual seniors' championship, proposed by Willie Kidd. PGA members 50 years of age or older and having been 20 or more years at work as pros will be eligible for the championship.

This championship should be good for a fine publicity play and chamber of commerce bids that will care—at least to a large extent—for the expenses of the event. Both the older and younger professionals agreed that golf needed to make more of a bid for the play of people who had reached the time of life where they

A BRAND NEW
HAGEN
Ball Line
FOR



“Hagen’s the Call!”

●The Walter Hagen Ball—The thin cover has been toughened, adding greatly to its durability. Winding over the honey center is applied to give the highest possible compression — which means greatest possible distance.

Hagen Honey Boy Ball — Honey-centered and wound with slightly less tension than the Walter Hagen, due to extra thickness of the cover. Cover is of vulcanized latex, making this the toughest ball in captivity.

Hagen Tom Boy—Always a magnifi-

cent 50c ball, the Tom Boy has been further improved by the use of a vulcanized latex cover and special Hagen dynamic hollow-pill center.

Hagen Play Boy—A new name in the Hagen lineup and a fine ball at its 35c retail price.

Hagen Dragon — A good beginner’s ball, when cost and not results is the primary consideration. It retails at 25c. “HAGEN’S THE CALL” for 1936, so get set for a great ball year by stocking the complete line.

L. A. YOUNG GOLF CO... DETROIT

You save time and money by depending on GOLFDOM advertisers

required the interest of exercise and recreation provided by golf. Numerous tales were told by pros who had developed fine players among men and women who had taken up the game as late as the sixties. Not the least factor in this matter of golf development among the elders was that of many of the older folk who do not now play golf being well supplied with money and time.

Only change in the officials of the association was one made with the earnest approval of the retiring official; the election of George Norrie as vice-president for the southern district in place of Dan Goss who has served long and well.

A touch of fireworks was introduced by discussion of a job-jumping case involving a member and a non-member of the association, non-member being named as the victim. A committee was appointed to investigate and take action, if warranted. The incident brought up a lively reminder of the association's code of ethics each member is expected to observe.

Hold Present Tourney Plan Best

It was suggested that the PGA championship be held in four geographical sections with finalists meeting for the national title but the present method was retained. It was pronounced the best method yet devised for having a national championship in which all PGA sections are represented. The 1936 championship at Pinehurst will qualify the field in two days. Short days in the autumn forced the adoption of this method at Oklahoma City. Only criticism of the PGA championship by the name players was that it is held too late in the year to enable the winner to cash in on his title.

Conflict between California and Florida dates on the winter circuit was brought up by Dewey Longworth. He reviewed the history of California tournaments, noting that the pros started California in the big money—big publicity tournament field. He declared that California wanted to have no wrangle with Florida, the PGA or anyone else—that his home land was strictly for peace and sunshine on earth. Longworth expressed the belief that tournament underwriting by the PGA in California could be satisfactorily discontinued. He made a request for a California schedule from Dec. 19, 1936 to Feb. 1, 1937.

Longworth made a businesslike presentation of the California situation not only on tournament matters but on other sec-

tional PGA affairs. His poise, reasoning and general manner of speaking his piece before the conclave provided a convention incident that PGA veterans considered significant and reassuring. Comparative newcomers to national PGA deliberations, such as Longworth, Myers, McSpaden, Sprogell, Tom Walsh, Ray Hall, Irwin and others did their stuff competently.

Gene Talks on Circuit Problems

Gene Sarazen spoke of tournament players' expenses beginning to rub the players out. He advocated fewer tournaments with larger prize money and suggested as a method of achieving this end that the players pay entry fees equal to the amount of the tournament's guaranteed prize money. Under this arrangement the tournament sponsors would have 100% of the gate but no interest in the entry fees which would be added to the prize money. Prize money would be split so those as low as fiftieth would get back their entry fees. His method, he explained, would curtail the amateur practice of paying entry fees lower than green fees for the duration of the tournament and practice rounds, increasing the field to an unwieldy size and going out for playing lessons while the pros are trying to make tournament expenses.

It was announced that Hillerich and Bradby in 1936 would again sponsor a \$5,000 Louisville Open providing dates were available. Neil McIntyre reported that Indianapolis business men were planning a \$10,000 cash tournament for 1936 with \$5,000 first prize. Neil assured the boys that this tournament is being promoted by businessmen with currency that the groceryman will take.

John Manion, St. Louis veteran, came up with a hot idea in proposing to the PGA that it employ traveling business counselors to train members in sales methods and policies, along the lines that Jim Gallagher worked for the PGA with his clubmaking clinic. The idea was welcomed by the delegates and is to be taken up for action by the executive committee.

How sectional pro-manufacturer relations have been worked out with mutual satisfaction was detailed by Dewey Longworth who told of the sessions between pros, manufacturers and legitimate sporting goods dealers in northern California. Dewey said at some small courses there were as many as five men claiming to be pros, all of whom were getting pro prices

THINK *of it-*

YOU CAN NOW SELL A FAMOUS KROYDON
HY-POWER GOLF CLUB FOR ONLY \$5⁵⁰

Kroydon now brings prices DOWN to a point that will automatically BRING YOUR SALES AND PROFITS UP!

Kroydon HY-POWER Woods and Irons were never before offered for less than \$9.00 and \$8.35 respectively. Today, you can sell them for only \$7.00 and \$5.50—with the same generous percentage of profit you have made in the past. Other Kroydon Woods are now priced at \$9, \$10, \$12.50 and \$17.50 each—Irons at \$8.35 and \$10.

These drastic PRICE REDUCTIONS are made possible by the increased demand for Kroydons—a demand that's directly traceable to the fact that Kroydon Clubs offer the golfer BUILT-IN POWER.

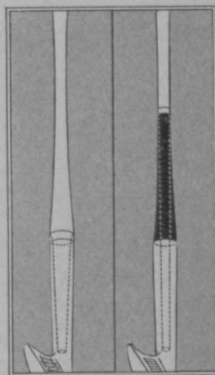
For new catalog and full particulars about this fast-selling quality line, write: The Kroydon Co., Maplewood, N. J.

KROYDON HY-POWER TRIPLE-TAPER SHAFT

Kroydon

CLUBS

FOR BETTER GOLF



BUILT-IN BUILT-UP

On the left you see Kroydon's Hy-Power Triple-Taper Shaft, which tapers out to form a big, sturdy all-steel shoulder where the shaft enters the neck of the club head. On the right you see a golf club with a single-taper shaft which has a false neck or artificial shoulder of celluloid or some similar material at this vital point. Kroydon's added strength and power, as you can plainly see, are BUILT-IN, not built up.

on balls. This situation was cleared up as was the practice of consigning merchandise to pros. Progress was reported on the bill in the California legislature requiring examination by a state board before a pro license could be secured.

The PGA ball deal helped California pros inasmuch as it was the only ball from which many of the pros could make a profit; other ball sales being handled by the clubs, so Longworth commented.

Grange Alves of the Ohio section stirred the convention with a tribute to Bertie Way, to whom, in grateful appreciation of 32 years of his fine service to golf, its amateurs, pros and clubs, the PGA stood in a vote of thanks. Two other pro veterans, Willie Hoare and Jack Shea, at present under the weather, received honorary memberships as evidences of hearty esteem. Alves told of the letter he and the section's secretary, Capt. Clarke, sent out asking for instructions of the section's plans. Within 30 days after the letter was mailed, the section's membership increased 30%. Capt. Clarke batted up with details of the successful operation of the section, one detail of which was a gate prize which helped to sell enough tickets in advance to get the tournament off the nut. Clarke suggested that a feature of the national meeting be a session of state secretaries at which local programs and details of operation could be coordinated on a national basis and the heavy detail work of the secretaries be eased with ideas developed by various secretaries.

Tillinghast Plenty Busy

A. W. Tillinghast, consulting architect employed for the service of PGA pros' clubs, presented convincing evidence of the eager reception his valuable work had received. Tilly's services are spoken for—with only a few intervals—for almost a year ahead. He made it plain that instead of conflicting with established architects and constructors, his PGA work was for the purpose of cooperating with these men and the clubs. Bill Robertson, Wisconsin delegate, cited the Tillinghast work as showing transition in PGA affairs from the earlier mainly social functions to the present business policies.

Approval was given Ed Dudley's resolution for three nominations to be offered for each office of the association. Among many other ideas submitted by the delegates for action by the executive commit-

tee were: preparation of standard contract forms for pros; cooperation with district amateur organizations and clubs for collection of pro accounts from slow-pay members; solicitation of PGA member jobs at municipal courses; copies of all contracts made by PGA headquarters to be sent to sectional presidents; refusal to allow PGA name to be used on golf schools; extension of contract between sectional president and PGA national vice-presidents and members; and development of golf among university students.

USGA Releases Its OK of Vulcanized Ball

FOR the first time, the USGA lined itself up with a ball merchandising proposition when the USGA commended the vulcanized ball move by manufacturers in a press release late last fall.

Prescott Bush, USGA prexy, and Dr. Wm. C. Greer, inventor of the vulcanized cover, collaborated on a story that emphasized the angle of lower golf cost and the resulting increased activity in the game.

Dr. Greer stated that the cover vulcanization is a chemical mixing with rubber or balata, certain portions of sulphur, that brings about a toughening of the material, resulting in greater elasticity. Consequently, the material so treated is given a flexibility that makes possible the absorption of a blow by it without permanent distortion. A simple illustration of this is that a golf ball will dent less than a ball of steel or rock hit with the same type of blow. According to Dr. Greer, there are several methods used in accomplishing vulcanization. This is fortunate as it will allow manufacturers a choice of several ways in which to accomplish the same result.

It was interesting to note the caution displayed by Dr. Greer in making no statement that would destroy competition among manufacturers. He was careful to point out that the vulcanized cover stock only gave greater durability to the ball, that the performance quality of the ball still depended upon its inner construction and was still a problem for individual manufacturers.

Said Bush: "The USGA looks upon this move by the golf ball manufacturers as one of decided benefit to the game and views with no small amount of appreciation Dr. Greer's work that has made this move possible."

Acushnet *Announces*



In line with the adoption of a standard policy by the golf ball makers as a body, to manufacture and promote the vulcanized covered ball, we will supply the Acushnet with our new vulcanized cover.

We call attention, however, to those vital refinements of winding and center structure, which in addition to the durability of the new cover, insure those standards of accuracy and length exclusive with the precision made Acushnet.

● "EVERY BALL MADE BY US, SOLD ONLY AT THE PRO SHOP" ●

Acushnet

G O L F B A L L S

PRECISION MADE FOR BETTER PLAY

MANAGERS TO MEET WALDORF

JAN. 14-16 AT

Club Managers Association of America will hold its tenth annual convention at the Waldorf-Astoria, New York City, January 14-16. Better house-operating figures last year gave managers revived hope and interest which is being reflected by indications of a large attendance at the New York sessions.

Generally the failure of recent officials to make good on promises made when the depression hit hard by their predecessors to restore pay cuts to managers has not had an effect conducive to spirited conventions of club managers. Managers who are expected to spend their own money to attend educational affairs for the benefit of their clubs haven't had the money to spare.

The attitude has been in a large measure one of desperate resolve to preserve, as a matter of the managers' individual pride, some semblance of the club operating standards that formerly existed. Now that the hotel business is greatly improved the job situation is opening up and competent, active managers either must be paid a good wage at clubs wanting first class operation or many desirable men will quit club work for hotels.

Program Based on Poll

A poll was taken of members in compiling the convention program. This poll resulted in deciding on the following schedule of educational conferences to be held January 14:

"Accounting," by Louis Toth, Horwath & Horwath. Frank H. Murray (Ravisloe CC, Homewood, Ill.) will act as chairman of this conference, which will consist of a talk by Mr. Toth, after which he will answer any questions put to him. This same procedure will follow on the other educational conferences.

"Bar Equipment." Discussion led by authority from bar equipment manufacturer, with J. A. MacGoogan, (Youngstown Club, Youngstown, O.) as chairman.

"Glassware." Representative of glassware concern will lead discussion. Charles R. Murphy, (Toledo Club, Toledo, O.) will act as chairman.

"Interior Decorating." Raymond Anthony Court of Court Studios, Inc., New York City, will give the talk which will be

presided over by Fred H. Crawford (Pendennis Club of Louisville, Ky.)

"Linens." A representative of a fine linen house will talk on what to buy in linens and why. Chairman, Harry J. Doherty (Union League Club of Chicago).

"Menus." Thomas P. Jones, (Harvard Club of Boston) chairman. Discussion led by G. L. Wenzel of the American Menu Maker Co.

"Publicity." Harold L. Ross, publicity director of Indianapolis AC will talk on the correct publicity for a smart private club. Fred L. Wood, Denver AC, chairman.

"Wines." G. Selmer Fougner, wine editor of The Sun, New York newspaper, will lead the discussion on wines.

Chairman of this educational conference will be J. A. MacGoogan, mgr. of the Youngstown, (O.) club.

Prestige the Key-Note?

Opening activities of the convention will be a directors' meeting starting at 2 P.M., Jan. 13, when Pres. H. J. Foerster of the association will get his aides assembled to discuss progress made in attempting to bring back club prestige by the operating methods of 1935 and outline the general policies of 1936.

Privately, many club managers confess to a serious slump in operating standards of city and golf clubs despite a general improvement in the financial and membership conditions of the clubs. Reason for the drop is low wages for which managers cannot get enough staff or men of the right qualifications and interest to maintain the traditional standards of club operation. At this point the managers are whipped by officials' policies and as the officials usually are only in office for a one year term (at which time they can retire and let the manager reap the harvest) the operating men's problem has them dizzy but still going with the hope that springs eternal.

Significant of changed conditions was the selection of the Waldorf-Astoria as the managers' meeting place. In the old days, hotel men used to go to leading clubs for the latest dope on operating for the most discriminating group of the nation's socially inclined good livers. Now the tide

They're Tough because they're

VULCANIZED

●

Here's good news for 1936. Vulcanized covers on P. G. A. Golf Balls to give greater durability . . . improved construction to give better performance.

Top-grade balls are 75c . . . and an added starter for 50c.

All of which adds up to make Professional sales for 1936 the greatest in the history of the Association.

●

THE
PROFESSIONAL
GOLFERS
ASSOCIATION
OF AMERICA



turns and club managers find themselves scheduled to study departments of the Waldorf, a hotel that a few years ago was in hock far deeper than country clubs but which worked its way out by leaving the problem in the hands of competent men.

Reports of officials and sectional chapters of the association will take up Tuesday afternoon. Lucius Boomer and Oscar of the Waldorf executive force will address the managers. A. O. Eberhart, former governor of Minnesota, will speak.

As usual the entertainment program of the convention, which in itself is an educational feature, will be crowded into the late afternoons and evenings.

William Norcross will preside as general chairman of the convention.

The usual fare-and-a-third round trip arrangements have been made with the railroads. Certificates may be obtained when purchasing railroad tickets.

Sports Good Dealers to Have Two Meetings in January

TWO camps of sporting goods dealers will have association meetings in January as a result of a split on the policy of holding convention exhibits. The original body, National Sporting Goods Distributors' Assn., will meet at Hotel Carter, Cleveland, Jan. 19 and 20. A merchandising clinic will be held, but no exhibits. Features of this program expected to be a wrestle with price-cutting problems and a report on athletic market development.

Newer organization is American Sporting Goods Assn., with its convention and exhibits to be staged at Hotel Sherman, Chicago, Jan. 26 to Feb. 1. Store problems will be focus of this association.

On neither association program have pros a place, although the pro's part in sport goods retailing is conspicuous.

GOLF'S MARKET PLACE

ARTHUR D. PETERSON, 420 LEXINGTON AVE., NEW YORK CITY, is moving into larger quarters at the same address. Pete's outfit also is enlarging its personnel and territory to cover more of the golf course maintenance field with the extension line of equipment and supplies shown in the new Peterson catalog.

All records for past five years in volume of fall bookings for spring delivery have been broken during the past three



This handsome display case will be furnished pro-shops this season by Wilson to boost ball sales.

months according to manufacturers of golf equipment in the LYTTON BUILDING, 14 E. Jackson Blvd., Chicago. Sales increases ranging from 35 to 60% over the same period last year are shown by the various companies.

Greatest increase was shown by the Kroyden Co., with a 55% jump. According to J. B. Carnell, Chicago district manager, every item from balls to bags, has been included in the heavy advance buying. The conviction that golfers are again in the mood to buy the highest quality equipment has prompted his company to put on the market a new club selling for \$17.50, Carnell said. Orders for it began arriving shortly after it had been announced.

N. B. Cook, manager of the local office of the Burke Golf Co., in reporting an increase of more than 35% stated that sales of golf bags have been greater than at any other time in the past decade. The reason, Cook believes, is that players who have gone along with their old ones for years, now with more money in their pockets, have decided to replace the shabby old equipment. Burke offices in all parts of the country report similar sales increases, Cook said.

KENNETH L. BURGETT, PEORIA, ILL., who for several years has been partner and general manager in the Harley O. Potter Co., makers of Glovette golf gloves and leather club-caps, has acquired control of the Potter Co., which now is called The K. L. Burgett Co.

Al Link of LINK, LYON, INC., NASHVILLE, TENN., makers of MacSmith clubs, reports lively buying activity of pros on higher price clubs. Link says numerous wise pro merchants are going