

tinctive face marking. This marking was suggested by the fact that a majority of players had the habit of addressing the ball with the top line of the blade set for direction, a hooked ball resulting. It was two-colored, the lower half of the blade being blackened and in a line paralleling the sole. This blackened half blade so captured the eye that the club was automatically properly lined up, setting the direction as the crow flies, and suggesting the name Kro-Flite.

The next thing was to have these clubs registered. Blades, shafts and grips were all weighed and then fabricated so as to have them all feel the same, and when finished they were put in a testing machine to prove that principle. Then a number was given to each club so that if one was broken or lost an exact duplicate could be furnished. Of course this applied to the matched sets of irons as well as the woods.

A standard grip was built into each club so that one could take any club in his hands and feel that the only place that he could grip it comfortably was the correct place.

Now let us look at the steel shaft.

The Knight patent on steel shafts was issued November 22, 1910 but it did not come into any real popularity until about 1922. This was marketed by the Horton Mfg. Co. of Bristol, Conn. It was known as the Bristol Gold Medal Shaft. It was first legalized by the Western GA, later by the USGA.

The Bristol company, under the leadership of Herbert Lagerblade, a professional golfer, continued a long list of experiments that helped to bring the splendid shaft we have today. Others entered the field and are making fine shafts. To Herbert Lagerblade must go credit for the earliest research work. The steel shaft was inevitable and helpful in golf because it is uniform; everyone starts equal, whereas in the case of hickory only a few got the cream of those shafts.

Tommy Duncan, Pine Lake Manager,
Rates Fashion Show As Ace Feature

MANAGERS of first class country clubs who are making a smart play for women's business and want to score can take the tip of Thomas E. Duncan, manager of the swanky Pine Lake CC (Detroit district), and put on a woman's fashion show.

Duncan considers the Pine Lake fashion

show one of the most popular and successful entertainment features ever put on at the club; successful because of the business it brought to the club and the pleasure it gave the women members and their guests. The crowd packed all available space.

Show was put on through arrangements Duncan made with one of the leading women's shops in Detroit. The shop cooperated willingly, for a fashion show at a class club is a display opportunity a live shop doesn't want to miss. Apparel was selected to suit every sports and social occasion at Pine Lake. The array was enough to make any husband's wallet punch-drunk. There were displayed costumes for golf, tennis, riding, beach, bathing and boating. Next in order of display was spectator costumes. The show closed with displays of summer formal gowns.

Tommy figures the bang of the show came from displaying the costumes in their proper setting at the club. Models parading through Pine Lake's glass-enclosed dining room which faces the lake, and along the terrace, made the show aces with women who have been ringsiders at fashion from the Rue de la Paix, Paris, to Lac du Pine, Mich. Orchestral music went with the march of the mannequins.

Manager of the store cooperating has advised Duncan the Pine Lake show was the most successful display the store ever put on, in sales and in accounts opened. Storeman attributes the way the show clicked to the gowns being worn in the absolutely correct stage setting and atmosphere and to the fact that spectators of the show were lurching leisurely and in the right mood for buying reaction.

Do You Talk Yourself Out of Ball Sales?

By J. C. BRYDON, V.-P.,
The Worthington Ball Co.

SOME pros sell more golf balls than other pros with a comparable opportunity. With the same number of members and about the same type and financial status, there is a wide difference in volume and in profit. Let us see why, for greater sales is the goal we are all seeking.

The answer goes to the roots of successful selling—the finding and appealing to the most effective sales incentive for that particular product. Not necessarily the most obvious or the most spectacular or the most talked of; in fact, the most effective buying appeal is often one little considered and exploited.

The correct answer is to be found only in studying the psychology of the buyer.