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business practice it discredits the golf business' claim that it is a business.

Golf club officials have begun to see that calling the pro into club executive councils will reveal much information of value in practical operation of the club for the good of all the members. A 1938 plan of pros should be to "sell" themselves so their value to such official councils will be realized and enlisted. This year has been a good one for the pro in bringing sharply to his mind that he must help himself first before he can expect to get help from any other source.

Outstanding achievement of the year in pro golf, I believe, is giving clubs and their juniors the benefits of instruction either free or at nominal cost.

A plain need in pro golf is short courses of instruction for assistants, which could be given by well-known and able PGA members this winter.

*Alex Cunningham,
North Shore GC*

Elmhurst CC is one of the Chicago district clubs that has a filled membership. Last November we moved into a membership campaign, raised our equity price, raised our dues through an organized drive made up of 18 teams. We succeeded in adding approximately 80 new members to our roster and bringing our membership to a total of 250, which is our limit. We now have a waiting list.

We have enjoyed an excellent year of business and our financial statement will show a fine profit at the close of business October 31. We have also added a great many improvements to our club.

The future for Elmhurst is bright. We are in excellent financial condition and all departments in our club are being operated profitably.

Golf in the Chicago district seems to be moving forward rapidly.

*L. S. Broadus, Pres.,
Elmhurst CC*

This year has been a kind year to golf, but a hectic one for the greenkeeper.

Clubs are again operating in the black and the memberships are playing a lot of golf. However, in spite of this fine picture, our correspondence reveals many greenkeepers finding themselves behind the "eight ball".

Players are demanding more finely conditioned courses and the greenkeeper is not able to satisfy this demand because of the past years' skimpy budgets. No greenkeeper can present a conditioned golf course under these circumstances even though his resources this year are as plentiful as those of the Federal Government.

The creating and conditioning of a golf course requires not a period of 3 or 6

months, but years. This year's experiences certainly present a sound argument for augmented budgets in the future.

*A. L. Brandon, Sec.-Treas.,
National Assn. of Greenkeepers*

In our opinion the golf course equipment and supply business looks very good for 1938, although we hardly expect a repetition of 1937 business. During 1937 the golf courses in this district spent approximately one-third more on machinery and supplies than they did in 1936. The general financial condition of clubs has improved, though certain clubs which failed to readjust their financial set-ups properly several years ago are still in trouble and are now unable to compete for memberships with strong clubs due to their inability to keep comparable playing conditions. Club members are demanding the highest perfection in playing conditions, putting virtually all private clubs in competition with each other for members.

We believe the next major development in golf course maintenance is the eradication and control of weeds and noxious grasses.

Maintenance budgets are being revised upward in line with greater incomes, and club officials and greenkeepers should see to it that their respective courses are brought up to perfection and kept there, as between golf clubs competition is almost as keen as in any other line of business.

*C. O. Borgmeier, Sec.-Treas.,
George A. Davis, Inc.*

MINNESOTA

Clubs are bouncing back from depression. Much more play and good signs in return of equipment business. Installation of watering systems probably has stimulated play, and has increased necessary costs of operation. Clubs have been buying what they need to make up for buying lay-off of previous years, and are paying promptly. *H. E. Erickson Co., Inc.*

In this area there has been much improvement in club conditions in the past season. Our membership and golf play has increased more than 50% over 1936. Our cafe department shows an increase of 33% and our bar will show 100% improvement over 1936.

Golf in general in the state has shown like improvement. To the best of my knowledge, all Minnesota clubs will enter 1938 in good financial condition. I believe there are less than 100 memberships available in all the Minneapolis clubs put together.

Here at the Country Club we have made many improvements this season. We are

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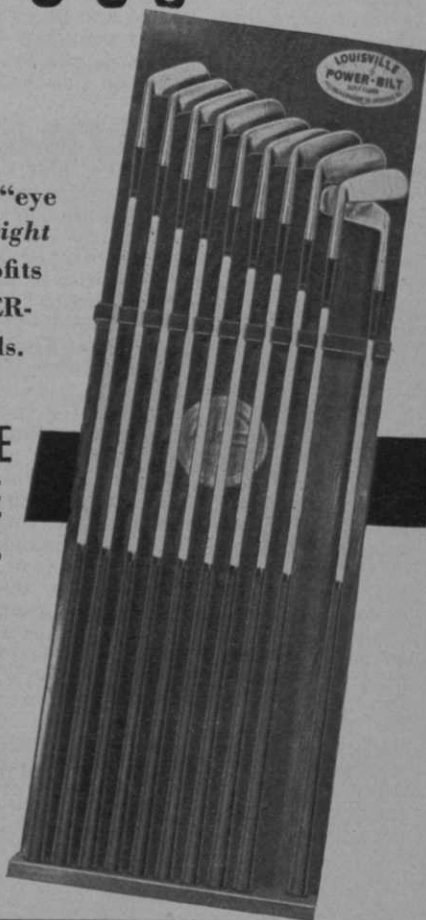
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now in the midst of building a new fairway on our 400-yard fourth hole, we are improving an important part of our fifteenth fairway and are building a new eighth green. We also contemplate an extensive addition to our clubhouse, which will increase our locker-room and the present grill.

On September 1 we released thirty-five 1938 memberships and they close our roster. Dues for 1938 will be increased \$15 a year, due to higher operating costs.

*A. C. Statt, Pres.,
The Country Club*

IOWA

Keen interest developed among Iowa greenkeepers this year in soil construction of greens and in topdressing specifications. There is considerable rebuilding of greens in the state. Method I have employed in rebuilding 10 of my greens is to start with proper tiling. Disked and plowed into the soil is 4 to 5 yards of peat and 4 to 6 yards of concrete mix sand, not too fine. Quantity of sand depends on the character of greens soil.

There seems to be a dawning realization of the necessity of better working conditions for the greenkeeper, and an increase in budgets commensurate with increased labor costs and greater demands of players, but the situation still needs much consideration. Greenkeepers of the state are making careful studies of air circulation and of the bent strains that do best in their localities.

*Wm. Keating,
Des Moines G & CC*

April and May were sad for pro-shop business, due to cold and rain. Many pros were unable to catch up because of general money shortage in the state, and in some cases shop sales ran as high as 20% behind 1936. Chain stores are cutting into sales and the junk wave has soaked some of the boys. Stores, of course, lose interest in golf and golfers when the golf money hits the cash register. Answer to the situation, for the good of clubs as well as pros, lies in club officials getting behind the pro and arousing members to the fair play involved in doing business with the pro. The pro, having some assurance that the club doesn't want him to go broke working for its members, will get a keener, more constructive and pleasant interest in his job. This will reflect profitably upon the entire operations of the club and the enjoyment of the members.

*Dave Bonella,
Ottumwa CC*

MISSOURI

Pro-shop business 20 to 25% ahead of 1936. Definite improvement in membership and financial position of all clubs in the district. Indication of revived golf in-

terest was apparent at exhibition match put on in May by Smith, Cooper, Little and Thompson which drew about 7,000 people at Forest Park. Ed Duwe, pro, told me that the following Saturday and Sunday 735 golfers played on the 27-hole layout, the usual amount being around 450. Previous to this match, we had the movies of Bobby Jones on "How to Break 90," and the "Golf Excursion" pictures at the Auditorium, and turned away 1,000 golf fans after the 1,500 capacity had been filled.

Our biggest problem is department and chain store cut prices.

The pros would be helped greatly if club officials would get out a letter each month to their members, letting them know how little salary they pay the golf professional and try to induce them to patronize their pro. I honestly believe that 20% of a membership does not know how important it is for them to patronize the club professional.

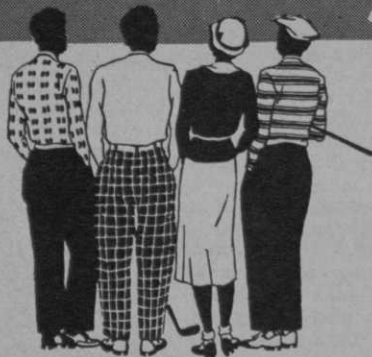
*John J. Manion,
Sunset Hill CC*

Both public and private clubs are in decidedly better financial condition than a year ago. All have paid their accounts more promptly than in the past two years. Clubs in widely separated districts have been making some decided improvements in their courses, quite a few rebuilding old unsatisfactory greens; several new courses have been built, and quite a lot of general improvements both on club houses and grounds. There is a decided increase, 1937 over 1936, in the volume of maintenance items sold, whether or not it will show material boost in dollars and cents volume. Everybody has been slashing the hell out of prices. We are hoping that before the beginning of 1938 everybody will have a belly-full and we will settle down to more normal competitive price conditions.

There has been increase use by clubs all over this section including Kansas, Oklahoma, Nebraska, and Missouri of such items as peat moss, seeds, fertilizers, and chemicals. The major maintenance tasks in 1937 in this part of the country have been reviving the turf areas due to the successive years of extreme drought. There is quite a lot of interest being taken at this time, and apparently increasingly so, looking forward to the installation of irrigation systems on the golf courses.

As to the trends in maintenance practices in this territory, it looks like a constant cry for more economy, more economy; the result of the years of depression has dethroned the greenkeepers, most assuredly to the detriment of the clubs. There has been quite a tendency to reduce the maintenance cost on many courses by starting at the wrong end of the line. Clubs following this practice find it costly

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and my observation is that it will soon react so unsatisfactorily that they will go back to their former system of employing an efficient and capable man and placing on him the responsibility of maintenance.

*D. D. Bell,
Kansas City*

Hillcrest has enjoyed the best year since 1926 as we have a full membership of 300 members which is all we can accommodate. On April 22nd we launched a membership drive which lasted one week and added 87 members. This was headed by Wm. Barton. Hillcrest has not waived the initiation fee for anyone since Jan. 1, 1936. During 1937 we lost 27 members on account of transfers to other cities. Those were replaced with active members.

In 1936 we increased our catering department 100% and our beverage department increased over 100%. Our future looks great and we are now planning a swimming pool. We have just completed renovating our clubhouse and since we have the largest in K. C. that was quite an item.

All clubs in our district have had a good year. We are a little ahead of average increase possibly due to the fact we have built our membership up with young blood and they are the members who play at least twice a week or more and hence spend more money in our departments. We showed a small profit in 1936 and will show a good profit in 1937. One condition that helped keep our play up was the fact our greens have been perfect all year.

Our women's organization is the largest in K. C. That helps any club. My assistant has given one morning each week for class lessons and started more than 50 women playing for the first time. While that is a lot of work it pays big dividends. We raised our dues as of July 1, 1937, which was the second boost in two years.

Another thing that has helped all private clubs in K. C. was the new organization formed this year called the Private Club Assn. That was started at Hillcrest in April, 1937, and the fact that they conducted two series of competition which were held every week was a big factor in clubs adding new members; many fee course players joined private clubs so they could participate.

*Wolf C. Rimann,
Hillcrest CC*

NEBRASKA

Crop situation kept 1937 pro-shop business down at many shops in Nebraska. State's pros are wondering about retail prices on better grade clubs and balls for 1938. Early announcements of price increases indicate the going may be tough

for Nebraska pros in next year's sales, unless there is a decided improvement in business conditions throughout the state.

Play has been ahead of last year but equipment sales haven't kept pace with the advance.

*Ed Newkirk,
Lincoln*

TEXAS

It has been by observation that all the pros in this section are enjoying a big increase in business this year. I have had an opportunity to visit almost every section in the State or have talked with the boys and they all seem very busy and encouraged regarding the future. Also, I have had an opportunity the past month to visit through California and Colorado and all pros with whom I talked are enjoying a big increase.

We have in our association, both national and sectional, some very sound thinking men and it is my opinion that clubs should call them in and consult with them about matters pertaining to the golf courses. In some instances professionals have been made members of the green-committee. This, I think, is a move in the right direction.

The more interest the professional takes in the workings of the club and the more interest and cooperation shown by the executive committee in the professional, the more valuable he will be to his club. The club, as well as the professional, would be much better off if the officials consulted more often with their professional regarding changes, etc., in connection with their golf courses.

*Willie Maguire,
Houston CC*

PACIFIC NORTHWEST

Alderwood CC has made very satisfactory progress during the past year, from every angle. Our club roster is practically full. Club activities, which were disrupted by the 41st National Amateur championship, are back to normal, and the financial condition of the club is improving.

Other clubs in this district are understood to be on a much better footing, and their activities are greater, than they were one year ago. It is felt that the major clubs in this district will start 1938 under favorable auspices.

No contemplated major improvements by any of the clubs have been called to my attention, although most of the clubs will probably make additions to their equipment during the year.

There seems at this time to be a much stronger interest in golf than at any time during the past few years, which interest, no doubt, has been stimulated by the hold-

YOUR BUSINESS AND OURS

EVERY manufacturer of golf equipment has two obligations: one to the consumer, the other to the distributor of his products. It is to that distributor, the golf professional, that we direct this message.

We consider it our major obligation to provide you with the best merchandise our factory can turn out . . . to price it so that you can make a fair return on your investment . . . to back both up with advertising and promotional campaigns to bring more people into your shop.

Our 1938 plans call for just such a program. We sincerely believe that your 1938—and our 1938—will be the biggest, most successful in history. Your business is our business and we do value your patronage.

Sporting Goods Division

DUNLOP TIRE AND RUBBER CORPORATION

ing of the National Amateur championship in Portland.

*L. E. Crouch., Pres.,
Alderwood CC*

There has been a big advance in golf in the Seattle sector this year. State and sectional tournaments have increased in entries, which is a good indication. In January and February we had an unusual amount of snow which stopped play but the play has caught up since then.

As usual, some clubs have done better than others due to club spirit and better management, etc. At Inglewood we have an increase of 200 members.

Disposal of trade-in sets is becoming a pro problem. At private clubs there is danger of these sets piling up unless an outlet can be found for them. The average golf club member now wants a new set but the pro profit in the sale may be tied up in the trade-in. There has been the usual amount of chiseling and price-cutting by companies to which golf is a sideline, but it is my experience that the real golfer does not go much for that kind of merchandise.

Reduced sales for the manufacturers who have allowed their merchandise to be butchered in prices at stores, also is helping to solve this particular pro problem.

Club officials and pros are getting together more on problems and suggestions of mutual interest. It is being realized that the pro is the man to whom golf is a specialized business, hence his consultation in golf club problems must be of value.

*Walter Pursey,
Inglewood CC*

SAN FRANCISCO

Wisest things that have been done in greenkeeping at our club and in the district this year in my opinion are:

The results of the reseeding of fairways last year—this was a grand success and in the process of seeding we burned the weeds off with ammonia sulphate which stimulated the grass and now gives a wonderful lie and also makes a springy mat for the players to walk on.

Power mower eliminating labor cost of one man.

Purchase of automatic couplers, economizing in time formerly taken by the thread system of screwing on the hose.

Less watering, economizing on fertilizer. Constantly dragging in seed in greens when topdressing.

Purchase of new white sand and constantly applying a little of it on bunkers which sets off the greens and makes the course look very neat and tidy.

I think the problem of scientific fertilization on putting greens is one that should be given the most serious consideration. The constant forcing of growth of grass

and depletion of soil necessitates the application of fertilizers under constant scientific supervision so as to keep the soil in proper condition.

Greenkeepers should freely discuss with their Presidents and Boards of Directors the problems that they have to confront so as to establish confidence in their supervision and obtain appropriations for necessary expenditures, which if not understood by our officials might be construed as extravagant waste.

*George Paulsen,
San Francisco GC*

Pro business in this section is about 10% better than last year.

The number of players in this district has been increased by about 5%. The hotel strike in San Francisco this spring cut our playing and the amount of business down considerably, otherwise we would have had a better season. However the play increased this fall.

Our greatest problem was and is in keeping the retail price of golf goods at the standard price. We have had some competition from jobbers, selling at a fraction above wholesale cost. Our greatest menace is the so-called broker, who sells anything at a price. They have office solicitors who sell our members standard golf goods at cut-price. The "buy it wholesale" fellow has given us some trouble.

We have taken steps to remedy these evils and are going to do all within our power to keep our section clean.

We called a meeting of our entire membership, asked them to bring in all complaints about cut prices. We got this information. Then called a meeting with our directors and the manufacturers. They were all represented and agreed to cooperate with us. We are having another meeting October 11. We must have the cooperation of the manufacturers in solving our problem.

Golf club officials should know the problems of their professionals in operating shops. They should know of expenses as well as income. Most officials want to see their pros make a good income and will be willing to help in operating their shops at a fair profit.

Club officials should take the pro into confidence, let him know their program; what various committees are striving for. They should consult with their pro about the things he thinks will make the playing of the game more enjoyable for club members.

I have a class of 40 Juniors taking group lessons this fall and will have a tournament, graduation and presentation of PGA diplomas on October 23rd.

*Dewey Longworth,
Claremont CC*

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There is a splendid new line of Burke bags, an even dozen of which have detachable hoods. Balanced club separation, full vision ball pockets, luggage pockets, combination accessory and ball pockets, and dome type bottoms are built-in features of Burke bags known wherever golf is played. If our representative hasn't already called upon you, he'll be seeing you right away with samples of these new bags, as well as samples of Burke's new clubs and balls. A real treat is in store for you.

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SOUTHERN CALIFORNIA

Southern California territory shows a very substantial gain in pro-shop sales over 1936. Main reason is that people are now facing the economic situation in a calm manner. Most people are making more money and have worked themselves out of the mess that the sudden panic found them at the start of 1930.

After a lapse of 7 years equipment has to be renewed and we are now in the happy position of having many players returning to a regular golf routine and finding that new clubs and bags are absolutely necessary to their game.

Golf ball sales are up at least 50% in the top grades. All players prefer top grade balls because of their obvious superiority and only severe economic conditions drive them to the less expensive types.

Golf club sales are up at least 40%, the increase being practically confined to the top grades.

Golf bags are probably showing a bigger increase than anything. Players are getting away from the cheap grades and buying real leather which has lasting qualities.

Accessories right along the line are showing a fine increase.

It seems to me that one of our major problems is getting the pros to gamble on bigger stocks. For many years we have been confining ourselves to an absolute minimum stock and buying from hand to mouth. The time seems ripe to dress up our shops with a very complete line of all standard-make clubs, balls, and a comprehensive line of golf bags, besides always having enough of all the small accessories which players demand. In this way we will not take so many chances of missing a quick sale. This applies more especially to metropolitan centers where competition is keen.

Lessons are away up and this despite the many fine practice ranges. Club officials could help in this matter. It is much more preferable for clubhouse business to have your member come to the club to practice rather than go to a city range, but most clubs have little or no facility for practice.

Some club officials realize that the only person who contacts all the members is the pro. Those who do, delegate a lot of work to him which of course he is only too pleased to accept, as the more work you do for the members the greater the return in business. We are happy to say that in this district the clubs in most cases hand over the club concessions to the pro, and also that in many cases where the club tried their hand at the operation of a club shop they have now given up the task. I do not know of any golf shop run by the club where the members get the service they deserve and the result is their

major business goes to some smart guy on the outside.

I believe that club officials really wish their pro well, but in few cases do they go out of their way to educate the members to the pro's business. Probably in most clubs there are at least 30% of the members who do not understand that the pro earns his livelihood by their patronage of his golf shop.

We are still bothered by price cutting, although I would say that the situation is considerably better than for many years. In this respect it would appear that the remedy is very much in the manufacturers' agent's hands. The evil of selling at wholesale to people without a place of business or to those who do not carry a stock is strictly unfair to the real merchant. In our own particular district this is the biggest single factor of chiselling prices. We find that the big department stores uphold prices on standard merchandise and only cut to meet some unfair practice of a competitor. California Fair Trade laws provide teeth to compel retailers to uphold prices, but manufacturers show reluctance to use the instruments provided.

*Willie Hunter,
Riviera CC*

In my opinion the wisest change made in this district during the past year has been the change for better turf. The greenkeepers have developed a stronger and more resistant turf by changing the contents of fertilizers and methods of applying same, with due regard to watering. Realizing that weather conditions cannot be changed or summer heat controlled, much thought has been given to putting the turf in condition to withstand the strain of the summer months. For example, good results have been obtained in some cases by increasing the percentage of phosphorus in the topdressing, spiking thoroughly before and as soon after topdressing as possible, then partially withholding the water during extreme hot spells.

The golf course labor situation should come in for some real consideration and readjustments that will pay the clubs big dividends. There is no place or line of work where a man can better show his appreciation or respect for his job than on a golf course. If he is fitted physically and mentally (and that does not mean he should be a numbskull) and is treated with the utmost fairness, his work will fairly shine the year around. On the other hand there are lots of good workmen who are not fitted to work on a golf course. Get the right man for the right job, treat him fair, give him all you can and a little more and your labor troubles will be next to nil.

*Clarence W. Hazlet,
Bel-Air CC*