

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

**M**ANAGERS 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.

**S**OME 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.

The manufacturer may be right in his advertising—and he may be wrong. The conventional method may not be, usually is not the most effective. Frequently, analysis will disclose a better method, a more action-compelling appeal, and the result is a break away from the traditional path and a spectacular success.

The technical man is prone to think in technical terms and to sell on technical arguments. The average non-technical player is not interested in "how" but in "what." He does not buy products, but the service those products render him. He is not interested in the manufacture, the seller or the product. He is interested only in himself and how things affect him. So if you are to sell more golf balls and better golf balls, or clubs, or bags, you must realize just what will appeal most strongly to the golfer and concentrate on that.

Applying it to golf, the first thing which impresses one is that cost has been over-emphasized. Golf is a sport to the club member, and the cost of golf balls is a negligible percentage of his total expenditure for the sport. Normally, he would not have given it a tenth of the consideration it now receives due to over-emphasis on that angle.

He plays for sport; and he expects to pay for his pleasure. He is interested in anything which will help him to get more enjoyment from his game.

He has been taught that nothing renders a ball unfit for play except a cut. As a result, nine out of ten bags carry an assortment of old balls that no one could play decent golf with, and the player buys new balls only from necessity; and then, in far too many cases, buys "bargains" at the store instead of a dependable brand from his pro.

In this lies the key to greatly increased golf ball sales. Talk better scores instead of dwelling entirely on mechanical construction; impress on your members that they can get out of a ball only what is built into it. Quality is never cheap, but only quality can bring good golf. Show them how hanging onto an old ball which has lost its distance and life is cheating themselves out of much of the pleasure which could be theirs. You will sell them better golf balls and more golf balls.

The golfer wants lower scores; he wants distance and true flight and roll. Talk these, and he will buy oftener and to your greater profit.

### Political Parties Bringing Big Revenue to Golf Clubs

**PRIVATE CLUBS** that accept non-member parties and fee courses with facilities to handle large numbers of guests are having a great year with political parties. Alert club managers are successfully

contacting political organizations for golf outings and even going to the extent of showing the organizations how they can run these affairs (which include golf, cards, other games, refreshments, dancing, dinner, floor show and prizes) in a way to make some money for the campaign funds.

The boys of the "Julius Z. Goof for Re-election as Dogcatcher Booster Club," put the slug on the usual prey of political bandits and sell many tickets as a mild shakedown to people who don't attend. Club collects only for actual attendance and if smart, insists on the dough on the line, as the statesmen are not strangers to the practice of larceny.

Games, other than golf and cards, played at these affairs are softball, keno, tennis, horseshoes and croquet.

**SLAMMING SAM SNEAD**, popular hill-billy pro at Greenbrier, White Sulphur Springs, made mountain music in winning the West Virginia state pro tournament with a 70-61—131 on the 6,317-yard Greenbrier championship course. Figure is said to be a competitive record for 36 holes. In his 61-round Sam three-putted the sixth and the ninth after smacking tee shots of 293 and 286 yards, respectively.

Sammy's 61 settled all the feuding in them thar parts for a time. Fued firing will resume this autumn when Billy Burke, guest pro at Greenbrier, comes down to be on the staff with Snead and to resume the Snead-Burke golfing version of the fued of the Hatfields and the Coys.

**BOB KING**, amazing exhibition golfer who is compelled to play supported by crutches, has been averaging 288 people an exhibition this summer. He has paid off the \$800 stock issue to which golf bugs subscribed to give him a start. The young fellow is a great worker and asks no odds because of the infantile paralysis affliction that put him off his legs. He puts on a swell show and at a 50-cent gate.

In addition to playing clubs, he has been working at driving ranges, stores and night clubs.

**Plan Model Clubhouse**—Cascade Hills CC officials (Grand Rapids, Mich.) are busy planning what they say will be America's model clubhouse, A. W. Hon-ecker, secy., reports. Cascade Hills' \$100,000 clubhouse, fully covered by insurance, burned down recently; but plans are immediately going forward on a clubhouse that will be the last word in comfort and architectural beauty.