



Now How About APRIL FOOL?

THESE thousand people held their breath! The quiet little figure in the center of the green took his stance, set himself back—the effect of his backswing, a dozen spectators started clicking. The time figure hesitated, stopped quietly back, and patting, and spontaneously looked at the presiding official. He set himself again. Again the crowd watched with bated breath as the clicking continued. And straight into the back of the cap Johnnie Farrell held a wooden golf club—

the most significant bit of their golfing world has been in many months. * * *

Quiet, smiling Johnnie Farrell, born on April 1st, due to the year 1901, has dropped from black with a slight and some has suggested the quietest player or better fighter has ever appeared on the business of championship golf. Even in his kid days around St. Louis, Johnnie struggled to make up for the fact that he lacked in sheer strength. Under the friendship and guidance of another great golfer, Jimmy Kerrigan, who founded that perfection of swing which easily stamps smiling Johnnie as America's greatest golfer. * * *

Farrell's road to the Open Championship has been no bed of roses. Tournament after tournament disappointment after disappointment. He won the smaller prize—many of them, but just after the "Open" official him. At last... after a grueling try and play-off with the greatest golfer and absolutely one of the best amateurs the game has ever known, Willie Jones, the Open Championship came to a fitting climax. * * *

When a game and modest fighter like Johnnie Farrell "comes through" golfers are thrilled. He has set a splendid example to thousands of boys—made them take the game seriously. * * *

Even non-golfers agree that America is a better place to live in because of the steadily growing influence of golf. The professional who bring this game next to an incredible success for good on the health and spirit of the communities in which they live. * * *

Johnnie Farrell is another of those to whom America owes a lasting debt of gratitude for his far influence on a great game. * * *

Wilson
GOLF EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO. * * * NEW YORK * CHICAGO * SAN FRANCISCO

Above is a reproduction of April page of this "Pro" series.

Look up these ads — you may want to clip and frame them.

Telling the World ABOUT THE PRO

Professional Golfers have done more for this country's welfare than most people...most golfers included...realize. They've added years of youth to the lives of the representative men of America. In a series of whole pages in American Golfer and Golf Illustrated, Wilson-Western is glad of the privilege of telling the world some of the overlooked facts about the Pros.

The Hol-Hi retails at 75c each—\$9.00 a dozen



Wilson
GOLF EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO.
New York Chicago San Francisco





NEW ENGLAND USES PRACTICAL PLAN OF caddie training AS STANDARD FOR WHOLE DISTRICT

Details are furnished by

E. C. NICKERSON

Executive Secretary, New England Service Bureau

WHEN it is realized that the average large golf club spends \$15,000 to \$22,000 annually for caddies, it is immediately apparent that the boys represent an item in club operation that can afford to be considered seriously and promoted into an efficient and satisfactory system. The New England Service Bureau, feeling that caddies should never be a neglected asset, has developed in the past year a system of caddie management that can well be taken as a model throughout the country.

The success of the system is due to two main points that have been kept always in mind; first, make no unfair demands on the boys' services; second, arouse in them the spirit of competition and team-work. That the system works, and works well is indicated by the fact that almost twice as many clubs will follow the plan this year than were governed by it in 1928.

Miss Evelyn C. Nickerson, executive secretary of the N. E. Service Bureau, has

supplied GOLFDOM with a full description of the plan. She writes:

"This system has been installed at Albe-Marle, Metacommet, Portland (Me.) Country Club and Lake Sunapee (N. H.) Country Club and has certainly met with a great deal of approval from the players. The kids themselves are all anxious to be the best in the state and I believe another year will see twice as many clubs asking the Bureau for assistance with their caddie work. We select the caddie masters for these jobs and teach them the U. S. G. A. rules of golf before he secures a position. He makes monthly reports to this office and I check up with the Caddie Committee to see if they are really getting results. If you will note the team work between caddies, you can quickly realize how you can speed up play by training the boys in this manner.

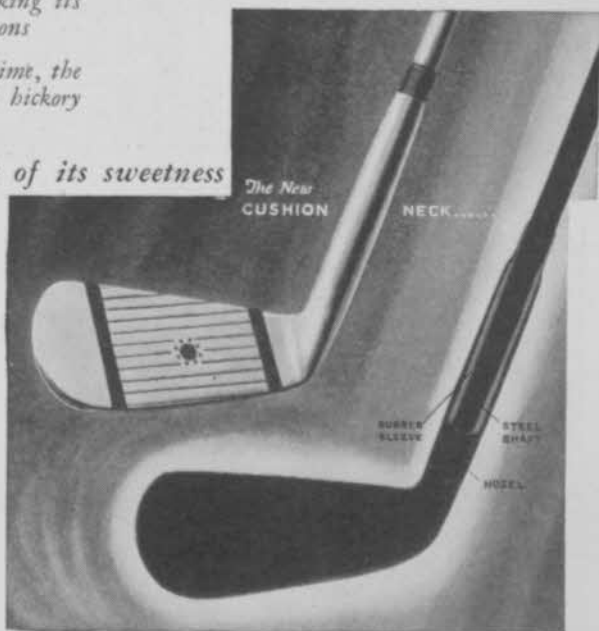
Uniforming the Bag-Toters

"Each club has a different uniform for

Look what SPALDING has done to the STEEL SHAFT

1. removed vibration—making its use desirable in irons
2. given it, for the first time, the sweet feel of the finest hickory

and here's the secret of its sweetness



PERHAPS, like thousands of golfers, you have found that the steel shaft has a very sweet feel in a wooden club—and a very sour feel in an iron.

Perhaps you have also found that a steel shaft drives a ball straighter. If so, you have probably prayed for a set of steel-shafted irons that would have the same sweet feel as your woods. Until now, however, you have never been able to find such irons. Do you know why?

Here is the reason. When the head of a steel-shafted iron hits a golf ball, the vibration from the shock of the blow must go somewhere. If the metal of a steel shaft is in direct contact with the metal of the clubhead, a perfect conductor is formed for this vibration. So it races up the shaft, into your fingers, and kills all sweetness of feel.

Every golf expert has recognized this one weakness of the steel-shafted iron. But it remained for Spalding to overcome it. And after

two years of effort, Spalding now offers to the golfing world the first set of irons with steel shafts that are as sweet in feel as the finest hickory. There's not a trace of vibration in them, thanks to Spalding's exclusive new construction, the "Cushion-Neck."

How the "Cushion-Neck" Baffles Vibration

At no point, in the new "Cushion-Neck" irons, does the metal of the clubhead touch the metal of the shaft. For the end of the shaft that fits into the hosel of the clubhead is cushioned in rubber—surrounded by a rubber sleeve. Vibrations can no more pass through this rubber sleeve than can electric current pass through the insulation on a wire.

Then the rim of the hosel is crimped around the rubber—sealing it forever from the air—retaining its liveliness for the life of the club. And you'll never realize what perfect feel and sweetness that cushioning layer of rubber puts into a golf club until you hit a ball with one of these new "Cushion-Neck" irons.

You'll be asked about the "Cushion-Neck." We'll be glad to give you the complete story. Write to A. G. Spalding & Bros., 105 Nassau Street, New York City.

© 1929, A. G. S. & B.

Spalding
KRO-FLITE



GOLF CLUBS

Registered Sets—
Sold in sets only.

Related Clubs—
Sold one at a time.



The boys should be schooled in the rules of golf

their caddies. For instance, Albemarle has white shirts and white duck long pants with their club colors in their neckties. Metacomet boys have white linen knickers and have their club colors in their sweaters.

"Wherever the Service Bureau instals a caddie system, we try to start a welfare fund for the caddies. This fund is also to help eliminate tipping. If you desire to tip your caddie, the caddie will ask you to put the money in the welfare fund. The fund purchases the caddie team's uniforms and pays for different prizes that are given monthly and at the end of the season to caddies. For instance, if members will give the Caddie Master discarded clubs, the clubs are repaired and given as prizes to the boys for attendance, perfection in performance, neatness in appearance, et cetera. All this money is devoted absolutely to the caddies themselves.

"The captains, or honor caddies, meet once a week and decide what shall be given as punishment to any brother caddie for infringement of the rules."

The standards of caddie control and management, as adopted by the N. E. Service Bureau, follow:

1—in selecting boys for caddie work, apply to the local High and Grammar School. If you have a record of the caddies that worked for the club last year, take the boy with the best rating and make him an Honor Caddie, delegating him as a Sergeant of ten boys. His rating as Sergeant will give him the authority to discipline these boys while caddying; that is, these boys will know that it is his duty to report them to the Caddie Master for any misdemeanor that he may know them to be guilty of when on duty.

2—Boys should be graded in four classes: Honor Caddy, A, B, and C.

3—Should an Honor Caddy be reprimanded by a Caddie Master twice in a week's time, he loses his rank as Honor Caddie for one week. If in the following two weeks his conduct is such that the Caddie Master thinks he can be reinstated, he again becomes an Honor Caddie. His second offense will not entitle him to be reinstated and he becomes an "A" Caddie. In other words, the title of Honor Caddie must be something worth striving for.

4—If a boy is reprimanded twice in a week, he loses his class, that is, an "A" Caddie becomes a "B" Caddie, a "B" Caddie becomes a "C" Caddie. Having lost his rating, if a caddie still does not obey instructions, he may be suspended by his Caddie Master—the first time, for three days. After being reinstated, if he still does not respond to discipline, he shall be suspended for a week. If, after being suspended for a week, the Caddie Master finds he will not obey instructions, he is dismissed for the season.

5—During the middle of the week when the caddies are not busy, the Caddie Master should arrange with the Greenkeeper to find something for the boys to do. For instance, rake bunkers, weeding, or whatever the Greenkeeper may suggest.

6—It is well to keep the caddie amused. Several boys sitting around are apt to get into mischief. If possible, erect basketball goals. Quoits are also a good game for them.

7—Caddies should be allowed one morning a week in which to play the course. The Caddie Master should encourage the boys to have a Caddie Team from which a representative for the Caddie Championship should be selected.

8—Each caddie should have a badge giving his rank. These are inexpensive, should not cost over .15 or .20 apiece, and will be something that a boy would

Pros who make their golf shops pay

NO matter how much money people have to spend for golf clubs they insist on getting their money's worth. Here are a couple of pros who find that to exacting clienteles of golfers the Hagen Ultra line sells splendidly, first because of highest *quality*, and then because of highest *value*. Let them speak their pieces on making money by giving the customer his money's worth, plus!

Walter Hagen

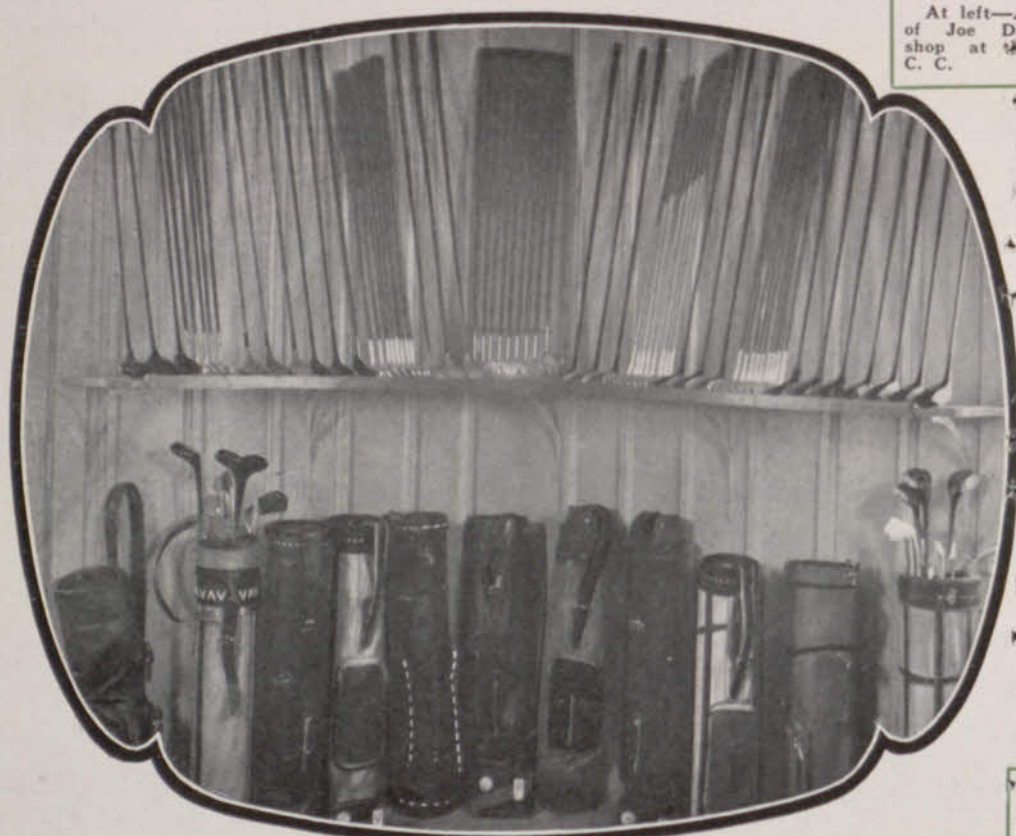


JOE DAHLGREN
Professional
Tulsa Country Club
Tulsa, Okla.



ART SAUNDERS
Professional
Edgewater Golf Course
Biloxi, Miss.

[No. 6 of a series appearing in *Golfdom*]
—The Business Journal of Golf



*"Peps" Sales by Showing
Value Player Recognizes.*

THE player whose own business and whose influence on other members' business is most valuable to the pro is the one who is a keen judge of value and always on the lookout for improvement in design and construction.

The balance and soundness of the Hagen Ultra line in the looks, feel and manufacturing of its clubs, and in the inviting way the line is presented for shop showing caused me to make Hagen Ultra goods features of my shop, and my members have taken very well to the merchandise.

JOE DAHLMAN

Professional
Tulsa Country club
Tulsa, Okla.

Value—will always

THE pro who keeps his trade presented with the liveliest new ideas is the fellow who earns a guest card at the mint. You can take any shop in the country where sales have dragged along just about at the same old figure for years, put the Hagen Ultra line into display prominence, and then watch some wide-awake pro collect!

It's not alone because the Hagen Ultra line looks snappier in the clubs themselves, or in the packages of the clubs, the Hagen balls and the Hagen tees, it's because there's more for the customer's money built right into the merchandise. It is what you can boost to your trade in complete confidence that you are earning goodwill and steady business by supplying them value that's a wonderful buy.

Look at Saunder's case. He has a trade at his course on the Mississippi Riviera that spends lots of money. The reason these people have the money to spend is

Business is fine wi

ner
an's
class

Right—A cor-
view of Art
nder's shop at
ewater Gulf.



be the star salesman

because they never forgot money's value while they were getting rich. Joe Dahlman deals with the petroleum plutocrats, and a lot of them had such tough going before they got greased by their gushers that they're not going to buy blindly. These two pros have selling situations that emphasize the basic trait of the successful American, accurate judgment of values.

Value is the real rock-bottom reason for the Hagen Ultra line leaping to the top of the golf goods field in a little more than two years. Manufacturing and merchandising ability of performance-proved worth in the golf field created the Hagen Ultra line and present it to the professional golf trade as the one new and fitting line for the new era in professional golf shop selling.

In the goods, the display, the pro price protection policy and every other detail the Hagen Ultra line is the prize in value for you and your members.

Better ask your nearest Hagen man about the line now and allow it to be the money-making ace of your stock for 1929.

*Hagen Ultra Stock Already
Half-Sold for the Pro.*

GOLF merchandise displayed in the right manner means half a sale. The first thing a player does on entering the shop is to catch hold of a club and feel it. If the right clubs are displayed so they meet the eyes immediately as the player enters the shop I find it decides whether or not the sale goes over.

The L. A. Young Company has its Hagen merchandise presented in such a manner that it is an easy matter to display it effectively, thus saving a lot of time and uncertainty in arranging the shop for big business.

ARTHUR SAUNDERS

Professional
Edgewater Gulf Golf course
Biloxi, Miss.

th the Hagen Line

Are you all set for more money than your shop ever made before?

YOU'D better be putting the finishing touches on the grand opening of a grand season.

Get that shop made bright and inviting.
Get your stock arranged right.

... And get the right stock to show.

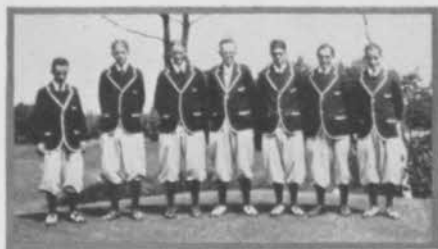
The Hagen Ultra line of clubs, balls, tees and the Hagen-Allied golf bags are being picked by the most successful merchandisers in the pro field for the "big play" in their shops.

Hagen Ultra merchandise is new in design, advanced in construction principles, and so good and different-looking that golfers stop to admire it. Then they're easy to sell.

Drop into our nearest office, or write, and let our fellows help you get started using the Hagen Ultra line for the biggest year's business you ever had.



ALSO SALES OFFICES AT
NEWYORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearney St.



Clubs find it advantageous to uniform their caddies

appreciate. It would also make him strive to get into the Honor Class.

9—Caddies should be assigned to players in order of their arrival at the course. For instance, if John Jones arrives at 8:00 and John Brown arrives at 8:10, and John Smith arrives at 8:15, John Jones should be the first caddie called. This also gives a boy an incentive to arrive at the club early in the morning. The Caddie Master should register the boys every morning, making a note of the time of their arrival, which eliminates all question of favoritism.

10—Caddies should be instructed on the rules of golf, as well as local rules. A caddie who does not know both U. S. G. A. and local rules may unwittingly cause the player to lose a hole. A Caddie Master should give this instruction one hour each morning.

11—All caddies should be notified by

Caddie Master when they reach the age of sixteen that if they caddie after this time, they will lose their amateur standing.

12—Caddies should be taught cleanliness. A clean boy commands respect for those with whom he comes in contact.

CADDIE DEPARTMENT

1—No Caddie is allowed on the grounds until 8 a. m.

2—Register with the caddie-master immediately on arriving at the Club and notify him on leaving the grounds.

3—On leaving the grounds you are to use the same way you enter, and not the path nearest the Clubhouse. The penalty is dismissal for the season.

4—Class-A caddies *only* are allowed to play on the course on days designated by the caddie-master; others will be suspended for one or two weeks.

5—Any caddie leaving waste paper, food, etc., around or disfiguring the caddie house will be suspended.

6—You must keep off shop veranda, and the immediate vicinity, unless you have business there and are not allowed in the locker rooms even when requested to do so by players.

7—You must not loaf in front of the clubhouse and yell at autos, asking for rides.

8—In no case shall money be paid caddies. All payments or charges to members' accounts must be made through the caddy-master.

9—Caddies can only be engaged through

Some Outstanding

Golf Courses

Under Construction

or Recently Completed

Beloit Country Club
Beloit, Wis. (18 holes)

Lake Anna Golf Club
Palos Park, Ill. (18 holes)

Oneida Golf and Riding Club
Green Bay, Wis. (18 holes)

Woman's Country Club
Waukegan, Ill. (36 holes)

Burnham Woods Golf Club
Burnham, Ill. (18 holes)

South Shore Golf Club
Mokenca, Ill. (18 holes)

*We will Design or Contract
according to your appropriation*

UNITED STATES GOLF ARCHITECTS, Inc.

310 SOUTH MICHIGAN AVE.
CHICAGO

STANLEY F. PELCHAR
Golf Architect

JAS. J. PRENDERGAST
Consulting Engineer

OTTO CLAUS
Landscape Architect

... because a hickory shaft has LIFE....!



THE thrill of it . . . the "kick" from a nicely timed drive or a cleanly bitten iron . . . that's what makes all golfers champions under the skin!

And there's only one way in the world to get that "feel" into your shots—by using hickory shafted clubs! No substitute has ever been invented or discovered with the same life and resiliency that comes in a straight-grained, well-seasoned hickory shaft. It's the peculiar combination of stiffness and resiliency, strength and response to torsional strain that makes hickory the one shaft with the right "feel."

In the Open Tournament at Olympia Field, June 21, 1928, 133 competing players used Hickory Shafts! Leading players the world over—amateur and professional—stick to hickory shafts 100%.

Hickory Golf Shaft
Manufacturers Association
MEMPHIS . . . TENNESSEE

the caddymaster by members on their arrival at the Clubhouse.

10—If a player should ask you to caddie for him you must reply, "I am sorry, Sir, but you will have to see the caddie-master."

11—You must not swear or use indecent language while on the grounds.

12—When starting out with players, ask for some extra balls. Keep them cleaned up at all times ready for use.

13—Remember in speaking of, or to, the professionals or caddie-master, it is always "Mr." or "Sir."

14—Criticizing superiors or making insulting remarks will not be tolerated. Caddies are instructed to take their complaints to the caddie-master or the professional.

15—Never speak to the player unless he speaks to you.

16—Do not comment on players' shots at any time.

17—While on the course, caddies must not talk or whisper with one another.

18—Leaving a player before he finishes means loss of pay and suspension for the season, unless necessary.

19—Never look for balls other than those of your player, unless directed by your player to do so.

20—When looking for your player's ball, if you find another, it is his property; give it to him at once. If he refuses it, you may keep it.

21—Caddies are not allowed to sell golf balls to members.

22—Under no circumstances are you to swing players' clubs.

23—The only clubs to give a player are the driver or putter, unless he asks for one.

24—Always keep ahead of your player, never lag behind. Be at the ball when player gets there and stand at attention. It is up to you to find the ball and have it marked so that the player wastes no time hunting for it himself.

25—Benches on the teeing grounds are for players alone. Caddies must not sit down.

26—Do not rattle players' clubs.

27—Always replace turf if player fails to do so, laying down the bag to mark spot where turf has been removed.

28—Keep out of the bunkers unless called in by player and then smooth over foot-prints on coming out.

29—Never stand behind player while he is making a stroke.

30—Do not move while player is making a stroke.