

erage of the last 20 scores and the course rating.

When less than 20 scores are listed the following rules will apply.

From the result of { 5 scores—deduct 3
80% of the differ- { 10 scores—deduct 2
ence between rating { 15 scores—deduct 1
and average of { 20 scores—deduct 0

To begin the season start with handicap as previously assigned and raise according to the usual custom. These handicaps are the result of 5 low scores modified by the increase of two, three or four strokes (according to classes) which apply at the beginning of the season.

When 5 additional scores are listed there will be a record of 10 scores. Use them in computing new handicaps as suggested above, namely, deducting 2 from the net result.

When 10 additional scores are listed there will be a record of 15. Compute handicap as suggested above and deduct 1 from net result.

In other districts where the rating system is in effect, caddies are required to keep all scores for handicap purposes. Results of this plan have been so gratifying that the CDGA recommends its adoption by all member clubs.

Players with handicaps of less than 20 will be permitted a score not to exceed 2 more than par on any hole for handicap purposes. Players with handicaps of 20 or more will be permitted a score not to exceed 3 more than par on any hole for handicap purposes.

Caddies to Aid

Caddies will be obliged to present handicap scores to the caddie-master before obtaining their remuneration. The caddie-master in most cases is required to keep an accurate record of all scores and to compute and post handicaps in a conspicuous place in accordance with the usual custom. This responsibility, however, may be delegated to another employee or to a member; but it is important that some individual be charged with the responsibility of keeping records up to date at all times.

In order to keep all Chicago District handicaps up to date, and to assist the CDGA in supplying all golfers of member clubs with up to date handicap cards, we earnestly solicit full cooperation on the part of all clubs by reporting all handicap changes the first of each month on a form,

which will be provided for that purpose.

These District cards will serve as Membership, Identification and Handicap Cards. They should be displayed at all Chicago District and other tournaments, and will serve the further purpose of identifying the bearer as a member of a private Chicago District club, and verification of his handicap at any trade, profession or other tournament in the United States or Canada.

It is necessary to make a charge of \$1.00 a year for the maintenance of a force to keep all handicap records and the supplying of all subsequent cards required as changes in handicaps are reported.



IT'S ON THE HOUSE

By TOM REAM,

Manager

Westmoreland CC

There is economy in buying foods of best quality. Like delicate china, they are more carefully handled, and there is practically no waste.

Pay a little more for safety.

The club backdoor needs watching as much as the frontdoor.

The less brainstorming in the kitchen the better for the service.

Saving is important. But you can save yourself into the discard. Only profits count, and you can't make profits entirely by saving. You must earn your way out of any slump.

Check back and you'll find that the manager who is managing that big club cracked some tough club problems before he got to his present position.

A new coat of paint will go a long way toward restoring a cheerful atmosphere to an old club.

A "must" sign to post in the kitchen: "NO SMOKING."

Only people of clean habits and good health should be employed in the preparation of food.

Shoddy furnishings advertise a club—but in the wrong way.



This administration building at the Little Rock course serves as a clubhouse as well.

LITTLE ROCK'S MUNY RATES TOPS

MORE than 10 years ago the aggressive Little Rock (Ark.) Kiwanis club conceived the construction of a municipal golf course and clubhouse. The club had a number of highly practical men in its membership and they got busy.

Obtaining some undeveloped land from the city, they enlisted the services of H. C. Hackbarth, veteran pro at the Little Rock CC, and laid out a nine-hole course. It wasn't much of a course at first. The fairways were far from fair, the rough was really rough. Great rocks in the playing area bounced hit balls in almost any direction. The greens were sand. The Kiwanians and their enthusiastic aides among the city golfers persisted, however, and in 1929 saw three more holes added to the course plus considerable improvement in the playability of the old course. Two more holes were added in 1930, and in 1932 the city government obtained money from the RFC to complete a standard 18-hole course—though on completion it still was far from ideal as golf courses go.

WPA Takes Over Job

Not long after the start of the Federal Works Program, city officials proposed and obtained approval of the WPA for a project designed to make the course one of the best and most up-to-date of municipal courses, with a new clubhouse, caddiehouse and shelter houses. Men taken from the relief rolls were given employment. Toward the end of 1937, work was completed on the project and Little Rock golfers say they now have one of the best

equipped municipal golf courses in the southwest. It has been classed as one of the outstanding relief work projects in the state.

The clubhouse is a two-story natural stone building 40x80 ft. over-all. The basement houses lockers and showers for men and women, toilets and boiler room. On the first floor is a spacious lounge with open fireplace, kitchen, refreshment room and administrative offices. On the second floor are rooms for employees. Twelve shelter sheds have been built on the course and converging at the 7th and 9th tees are check stand, refreshment stand and toilet. A garage and a caddiehouse, also of native stone, adjoin the clubhouse.

Irrigation, Drainage Completely Installed

Sprinkler systems have been installed for both fairways and the new turf greens. Three and one-half miles of underground and 6 miles of open drains supplement a natural rolling terrain and give rise to the boast of the course's architects that there never will be any casual water on the course, though there will be plenty of water for the dry periods of the year.

A small greens fee is required of all players except members of the golf teams of the local high schools and junior colleges. The income pays the expense of the upkeep of the course and in addition provides a healthy revenue for the city for about 11 months of the year. Walter J. Terry, former star athlete at Little Rock High School and Washington and Lee University, is manager of the course.

FEE-COURSE PRO IS MORE THAN PRO

By JACK MORRIS

THE golf professional at a public course can no longer get by on sheer playing ability and a marvelous capacity for Scotch. That is, if he ever did. In past years, a country club job was something to strive for and public courses were somewhat of a bad dish.

The pro's job has changed considerably in the past ten years and it is a long par five (against the wind) from the old established country club to the modern public links. The golfers are different, the attitude is different, and, most important, the business is different. In fact a new name should be invented for the "pro" at a public golf course.

He is not a "pro" in the accepted sense of the word. The professional at a country club can sit and wait for his members to come out to the club. His business is there and his sole job is to cultivate it. The public course demands new business! New faces every day! The turnover is as fast as a dub's back-swing.

They're All Customers

A certain few play regularly and might be classed as "members," but every golfer must be treated as a department store treats its customers. The best of service in as short a time as possible. The professional has a golf shop and is a combination floor manager, salesman and country-storekeeper. The traffic is terrific but the money is there. It is high pressure merchandising, with the devil buying wholesale.

High pressure at a Country Club? Horrors! Old man Ertwhistle walks into the shop, selects a club from the rack, waggles it a few times and then asks: "How much?" The pro tells him, watches Mr. Ertwhistle shake his head once or twice at the idea of spending that amount for a golf club, but the new stick is soon in Mr. Ertwhistle's bag and the old one is to be sold "for what you can get, or give it to a caddie."

There are practically no Mr. Ertwhistles at a public course. Everyone can either "buy it wholesale" or wants a generous allowance on a few treasured sticks given to them by dear old Aunt Emma. But that is where the country-storekeeper

comes in. There's the 30-day credit for used clubs to be sold at the pro's discretion on a 25 % commission. At the end of that period the clubs will either be purchased outright and credit given or returned to the owner. As far as the old clubs are concerned, a nice profit is to be had in a "beginner's used set" with the golf shop guarantee of the full purchase price allowance on a new set within a 90-day period.

Chance to Give Service

In addition, the pro has a personal service to offer that can hardly be equaled by any department store or given at a private club—some free coaching or a lesson or two with each new set of clubs. Every pro gives free advice but seldom makes a point of it. In this case the so-called allowance is not a discount because the shop gets the full retail price from the new set; a beginner has had his first lesson and the shop has the "beginner's set" to sell once more.

Organizations of any kind are fertile fields for new business but the private club pro cannot go after them. He must wait until they come, if ever. A handful of nickels and the telephone directory will more than repay the public course pro. Almost all large firms and companies have groups of golfers who play regularly but do not belong to a club of any kind. They arrange their own little tournaments of about eight, twelve or sixteen, get starting times at the favorite public course, and away they go. But the personal touch is lacking.

They seldom see the pro and don't care if they do. However, 10 firms at 8 golfers apiece amounts to 80 potential customers, and why let them skip around the golf course unnoticed? After all the divots are dug and replaced, the professional is the man who knows more golf than the amateur, and it is the rare amateur who does

ROLL CALLOF

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Confidence makes Champions. TRUE TEMPER is "The Golf Shaft of Champions" the world around. The winner of every Major Golf Championship in 1937, as listed below, is a user of TRUE TEMPER Golf Shafts.

BRITISH ISLES

- Open Championship
- Amateur Championship
- Scottish Amateur Championship
- Scottish Professional Championship
- Irish Open Championship
- Welsh Professional Championship

EUROPE

- German Open Championship
- German Amateur Open Championship
- French Open Championship
- French Amateur Open Championship
- Swiss Open Championship
- Belgian Open Championship

U. S. A.

Professional Golfers Assn. Championship
 National Open Championship
 National Amateur Championship
 Western Open Championship
 Miami Open Championship
 Los Angeles Open Championship
 San Francisco Match Play Open Championship
 Houston Open Championship
 St. Paul Open Championship
 International Four Ball Championship
 North and South Open Championship
 4th Annual Masters Championship
 Metropolitan Open Championship
 True Temper Open Championship
 Shawnee Open Championship
 St. Petersburg Open Championship
 Belmont Open Championship

AFRICA
 South African Open Championship
 South African Amateur Championship

AUSTRALIA
 Australian Open Championship
 Australian Amateur Championship

SOUTH AMERICA
 Argentine Open Championship
 Argentine Amateur Championship

CANADA
 Canadian Open Championship
 Canadian Amateur Championship



● There are three reasons why TRUE TEMPER Golf Shafts are the universal choice of Champions: first, TRUE TEMPER is the strongest golf shaft made; second, it is the sweetest in action; third, more than 35 designs and degrees of flexibility give the right type of shaft action for every player's style. Play golf in 1938! Let your clubs be

shafted with TRUE TEMPER Steel. Then, play with the Confidence of a Champion because TRUE TEMPER is "The Golf Shaft of Champions." Your Golf Professional can fit you with clubs of your favorite make that have TRUE TEMPER Shafts of the right design for your style of play. May we send you a free booklet describing TRUE TEMPER Shafts? Write to:

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TRUE TEMPER
The Golf Shaft of Champions

All golf club makers use TRUE TEMPER Shafts on their better clubs. More than 90% of all tournament golf players use TRUE TEMPER Shafts. To the above list could be added, if space permitted, more than 50 important sectional and district championships.





ELMER will be looking forward
to seeing "YOU"

How about dropping around at the shop and seeing some 1938 woods and irons that I think will just suit you. *** Don't think about the financial risk of a visit.*** With these new clubs, 6 lessons and your usual wagers with Mr. Gardner I can make you a rich man in a year. You will have fun, too.

Here's *Elmer Biggs*

Elmer Biggs, Peoria (Ill.) CC pro, and pres. of the Illinois PGA, sends his members business promotion postcards. Humorous references to incidents involving the member addressed appear on each individually-written card. Biggs makes an advertising asset of the Legionnaire's call, "Where's Elmer?" Bright use of these post cards helps to explain why there is no recession at the Peoria CC pro-shop.

not respect the pro's opinion and welcome his attention. It is easy to arrange their tournaments and lend a helping hand. A merchandise order on the golf shop is a very fine brand of advertising and a group of 80 potential buyers who like to call you by your first name is a very nice thing indeed. Give merchandise orders to low-scorers, the high-flying birds, and lesson courses for the ducks who poddle along behind. Ducks mature quickly and it doesn't take long for them to develop a sturdy bill.

Then, of course, there are the women, bless their hearts. They are the real backbone of public golf and without their support a surprising number of husbands would have to stay away from golf on Sunday and take the family to something that the whole family could enjoy. But that's just pork chops and gravy to the pro at a public course. Almost all women belong to a club of some kind. If they are business women, it is a recreation club; housewives join a health club or go in for bridge. Whatever the club may be, their organizations are usually very intense, and if the moving spirit becomes interested in anything it is a small matter to swing the group to any activity. The public course professional has an opportunity to reach all the women golfers by talking to the "moving spirit" on an economy basis. Class lessons at a small fee per person, say four in a group, will not cost very much per person and all gals are interested in not costing so much per person. But if a public course pro does get a class, the "used beginner's set" comes into its own with a jingle of nickbicks and the cash register rings merrily—just because women are always looking for bargains.

When you sell a man clubs and lessons,

you must also aim good talking points for his wife or his golf will be neglected for long drives to the beach, potato chips with a sandwich, or puttering around the house and garden.

The professional at the country club can sit and wait for something to happen, but the man at the public course must be there first. He is a shopkeeper in a highly competitive branch of what once was purely a luxury business. People come to a public course but they come only for exercise, and money is a much more important item than to the country club golfer.

Business men and salesmen comprise the bulk of public links golfers these days. The business man is shut in an office during his working hours and even an outside salesman is closeted with a customer the greater part of the day. A low financial period taught these men the value of exercise and relaxation. But they are hard boiled. They would rather play golf than mow a lawn, if there was a lawn, but they've been watching percentages for a long time and price means everything.

It was about twenty-five years ago that golf took its first uncertain step away from the stronghold of wealth and was given a vigorous push by a young man named Ouimet. Its rocky toddle suddenly developed into a smooth-flowing stride. From that period public golf was on the upgrade. Truck drivers and stevedores soon stopped whistling at staid golfers in short pants and were giving that "sissy game" a try.

A large field to draw from and the pro's best bet is knowledge and service—if he doesn't give good service his knowledge is nil,

DOUBLE!
..AND THEN SOME

—That's how
TOURNEYS PAY-OFF

Of course you've heard how Tourneys—by *Tommy Armour*, stole the show and stood out like a strawberry as "the clubs to beat" on the grapefruit circuit. But did you know that April showered cash sales on Pros who found, during the past month, *that Tourneys pay double—and then some?* It's like this—live-wire Pros are playing these Pro-protected Tourneys for pleasure—and selling 'em to their club members for the kind of profits that are easy to take in any league.

So to make real "hay"

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while the May sun shines (and we don't mean just cakes and coffee) let Tommy Armour's Silver Scot Tourneys perk up your game and boost your sales to pay you double. And, don't say we didn't warn you to place a rush order today!

MacGregor

SILVER SCOT BALLS, WOODS, IRONS
 SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS

PRO SHORT-COURSES NEEDED

By WILLIAM V. HOARE

THOSE who are intensely concerned with the problems of pro golf eventually realize that education is the answer to the majority of our urgent problems. Other businesses, older and larger than ours, have had experiences similar to those that trouble us. They found the adoption of business educational programs tremendously helpful. When we in pro golf sit down calmly to think things over we are bound to come to the conclusion that our failure to collectively tackle the job of education has penalized us heavily.

We might as well frankly admit that many of us, for years, have been hoping for some utopian notion to make our business secure, profitable and simple. Many of us have allowed ourselves to get into the habit of expecting help from the outside instead of relying mainly on our own intelligence and energy.

Friends have told me of the wise remarks made by Austie Claeysens at an Illinois P. G. A. meeting the other night. In discussing the job situation he brought out the point that the best protection for a man in any job was knowing how to handle that job. Even with the frequent changes in club official rosters which expose pros to a bad employment condition, the pro who knows and works every angle of his job is safe. Look at the rather lengthy list of pros who have been at the same jobs for 15 or more years, and you are bound to appreciate that the job problem can be solved. Study those men who have held their pro jobs a long time and you see that they are men who have keen capacity for self-education. They have trained themselves very well.

Self-Education Is Not Easy

Self-education is not an easy task. It requires a certain type of temperament and a patient, diligent application to the job. The greater number of men need teachers because providence has denied them that peculiar blessing of being able to extensively educate themselves. Lack of that knack certainly is nothing to be counted against a man; otherwise there wouldn't be teachers.

Now let us thoughtfully view the educational situation in the golf field. Undoubtedly the greatest advance made by any group of department heads in the golf business is that progress made by the greenkeepers, whether it be by those who are solely greenkeepers or by pro-greenkeepers. Authoritative figures show there have been far fewer job changes among greenkeepers than among pros and club managers. Pro jobs change oftener than any other class of major jobs at golf clubs.

Greens Courses Have Paid

When we look further into this matter and discuss it with club officials we see that the greenkeepers' educational work has been of great benefit in promoting job security. Club officials and members have begun to appreciate that if course maintenance is something that calls for such extensive study at state colleges and monthly meetings and annual conventions, it is work that can not be done by some young man who pushed a mower around in 68 for the course record.

The club managers, in many of the cases of men at the better clubs, have been educated by one of the most thorough business educational systems—the apprentice start and a slow but sound working up through all departments. As is generally known, the continentally-trained managers usually had to pay for their apprentice training. But the payment was worth it. Since immigration laws and other factors curtailed the supply of continentally-trained men in the clubhouse and hotel field, American educational methods have been brought into the picture. At Cornell university there is a hotel and clubhouse four-year course with which the American Hotel Assn. is closely associated. It already has graduated some men who are high in the hotel and club business, and who have earnings

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Here are the newest and most up-to-date machines for golf ball production you can find in this industry. Each furnishes a reason why the Hagen 288 is the finest golf ball we have ever built, and in our opinion, the finest long ball to be obtained in America.

Winding machines of high precision apply the thread under great tension and literally pack with power this Hagen 288.

Cover-molding presses, operating under a pressure of 250 tons, have beds with a deflection of less than three thousandths inch over their entire area. Thus the Hagen 288 has the tightest seam ever produced in a golf ball.

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The L. A. Young Golf Co.
DETROIT

May we help



● There's no need to take a friend. Naturally we don't *show 'em how*. That would be

Our help is very practical and simple. We simply propose that you use Kleersite Irons in your teaching. What

Kleersite Irons are designed with "built-in" *balance*, as you know it, directly back of the impact spot—behind the ball.

This balanced, built-in smooth back swing, in timing and control, through. Some pretty top-notch firm this. For example, Sam Snead, Revolta and others.

Put a Kleersite in the hands of the "duffer" or the "low-handicapper" gone sour can do what you can't do with a Kleersite Iron. Isn't that the help you teach?

For complete "iron shot control" see Kleersite Irons and the Wilson Hol-Flo

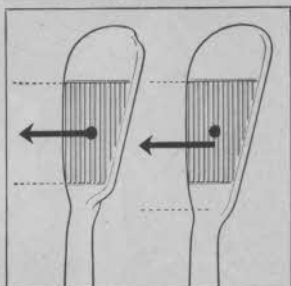
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"It pays to play" **Wilson**
GOLF EQUIPMENT

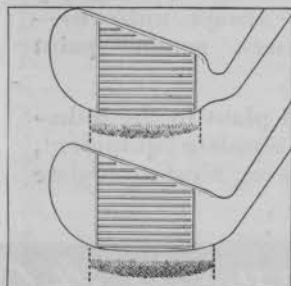
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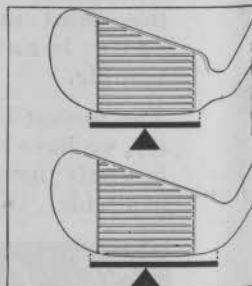
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you shall
know fine golf
equipment



KLEERSITE ADDRESS. See how the face of the Kleersite iron is sharply defined—separated definitely from the hosel—making it easier to sight the ball on the impact spot.



LESS RESISTANCE. The shorter turf edge of the Kleersite iron illustrated above—means a narrower divot—permitting the power of the stroke to carry through with less interruption.



STRAIGHTER SHOOTING. Because the distance from heel to contact point, to ball impact is shorter in Kleersite irons—resistance at pivot point causes less deflection.