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Tests conducted on the most accurately designed driving machine in the industry, prove that it is the longest ball that can be bought in America. Already it has won several tournaments.

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# MUNY GOLFERS TELL ALL

*Chicago park players interviewed  
to determine operating policies*

**A**MONG the most significant developments of 1937 in golf was the extension of research in municipal golf. There is still a debate as to whether the golf business will thrive most substantially on the basis of featuring the top steps of its social scale or by pushing the game strongest among the "common peepul." To get the true picture of its market and data for future development, public course officials and pros in several territories have been compiling and studying cursory data with increasing seriousness during the last four years.

This year the Chicago Parks golf organization, headed by Harry O'Hare and Tom Walsh, made its first survey of representative players by having a tactful and well-known public parks golfer hand questionnaires to players and interview numerous patrons of the Jackson, Lincoln, Columbus and Marquette park courses.

Although data secured is by no means complete on the tremendous volume of play at Chicago public courses, it represents the first definite material secured and as such will govern the Parks golf operating policy.

## **Park Golf in Quick Recovery**

It is evident from the Chicago figures that public golf is recovering strongly from the depression. During the boom period of 1927-29 many new golfers came into park play, according to the indications of the Chicago survey. Amusement or some factor other than health accounts for the public parks player taking up the game in almost three out of four cases, reveals the Chicago survey. More than half the Chicago parks players play all their golf on the municipal course. Over 70% of parks players have never received a golf lesson. Less than half the players have read any book about golf playing or the rules of golf.

Approximately half the Chicago parks players use the courses only once a week or less. Almost 27% play twice a week. A few more than 1% play daily.

Interesting data on the possible club market among public course players is presented in the figures showing that the majority of Chicago parks players carry 6 clubs. Then in order come groups that

carry 7, 8, 5, 9, 10, 4, 12, 11, 14 and 13 clubs. Several players carried only 3 clubs and an equal number carry 15 or more.

More than half of the parks players have attended no golf championship. Almost three out of four Parks players have never competed in a golf tournament.

Golfers who score 100 to 110 comprise the largest group in Chicago public course scoring. After them in the following order come these groups: in the 90s, in the 80s, 110 to 120, over 120, in the 70s.

Looking around for a selling point perhaps for women's golf, the Chicago Parks asked their players, "Do you find that golf reduces your weight?" The answer was "no" in 74% of the cases, "yes" with the rest of the players.

Largest numbers of parks players at Chicago reported in the 25-29 age classification. Other age classes ran, in order, as follows: 20-24, 30-34, 35-39, 15-19, 40-44, 45-49, 50-54, 60-64 and 10-14, tied, 65-69 and 55-59.

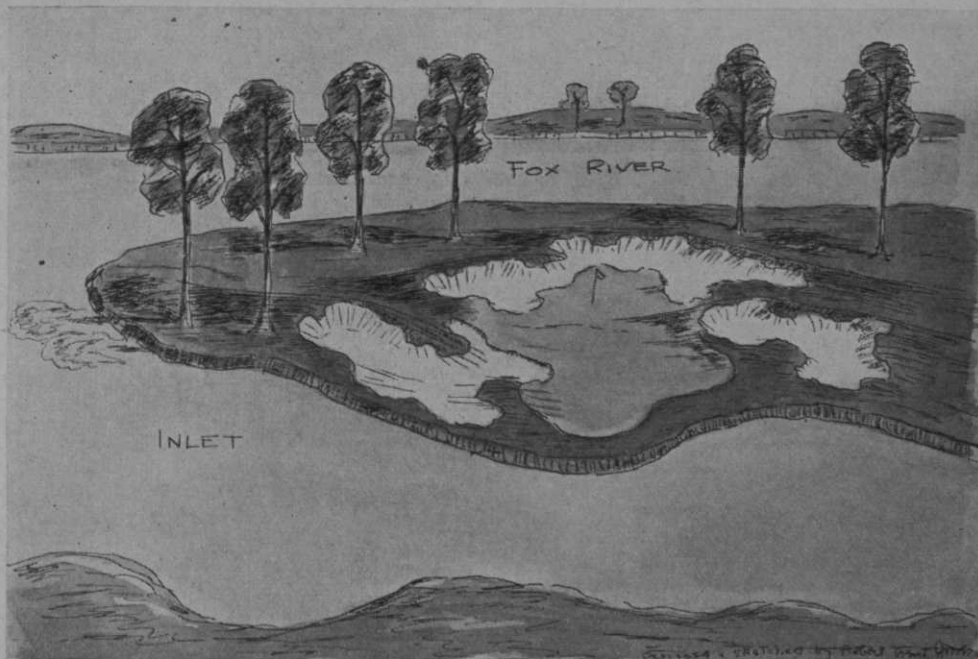
## **Who Says It's a Social Game**

Sixty-five per cent reported they did not start golf for social reasons, which may be the parks players' answer to the golf business interests who believed that the "society" phase of golf is responsible for bringing most of the general public into the game. However, the nature of such a question does not promise a profound accuracy in the answers.

O'Hare and Walsh asked the customers for kicks and suggestions. Suggestion boxes, known to the players as "bird cages" were put in prominent locations at each course.

Here are some of the suggestions indicating that operating municipal courses is a job requiring tireless and experienced men:

Stop boys lurking in bushes and stealing balls. Have rangers speed up play Saturday and Sundays. Keep kids and beginners off the courses Saturday and Sundays; kids have other days to play.



Some interesting golf holes have been put in at public golf courses at smaller towns since WPA money has been given to these enterprises. Here's the approach to the green on the 330-yard dogleg third hole designed by Robert Trent Jones for the new muny course at St. Charles, Ill. The Fox river inlet is about 80 feet wide at the point shown.

Among developments of the year has been reconstruction of numerous holes at smaller clubs to take better advantage of beautiful and interesting natural hazards.

Build 9-hole course for beginners. Issue rain checks for days when course is out of play. Don't have temporary greens. Fix up a practice net. Instruct players to lay bags at side of green, instead of in front, thus speed up play. Get pro-shops for service and convenience like private clubs. Give locker renters towels, even if the locker charge is increased.

Turn off sprinklers earlier so the 5 A. M. players won't get drenched. Stop people driving through without warning. Build screens around exposed tees. Bar negroes. Install new mats at practice tees. "Us caddies want 50 cents for 9 holes." We want better-trained better-disciplined caddies. Build a practice putting green. Put in more sand traps. Number the flags. Put in more drinking fountains. Put soap in ball washers. Make slow or ball-hunting players let others play through. Make players replace divots. Install practice space for those who are awaiting turns to play. Permit players to sign for time by mail, with fee enclosed. Fence in the course. Air-condition the cafe.

**Challenge Accepted**—The challenge of the six Leonard brothers, pros, to any other six-brother team of golfers has been

picked up by Earl Fry, pro at the Alameda, Calif., muny course. Earl says that he, Mark and their 3 brothers accept the defi, and leave it to the Leonards to work out a satisfactory basis of pitting the 5 Frys against the 6 Leonards. Earl Fry adds that if the Leonards want to make an entry in the cousin class, the Fry boys have 6 cousins ranging from 12 to 14 years of age, who make up the ace kid golf team.

**SPORTS** and Pastimes committee of the North Shore GC (Chicago district) schedules one Saturday a season in recognition of its pro, the veteran Alex Cunningham. In each foursome there are North Shore club members and one pro guest. Last year's Cunningham day as put on by the club was such a success that the 1937 play had to be limited to the first 150 members applying. A number of leading pros from outside the Chicago district took part in the playing event and in the dinner which concluded the affair.

A club bulletin announcing the 1937 affair, advised: "This year Alex is a candidate for the office of president of the PGA and the day will be a fitting tribute to him."

**WE *said* IT WAS  
A WINNER!**

And we were right! Here's the Gold Award that went to Spalding in the All-America Package Competition—for the 1936 Christmas Gift Box.



**. . . now look at what you can  
offer *this* year!**

**G**OLD AWARDS are mighty gratifying, to be sure. But you can't buy groceries with medals. What *you* want is the kind of pre-Christmas sales you got last year.

And that's why you're going to cheer this new gift-box. For if last year's was a winner, this one is certain to be a bell-ringer for you!

Here's the set-up!—and your members are going to find it pleasantly hard to resist:

Each box—which is just the sort of thing every one likes to keep on hand to use as a “trinket-box”—contains one dozen top-quality Spalding golf balls and a handsomely-bound book entitled,

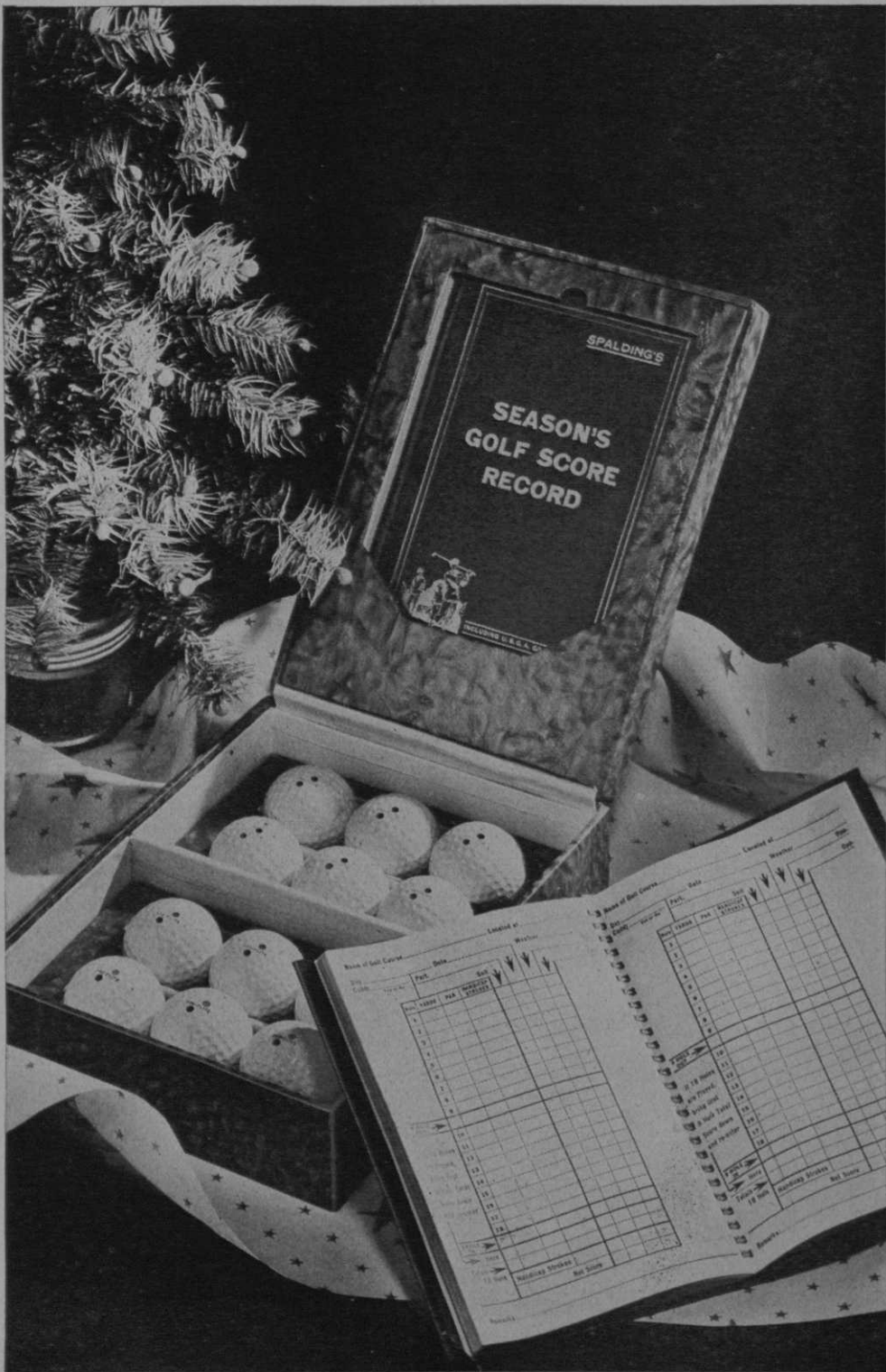
“Spalding's Season's Golf Score Record”—in which the proud owner may keep a detailed record of every game he plays throughout the entire year. The book also contains complete U. S. G. A. Rules.

What a combination! And what a grand opportunity for you to ring up extra profits right at the time of year when they're most welcome! See your Spalding representative now about ordering a supply of these 1937 gift boxes—also the smaller gift boxes, containing six golf balls.

**P. S.** Be sure to ask for as many free Christmas Cards as you need—to send to your members and their wives, reminding them that your shop is a swell place for them to do their Christmas shopping.

*A. G. Spalding & Bros.*

**GOLF EQUIPMENT**





## ROLL CALL OF 1937

*(Continued from Page 20)*

*greenkeepers reply that their seed buying for members is result of member demand they had to obey.*

## PITTSBURGH

*Fred Brand, Allegheny CC pro, and veteran observer of golf trends, reports that in the Pittsburgh district lessons and shop sales have increased 10% over 1936, by a conservative estimate. Play, says Brand, is slightly ahead of last year.*

Chartiers Heights CC is glad to report the best year since before the depression. We gained about 90 active, golf-playing members, and as a result, the entire activities of the club showed a decided increase. Our dining-room was quite well-supported as well as our various dances and entertainments.

Most clubs in our district have had healthy increases, and there are several whose memberships are entirely filled. We expect this to be the case at our club next year.

Our club installed a complete fairway watering system, built a new amacite road from the road-entrance, re-decorated our entire building, which is 12 years old, bought a new tractor for the course and a new service truck. For next year, we have further improvements in mind, which will, undoubtedly, be possible because of the additional new members. Our expansion program also includes tennis courts and, eventually, a swimming pool.

Because of needed improvements, we have had to watch our finances quite carefully and try not to spend faster than our budget will allow. We have not yet returned to the old system of selling a share of stock to each new member, but after our membership is filled, and we can accommodate about 50 more golf-playing members, we shall again revert to the old system of selling stock with the membership.

*M. C. Hamilton, Pres.,  
Chartiers Heights CC*

## SOUTHEAST

We are very proud of our record of keeping the club in black during the last several years. We lost quite a number of members in the early stages and had a hard struggle in '34 and '35 to make the grade. In February of this year we put on an intensive drive (invitation membership) and succeeded in securing 55 new members. Some were old members that

had dropped out, but 90% of those taken in were new.

We also remodeled our locker-room and made it very attractive, re-decorated the entire building and added a men's grill, which has helped the good fellowship of the club considerably.

The financial and physical conditions of the clubs nearby, am glad to say, are in rather fair shape. We expect during the winter and early spring to again take in at least a dozen new members because of the better financial conditions in our community.

*W. L. Altenderfer, Pres.,  
Fountain Head CC*

Greenkeepers' meetings in Washington and Baltimore this year have brought out information that club financial condition this year is well ahead of 1936. Large estate business comeback in maintenance equipment was a feature of 1937.

*C. F. Armiger*

Our Club is in a very satisfactory condition in every way. While our membership is about the same as it was last year, interest is much greater in practically every phase of our activities. Golf has increased materially; there was more tennis played on our courts than at any time in the past 10 or 15 years and while our winter social season has not yet opened we believe that this will be successful, too.

As evidence of our faith in the future, we are just completing a renovation of our ballroom and refurbishing of our lounge that will cost in the neighborhood of \$7,000. We have bought new tractors and golf course equipment to the tune of \$1,500, and are contemplating the installation of a swimming pool.

Although our club is not large, we have one of the finest courses in this part of the country and several times have been hosts to major sectional tournaments.

*(Club prefers not to  
disclose its identity)*

Membership as of July 1937 compared to July 1936 showed an increase of 21½%. We are advised by our pro that golf has picked up during the past year from 20 to 30%. We are proud of the record of our golf team, which started in 1931 and has lost only one game in eighty-six matches and that, by ½ point. The departmental business as of July 1937 compared to 1936 shows an increase of 23%.

Our club is making forward strides in every line each day, and present conditions indicate a bright future.

During 1936, we completed one of the South's most beautiful swimming pools, constructed eight tennis courts and installed an entire new kitchen at a cost of approximately \$35,000. We are making daily improvements to our clubhouse and are

# HERE'S A LOAD OF "BUY APPEAL"

## This Christmas Gift of "Lower Scores"

● Here's the package to boost Winter golf ball sales to mid-season peaks. All done up in a merry Christmas box is the book that tells and shows how to make stroke-saving shots, and the ball that helps pull them off. "From Tee To Cup"—an action picture book of four great masters, showing every detail of every shot in golf. Here is Sarazen playing the woods, Denny Shute lining out the long irons, Ralph Guldahl demonstrating the short irons and Johnny Revolta showing how to pare strokes in the scoring zone. In addition, an amazingly instructive series of pictures showing how each of these golf headliners can their putts . . . and for the ladies, there is a chapter by Helen Hicks.

A dozen Hol-Hi K-28's, the ball of fly-wheel action, whose phenomenal accuracy in the scoring zone and greater distance in flight has made it the sensational winner of 1937, and the greatest stroke-saver ever used by any golfer. Get aboard for those extra profits you can use around Christmas.

*Players mentioned are retained on Wilson's advisory staff.*

# Wilson

## GOLF EQUIPMENT

CASH IN ON  
THE DOUBLE  
SALES  
WALLOP  
OF THIS  
CHRISTMAS  
PACKAGE



*By this mark  
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*"It pays to play"*



keeping our tennis courts and golf courses in excellent condition. At the present, we are contemplating only two major improvements within the next few months, consisting of an additional men's room and a new soda fountain.

In spite of the major improvements that we have made during the past year, and the minor daily improvements, the club is in an excellent financial condition, having a current position of 1:1, with ample cash reserve to meet all of our requirements.

*C. Braxton Valentine, Pres.,  
The Country Club of Va.*

### CLEVELAND

There has been a noticeable upturn in golf activity in the Cleveland district. Play, notwithstanding weather setbacks, is well ahead of 1936. Lessons show a decided increase although still about 50% of 1929. Free lessons to the juniors have been given by most Cleveland district pros.

Pro-shop business continues to have its headaches. Hard for pros to cope with prices on lower grade merchandise dumped through stores. Golfers need education in the value of club and ball quality, especially the public course players. Problem needs concerted study and action by pros and manufacturers, otherwise standard priced merchandise is doomed.

Club officials could help assure their members of exclusively high value merchandise at reasonable prices if they would put "Buy from your pro" educational material in each club mailing.

The hickory-shaft repair business, formerly an important item in pro income, is gone and that has meant an entire new condition for pro department business operation for service and profit. It has meant that the pro has had to adjust his thinking and his work to a new cycle. We can only hope that the readjustment of pros to generally reviving conditions in golf will take place as the result of individual effort on the part of the pro, and cooperation between manufacturers and pros to eliminate many dangerous elements that have been allowed to hang over from the old days.

*Grange Alves,  
Acacia CC*

A discouraging detail of pro-shop operation in the Cleveland district during 1937 has been the "buy it wholesale" habit of so many club officials and members. They will spend far more than they save in efforts to "buy it wholesale." I wonder if this condition exists in other golfing sections.

I can't buy my own insurance or groceries or clothing or pay my rent "wholesale," and as a matter of fact unless a fair profit for retailer service is provided

at the pro-shop, I won't be able to buy anything, retail or wholesale.

What can be done about this, I don't know, but I am sure that the national "buy it wholesale" evil has hit Cleveland district pros in a ruinous way.

*(Pro who prefers his identity  
not to be disclosed)*

Work of the Ohio Assn. of Golf Course Supts. and its members has been an outstanding item in bringing the state's golf courses through a difficult year. Comparison of notes between greenkeepers at these meetings has been of great value to every club represented.

Much rain in early season resulted in showing serious defects in course drainage systems, which probably will be corrected to some extent by 1938 club plans.

*Bert Sheldon, Supt.,  
CC of Cleveland*

### MICHIGAN

Cascade Hills CC passed through the depression operating in the black.

Our membership shrunk but not to the extent suffered by other clubs, and we were able to conclude every season in the black without levying extra assessments or advancing dues.

On July 10, 1936, we suffered by fire the complete destruction of our clubhouse and locker-rooms. Within ten days we had erected a temporary clubhouse with showers, lockers, pro-shop, etc., enabling us to continue the 1936 golf activities but, of course, our social program was somewhat curtailed.

In December, 1936, we started the erection of a most modern, beautiful, efficiently designed and attractively furnished clubhouse.

With this modern clubhouse, a beautiful swimming pool, attractive and sporty 18 hole golf course with watered fairways, we have all the attractions and facilities demanded by the golfer and his family, resulting in maximum attendance and enjoyment by all its members and guests.

We are enjoying the greatest activity in the history of our club. Our authorized membership is 350 and practically filled, only a few blocks of stock being available as members move to other cities or from the estates of deceased members.

This is our biggest year for attendance, activities and patronage and we look forward to 1938 with confidence that our full membership will be maintained and the operation of our club will prove equally as successful and enjoyable.

*E. O. Bulman, Pres.,  
Cascade Hills CC*

### INDIANA

Highland G and CC is experiencing a very satisfactory year. Our sales, fees and other revenue for the first eight months



# Keeping the Faith



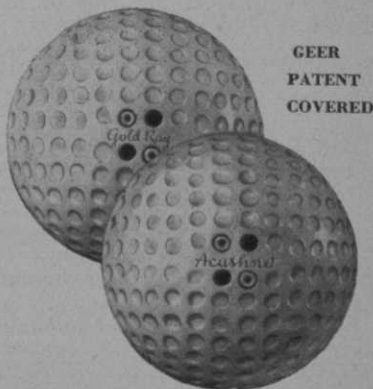
**T**HANKS to the professional golfer, himself, we are happy to announce that after a two-year period, our plan to sell Acushnet Golf Balls "exclusively through the Pro" has proven an unqualified success. ★ On August 17th, 1935, after an exhaustive study of the various methods by which golf balls were sold, numerous discussions were then held between leading professionals and the officials of our company. With mutual promises of support, we committed ourselves to a rigid test of this policy. ★ On August 17th, 1937, our sales analysis furnished gratifying evidence of the success of our drastic step. We shall close the largest and most successful year in the history of Acushnet Golf Balls, and are happy to announce a continuance of the policy which brought this about. ★ We extend sincere appreciation to the professional golfers of America who have staunchly performed their part of our compact—and helped us to keep the faith.

## Acushnet

### GOLF BALLS

*Precision made for better play*

Acushnet Process Co. ● New Bedford, Mass.



GEER  
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**AVAILABLE ONLY THROUGH YOUR PRO SHOP**

were about 20% ahead of last year's, while disbursements of all kinds, including repairs and replacements, have increased only about 10% in the same period. Our membership has increased by 71 since August 1st, 1936, and we now have about as many members entitled to golf playing privileges as we can properly accommodate.

Last year we added 2 new tennis courts, and this year we completely refinished and waterproofed our swimming pool, made extensive changes in our clubhouse plumbing with new and modern shower equipment, installed a stoker in our heating plant and recarpeted our locker-room. Our swimming pool, tennis courts and golf course are all in splendid condition. Play on the golf course this year has been exceptionally good.

*Frank H. Davis, Pres.,  
Highland G & CC*

The golf club situation in this district has been much better this year, both in volume of sales and in payments of accounts. Equipment and supply sales have been larger this year than in 1936. The financial condition of the majority of clubs in this district has been much better and the majority have been more cautious in assuming obligations on the purchase of equipment. We have had the greatest number of cash sales for large equipment that we have had in several seasons. We find a lot of clubs, although their financial condition is better, are still making old equipment do, rather than obligate their club for new equipment, which indicates to us that we should have a healthy business next season. The major maintenance problems this season have been the usual brown-patch and the mowing problem, the latter being the greatest problem this year due to the favorable grass growing season. Trends in maintenance practice are leaning more to power equipment and larger and faster equipment.

There seem to be no major developments in prospect for 1938 so far as we can see.

*C. E. Griener Co.,  
Indianapolis*

### CHICAGO

*Waiting lists returned to the Chicago district clubs for the first time since 1929. Park course play increased to come close to record figures. Daily fee course play increased to the point that the cut price competition of previous years vanished. Fee courses had the best September in their history.*

*Increases in course and clubhouse labor costs and in caddie prices caused trouble early in the season. Clubs got used to the increases; that's all they could do.*

*Courses were in best condition of any year in Chicago district, although muggy*

*hot weather and poa annua were responsible for spotty outcroppings of trouble.*

*Fairway fertilizing at some clubs has gone on a spring and fall basis; fairway watering being responsible. Excellent, closely knit, weedless fairways have resulted.*

*Considerable clubhouse rehabilitation. Record income at bars. Swimming pools at clubs credited with great increase of family business. Numerous early announcements of 1938 improvement plans such as those for Oak Park CC where \$75,000 building program for 1938 includes addition to men's lounge, rebuilding women's locker-room, kitchen and pro shop, swimming pool and other building extensions, including furnishing for the enlarged building.*

Conditions at Olympia Fields CC are decidedly better than a year ago. Membership is about 17% greater than it was in August 1936. Clubhouse business up to August 31, was just 17% over the same period last year and golf play, as measured by receipts from greens fees, is up 16%.

The limit of regular and perpetual members has been fixed at 850. The roster now contains 670 names which is 79% of the limit. A year ago there were 580 members or 68% of the limit. This is an apparent increase of 90 members, but the improvement is even more. From September 1936 to January 1937 the club was being reorganized and by January 1937 the membership had dropped to 515. The increase to 670 means the addition of 155 names this season. From this experience we believe it will not be difficult to add 180 names and fill our roster in 1938. These figures are in addition to 140 women members and 70 special members, such as non-resident, clergy and educator, junior, Army and Navy, etc. The total of all classes now on the list is 880.

No changes or improvements are contemplated in either golf courses or clubhouse at Olympia. There is considerable agitation for the addition of a swimming pool to our facilities. This probably will be worked out during the fall and winter and constructed in the spring of 1938.

*H. P. Ramey, Pres.,  
Olympia Fields CC*

I have yet to find a pro in Illinois who has not done better this year than last. The 1937 increase in Illinois pro-shop business probably will run 20%.

Most serious merchandising problem of Illinois pros is a sale of "discontinued" models of clubs in stores. In my opinion this can be remedied to the benefit of both pros and manufacturers. Sale of "discontinued" models of clubs at the start of the season is so plainly a foolish and costly