

## CLUB AND BALL MAKERS TELL OF

# 1936

## PRO-SHOP OFFERINGS

**E**ARLY fall tours of golf playing equipment salesmen show mainly refinements in clubhead design, some new steel shafts, and a few 1936 balls, but at present no radical departures in clubheads.

As usual, Spalding, US Rubber and Wilson are holding plans for 1936 balls strictly under cover, probably with the intention of introducing any new grade-A ball features about the time of the 1936 Pinehurst North and South event. Spalding field advisory staff pros have been dropping into the factory for some significant test work during the past few weeks. US Rubber experts have been engaged in some new ball developments, extensively and on the Q.T. The Wilson factory and play-testing men also are known to be working on equipment having new performance and sales points.

These activities, characteristic of the work being done by every golf playing equipment maker of consequence, all are being conducted on the basis that the 1936 market will be quicker and bigger in giving up money for the pro class of merchandise and that the pros will run the selling show on merchandise, affording the manufacturers an encouraging profit. Plenty of pro-only playing equipment is a feature of manufacturers' 1936 lines.

Early in presenting 1936 lines is MacGregor, who, of course, will continue to feature the Tommy Armour line of clubs as pro-only, in addition to its other numbers.

During the annual MacGregor sales convention announcement was made of a new type 50c ball. According to C. H. Rickey, general sales mgr.: "So far as I know, this is the first 50c ball with a real merchandising feature that has ever been offered to golf pros. You can top it, chop it, pound and hammer it generally for 18 holes. And it will come right back for more. At the same time, this tough customer gives as much distance as any 50c ball made."

According to Rickey, the secret of this extra durability without loss of distance is due to a new departure in construction methods. The 700 feet of highest quality thread rubber in the "Dubble-Cover" ball are wound for distance. The cover is designed for distance. But there's this different feature with the "Dubble-Cover": Over the winding and under the outer cover is an extremely tough, yet live and resilient under cover of balata. This acts as a shock absorber and reduces the danger of cutting by 50%—all without the slightest sacrifice of distance.

Another new MacGregor ball to be featured in 1936 is the Par-Maker, a 75c durability dry ice center ball. This ball has the same distance of the Pace-maker that won over-night popularity following its announcement last year. The difference is that it has a tough cover for durability.

The high-tension, dry ice center, thin cover Pace-maker, designed to give extra distance to low handicap players, will be continued in the line.

Sales Mgr. Rickey also announced plans for an aggressive merchandising program for 1936 on the famous Will Sime Bap wood clubs. As most pros know, the original MacGregor Baps were for ten years the biggest selling woods in the country.

The first MacGregor Bap was produced April 7, 1921. Distribution was through professionals only. Not a line of advertising was used to promote the sale of these clubs, yet they became so amazingly popular with low handicap players that in ten years' time more than \$2,000,000 worth were retailed. This famous club was originally designed by Will Sime, MacGregor's outstanding clubmaker. This year it has been redesigned by merely increasing the size throughout for use with the new size ball.

On Horton Mfg. Co.'s Bristol clubs the coming year will see them equipped with



Sales force and executives of the MacGregor organization assembled in Dayton recently to hear advance dope on the company's 1936 line.

the new "Equi-Tuned" shafts. Each shaft in the set is matched and balanced to the next shaft in line. This is accomplished by reducing the lower part of the shaft in circumference, making a shaft which has an upper part as the control section, and the lower part as the whip section. As the club gets shorter, the control section is lower, naturally stiffening the shaft progressively as the clubs get heavier and shorter.

In the woods the control section is about  $1\frac{1}{2}$  in. lower on the brassie than on the driver and  $1\frac{1}{2}$  in. lower on the spoon than on the brassie. This produces a set of shafts in which each club is proportionately stiffened up. In other words, in a set of three, the driver will have the average whip for that type of club, the brassie will be approximately 2½% stiffer than the driver and the spoon will be about 5% stiffer than the brassie. This proportion is about what the great players in golf use. The figures, of course, are approximate but will be held fairly close.

The "Equi-Tuned" steel shafts in irons make a wonderful balanced set because the same principle is used. The control section is lowered progressively  $1\frac{1}{2}$  in. per shaft so, starting with the No. 1 iron as the base club, the Nos. 2, 3, 4, etc., will be progressively stiffer. This matching of shafts Horton believes is new, for the shaft is stiffened not by weight or length but by the construction of the shaft itself.

There is no possibility of conflict in the balancing of a set, for there is a distinguishing shoulder that shows the dividing line between the upper control section and the lower whip section on each shaft.

Burke Golf Co., on iron clubs for 1936 will put its main efforts behind the various lines of Punchirons. They were extremely well received this past season. The various Punchiron lines will be paralleled by lines using the conventional type of flange-sole heads. Both the Punchirons and flange irons will be offered in a line using the new Ribbon steel shaft.

In the wood clubs several new head models make their appearance, and the line will feature in addition new and attractive finishes.

The bag line has been completely restyled, and an entirely new hood will be found on all 8- and 9-inch bags. This hood, the Pacrite, does away with the use of individual wood head covers, one half of the hood remaining up all of the time. There are compartments providing for the carrying of up to five wood clubs. The nature of the construction makes the clubs just as easily available as from the ordinary type of bag, and saves fooling around with head covers which have become so popular in the past two years.

Burke's golf ball constructions have been

completely changed for 1936 from center to cover. In the construction of the 75c balls Burke has shifted from a plastic center to a liquid center. This liquid center differs from others in that it includes the use of Exonite, a sodium salt of dibutyl-dithio-carbamic acid in liquid form. This is one of the things that Burke says gives the new Hyspeed ball the additional distance reported by many of those who have already used this new ball. This new center in the 75c grade, plus a brand new cover in the 75c and 50c grade, will be the outstanding things in the Burke ball line for 1936.

Among the many interesting innovations in the L. A. Young Golf Co. 1936 Hagen line which will incite comment throughout next season are six new wood models, a more powerful iron blade, a wood and iron model exclusively for women, a complete new bag line, and an improved ball with the honey center.

The Hagen Spiral Groove shaft, which will be featured as possessing the desirable torsion found heretofore in hickory alone, will be carried in both wood and iron models. A streamlined wood bearing the name Center Poise is revolutionary in head contour, designed to cut down wind resistance and place 75% of the weight and volume relatively closer to the hitting surface. The Imperial Crown iron will embody the advantage of effective weight concentration together with the Deflector sole introduced successfully this year.

With features especially adapted to the woman player, the American Lady model will consist of only two woods, No's.  $1\frac{1}{2}$  and  $2\frac{1}{2}$ , and six irons, No's. 2,  $3\frac{1}{2}$ , 5,  $6\frac{1}{2}$ , 8, and putter. Head and shaft finishes are in keeping with the simple beauty demanded by women players. Grips are of suede calfskin.

The Hagen bag line for 1936 will be particularly identified by the English Oval type of bag construction, the hoods of which are not only detachable but also optional with the buyer. In addition, other bags will range in price from \$1.25 to \$50.00.

All 1936 Hagen models will be ready for delivery November 1st.

The Golf Register Co. announces for 1936 a new popular priced automatic model, in which the ball re-tees itself up for another stroke. This model retails for only \$3.50, employs a real golf ball for practice driving, which accurately registers slice, hook, or straight ball, inside of four feet forward travel of ball, as convincingly demonstrated by mechanical driving machine tests recently conducted by a large eastern manufacturer. However, distance and initial direction of flight of the golf ball are not permanently

registered on the automatic model, but may be estimated by the forward motion of the ball before it returns to the tee. This new low priced addition to the Golf Register line is fully protected by patent. It should give the pros a good bit of extra income by introducing it among their pupils for indoor (or outdoor) fall and winter golf practice at home.

For 1936, John Wanamaker will make the Silvertown PGA ball in both championship and tough covers. This will be in addition to the Silver King 1936 ball Wanamaker will present. The company next year will be national distributors for the Kroydon line of clubs and of the C. S. Butchart line. In the latter line there are two new models for 1936.

A few minor changes will be made in the Joyce Wethered line of women's clubs for next year. Wanamaker expects a big business on these clubs and Joyce's highly successful American tour has paved the way. Wanamaker will not sell Kroydon's bags or balls; the 1936 deal applying only to Kroydon's clubs. A complete line of golf accessories also will be handled by Wanamaker next year.

Hillerich & Bradsby's pro-only line of Power-Bilt woods and irons, brought out late this spring, went over so well that the line will be continued with practically no change in 1936.

The H & B Power-Bilt clubs for 1936 offer four choices among the Heddon Duo-Flex shafts in the clubs. There are pro-stiff, standard, semi-flex, and a ladies' shaft presented.

Salesmen of Link-Lyon, Inc., already have been showing features of the 1936 line of Macdonald Smith clubs to pros in metropolitan districts. The new clubs have been very favorably received. Mac and Al Link have worked out together some great numbers at prices making the market range extensive although the line has no cheap numbers in it and is strictly pro only.

American Fork & Hoe Co. is doing some mysterious work in its True Temper shaft mills which can be interpreted as a tip-off there are going to be some radical developments in True Temper shafts for 1936. Several special designs for manufacturers are being handled but are not to be publicized until the early spring.

Policy of the company indicates that the changes in the tube mill will have the purpose of protecting the American market for American steel shaft manufacturers.

P. Goldsmith Sons, Inc., who signed Babe Didrikson as a pro this year, registered well with the Babe's name on wo-

men's clubs and women's golf balls, in 75 and 50 cent types. The 1936 campaign on the Didrikson clubs will be based on the idea that about 70% of the nation's women golfers are playing with hand-made or cheap pick-up sets.

There was an interesting development in the Didrikson ball package this year. Investigation showed that most women buy balls in half-dozen lots or less, so the



company worked out an ingenious dozen package that could be split in the middle without lessening the display and sales value of the remaining half of the package.

This year the Goldsmith's Al Espinosa clubs began to do very well at pro shops in central states. Chances are that there will be a decided increase of effort for pro shop distribution of these clubs next year based on the satisfactory showing with pros in 1935.

Apparel lines this year again did well in pro shops and gave promise that live pro merchants can pick up a good piece of profit from these lines. There are pitfalls in the stock problem but most of these are so obvious they can be avoided.

The Jackman Sportswear Co., Chicago, plans in 1936 to extend its work in helping pros develop their apparel business. Max Mayer's Sons have the Helen Hicks and Tommy Armour sweaters that are scheduled for a pro shop push in 1936. The Hicks garment is made so it's flattering to the figure. Tommy's sweater coat is a practical and good looking item.

Arnold Authentic golf shoes are going to have a couple of new ones for 1936; one for men and the other for women. Both are a little heavier than the usual type and are especially adapted to wet weather play.

North & Pfeiffer Mfg. Co. are bringing out two new sizes of Grip-Spikes for golf shoes. The new numbers are long-wearing and renewable. The company also has a new brace facilitating insertion of the spikes. A new guide, showing where spikes should be inserted for best service in golf has been prepared.