

LATE SEASON PLAY IS UP

By KARL SUTPHIN

WE'RE on our way, and what's better, we know where we're going." That's the consensus of opinion among informed golf officials after looking over the progress made this year in extending the golf season. For years golf clubs have been calling things off as though timed by a clock right after Labor Day, but club officials have made quite a little progress this season in maintaining heavy play right up to the time cold weather sets in.

The added value given club and members individually by extending the golf season past the "regular" closing time makes quite a little difference to the club treasury and to the member's pocketbook, and many more clubs have been enjoying the benefits of a longer season this year. The amount of money golf costs each member is spread over a longer period, giving him more time to get his money's worth out of the cost of his membership. And the more time the member spends around the club, the more money he's going to spend around the clubhouse.

Snowbirds Plan to Swing Into Action

Another encouraging sign this fall has been the formation of many new "snowbird" leagues and scheduling of winter events at the Midwestern clubs. Whereas several years ago those who ventured out during the dead of winter were looked upon by many as being more than a little bold, to say the least, it will be quite common this winter to see plenty of golfers on northern links.

Play this year has been above 1936 rounds, but reports being received by GOLFDOM from Midwestern courses this fall indicate more late season play than for any previous year. Edward L. Warner, secy., Detroit District GA, reports: "Play at the private clubs of the district during September was heavier than any other time during the year, and if the good weather continues, I am sure that October will be almost as big, with no serious letdown until the first of November."

Robert "Red" Strauss, Cincinnati's Golf Supervisor, says: "September play at the municipal courses in Cincinnati showed a big increase over the same month last

year, but poor weather during the early part of the month kept the increased play from being as big as we had hoped. However, it warmed up during the last few days of the month and play increased considerably. Indications are that October play will be way ahead of last year."

Huge increase in play in the Chicago District has taken place this fall, according to veteran club officials and department heads of the district. Even blustery weather on a couple of the weekends failed to keep the rounds of play from showing a very substantial increase over the 1936 figures.

Calendar No So Vital

That club officials are becoming aware of the good grade-A dough they are passing up when they fail to encourage late season play can be told from the number responding to GOLFDOM's offer last month to supply free of charge a list of suggested golf events that can be put on in late season. They realize that golf has been "choked by the calendar" too long, and that they are the ones to do something about it.

However, golf clubs have helped out considerably this year in maintaining interest right up to the last moment by the way they have been handling tournaments and in their scheduling of special events. Many clubs formerly called their late summer tournaments by titles that indicated the season was at an end, but we haven't seen so much of that this season. And, of course, 1937 has been the best business year since 1931, and it's easy to believe that a member is going to feel a lot more like playing golf when he isn't bothered so much about what is going on at the office.

One of the leading contributions to late season rounds at many courses is the huge increase in business the driving ranges and practice courses have shown this year. Many thousands found out what fun it was to sock the ball and toward the end of

the summer went out to the munny and fee courses to find out what they had not learned by standing up there and hitting one ball after another.

Major tournaments were wisely scheduled during 1937, and the richest golf event for quite a number of years in this country was played the latter part of September in Boston—the \$12,000 Belmont Open. Big tournaments such as this played comparatively late in the year will go far in keeping up active interest in golf. Of course, major tournaments have been held late in the year before, but generally they are played on more southerly courses than the Belmont layout in Boston. The PGA tourney last November at Pinehurst went a long way in keeping the word "golf" on the tips of many tongues for a longer period of time. Pinehurst is generally considered to be in the South sector, but it isn't so far removed from the North Central states so that temperature, or the time it takes to get there would make a great deal of difference.

The Women's National, scheduled rather late in the year as a usual thing, was played even a little later this year, with the ladies finishing up at the Memphis (Tenn.) CC on October 9. Memphis, too, is not so far away from the slightly cooler breezes the Northland is getting that time of year.

The approximately 200,000 players introduced during the past year to golf through group golf classes conducted throughout the country by PGA members, as a result of the Pro Promotion Plan, have also contributed greatly to this noticeable later season play. Golf is new to these players, and they like it, and they're going to stick at it often and late until they find out something about it.

There's a long way to go yet, but certainly we're on the way. Perhaps if the improvement seen in extending the season is continued next year, and then the next, golf clubs and manufacturers alike can get in on some of the dough they should have been getting all the time before depressions and weather and such got in their licks.

Martin Heads Group Planning Golf Center at N.Y. Fair

B. Martin, veteran golf journalist and historian, heads a syndicate planning a sports center for the 1939 World's Fair at New York City. Golf is to be featured, with a clubhouse on a membership basis,

conveniently located in the clubhouse grounds.

There also will be a museum hall in the sports center. In this will be displayed many sports relics and a large number of the world's most famous trophies for sports. An exhibition hall for display of sporting goods manufacturers' products, indoor and outdoor restaurants and bars and an outdoor putting green will be among other details of the sports center.

Martin at present is secy. and tournament manager for the Shenecossett CC, Eastern Point, New London, Conn.

Ohio Greensmen Incorporate to Limit Liability of Group

THE Ohio Golf Course Supt. Assn., has been incorporated as an organization "not for profit" under state laws. Purpose of the corporation is to define liability in the event of accidents at demonstrations or at tournaments.

Officials of the Ohio organization proposed the action after a social organization of employees of a large manufacturing company in the state got in individual jams as a result of an accident that happened during one of the organization's meetings.

This matter of incorporation "not for profit" is worth further investigation by greenerkeeper and pro organizations. The Federal Trade Commission complaint against the PGA on the ball deal named each member of the association as co-defendant. If cash penalties were involved, each member would be running the risk of paying off his share.

Coast PGA Seeks Facts—Merchandise committee of the Southern California Section PGA has been soliciting data on the used club proposition from the Section's members. Questions asked include: "What margin of profit do you plan to make on used clubs? Would a 'blue book' be of value in determining trade-in values, or would it be better to allow a definite percentage of profit over and above refinishing labor costs? Would you favor a central disposal depot for used clubs?"

Traps Bring Pro Cash—Trap- and skeet-shooting as fall and winter features of club outdoor programs mean a new piece of profit for pros in the sale of shells. Several pros have done very well during the past three years in this shooting supply business.

AUSSIE GREENSMEN DEBATE DIPLOMAS

GREENKEEPERS and others active in Australian golf are stirred by a debate among Victorian greenkeepers as to the advisability of issuing diplomas which are to be, in effect, certificates attesting to the greenkeeping ability of their holders. Some greenkeepers in Victoria object to the plan saying that such diplomas might be secured by incompetent amateurs after going through a lecture course but without required practical experience.

The subject is commented on editorially by "Golf in Australia," under the heading "Greenkeepers Interests Should Be Protected":

"There seems to be some difficulty in convincing the Victorian greenkeepers of the full advantages accruing from an association conducted on similar lines to that of the New South Wales body. While they certainly have formed an association of greenkeepers in Victoria, they seem to miss out on an important angle—that of provision for a greenkeeping diploma course for a certificate which denotes competency through examination for the man holding such. Only bona fide golf course, bowling green, etc., employees should be eligible to hold this diploma.

Diplomas Would Guarantee Holders Know Job

"While it might be desirable in an isolated case for a green committeeman to be eligible to sit for the examination for this distinction, the motive behind the whole scheme is that all greenkeeping employees be competent and educated in their particular craft to the ultimate benefit of the courses on which they are employed.

"If Tom, Dick or Harry; amateurs, professionals, outsiders and others were permitted to hold these greenkeeping diplomas, the legitimate golf course employee would be justified in thinking that there would be intrusion into his own particular sphere, and consequently have none of it.

"Self preservation is the first law of nature, and the Victorian greenkeeper can hardly be blamed for endeavouring to protect his own interests. If the Victorian Greenkeepers' Association decides to adopt the diploma idea it should stipulate plainly that it is for the bona fide greenkeeper only, for the man to whom the study of

this important part of the game is paramount, and who has made of it his career."

In a letter to the editor of the publication, which appears in the same issue as the foregoing editorial comment, George Orrell writes: Sir,—As an amateur golfer who played a small part in the establishment of the N.S.W. Greenkeepers' association, and the subsequent Diploma course of lectures under its auspices, I was interested to read in the Victorian Notes in your last issue, that the authorities in that State are making a move to organize a greenkeepers' lecture course.

Your correspondent expresses disappointment at the fact that some of the "Curators" (and by that I take it he means Greenkeepers) are luke-warm or even hostile to the proposal.

He's Afraid Amateurs May Qualify

If, as the notes state, green committeemen, secretaries and members of golf clubs, as well as golf course employees, are to be permitted to attend the lectures and later endeavour to gain the Diploma, the possibilities of these "amateurs" entering into active competition for employment, against bona fide greenkeepers, is by no means remote.

Small wonder that there are objections from golf course employees to this scheme as outlined by your correspondent.

If I might presume to give advice to the Victorian powers that be, it would be this:—

- (1) Organize a Greenkeepers' Association. Membership open to bona fide golf course employees, green committeemen, secretaries, and any other interested parties, such as bowling clubs, etc. In N.S.W. the golf course employee pays a subscription of 2/6 per annum, as against 5/- charged others, whom I will describe as amateurs.)

This body will arrange for lectures on different aspects, such as course architecture, turf culture, machinery, etc. Each lecture to be given by a recognized expert on the subject.

The lecture at the last meeting of the N.S.W. Greenkeepers' Association was delivered by four members,

who are all employed on various golf courses. A very successful night resulted. The membership and activities of this Association would be entirely separate and distinct from the Diploma course of lectures.

- (2) When the syllabus for the Diploma course of lectures is drawn up, applications to attend this course and the final examination, and granting of Diploma, should be restricted to bona fide golf course employees.

If some such method as I have outlined is followed, most, if not all, of the cause for suspicion will be removed and the proposed course can only result in mutual benefit to both interested parties.

"You Buy From Yourself," Club Tells Members in House Organ

CASCADE HILLS CC, Grand Rapids, Mich., is doing a great job of selling use of its new clubhouse to its members. The "Cascader," club house-organ, presents details of a packed and lively fall clubhouse entertainment program. A brisk schedule of outside events is conducted by Cascade's pro, Maurie Wells.

A selling point that might well be used in other club publications runs:

"It is necessary that you give Cascade your support. You are a stockholder. It is your property. It's success isn't a matter of which you can be indifferent. The club activities are your activities. When you desire a meal, buy it from yourself, so to speak. When you want an evening out, spend it at your private club; it's to your advantage. When 325 members get this idea there will never be any doubt about the club being used to capacity and the future will be all the more to your liking."

Suggests Yardage Markers Show Distance Left to Go

JIMMY ANDERSON, smart pro at Pine Lake CC (Detroit district) is employing an idea that looks good to us as an aid for the average golfer who needs help to better his score and increase his interest in the game.

Says Jim: "Many times in playing with members I have heard them say, 'How far am I from the green?'"

"Yardage markers usually stop at 250 yds. Next year I am going to have markers that will mark 100 yds. from the green and 150 yds. from the green. These

will be especially suitable on long par 4's and 5's."

GREENKEEPERS in many districts are complaining about long spikes on golf shoes tearing up greens. Greens water-softened by the demands of members are torn by the scuffling and twisting of spikes, particularly in the cup area, regardless of the lack of nap in the grass.

The greenkeepers confess themselves pretty well whipped unless they are permitted to ease up on watering.

Another widespread cause of sorrow to greenkeepers this year has been the terrific hacking given tees because of this year's heavier play. Daily change of tee markers, less watering and longer cutting are offsetting the heavy play damage.

THE "Hillrester," club magazine of the Hillcrest CC (Kansas City district) contains a request that should go on golf club bulletin boards. Under the heading "Don't Do That," the Hillrester says:

"Don't do what? Don't flip balls out of the cup with your putter. Why not? Because it breaks down the sides of the cup and damages the green.

"The Greens Committee requests your co-operation in seeing that this practice is stopped."

Seaside Routs Poa—One possible answer to the problem of poa annua in greens is being observed by John MacGregor, supt., Chicago GC. A year ago Mac, after spiking greens infested with poa annua, sowed seaside bent. The spiking was done without weights so the holes were not deep. The seaside took strong anchorage in the spiked greens and this summer spread in taking over surface formerly held by poa annua.

MacGregor again spiked and sowed to seaside this fall and will repeat the operation next spring to hasten the spread of bent and its displacement of poa annua.

Hold Fourth Tourney—Hartford (Conn.) District progressive golf tournament was held recently for the fourth consecutive year. It consists of eight-men scratch teams playing two holes on each of 9 courses and a dinner as the finale. Club pro can be a member of each team. Transportation arrangements between each course are carefully made. The event, which has been described in detail in a previous issue of GOLFDOM, is highly popular at Hartford and should be adopted elsewhere.

LESSONS BY SEASON CLICK

By LOUIS FRANK ROSENBERG
President, Ledgemont CC, Providence, R. I.

ANY DAY IN AUGUST: "Sorry, but the only time open in Mr. Kinney's appointment book is for three o'clock tomorrow. Would you like to have it reserved for you?" No matter what part of the day one enters the pro-shop at Ledgemont CC, you will hear this same old song over the phone or to one of the members in person, the only exception being a difference in time that might be open. All this because Del Kinney, our pro, had a new idea regarding golf instruction.

It was back in April on one of those raw drizzily days when the veterans insisted on going out to limber up for the season instead of a few hours of practice, telling each other how they were going to break eighties with ease this year. The timid boys were hanging around the locker-room with no ambition to start. Del cornered yours truly and asked me to hear his story. Naturally, after serving on every committee known around a golf club

for many years and being the recipient of everyone's woes, I was ready to listen to anybody who had a thought that would be beneficial to all concerned.

In plain words Del's idea and intent was to create greater interest for the beginners and poorer players and a better game for the old timers by selling them their golf instruction for the season under a contract instead of the old method of individual lessons at so much per hour every now and then.

The plan to be offered to a member was that he or she would be entitled to a lesson at any time simply by making an appointment and it was to make no difference how many hours the pupil wished to consume during the year. In addition to instruction on the practice field Del would take them out on the course occasionally, plus taking about 50 feet of movie film showing one how they were progressing as they went along. All this for the price of \$20.

I was very skeptical about this radical plan of Del's but not wishing to discourage him in his efforts I suggested that he give it a trial and then see me four months later for a review of the situation. In less than a week his contract form was ready together with an attractive sign hung in his shop reading as follows:

*Take as Many Lessons as You
Wish During the Season.*

7 Reasons Why.

Golf Instruction by Contract.

1.—Helps the individual to co-operate with the pro. 2.—Promotion of greater improvement in the game; more interest in golf; greater activity in the club. 3.—Better understanding between the pupil and pro; makes the pro an advisor instead of a salesman. 4.—Golfer sees himself or herself in the movies. 5.—Visualizes his motions; helps to concentrate on the swing. 6.—Novel and pleasing to the beginner; corrects the veterans when they go bad; personal satisfaction. 7.—Busy

Too seldom do we get stories from club presidents in which pro ideas are passed on. But here's one from Louis Rosenberg, for the past 10 years Ledgemont's president, that shows the actual working out of an idea that pros have discussed and, in a few cases, applied during the past several years.

Rosenberg is a veteran, successful and valuable club president who knows all the angles from the club viewpoint. He's a strong friend of the pros, too, and a sage business counselor. Besides the performance of Del Kinney's idea at Ledgemont, Rosenberg sees a broad general benefit of the plan to pros.

He envisions an intimacy of contact and a basis of sales counsel that would put the pro in an ideal position to cope with competitive merchandizing. As a long-time golfer Rosenberg can point out to pros that the passing of the hickory-shaft repair business and the ease of cleaning the rustless steel iron club heads has brought a drastic change in conditions governing pro income. Rosenberg further sees in the idea an influence to encourage the selection and retention of thoroughly qualified pros for jobs.

The idea as it worked out for Ledgemont and Del Kinney is something for club officials and pros to think about in making 1938 plans.

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pro creates more business; competition brings additional lessons.

It was hardly necessary to wait 4 months to get Del's report, as the record kept by our caddie-master was enough. It showed over 100% increase in playing, particularly by the ladies and so-called dubs who had in the past taken up the game as a matter of obtaining exercise instead of trying to cut down their score. Sales in the shop increased and it was not exceptional to witness sales of complete sets of new clubs to many of his pupils.

Regardless of the fact that Del's idea had taken the members by storm, let's look at the club's end of the situation. We find the dining room doing a big job and as for the membership committee, they just walk around with their heads in the air due to the increased membership, all because John told Jim how Kinney had improved his game at very little cost.

It would be unfair to omit the fact that Del received plenty of criticism from many of his fellow pros, for here he was in a small state where news travels fast and the boys felt that his plan was harmful to the profession because of the low price he had set. But Del held his own by showing his cronies figures and facts. The only difference being that he had increased his income by working a little harder daily instead of hanging around his shop waiting for a member to ask for a lesson now and then.

In final analysis, his figures are as follows: 105 days, deducting 15 Mondays off, 7 rainy days and 5 abnormal days that were so hot he could not teach, left a net of 78 teaching days. His records show 741 lessons in addition to showing movies to all of his pupils. I cannot refrain from expressing a vote of thanks to Del Kinney, not only for what he has done for himself, but for the new golf interest he has brought to the members of our club.

Illinois PGA Elects Biggs—Hears Details of Waldron's Club Sale Plan

ILLINOIS Section PGA elected Elmer Biggs, Peoria CC, pres., and Harry Kinnell, sec., at its recent annual meeting. Biggs and Kinnell also will serve as national PGA convention delegates.

Lew Waldron, Mohawk CC pro, presented to the Section a plan for pro control of cut-price sales of discontinued "pro lines" of clubs. Waldron bases his plan on the statement by pros in numerous

sections that the sorest spot in pro buying and selling activities is sale of "discontinued" models of high grade clubs through stores at the start of the season. The plan involves a co-ordination of PGA and manufacturers in determining amount and character of "discontinued" pro-grade clubs available, purchase of such clubs at sharply reduced prices through PGA financing, and a PGA-manufacturer tie-up in the quick disposal of such stocks.

Cost and credit factors, operating methods and the legal angles possibly involved, are being carefully investigated with an idea to submitting the plan to the 1937 national convention of the PGA. Preliminary figures, says Waldron, indicate a larger profit possibility than that of the 1936 PGA ball deal, a protection of pro merchants against sharp cut-price competition, and the establishment of pro-shop reputation as headquarters for legitimate and sound bargains.

THERE are a lot more chances for profitable and lasting publicity for pros as the result of trade tournaments at their clubs than many of the fellows appreciate.

The annual tournament issue of the Union Printers' International Golf Assn. shows how one hard-working smart pro got himself national publicity as a first class man in his business. Says this bulletin of one feature of its annual competition at the Rodgers Forge club (Baltimore district);

"Special mention of the club's pro, John Flattery, is in order. He worked conscientiously from sun-up to sun-down to help make our tournament a huge success. He won the good will of all our members."

The printers' golf association is the third largest trade golf organization in the U. S.

JOHAN INGLIS, for 30 years pro at Fairview CC (NY Met. district), was given an anniversary party by his members Sept. 9. Charles Green, Fairview's president when Johnny was hired, talked of the old days and Robert Ellis, present chief, brought John through the years before the dinner crowd of 500 members and guests. The guests included Pop Turnesa and his 7 sons, and a galaxy of pro talent that got started as assistants to Inglis.

As pro at Fairview and as president of the NY Metropolitan PGA, Inglis has the warm friendship and respect of thousands who always see in the Little Giant a paragon of the pro as a gentleman sportsman.

POLITICS TO STIR PGA MEET

... and pros hope it will not crowd out real business matters

ANNUAL meeting of the PGA will be held at Stevens hotel, Chicago, Nov. 9-10-11, with an executive annual dinner of the association will be held Nov. 8. The be held Nov. 9. Each section is entitled to 2 delegates, expenses of one being paid by the association. Attendance at meetings is restricted to officers, delegates and association employees; other association members and the press being excluded by a ruling put into effect at the 1936 meeting.

Leaders in pro thinking have urged that the annual PGA meetings discontinue the trend of recent years toward making the sessions top-heavy with political and administrative details and have counseled that the meetings be primarily concerned with business welfare of pros and their club service. However, lively political engagement looms for the 1937 conclave.

The political set-to was brought into the open when a group of PGA members launched a presidential campaign for Alex Cunningham, veteran sectional PGA official. The Cunningham case was set forth in a declaration of policies to which the candidate committed himself, and in charges that the complaint of the Federal Trade Commission against the PGA on the ball deal, the Radix Cup, the tournament bureau management, the Ryder Cup affair, and relations with amateur golf bodies had been mishandled due to unwarranted secrecy and unprofessional policy.

To the Cunningham camp's communication, Willie Maguire, as pres. of the Texas PGA and national PGA v.p. replied in another well circulated communication. Maguire maintained that the announcement of the Cunningham candidacy was engineered to tear down the PGA. The Maguire letter further censured the Cunningham expose by stating "none but a selfish and narrow minded person would condemn" Jacobus, president of the PGA since Nov., 1933. Maguire declared that under Jacobus the PGA has attained its strongest position with the USGA and manufacturers, and lauded Jacobus as a businessman and executive.

Meanwhile the majority of pros, hopeful that the PGA will adhere to its original policy of building up the individual mem-

bers' standing in the game and the business of golf, are getting an educational earful. Rumors of artful and sinister characters working in furtive ways to add to the mysteries of the PGA, contribute an amusing detail to the situation as it is viewed by the greater number of pros who would be content to learn fully what the score is and be allowed to arrive at their own independent judgments.

While the spirited campaign has been going on there has been no official statement from Jacobus as to his intentions toward a fifth consecutive term as president. Should he decide to rest on his past performance and not battle for a fifth term, the opposition's allegations of his determination to perpetuate himself at the head of the PGA would cease to exist and some of the laddies would be left wondering what to argue about.

Opinion of impartial pros is that the political controversy can be considered as evidence of a healthy interest of pros in arguing toward a well-founded conclusion, and a consequent sound strengthening of the PGA. The impartial members believe the charges of a dark and deliberate plot on the part of Jacobus to become the dictator of golf is as laughable as the other charge that corrective criticism of the PGA indicates disloyalty, rather than the exercise of free speech on the part of critical members.

There are pro observers of the PGA political situation who forecast that neither Jacobus nor Cunningham will be the next president, but that a dark horse will be yanked out of the field. At least six have been mentioned as presidential possibilities.

Some veteran pros forecast that the presidency will go to the guy with the best soapbox oratory, regardless of the issues involved, and wish that the political situation which has grown up in the PGA could be cheerfully murdered so pros in their expensive annual conference could get back to the pros' real business.

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