

Pros here's something NEW that will pep up your profits

"CADDY-MASTER"

THE NEW OVAL BAG THAT'S BUILT IN REVERSE

These patented features do your selling for you:

- ★ Clubheads automatically line up behind dividers in yoke-shaped graduated top. Weight is evenly distributed regardless of number of clubs; clubs are selected quickly, easily.
- ★ Concealed metal plate, conforming to shape of bag, is built-in below handle layer. This prevents 'buckling' so common in other bags and affords easy placement and removal of clubs.
- ★ Rectangular bottom, placed at right angle to top, FANS out club grips and prevents crossing and jamming. Tugging, scratching of shafts and grips is eliminated.

★ **NO CAVE-IN** with the CADDY-MASTER. This concealed contoured plate keeps the bag open and the clubs free.

You pros know from experience that it takes something NEW and DIFFERENT to make your players stop, look and listen these days. The CADDY-MASTER bags will "stop 'em"—because they are so new and really different in design that the players can see at a glance that a better, more practical bag has been made.

The CADDY-MASTER was designed to include the major improvements suggested as a result of a survey among the most successful pro merchandisers. They have pronounced it the most practical golf bag ever made.

And, the very features that make The CADDY-MASTER a stand-out among golf bags, are the features that start selling the players the moment they lay their eyes on it.

CADDY-MASTERS will be sold ONLY through PRO SHOPS. They're going to 'bag' a lot of business for a lot of pros this year—and some nice profits, too. CADDY-MASTERS are made in 10 models ranging from \$2.95 to \$10.75, wholesale—a price for every player's purse.

Send NOW for illustrated booklet "Caddy-Masters on Parade," describing the complete line.

CANVAS PRODUCTS CORP.

19-21-23 E. McWILLIAMS STREET
FOND DU LAC, WISC.



HIGH-HANDICAP **selling** **wastes *your* money**

High selling costs burden the golf business.

The 5,276 golf clubs are scattered. They're not easily covered. Operating officials are weighted with operating problems that demand their presence all around the club grounds and house. They're often hard for salesmen to see.

The elective officials who are to be consulted are even harder to reach for sales interviews. They have their own business or professional duties taking precedence.

Those things make UNPLANNED, UNPREPARED selling highly wasteful in the golf market.

The advertiser in GOLFDOM reaches and prepares the buyer in a thorough and wasteless way that cuts selling costs.

Consequently, the GOLFDOM advertiser eliminates expensive handicaps from his selling plan, and you—the buyer—get the advantage of this wise economy.

Seldom can you see anywhere in business, advertising doing the definite job of selling-cost reduction that it does through GOLFDOM.

*Watch the ads in EACH ISSUE of
GOLFDOM and see who is saving
your money and theirs, too, by
employing the direct, efficient
method for reaching the golf
market.*

Golfdom

THE BUSINESS JOURNAL OF GOLF

"GOLF WEEK"

Proposed For Pros

"GOLF Week" is proposed by Frank Sprogell, publicity chairman of the PGA, as an observance of the opening of the golf season in the majority of the nation's sections.

Sprogell's idea is that inasmuch as other sports are started off with merchandising drives and as the store merchants of golf goods always start the seasons with an advertising sock, the pros had better get organized in a concerted effort to draw attention to the game and the pros' position in it.

His plan, as outlined to several live PGA sections, has been received with enthusiasm. It is a comprehensive and sprightly plan designed to put the pros into sharp focus. The enterprise is richly deserving of energetic cooperation of pros.

Sprogell Lists Recommendations

Sprogell makes the following recommendations for "Golf Week" operations by pro organizations:

First—Contact at least one leading newspaper in each city where "Golf Week" is to be held. Make sure of its support and backing. This will assure you the needed publicity. Keep the thought in the mind of the sports editor that the public is to be benefited and it is for their good. Allow the paper to state, if it cares to, that it is sponsoring the program in conjunction with your section of the PGA. The more newspaper support behind the idea the more publicity build-up you get.

Second—Arrange cooperation with the management of one or more theaters. Secure their permission for the PGA to give a half hour or more teaching and swinging demonstration on the stage. A driving net could be set up and the boys with good speaking voices could do the stage work. You might want to show golf pictures in conjunction. This demonstration could be arranged between the 7 and 9 P.M. shows and would only require the management to eliminate one of their shorts.

Other pros could set up displays of merchandise in the lobbies of these theaters. They would remain on hand for a stated

period to talk shop and show the customers the latest and best equipment.

Placards could be placed on the stage telling where the exhibition matches will be played that week, where the people can secure group instruction and who the instructors will be. List the names of all PGA members in your locality, who will be glad to answer questions and give advice. All of this to be free for the week.

Third—Secure the cooperation of all public courses who employ PGA members. It might do the most good to play the exhibition matches over these courses. The public will be more inclined to take advantage. But certain sections will have to make up their own schedule and decide which is the best procedure for their locality.

Of course we must keep in mind that this "Golf Week" program is for all golf-

**PROS—here's another
sure-fire pro shop!
profit headliner ♦
THE
new**



TRADE
MARK

TrueGrip

A-I-R-C-O-N-D-I-T-I-O-N-E-D.

PARGLOV

Here's a brand new model of PARGLOV that will make your members hum with comfort and make your cash register ring with rejoicing. The back is open, vents in the fingers—it's c-o-o-l. It has all the features of freedom and protection that have made the PARGLOV the leader in play and sales.



The PARGLOV line for 1939 is the finest and most complete ever offered the golf pro trade. Write for literature describing the complete line.

The K. L. BURGETT CO., PEORIA, ILL.

P. S. MORE PROS sell MORE PARGLOVs than all other gloves combined.

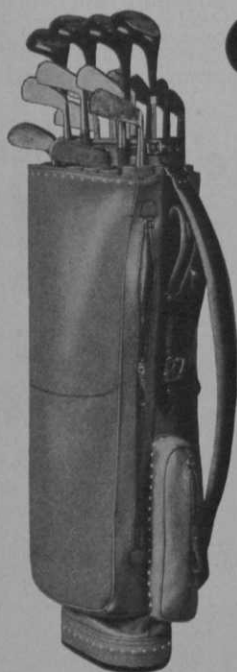
One bag

There's ONE outstanding bag every pro knows is popular with his players and profitable to him.

AGAIN IN 1939 IT WILL BE

The Tufhorse

GOLF PAX



Your players immediately spot the Golf Pax.

And just as quickly they can see that it has more really useful features than any other line of bags made.

Golf Pax alone has individual club compartments. Every club has its own protected place — ten irons in the outside loops, four woods inside.

Most pros already know the quality built into the Tufhorse line. The 1939 line features new featherweight construction and other refinements that will make you handsome profits.

It's going to be a great year for GOLF PAX — get in on it.

TWIN PAX Model TP5. Roomy full length pockets, ball pocket, umbrella holder. Five loops each side for irons, woods inside. Concealed outside hood. Made in Elk, RI, Cordovan, Caribou and Canvas.

Don't overlook the TUFHORSE line of accessories. All of them are quick-turnover, self-sellers: GLOVES — CARRYALLS — HEAD COVERS — BAG TAGS — PRACTICE BALL BAGS.

Write for Tufhorse Catalog

Manufactured by
Des Moines Glove & Manufacturing Co.,
Des Moines, Iowa.

Distributed by
Jackman Sportswear Co. -:- Chicago, Ill.

ers. Private club members as well as public-links players can profit. We are endeavoring to spread PGA experience and knowledge. This, we hope, will create in the minds of golfers, that PGA members are recognized authorities on golf, its mechanics and equipment.

It might be a good plan to advertise the fact that on all sets of clubs purchased during this week, the pro making the sale will give (free of charge) three private golf lessons. We must remember the more contacts we make during this week the more benefits we will receive. We are out to create a buying habit in the minds of the public for our merchandise and for our advice and knowledge. This habit must be nurtured. The public and our club members must get the habit of doing business with us, the habit of coming to us for advice on all golf matters. If we are expecting this habit by our clientele we then should do something to create this public confidence. Consequently this "Golf Week" plan.

Fourth—Secure the cooperation of radio stations in your city. Request them to broadcast a notice telling about "Golf Week." It might be possible in some sections for a few members to give short talks or interviews on golf questions.

Fifth—Before or after the scheduled exhibition matches, one or more of your members could give a demonstration of trick shots, slices, pulls, low and high shots, balls played off a bottle, off a watch, hanging from a string, three balls teed one on top of the other and hitting any one selected by the audience, etc. This can be made quite an exhibition in itself and it is not difficult. Any one of our members could do it with a little practice. In teeing balls for these tricks use molding clay; the balls stick to each other better, and when teeing on a watch or bottle the tee can be made as high as you care to have it. Put a piece of clay on the end of a string and a ball will stick to it. Have someone hold it at any height they care to.

Sixth—Have several of your members arrange to make short talks at the luncheon clubs in your city. If they prefer, let them take a club or two and explain the grip and swing. This can be done successfully. Questions will be asked that they can answer and it will be enjoyed by all at the luncheon.

All or several of the above suggestions will allow you to arrange a very attractive

schedule for a busy week of golf publicity and promotion.

"Golf Week" can be successfully put on by any number of PGA members, in any locality. If it so happens that a member is far removed from the central part of his section, he can do a good job without any other help, if he is so inclined and is a wide-awake fellow.

The sections are urged to recommend and add other means of publicity to the above suggestions. You might find that certain types of publicity will go fine in your section while in other sections it would not be so successful. You will have to use discretion in arranging your program.

The only expense (other than the time donated by our members) would be for posters and signs. This would have to be borne by the section.

It will be satisfactory for you to arrange the dates for "Golf Week" in your section. The Southern sections should select early April dates, the Central sections mid-April dates, and the Northern sections, early May. These dates have to vary so all sections can have suitable weather conditions. The early spring is the best time for "Golf Week." You secure the best publicity. Enthusiasm for the game is at

Pabst Brewing Co. new draught beer, An-deker, was featured in the Pabst rooms at the Club Managers' convention. Charley Allen was in charge. The new premium draft beer is pouring itself into high popularity, says Allen.

its peak. Converts are easily enticed. And above all you have the jump on store competition because of your personal contact with these golfers. The benefits derived from such a plan cannot be counted in dollars and cents immediately.

A SMART way for tactfully advertising the value of expert pro service shines out in a recent issue of the Wilshire CC "Club News."

An analysis of handicaps for Oct. 1938 was printed alongside the figures for June, 1934. The figures were:

	June, 1934	Oct., 1938
3 to 10 handicap....	31	58
11 to 15 handicap....	98	115
16 to 20 handicap....	119	133
21 to 30 handicap....	109	82

Such figures imply that the club pro can take a bow for figuring in the betterment of the standard of play. Members don't improve that way all by themselves. Olin Dutra is the Wilshire pro.

GOLF GRIPS

by

GOLFERS are critical of their clubs. Fulfilling the exacting specifications of the skilled craftsmen who make their clubs is a weighty responsibility. It is a significant fact that, year after year, the nation's foremost manufacturers of golf clubs entrust us with the responsibility of supplying the highest possible quality of golf club grips.

LAMKIN

LAMKIN LEATHER CO., 1716 N. Damen Ave., Chicago

Eager Greensmen Crowd

IOWA STATE

Approximately fifty greensmen attended the 8th annual Iowa State College greenkeeping short course, held February 28-March 1, at Ames, Ia. The Iowa State course, with the cooperation of the Iowa Greenkeepers' Assn., is annually one of the standout sessions of the short course season, and word from the school just concluded indicates that tradition was more than upheld.

Prof. H. B. Musser of Pennsylvania State college's department of agronomy was the principal out of state speaker. Musser gave two talks, "Breeding Bent and Bluegrass for Greens and Fairways," and "Feeding Experiments on Kentucky Bluegrass and Fescue Turf." The former was

illustrated by slides. Dr. Leonard H. Haseman, head of the department of entomology and state entomologist for Missouri, gave an interesting talk on "Control of Canker Worms and Shade Tree Insects in General."

Other speakers were John M. Martin, R. W. Richey, and E. P. Sylwester of Iowa State College, and speaking in a panel discussion on greenkeeping were O. J. Noer, Milwaukee Sewerage Commission; C. J. Yarn, secy., Iowa Greenkeepers Assn.; and Joe Benson, president, IGA. S. W. Edgcombe, Iowa State College extension horticulturist, was general chairman of the two-day session. Annual banquet was held Tuesday, February 28, at the Sheldon-Munn hotel.



These are some of the greensmen who attended the first annual University of Maryland greenkeepers short course, held January 25-27. Photo was taken on the steps of the U. of M. horticultural bldg., during a recess between educational sessions.

MINNESOTA

The Minnesota Greenkeepers annual meeting and educational conference was held March 1-3 at the Nicollet hotel in Minneapolis. The University of Minnesota department of agriculture, under whose direction the course has been held in the past, cooperated with the state greenkeepers' group in putting on the conference. L. R. Bloomquist, president of the Minnesota Greenkeepers, was in charge of the three day meeting.

Principal out-of-state speakers were Prof. H. B. Musser, Penn State College, and Theo. Moreau, Chicago golf architect. Other speakers were Victor E. Larson, Minneapolis, GC; Martin Rasmussen, St. Paul municipal courses; Alex Repin, Interlachen GC; Ian Turvet, J. J. Christensen, Louis Sando, L. E. Longley, S. J. Rutherford, A. A. Granovsky, R. G. Nichols, and

R. B. Harvey, all of the Minnesota U. department of agriculture.

Prof. A. H. Larson and C. O. Rost, both from the university department of agriculture, and Dr. Musser led a round table discussion that followed the final paper of the educational conference, Friday, March 3. Annual banquet was held Thursday evening.

RUTGERS

Eleventh annual short course in turf maintenance at Rutgers University college of agriculture, New Brunswick, N. J., was held February 13-18. Enrollment applications for the course, limited to 75, were entirely taken up, and all but one or two of this number were on hand for the daily sessions of the six day school.

The program consisted of lectures and discussions, supplemented by laboratory demonstrations. Such subjects as soils,

Short Course Sessions

soil management, use of fertilizers and lime, drainage, turf plants, insect pests, diseases, seeds, and methods of management were included. As in other seasons, Dr. Howard B. Sprague, New Jersey Agricultural Experiment Station, led the course, assisted by such well known lecturers and instructors as J. S. Joffe, E. R. Gross, A. W. Blair, A. L. Prince, H. R. Cox, S. A. Weksman, R. L. Starkey, Miss J. G. Fiske, T. C. Longnecker, C. C. Hamilton, J. H. Boyce, P. P. Pirone, and L. L. Lee.

Prof. Frank Helyar, director of resident instruction, Rutgers University College of Agriculture, was general chairman in charge of the conference.

MICHIGAN STATE

Annual greenkeepers short course at Michigan State College, East Lansing, was held March 2-3. James Tyson was in charge of the meeting, which was the first in a series of short courses to be conducted by the Michigan State department of agriculture.

Range of subjects covered included nature and properties of soils, suitability of soils to construction and maintenance, fertilization, insect control, turf diseases, and study of various grasses.

PENN STATE

Pennsylvania State College's eleventh annual Fine Turf Conference, held February 22-24, was one of the most successful greens meetings ever conducted at the college. Prof. H. B. Musser, associate professor in experimental agronomy at the college, was general chairman. Every session of the conference was well attended.

Speakers were Fred V. Grau, J. R. Haswell, S. V. Peterson, J. W. White, Earl Moffit, C. C. Wernham, H. N. Worthley, J. O. Pepper, and Prof. Musser.

MASSACHUSETTS

Thirteenth annual golf course maintenance conference at Massachusetts State College, Amherst, will be held March 10-12. Taking an active part in the conference are the Greenkeeping Superintendents Assn., Greenkeepers Club of New England, N. J. Assn. of Golf Course Supts., Conn. Assn. of Golf Course Supts., R. I. Greenkeepers Assn., and the Northeastern N. Y. Greenkeepers Assn.

Graduation exercises for the 1939 winter school for greenkeepers at MSC will be held Friday morning, March 10, and the educational program of the conference will get under way that afternoon. Speakers during the sessions will be Myron W. Hazen, American Agricultural Chemical Co.; Joseph Ryan, ex-president, GSA.; O. J. Noer, Milwaukee Sewerage Commission; L. D. Gray, American Potash Institute; Dr. James Tyson, Michigan State College; Hugh P. Baker, president, Massachusetts State College; John Counsell, president, Greenkeepers Club of New England; Lawrence S. Dickinson, MSC, and representatives of the various greenkeepers' groups.

Movies and slides showing golf course maintenance practices and results during the past summer will be shown by Prof. Dickinson during the conference. One of the most popular sections of the course is the annual "Experts on Trial," to be held Sunday morning, March 12. "Justice" Tyson and "eight old men" will sit in judgment on individual golf course problems



Group attending the thirteenth annual winter school for greenkeepers at Massachusetts State College, Amherst, is shown in photo above. Course this year was divided into two sections to allow a greater number of greenkeepers to attend the sessions. First section of the conference ended Feb. 4, and second half of conference will continue through March 10. Lawrence S. Dickinson, MSC agronomist and director in charge of annual greens course, is shown in third row, extreme right.

GOLF COURSE EQUIPMENT AND SUPPLY DEALERS

California

H. V. CARTER COMPANY, Inc.
52 Beale St.
Phone: Sutter 0562-63
SAN FRANCISCO, CALIF.

Illinois

CHICAGO FENCE & EQUIPMENT CO.
4400 Addison St.
Kildare 1000
CHICAGO, ILL.

Indiana

C. E. GRIENER COMPANY
43 S. Delaware St.
Market 4538
INDIANAPOLIS, IND.

KENNEY MACHINERY COMPANY
301 W. Maryland St.
Phone: Riley 9118
INDIANAPOLIS, IND.

Massachusetts

HOVEY & COMPANY, INC.
100 Milk St.
Phone: Hancock 1454
BOSTON, MASS.

NEW ENGLAND TORO COMPANY
1121 Washington St.
Phone: NEWTON North 7900
WEST NEWTON, MASS.

Missouri

D. B. BELL & SON
1826-28 Grand Ave.
Phone: Harrison 4714
KANSAS CITY, MO.

New York

ARTHUR D. PETERSON COMPANY, INC.
420 Lexington Ave.
Phone: Mohawk 4-0450-4-0410
NEW YORK, N. Y.

Tennessee

DESOTO HARDWARE COMPANY
58-60 S. Second St.
Phone: 5-2366
MEMPHIS, TENN.

Canada

EDWARD O. HERBERT
116 Cordova St.
Phone: 403042
WINNIPEG, MANITOBA

● BENT GRASS ● BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

that assembled greensmen will bring before the 'court.' Annual banquet of the conference will be held Saturday evening in Pacific hall. Alumni of the annual Mass. winter greenkeepers school will meet Sunday morning, just prior to the "Experts on Trial", for their yearly confab.

Park section of the conference will be held Friday afternoon in Stockbridge hall. The New England Park Assn. is sponsor.

Resort Courses Must Be in A-1 Shape

PRESENCE of T. J. Hood, who is greenkeeper at the Gilman Hot Springs course, San Jacinto, Calif., at the GSA convention indicates that the greenkeepers' conventions are beginning to register with course owners. Owners of the resort paid Hood's expenses to the convention so he could pick up ideas for use on the attractive resort's 9-hole course.

Last year the course had 18,000 rounds played. Hood operates the 3,020 yard course with 3 day- and one night-man, so it can be imagined that he has to do plenty of the heavy work himself. However, condition of the course is one of the strong drawing cards of the resort.

Golf again is a powerful and profitable factor in resort operation, according to testimony of resort course greenkeepers at the Kansas City convention. From Joe Mayo, course supt. of the famous Del Monte courses, to the fellows like Hood at the smaller resort layouts, Kansas City convention discussions dwelt heavily on the responsibilities of resort course greenkeepers to maintain their courses so they establish standards that the most particular private courses would have to strive to equal.

An accurate indication that course maintenance must be an expert business operation is evident in the superior condition of such courses as those at Del Monte, Pinehurst, Boca Raton and the Carl G. Fisher properties at Miami Beach.

DON'T forget that the revision of women's par requires new scorecards.

Just as a reminder, here are the figures again:

	Effective	(Formerly)
Par 3.....	up to 210 yds.....	(up to 200)
Par 4.....	211 to 400 yds.....	(201-375)
Par 5.....	401 to 575 yds.....	(376-550)
Par 6.....	576 yds. and over..	(551 and over)