



*There  
can be no  
substitute  
for a  
HICKORY  
SHAFT!*

WHEN you hear a golfer say — "Boy, I'm sure hitting 'em today—let's go another eighteen!"—you can bet your bottom dollar he's using hickory shafts!

Only hickory can absorb the terrific sting and vibration — stroke after stroke—hole after hole—and leave the player fresh and relaxed—on his game and ready for more.

The jar and vibration of locomotives running over metal cross ties soon shake the machinery to pieces—it has been tried and abandoned. The sting and vibration from steel handled tools proved too much for even the hard muscles and nerves of working men. In the same way terrific vibration and sting enters the system at every shot with a club shafted with anything but hickory.

Leading players — both amateur and professional — know it and refuse the substitutes. That's because a hickory shaft has strength and stiffness . . . whippiness and response to torsional strain . . . because a hickory shaft has *life!*

**Hickory Golf Shaft**  
Manufacturers Association  
MEMPHIS . . . TENNESSEE

## A Pro Outlines What a Pro Should Be

By C. V. ANDERSON, *Professional,*  
Mesaba C. C., Hibbing, Minn.

IF I were hiring a professional for a golf club, I would pay more attention to the qualifications of the various men than I would to the salaries they wanted. A good experienced pro is worth whatever the club must pay for him, and an inexperienced one is an expense, not an investment, as the history of many clubs each season show.

Here are a dozen qualifications I would expect to find in the man I hired:

1. He must be old enough to have cast aside all kid folly and had at least five years of experience as a professional, or served in the capacity as assistant.

2. He must be a good instructor; have ability to impart his knowledge clearly; be forceful enough in his teaching so as to improve the play and standard of the club.

3. He must be a good player, not necessarily a tournament player, but one with a good, sound game, so his members will have confidence in him as a pro, for we are hiring a professional golfer.

4. He must have a good credit rating which will insure the members of a well-stocked shop in which they can do their purchasing of golf supplies.

5. He must be a good business man, of good character and minus a liquor breath while at his post.

6. He must be well posted on the rules of the game; have knowledge of course maintenance, but must realize and appreciate that the greenkeeper is the man in charge of the course, but he will actually cooperate with him at all times.

7. He must be able to hire the right help in his shop so as to insure the members of high-class service while absent or at his teaching ground.

8. He must manage and maintain a neat, well-kept golf shop; must have his shop open at a regular hour each day and close the same; he must see the members' clubs are properly cared for.

9. He must be a good club maker, so that the members of the club would receive good service in repair work and also get hand-made clubs, if desired.

10. He must be neat in appearance, courteous, a man amongst men and a gentleman.

11. I would want a man that would take an interest in the club; I would always welcome suggestions as to improvements—the cutting of expenses, running tournaments, etc. It is easily noticeable all successful pros are vitally interested in their clubs.

12. I would want him to be a member in good standing of the Professional Golfers' Association of America.

For such a man I would do all in my power as a board member to see that he got the support of all the members, so as to have him contented and satisfied. If he could not give satisfaction we would be on the look-out for a new pro. I would invite him to Board meetings; would encourage him at the needed time; would be his loyal friend; would try and not have the usual propaganda that gets out saying that the pro's merchandise is higher than his competitors', or that he was making three or four times as much money as he actually was—which is such a very common thing of today.

If this were done, we would have a satisfied, well-liked pro, a better club and a contented Board.

A man like this would not be hard to obtain, although it sounds as if it is a lot for one man to do. But a pro succeeding in the business does all of these and more too.

## Change of Scenery to Pep Up Sales

By FRANK WILLIAMS,  
Professional, Skokie Country Club

ONE important detail of professional sales operations this year, in view of the lively merchandising interest manifested by pros must be making changes in the shop so the members' interest is awakened by the novelty and attractiveness of the revamped establishment. Especially in the case of a pro starting his first season on a new job must this part of the work be given serious consideration. The conditions are such that a pro is afforded an excellent opportunity to woo back the trade that might have strayed away from the shop, due probably to no especial error of omission or commission on the part of the pro, but because of the wanderlust that seems to be a part of the American buying temperament.

In my own case, I am remodeling the shop so it will not seem the same to the



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PROGRESSIVE  
PLAYERS

who deprecate the evil of golf ball bootlegging, who wish to remove temptation from caddies, who want to speed up games and avoid ball disputes, can get together with their pro or club committee and establish for themselves, in their club shop, convenient at all times, whenever they make a golf ball purchase.

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BALL SERVICE *free.*

Each player simply signs a convenient order form for a Fulname Die at the regular price and full equipment, including the \$20. Fulname Marking Machine, inking slab, roller, the new improved Fulname Liquid Ink, and die rack, are sent on trial with money back guarantee. By our plan the objective can be quickly, easily, and conveniently accomplished by

ANY CLUB OR PRO

Fulname marking is the standard; it is permanent, unmistakable, cannot injure the ball and is in use by over 3000 clubs in 16 different countries. Players, clubs, and Pros are invited to write at once for our unusual offer.

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