

Pros

who make their
golf shops *pay big*

Master of His Destiny

THE professional golfer is just at the threshold of his greatest opportunity. Pro golf as a profitable career now looks better to the analysts of the golf business than it ever did before.

Alert pros who realize and study the new conditions in pro merchandising, instruction and tournament play already are cashing in.

Bill Wotherspoon of Kansas City and W. A. McConnell of Dallas are two of the boys who are making the most of their opportunity. What they have to say on the following page about the pros' opportunities will make a lot of the fellows think about earning more money.

Walter Hagen



W. A. McCONNELL
Professional

Cedar Crest Country Club
Dallas, Texas



BILL WOTHERSPOON
Professional

Hillcrest Country Club
Kansas City, Mo.

[No. 4 of a series appearing in *Golfdom*]
— *The Business Journal of Golf*



At left

A view
McConnell's
Cedar Crest
Club, Dal
showing
sets can be
as salesmen

A com
Wotherspoon
Hillcrest
Kansas City
kind of di
Hillcrest
themselves.

They take advantage

The Approach—the most

BIGGER SALES UNITS PAY

GETTING away from stocking odds and ends and featuring the matched set idea is the pros' main hope for increasing his unit of sale. The matched set idea really helps the players' games and on that account is a sound selling idea. The Hagen matched sets are such great value that they make it easy for the pro to think in terms of more money in shop selling volume.

The Hagen ball also is a grand money-maker for the pro. It amply justifies its cost in actual performance.

With such splendid golf equipment as the Hagen line supplies I see no further need for the pro going abroad for the ultimate quality in clubs.

W.A.M. McConnell
Professional

Cedar Crest Country Club, Dallas, Tex.

WHEN you correctly approach your customers with the most inviting line of golf merchandise you are doing the biggest part of successful selling.

The Hagen Ultra line displayed in any good pro shop goes after business with the elements of construction, balance and distinctive appearance, all united in a magnetic unity.

You do your part in properly approaching your prospective customers with the line they'd sooner buy and you won't have to worry about increasing the volume of your sales.

See how McConnell capitalizes the buying trend toward the matched set idea.

Look how Wotherspoon displays his merchandise at Hillcrest.

The Hagen Ultra line is in the spotlight because it has plainly the strongest appeal in looks and in feel—the two factors that sell the most golf goods.

Business is fine wi

of W. A.
shop at
Country
as, Texas,
matched
to work

right:

of Bill
shop at
Country Club,
Mo. This
play makes
members sell



of their opportunities

important shot in selling

Unfortunately the majority of pro shops, architecturally, are afterthoughts of the club builders. But that doesn't stop the fellow who uses the unbeatable combination of his "noodle" and the Hagen line. A neat, cheery looking establishment with merchandise that is new and different from the ordinary run gets big business every time. Pros proved this with the Hagen line to an astonishing extent during 1928 and this year they'll do it more.

The 1929 Hagen Ultra line has a lot of style to it. In the construction of the Hagen clubs, balls and tees and the Hagen-Allied golf luggage, and in the sight of the merchandise and its packages the pro has selling force of distinction and strength greater than these powers ever before have been available in pro selling.

Make use of the Hagen Ultra line in building a record business in 1929. You can do it! Ask our nearest office for their cooperation.

THE PROS' OPPORTUNITY

COMPETITION is keener today than ever before in the golf business, but the pro has the advantage of friendly personal contact in offsetting any competing bid for his business. The pro's personality, combined with a good product, can make big sales and stymie competition. He knows his players and should sell the clubs to fit them. As models change and improve he will receive repeat business.

The L. A. Young Company has given me just what I ordered every time. This strict attention to my instructions and the "one day at the factory" service is building their business and has given me the opportunity to increase mine.

Bill Wotherpoon

Professional

Hillcrest Country Club, Kansas City, Mo.

th the Hagen Line

Think ahead of the crowd!

NOW is the time for you to begin thoughtfully and thoroughly planning your selling campaign for the coming season.

The L. A. Young organization is trained to help the pros merchandise a large volume and with greater profit. Every policy of ours is founded on giving the pro a square deal and a rich financial reward in return for his investment in money, energy and brains. Every item of our merchandise is designed and made to have superior sales values.

In a comparatively short space of time the Hagen Ultra line has jumped right up to the top of golf goods sales records because we work harmoniously and effectively with the pro. The pros know this and that's why the knowing pros feature Hagen Ultra merchandise.

But you can't wait until the last minute and then slap a hastily selected stock at random into your shop and expect to make the money you should make. No other successful merchant could do it.

You have to start planning for your 1929 selling season right NOW. Drop in at our nearest office, or write, and tell something about your selling conditions. We'll help you to plan and produce a record profit in 1929.

*Think and plan while the other boys are
marking time and you'll have dollars to
their dimes when the 1929 season is ended*



ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearney St.

Tardy Hiring Leaves the PRO Out of Luck

By BOB WHITE

HERE is an attempt to describe an imaginary conversation between a chairman of a green committee and a professional. It takes place on a rainy Saturday afternoon, late in the fall.

Mr. Thompson is Chairman of the Green Committee and Bill Robinson is the professional.

Bill—Well, Mr. Thompson, I will be leaving the club at the end of the season.

Mr. Thompson—Why, Bill? That is a surprise to me. Where are you going?

Bill—To the new North Windsor Country club.

Mr. Thompson—I thought they only had nine holes ready.

Bill—Yes that is right, but I am to build the other nine for them. I am getting a good salary and a house on the grounds.

Mr. Thompson—Well, why didn't you talk it over with us before you signed with them?

Bill—Well to be perfectly frank, I thought I better sign while I had the chance yesterday. That may seem hasty to you but I have been with you five years and I think that on lots of occasions I did not get full consideration from the club.

Mr. Thompson—What do you mean?

Bill—When I wanted to know how I stood with the club as far as returning for this year was concerned, I was kept on the anxious seat for several months. I am not blaming you or the club either. It just seems to be part of the usual plan of handling the professional, at any club, or at least a great many.

Mr. Thompson—You know we had a new committee appointed in the early part of the winter and they had to meet and make plans.

Bill—Yes, but why delay the meeting,

hold me up on my stock order and keep me guessing in general?

Mr. Thompson—Yes, you're right Bill. It was just thoughtlessness. You've got me thinking now. I guess I never had the golf professional's viewpoint before. I like you and wish you were staying with us, but hope you have a lot of success at your new job.

Picking the New Pro

Bill—Yes, I know you have been a good friend to me. I am going to try to make good. About the pro's viewpoint, here are some ideas to bear in mind when making your selection of the new fellow to succeed me.

First: Check up his application through golf concerns. They know the credit responsibilities and character of the men.

Second: Sign your professional up for a definite one-year contract, from a certain date to a certain date. That is good business.

Third: Indicate in the contract certain definite duties expected. Each club has its own problems to face.

Fourth: Protect your professional on his accounts with club members. I have lost certain sums each year through unpaid bills.

Fifth: Assure your professional that you will support him and buy his merchandise, provided he stocks standard balls, bags and clubs.

Sixth: Have an indoor golf net placed in the clubhouse for the professional to use in giving lessons on rainy days. It will be the club's property and can be used by the members for practice when not needed by the professional.

Seventh: When you are considering hiring the professional, tell him and golf



DOES YOUR CLUB PAY THE CADDIES BY TIME?



Send for
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Many leading clubs throughout the country do.
Acts as an inducement to boys to become caddies.
Makes caddies as willing to work for poor players as good ones.
Has been proven the most satisfactory to both players and caddies.

THE CALCULAGRAPH

PRINTS TIME OF "START," "RETURN" AND ACTUAL AMOUNT
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50 Church St., New York

Western Office
565 W. Washington St., Chicago

companies, too, the final date of settlement. Make that date early enough to permit offers the pro may receive from other sources to be answered with assurance. Many a professional has hesitated between two possible positions and finally lost both. Then, too, let him get his stock order placed early.

Mr. Thompson—That listens like good stuff. Why didn't you talk this over before?

Bill—Well, I never really had a good chance. You see, we have never talked over anything like this, because you have

had your work and I have had mine. The rain today gives me the chance.

Mr. Thompson—Well, I think now that we will try to get a professional for next year. I remember now before we engaged you we had about two hundred applications.

Bill—Sure. A lot of professionals seek chances to better themselves during the winter, assistants try to become professionals and even amateurs try their luck.

Mr. Thompson—Well we didn't have time to read all the letters. Some of the

SELL THE NEW 1929 CLICK COLONEL



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each

retail price

\$9.00
Per Doz.

The result of twenty-five years of scientific research and earnest application to the ideal of producing the best golf ball possible.

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In both Dimpled and Meshed markings.

"I'd 'a' broke ninety, BUT—"

IDA BROKE

By Chick Evans and
Barrie Payne

Grantland Rice wrote a special introduction for this golf masterpiece. Here you get the funny side of golf as well as the serious—its humor and philosophy. It's a book for the duffer as well as the man who breaks ninety. Just as *The Compleat Angler* is the fisher's classic, this is the golfer's. Chick Evans, Grantland Rice, Barrie Payne—what a trio!

\$3.50

Of special interest to pro's

This book will be sold to golf professionals for purposes of resale at a special discount of 40% in quantities of 3 or more copies at a time. State on your order "Special Discount: Golfdom."

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turf

Good golf turf cannot be produced if the soil lacks the proper fertility.

PREMIER POULTRY MANURE is a natural grass food and soil conditioner. For years it has been used by hundreds of golf clubs for promoting healthy, abundant turf growth under widely varying soil and climatic conditions.

Write for literature describing Premier Brand Pulverized Poultry Manure and best methods of application.

A nearby dealer is ready to fulfill your requirements—write for his name.

PREMIER POULTRY MANURE CO.
308 W. Washington St., CHICAGO, ILLINOIS

Best for turf because:

—It is a natural grass food and stimulant.

It is a balanced manure containing 6% Ammonia, 2.50% Phosphoric Acid and 1 to 2% Potash.

It contains no live weed seeds.

Being organic, it aids humus and aids bacterial action.

It can be applied with a minimum of labor and expense.

Being more soluble than other manures, it is more available.

Being finely pulverized, it is quickly absorbed into the soil.



members knew you and that settled the matter.

Bill—That was fine for me, but how about the fellows who wrote letters of application? They planned the composition of their applications, figured out the proper salary to expect, mailed the letters and waited. For what? Not even an acknowledgement. Is that the spirit of fair play on which golf is founded.

Mr. Thompson—No, I guess not. But we couldn't answer all those letters.

Bill—Well, multigraphed letters are not expensive, and even a postcard would do. But anyway, if you keep in touch with the manufacturers' employment bureaus and GOLFDOM they will eliminate a great many applications by suiting the man to the job. If the club wants a married professional, why should a single man write, and vice versa? If the man must have charge of the course, why should a tournament player apply? The P. G. A. employment bureau we hope will get functioning on a basis that will handle these details.

Mr. Thompson—Thanks, Bill for the suggestions. We'll try them out. I guess when a professional is left so much to himself as far as supervision is concerned, more care should be used in the selection. If we get one as good as you, we will be glad.

Bill—Thank you, Mr. Thompson. There are plenty of good professionals but a lot of them do not have a chance to get jobs worthy of their ability.

Soil Condition Essentials Controlled by Greenkeeper

By MATT MELVILLE
Greenkeeper, Southmoor Country Club

THE matter of maintaining soil fertility is entirely up to the greenkeeper. The action of the soil does not remain stationary, but it is constantly changing and the different elements in the soil are being transformed into energy which makes plant life possible. It is the ability to release these elements in the soil and transform them into plant food, that keeps the greenkeeper interested in his work.

On the average golf course we are dealing with either clay or sand, that is either heavy or light soil. There are of course, definite classes of soil; the important ones of which are gravel, silt, loam, clay, sand and humus. Humus in its natural state is in timber land, where the soil reveals

the decomposition of leafy matter. We are not very often blessed with a soil of this type to work with on golf courses, but more often with either clay or sand. In clay soil we always find some humus.

Sandy soils are always deficient in food content, brought about through excessive air circulation and drainage. Humus should be added to sandy soils, to give them more body and also add food that is rich in nitrogen. Sandy soils are always lacking in potash and adding this element is also an improvement.

Heavy clay soils are very often rich in food values, but owing to the fineness of the particles that make up the soil, the water and air cannot penetrate sufficiently for the food elements they contain to release themselves. Sand and humus added to the heavy clay soils break up the heavy particles, bring lightness and allow air to penetrate the mass.

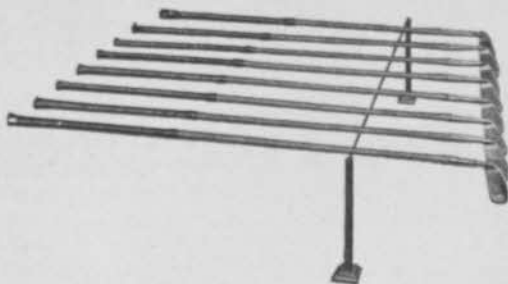
Tightly packed particles of clay out of which has been squeezed the moisture and air is practically impossible for the growth of plant life. All soil is dependent on air and moisture to produce plant life. This air and moisture is controlled entirely by the size of the particles that go to make up the soil.

Bacterial action is the agency by which chemicals in the soil are converted into plant food. This action is controlled by air and water which are allowed to percolate through the soil.

The presence of plant food is determined by the amount of water, because this food must be in a soluble form. The temperature of the soil depends greatly upon the amount of moisture held within and brought to the surface by evaporation. A small portion of sandy soil magnified will show larger and smaller particles, surrounded by air spaces. These are being constantly changed by the action of temperature, the amount of water and also evaporation.

When you cultivate soil you loosen the surface layer, thus forming a mulch, the loose surface of the soil or the mulch prevents the escape of moisture through capillary attraction. The mulch checks evaporation, otherwise moisture would be wasted as would be the food elements that are held in suspension.

We cannot practice the same method of cultivation on a putting green a farmer can on his crops. Our system of cultivation and mulch is made possible by top-dressing.



GET "HARMONIZED" THIS YEAR



IN a set of MACGREGOR *Harmonized Irons* you have *eight clubs that swing as one*. The golfer who selects one of these sets to fit him will feel this year that thrill of lower scores—certainly more consistent scores.

And to those who sell these sets it might be mentioned that you have eight clubs that *sell as one*—simply meaning *eight profits wrapped up in one sale*.

Then, too, we have *complete Harmonized Sets*, both Woods and Irons, being built in related harmony one with another. With such a set the golfer has *eleven clubs that swing as one*.

And you have eleven clubs that *sell as one*—*eleven profits from one sale*. Think it over. There's only one answer and that is this—get "*harmonized*" this year.

THE CRAWFORD, MCGREGOR & CANBY COMPANY
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MACGREGOR

COURSE-TESTED  GOLF CLUBS

Who'll Serve Club Better— WAITERS or WAITRESSES?

By JACK FULTON, Jr.

WHICH shall it be in the club dining-room—waiters or waitresses? GOLFDOM decided recently to canvass the managers of 200 leading country clubs on the subject and accordingly sent them a questionnaire; returns were received from 123 of these officials, managers of clubs from nearly every state in the Union.

Obviously there is a wide divergence of opinion on the subject, as was suspected when the questionnaires were sent out, and a tabulation shows 65 managers preferring and hiring male servers; 4 of them preferring waiters, but forced to employ waitresses; 40 preferring and hiring waitresses; one preferring waitresses, but using waiters; and 13 managers who employ a mixed crew. These figures apparently give the decision to the men.

One manager who votes for the waiters is H. S. Rolfe of the Wheatley Hills Golf club at East Williston, Long Island, who says: "Where the dining-room force is small and all side-work, including silver, must be done by them, I have found waiters to be faster and more efficient, especially where the membership is mostly male and service must be quick." Rolfe finds two regular and four extra week-end waiters sufficient to handle the job (about 600 meals a week.) He pays his regulars \$60.00 a month, plus tips, and gives them room and board; his extras receive \$5.00 per day, fare from the city, and tips.

Another proponent of waiters is Oscar E. Broyer, manager of Sunset Hill Country club, near St. Louis. His club is a good example of the larger metropolitan club emphasizing social activities as strongly as golf. Consequently, Broyer must take care of large party crowds twice weekly (on Wednesdays and Saturdays) and finds he needs 12 regular waiters and as many as 30 extra ones to take care of the traffic. His regular men are paid \$75.00 a month plus room and board; tipping is allowed. Extras, hired to work from 7 p. m. to 1 a. m. on dance nights, receive \$4.00 plus tips. "An important reason we use waiters rather than waitresses," he comments, "lies in the hours

they must work. We are 13 miles from town and at 2 a. m. there is no way to reach the city except by auto."

What Do Members Prefer?

B. G. Patterson, manager of Spring Lake (N. J.) Golf club also votes for waiters, saying: "We have mostly men players and we feel they prefer having men wait on them." (Joseph C. Simoneau of the Savannah Golf club thinks to the contrary. "Men like to have women serve them," he says.) Spring Lake does not receive a large dining-room trade, serving less than 150 meals a week, and as a result Patterson finds four waiters adequate for all requirements. He pays them \$18.00 a week, plus room, board and tips, and requires them to help in the kitchen between meals.

"I can expect longer hours and extra work from waiters," says Myron Woolley, manager of the Deal (N. J.) Golf club, "and in a club of this size, such an occasion frequently arises." He pays his men \$60.00 a month, houses and feeds them; tipping is allowed.

An interesting situation exists at the Pensacola (Fla.) Country club, where H. I. Seaburg, secretary-manager, employs two colored waiters at \$45.00 per month, plus keep and tips, with three hours off every other afternoon. He reports: "Our waiters are more dependable than waitresses would be and are not subject to sickness as often, with consequent time off. Our two waiters are combination men. They help clean up the downstairs of the clubhouse and the locker-room and make the fires for the heaters and kitchen every morning. Their day starts at 6:30 in the morning and ends at 8:00 p. m."

Clubs south of the Mason-Dixon line employ colored help almost exclusively. This is not only due to the fact that negroes are cheaper, but also to a refusal of whites in many localities to do what they term "nigger work."

Out in Nebraska, at the Country Club of Lincoln, W. O. Thomas, secretary, employs colored waiters in his grill, white