

2 clippings — that tell our story

WHY FISHER

uses Wood

in a club which is

with the sweet feel of the finest hickory

THOUSANDS of golfing hands can look forward to the biggest thrill they ever got out of a steel-shafted club. For now, for the first time, they are going to get steel-shafted irons with the vibration removed — steel-shafted irons that have all the sweet feel of the finest hickory.



GENERAL MOTORS

Why Has an Axe a Wooden Handle?

As a matter of fact, it would cost less to equip an axe with a handle of some other material—steel tubing, for instance. But the steel tubing, lacking the resiliency of wood, cannot absorb shocks as does wood. In fact, the shocks would be transmitted to the hands. For the same reason, Fisher uses wood in its bodies, so that the wood will absorb the real shocks and eliminate "drumming," both of which are increased when wood is not used.

save many millions of dollars every year by adopting cheaper body construction—especially in the lower price field—but Fisher and General Motors are committed to the policy of quality construction in every price field. That is why, when you buy a Fisher, you are getting a

THERE is no substitute for wood, because nothing else combines durability, resiliency and strength—no other material will eliminate

HICKORY

NATURE'S FINEST GIFT TO GOLFERS

Why accept an imitation which the maker himself claims, at best, is only as good as HICKORY?

HICKORY GOLF SHAFT ASSOCIATION

N. C. BLANCHARD CO.
CUMBERLAND HICKORY CO.
T. W. MINTON & CO.

BUSH BROTHERS & CO.
GOLF SHAFT & BLOCK CO.

M. C. CAMPBELL & CO., Inc.
W. W. McMINN
PIONEER POLE & SHAFT CO.

90% *of the* Golfers can improve their Game .. with this New Shaft!

THE new (B-19) Bristol "Gold Label" Steel Shaft was designed especially for that great majority of average golfers who score between 85 and 105.

Ten drives with this new spring steel shaft are usually sufficient to show a very definite improvement in increased distance and control for the golfer whose strokes have average force—all other things, of course, being equal.

The reason is in the high-carbon spring steel used in these new Bristol shafts; steel with actually 20% more carbon than any other shaft made today.

This "extra 20%" gives Bristol "Gold Labels" greater strength, resilience and life . . . more pep and power to every stroke! Precision methods of manufacture insure constant quality and uniformity. It's necessary for a golfer to get the "feel" of only one Bristol shaft—for it is then very easy for him to select others having exactly the same "feel" or balance.

All manufacturers of good golf clubs use Bristol "Gold Label" Steel Shafts. Specify Bristol "Gold Label" Steel Shafts on your

next order for clubs, and be sure that you are giving your customers the maximum strength, power and quality—the "extra 20%"! The gold label on the shaft itself readily identifies the Bristol.

Everybody who is interested in golf should be receiving "The Bristolite," our newsy little monthly golf publication. Write, and we'll be glad to put you on the mailing list for a free subscription. The Horton Manufacturing Company, 186 Horton Street, Bristol, Conn. Pacific Coast Agents: Phil. B. Bekeart Co., 717 Market St., San Francisco, Calif.

"made of Spring Steel"

"Bristol"
TRADE MARK REG. U.S. PAT. OFF.
Steel Golf Shaft



E. H. DUWE,
Professional,
Forest Park Golf Club

THIS FOURSOME OF SELLING STARS of the "forty-ninth state" set a real sales pace for pros not only in their own bailiwick of St. Louis, but in any metropolitan district.

I am proud to say that fellows like Sutherland at Westwood, Fogerty at Osage, Manion at Sunset Hills and Duwe at Forest Park, feature Walter Hagen golf equipment in their inviting and prospering shops.



DAVE SUTHERLAND,
Professional,
Westwood Country Club

Pros who make their golf shops pay



JOHN MANION,
Professional,
Sunset Hill Country Club

THESE ABLE AND ACTIVE MEN and their pro comrades in the St. Louis district are making money and developing a loyal shop patronage with the Hagen line no "ifs, ands or buts" about it! You get a good tip to do the same as you read what these four St. Louis pro notables say about Hagen goods and Hagen service on the following pages.

Walter Hagen

(No. 8 of a series appearing in GOLFDOM
—The Business Journal of Golf)



JAMES FOGERTY,
Professional,
Osage Country Club

—At left,
two views
of Westwood
Pro Shop.



This year I have entered upon my duties in the new premises of my old club and having an excellent display room thought it only befitting to stock up with goods in a manner which would both be in keeping with the surroundings and induce bigger sales.

I chose Hagen products and I chose wisely. Despite wet weather I was able to produce the biggest sales turn-over I ever had. Repeat orders have been the vogue since the opening day and the service received was really beyond expectations for promptness.

The Young slogan of "one day at the factory" gives the pro confidence in selling. Should he be sold out, he can, with certainty, promise immediate delivery in the knowledge that he will be able to fulfil his obligations to his members right on time. This, in my opinion, supplies a long-felt want. Uncertainty loses sales.

Hagen products will sell themselves if well displayed. The advertising matter supplied by The L. A. Young Co. is as good as another salesman.

Something new, something just a little better, something that appeals to the golfer, means a tremendous increase in sales and Hagen golf equipment is just this "something".

The L. A. Young Co. should have a slogan to the effect, "We Help the Pro to Help Himself".

DAVE SUTHERLAND, Professional—Westwood Country Club.



Forest Park
Pro Shop.

I learned my lesson years ago of the importance of keeping a neat, clean and well displayed stock of golf merchandise and it has been more or less of a task to do so.

Today the Hagen line has simplified this task a great deal with the quality and splendid appearance of their merchandise and I have noticed that golfers cannot resist the temptation to handle Hagen clubs wherever they are displayed. Once handled they are sold. Pros wishing to increase their sales should display Hagen merchandise.

E. H. DUWE, Professional—Forest Park Golf Club



Westwood's Magnificent

A CLEAN THE PROS SHOPS IN

The clubs where Johnnie Manion, Jim Duwe are located in the S a fine cross-section of the golf these boys has a lot to do with players and officials. This, qu sell golf merchandise that their c

Walter Hagen Ultra tees and Hagen-Alliee most conspicuous display i and successful pros because the manship fully lives up to its lo looking line of golf merchandise.

These first-class know when they have s Ultra goods out where it i handle, the amazingly fine balanc clubs makes it hard for the pros who are making the most money strong selling value of the Hager superior design of the clubs and high records of profits.

Put in a good sto clubs, balls, tees and luggage and you'll be m average year when the curtain fa



Forest Par

BUSINESS WITH THE I



at New Club House.

SWEEP OF EROUS PRO ST. LOUIS

Dave Sutherland,
ny Fogerty and E. H.
l. Louis territory constitute
market. The business ability of
their being "in solid" with their
ettee knows how to select and
customers brag about.

ra clubs, balls and
l-Golf luggage gets the
n the shops of these shrewd
Hagen line in material and work-
oks, and it is admittedly the best

pro merchandisers
a good display of Hagen
s handy for the members to
e and general "feel" of the Hagen
pective buyer to let go. The pros
out of their shops recognize the
clubs' field. They capitalize this
the magnetic looks in making new

ck of Hagen Ultra
Hagen-Allied golfing
ny dollars ahead of your
ls on the 1929 season.



& Clubhouse

S IS FINE HAGEN LINE

—At right,
Osage C. C.
Pro Shop and
Clubhouse.



A golf professional without an attractive golf shop and carefully selected, inviting stock, is like a man trying to navigate a frail canoe without a paddle in a raging river.

Hagen equipment has outstanding smart appearance and quality that make its merchandising an assured success and thousands of satisfied customers. Well displayed, Hagen clubs and balls sell themselves.

JAMES FOGERTY, Professional—Osage Country Club.

Sunset Hill
Pro Shop and
Clubhouse.



75% of my business has been with the Hagen line; so it is evident my members are delighted with Hagen merchandise.

I know Walter Hagen personally, and I believe he has done more for golf professionals than any other individual. And I believe that the Hagen line has done more for the pros than any other line.

I believe in the Hagen line; I talk the Hagen line; I display the Hagen line; and . . . well, often I must rush repeat orders.

I have been unable to find cut prices on Hagen clubs or balls in my territory—the merchandise is top-notch and the service from the L. A. Young Company has been perfect.

JOHN MANION, Professional—Sunset Hill Country Club.

HAGEN WINS BRITISH GOLF TITLE

ONLY A MOVIE

CHICAGO AMERICAN



SPORTS ON PAGE 31

THE CHICAGO DAILY NEWS

HOME EDITION

SEVEN YEARS OF THE

FRIDAY, MAY 14, 1938—SEVENTY-TWO PAGES

RETAIL PRICE FIVE CENTS—THREE CENTS

HAGEN WINS BRITISH OPEN GOLF TITLE



THE CHICAGO EVENING POST



HAGEN WINS BRITISH OPEN

John Pate's Column
in The Journal
Is Best From Wall St.
The Chicago
Financial Post

CHICAGO DAILY JOURNAL



SEVENTH YEAR

FRIDAY, MAY 14, 1938

PRICE THREE CENTS

HAGEN BRITISH GOLF VICTOR

FARRELL AND
DIEGEL FINISH
2ND AND 3RD

Made by The American Society
of Golfers
Chicago, Ill.

Wins Crown for Fourth Time



2 LEGISLATIVE
GRILLS BUSY
ON CANAL PAY

BRASSON CO.

Bomb Avenue
Inn; Rival and
2 Aids Seized

\$250,000 IN
CASH LEFT BY
SLAIN SCALISI



SENATE TO
PASS FARM
BILL

This is the way every big newspaper in the country played up the Hagen name in the British Open victory. The win was the front page head on every one of the Chicago afternoon newspapers.

WHAT'S IN A NAME? THE MONEY WE SPLIT WITH THE PROS IS THE ANSWER IN THIS CASE

The Hagen British win is worth a lot of money in increased club sales this season to us and to the pros who feature the Hagen Ultra line. Get your share.

Live pros were ready to cash in the instant the news of the Hagen win of the British Open hit their towns. Any pro who makes a serious study of merchandising realizes that the advertising of this Hagen triumph was priceless. The illustration at the top of this page shows the heads of EVERY Chicago afternoon newspaper the day of the finals. It was the same in other cities. The name "Hagen" got countless thousands of dollars' worth of advertising. Golfers were interested in the sort of clubs Walter used in winning his fourth British victory.

During an average year Walter Hagen plays on approximately 200 different courses. Thousands of golfers closely examine his playing equipment. They talk about it. They come into your shop anxious to duplicate Hagen's own clubs in their bags. There's more "life" in selling the Hagen Ultra clubs than anything you ever had in your shop, so feature this line and cash in.



Get in touch with your nearest Hagen office right away and see that you have a good stock of Hagen Ultra clubs, balls and tees. Our boys will supply you with plenty of striking display material for making your shop a bright selling spot.

ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway

CHICAGO, 14 E. Jackson Blvd.

SAN FRANCISCO, 153 Kearny St.

Aulbach, Pro, Is Lively Publicist

GEORGE AULBACH, well-known in pro ranks, and at present professional at the Spring Lake Country club, Waco, Tex., is the author of a couple of interesting copyrighted golf folders that are to the point. They make good little wall displays in the pro shops.

Under one heading, "The Professional," George writes:

"The golf professional is a teacher of one of the greatest of sciences, a teacher of a science unmastered, a teacher of a lifetime study with over a million students.

"He is a man of broad education, positive and practical in thinking and with a firm command of the resources and techniques of his profession.

"He believes in his ability to get results through definite aim and a high ideal of practical service.

"He is blessed with the greatest asset of mentality, the power to make your game, your condition and your character."

Aulbach's screed on "Golf" follows.

"Golf is a science without a master—a psychology unconquered—a subject beyond philosophers.

"Golf, beloved alike by king and peasant, is a game of physical skill containing many problems not under the human control.

"The glory of golf is honor; contested and won on honor.

"It is the noble gift of God and the greatest of all recreations.

"It promotes the health of men and women of all ages; it replenishes the brain with new blood to overcome their daily problems; and it brings them into the great outdoor life.

"Golf is another form of education—a builder of character, knowledge and health.

"Golf inspires self-confidence, self-courage and control.

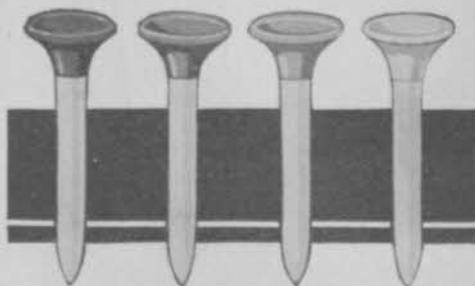
"Golf magnifies friendship and prolongs life."

Sell Day-a-Week Rights at Day-Fee Course

UNDER the heading "Golf for 32 cents a day," Techny Fields, a Chicago daily fee course, advertises season playing rights with the following copy:

In an effort to reduce the cost of golf, the directors of Techny Fields have de-

4 Different Coloured Tees in Each Box



"IT FITS YOUR FINGERS"

A Colour for Each Player in the Foursome

"PEG" led the way to the celluloid tee now so popular everywhere.

"PEG" now offers these clean, smooth tees put up in such a way that each player can identify his tee.

You know how it is when all the players are using tees in the same colour. The chap with the "taking-way" always finds "his" tee. Different coloured Tees prevent this. This feature appeals to the men. The ladies just take one look at the pretty colours and reach for a "quarter."

A nice portion of that "quarter" is profit for you. No competition from the five-and-ten-cent stores on this tee.

Many Pros. claim this is the fastest selling Tee they ever handled. Put a box out on your counter where the colours can be seen. They will sell faster. You just try it.

The leading Jobbers can supply you with

"PEG"

REG. U.S. PAT. OFFICE

GRANBY MFG. CO., Inc.

KEENE, N. H.



IT'S A VULCAN

It's a VULCAN Driver, model V-37—steel or hickory shaft—one of a SET O' THREE. Driver, Brassie and Spoon, with colorful More-Yards face inserts. Blue for the driver—green for the brassie—and red for the spoon. To retail at \$10.00 each. \$30.00 for the SET O' THREE—a remarkable value.



There are dozens of splendid models in the VULCAN line of woods and irons—great favorites among the pros.

Use the coupon below to secure full description of all models.

Vulcan Golf Company
Portsmouth, Ohio, U. S. A.

VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF COMPANY,
Portsmouth, Ohio.

Gentlemen:—Send me your 1929 catalog and plan for the Pro.

Name

Address

Country Club

cided to offer One-Day-a-Week Playing Rights at a ridiculously low price. This plan has been in successful operation in England for some time and we are sure it will appeal to you.

Set aside one day or afternoon which will be your golf day each week. Buy your playing right for that day, which will permit you to play as many holes as you want every week on that particular day. You can play any time during the day, but it must be the same day each week.

Playing rights, which include use of the clubhouse, lockers, showers, lounge, etc., without extra charge, are as follows:

Each Monday—\$10.00 for the entire season.

Each Tuesday—\$12.00 for the entire season.

Each Wednesday—\$15.00 for the entire season.

Each Thursday—\$15.00 for the entire season.

Each Friday—\$13.00 for the entire season.

Each Saturday—\$25.00 for the entire season.

Each Sunday—\$30.00 for the entire season.

Season Membership—\$100.00 good any day during the entire season.

The approximate playing season is April 15 to November 15—7 months or 31 weeks, making it possible to play for as little as 32c per day of play.

Playing rights for more than one day may be purchased. For instance, you can play Mondays and Thursdays, or Tuesdays and Fridays, every week of season for \$25.00, the same price as for Saturdays alone. Any other combinations are possible.

One-Day-a-Week playing rights will not be good on the following holidays: Decoration Day, Fourth of July, Labor Day, and Columbus Day.

Here's something for the manufacturer of good golf merchandise to consider when he is comparing pro shop distribution with distribution through department stores: "Department stores and store chains are determined that their own labels shan't play second fiddle and refuse to build goodwill for any outside product—except under the compulsion of continuous and overwhelming demand." There is good logic from a copyrighted advertisement of the American Weekly.

The pro is content to cash in from teamwork and to give it. Big business through the pro shops doesn't mean the manufacturer is simply increasing the temptation for his outlets to control his destiny and submerge his identity.

Solves ▲ ▲ ▲ the Music Problem!



THE Capehart Orchestrophe is a *Completely Automatic* instrument which renders music with the *full volume* and tone character of the original. Clubs have found it one of the most popular articles of equipment in their entire clubhouse. It *solves* their music problem.

Now you can dance *every evening* to the music of famous orchestras, have concert musicales by renowned artists; have music constantly in your dining room and lobby—all at surprisingly small cost.

BY an ingenious, patented mechanism the Capehart Orchestrophe plays 56 selections, 28 records on both sides—a four hour program without even a moment's attention. It operates 24 hours a day, if desired. Its tone, brought through three stages of audio amplification and an electro-dynamic speaker, is startlingly true to life. Its volume is adjustable to any requirement, whether it be for dancing in a large hall or entertainment in a small room.



The Capehart Orchestrophe is a constant source of entertainment to members of Lake Tippecanoe Country Club, Leesburg, Ind.

Write for Catalog and details of our Free Demonstration Offer

Capehart dealers offer you the opportunity to test the Orchestrophe in your own establishment entirely without obligation. The coupon brings full details of this national offer; also catalog describing all Capehart Orchestrophe models and evidence of what it will mean to you. Mail the coupon.

THE CAPEHART
Orchestrophe

Capehart Automatic Phonograph Corp., Ft. Wayne, Ind.

Capehart Automatic Phonograph Corp.
Dept. A216, Fort Wayne, Indiana

Send me, without obligation, the Orchestrophe Catalog and details of your free demonstration offer.

Name

Address

City State

Small town golf progress has MORE "DOUGH" FOR THE PRO recommended as paying policy

By HERB GRAFFIS

IT will be a happy era for more than a thousand of the golf clubs in the United States when they pay their pros more money, to say nothing of the joyous time it will be for the pros. In a good many of these cases it will mean, all by itself, the difference between having a club of comparatively few members, and they only casually interested, and having a lively, pleased "standing room only" roster of the best people in the community and a real place for them to enjoy golf.

Lately I have been doing some visiting and writing among golf clubs in the smaller places. Many of the places I have visited have course locations that are enchanting the metropolitan golfer with their scenic beauty and golfing possibilities. In this respect the average small town course has a big edge on the metropolitan district clubs. But you'd weep to see how easily corrected architectural mistakes make some of these courses tragic messes on the landscape, how utterly neglected fairways and greens make golf a joke, and how even the ghosts of dead hopes have all but left some places. Some ex-caddie, maybe still in his teens and rarely three years older than the voting age, is around the place, hoping luck will award him enough dough at the end of the year to get him out of town. A few lessons to some of the women, a few club and ball sales, a little practice to "keep his hand in" and that's the day.

Yes, it may be partly the kid's fault. Maybe he should be "making a job for himself," but, my dear Mr. President, you know most of us are unfortunately inclined to act like human beings and work according to our wage scale. A good caddie, with a fair break in luck, could make in a metropolitan district season about what the pros at a large number of the smaller town clubs get for their season's work.

On the other hand I have seen places where there are 9-hole courses that are gems. Most of their hazards are natural, the fairways are in good shape, and with an even break in the weather the greens

are remarkably good. The members play a lot at the club, the clubhouse parties are the bright spots in the community's social life, and the club ends with a balance in the bank at the end of the year. In these instances I have seen recently of notably successful small town clubs, their pros are getting money enough to lay up tidy little balances, and their appreciation of this opportunity is plainly shown by the character and value of their service to their clubs.

How the Pro Helps

Don't kid yourself that the pro doesn't earn every cent he gets at these places. He is pro and greenkeeper and house manager as well, for the cook and waitresses, when the club has them regularly, depend on him to help things go smoothly in the clubhouse. He takes an interest in the condition of the course and clubhouse and the satisfaction of the members, for he isn't on the verge of "starving to death," and can concern himself with the development of the club's affairs instead of worrying about his own immediate future.

His members show the result of the club officials' co-operation with the pro for they buy good golf merchandise from him instead of getting bargain (?) second-rate stuff carried as a necessary evil in sidelines by local stores that are by no means qualified as selectors of golf merchandise or suppliers of helpful sales service to golfers.

He is proud of his course. There's not much money he can spend on it, but he makes every nickel count, and he's a long way from being above manual labor on the course himself when he sees some work that has to be done or when he can show the nearby farmer who maintains the course how to do it better.

The average club official would be surprised at the number of letters concerning course maintenance matters we get from pros at the smaller clubs who are anxious to bring their establishments up to big city standards. Orders for books on turf development and course architecture and