

AND NOW...

TORSION

THE LAST LINK
IN THE PERFECT
STEEL GOLF SHAFT

THE TORSION SEAM

Identify this wonderful new steel shaft by the torsion seam, which runs the full length of the shaft itself. This seam gives the Bristol TORSION Shaft its torsion . . . secret of its sweet feel and liveliness of action!



TEST TORSION

Test golf shafts for torsion. Grasp the grip tightly with the left hand, and twist the club head with the right. You can feel the slight torsion twist and immediate rebound in the BRISTOL TORSION Steel Shaft just as in fine hickory . . . impossible in all other steel shafts.

BY imparting just the right amount of torsion to the old-fashioned steel shaft, Bristol has made an outstanding contribution to the game of golf. Here is a new shaft altogether different from any of the steel shafts that have preceded it . . . the first steel shaft with uniform, yielding torsion that adds so much to the feel and precision of your golf strokes!

Why You Want Torsion

Torsion in this new shaft absorbs the shock of impact caused by the club head meeting the ball or ground, just as it is absorbed naturally by torsion in fine hickory. Your fingers feel no shock. There is nothing to make you flinch or tighten up.

The Bristol TORSION Steel Shaft is the result of entirely new principles of steel shaft design and construction. Its ideal degree of torsion is made possible by the seam which



Look for this Bristol Torsion Label, and the open Torsion seam, on each Bristol Torsion Steel Shaft.

runs the entire length of the shaft. Then, too, this new shaft has double steel walls which greatly increase its strength without increasing the weight. Made of the finest Bristol high carbon spring steel—strong, powerful, with no fibres to break down and cause distance and direction to fade—thousands of shots will not weaken the Bristol TORSION Steel Shaft. No danger of it ever warping, or losing its original torsion, liveliness and feel.

The Ideal Golf Shaft!

The new Bristol TORSION Steel Shaft is as near all-round perfection as any shaft can possibly be—for wood and iron clubs alike. Hold a club fitted with this new shaft in your hands. Feel the torsion . . . impossible in all other steel shafts. And, best of all, see what the Bristol TORSION does for your game in the way of better distance and direction.

FREE Write and let us send you regularly "The Bristolite", our new golf publication, which carries full details regarding this new shaft.

THE HORTON MANUFACTURING CO.
1810 Horton St., Bristol, Conn.

BRISTOL

Torsion

ALLAN LARD PATENT PENDING

STEEL SHAFTS

GOLFDOM and its advertisers thank you for your buying inquiries,

Seattle Pros Pioneer with Group Newspaper Ads.

A GOOD part of human progress is due to the fellows to whom the rest of us pass the buck. The man at the end of the receiving line gets tired of listening to "let George do it," and then starts something himself.

That's how the first co-operative advertising campaign that we know of started. The credit for being the conductor of this trail blazing campaign goes to Fred J. Henwood, secretary-treasurer of the Pacific Northwest P. G. A. and pro at the Rainier G. C., Seattle, Wash. To Henwood, and to many other thinking professionals, the idea persisted that if a store gets returns from its newspaper advertising, the pros, working together, also should benefit from a campaign. He approached some of the boys in the Seattle district with the result that Art Eckhout, Joe Jefferson, Bill Hanley, Bob Johnstone, Walter Pursey, Frank Rodia and Danny Walker joined with him in sharing the expense of the newspaper space. The copy runs about six inches deep and one column wide and features the importance of having a competent pro fit clubs properly to buyers instead of letting the important function of the club selling be in the disinterested hands of a casual stranger.

Many favorable comments have been heard on the enterprise of the professionals in grouping for newspaper advertising and if enough of the boys at present in the campaign or desirous of getting in, are willing to make the long haul investment required by a sound advertising campaign instead of expecting slot-machine action, the campaign will be continued.

The campaign has received national recognition from advertising and newspaper trade papers, as well as from golf club manufacturers. Much complimentary comment has been made by advertising experts who also are golf "bugs" on the fact that the pros have such complete confidence in the strength of their selling story that they are willing to stake some of their well earned dough in putting their case before the public. A co-operative advertising campaign under the most favorable circumstances, with staunchly financed and seasoned advertisers as units is

Let the Pro Select Your Golf Clubs

...

IN the equipment of the player for the game of golf the choice of clubs is the most important thing of all.

Then why leave so vital a thing to a casual acquaintance?

We, the following professionals of Seattle, stand ready to prescribe for your golfing ills at not one cent charge for our services.

May we show you our celebrated *Butchart "woods," all hand-made, and our line of P. G. A. Irons?*

ARTHUR ECKHOUT, Olympic Golf & Country Club.

WILLIAM HANLEY, Sand Point Golf Club.

FRED HENWOOD, Rainier Golf & Country Club.

JOE JEFFERSON, Jefferson Park Golf Club.

ROBERT JOHNSTONE, Seattle Golf Club.

WALTER PURSEY, Inglewood Country Club.

FRANK RODIA, Broadmoor Golf Club.

DANNY WALKER, Overlake Golf Club.

WHO Picks Your Golf Clubs?

Do you let someone no better equipped than yourself to make the selection tell you "what you need" in golf clubs?

Short and long irons, short and long jugs, put and loam bodies—they each require their definite length of shaft and weight and lie of golf clubs.

It's our business as golf professionals to fit the player with proper clubs, clubs that feel right and that suit the individual's physical shape and style of play.

We sell the following four standard makes of golf clubs: F. G. A., Spalding, MacGregor and Butchart.

FRED HENWOOD,
Rainier Golf & Country Club.

FRANK RODIA,
Broadmoor Golf Club.

ROBERT JOHNSTONE,
Seattle Golf Club.

WALTER PURSEY,
Inglewood Country Club.

CLEVE JEFFERSON,
Earlinton Golf Club.

ARTHUR ECKHOUT,
Olympic Golf & Country Club.

DAN WALKER,
Overlake Golf Club.

These are two of the advertisements the Seattle pros used in local newspapers

tough enough to get started and keep going, but when it is done by men with very limited previous experience in advertising and comparatively restricted markets individually it becomes something well worthy of applause.

To the Seattle district professionals and to Henwood who got them together on this campaign, considerable credit from all other pros is due, as the Seattle campaign is a first class manifestation of how the pros are making their marks as alert and hustling business men.

Illinois P. G. A. at its annual meeting elected James Carberry of Shore Acres, president; Al Espinosa, Sportsmen's club, James Meehan, Riverside and James Wilson, Ravisloe as vice-presidents; Edward Gayer of Twin Orchards, secretary-treasurer, and Elmer Biggs, Peoria C. C., chairman of the tournament committee.



J. B. SLOAN



DAVE LIVIE



ELMER SCHACHT

NO ONE can guarantee that any particular amount of club, ball and bag sales will come into your pro shop—but these four boys have taken the greatest possible step toward assuring a greater volume of profitable sales by featuring the Hagen line. These four professionals realize the advantages of design, construction and attractiveness—features of the Hagen Line that have made selling fine golf equipment in their shops a real pleasure.

Consider the possibilities, read what Dave Livie and Chick Trout have to say, notice what Elmer Schacht and Tod Sloan have to say and then—let Walter Hagen merchandise help you to make 1930 a record year.

Walter Hagen



CHICK TROUT



Elmer Schacht's shop at Terre Haute C. C., Terre Haute, Ind.

"TO increase sales the pro must have a clean, inviting display room and golf merchandising in keeping. I 'dressed up' my shop and put in the Hagen Ultra line; it worked like a charm. Sales increased 50% over last year and a lot of credit is due to the attractive Hagen display boxes."


ELMER SCHACHT.

Dave Livie's shop at Shaker Heights C. C., Cleveland, O.

"PROPER display of merchandise is a great aid to sales and the attractive manner in which the Hagen line is presented makes effective display possible. My members are taking very well to this merchandise and its quality keeps them satisfied. Combining display value with features of construction makes the Hagen line a success in the pro shop."

DAVE LIVIE.





ATTRACTIVELY displayed merchandise is appealing to most customers. The Hagen line makes the alluring appearance that I find very helpful in increasing sales. It is natural in selecting merchandise to want a combination of a good and at the same time handsome article. This combination is found in the Hagen line of merchandise."

J. B. SLOAN.

J. B. Sloan's shop at Racine Country Club, Racine, Wis.

BECAUSE my members are well pleased with Hagen clubs I carry a complete stock at all times; the quality, workmanship and finish are such as to almost sell themselves, and that increases business. Pros can recommend them without fear of dissatisfied customers."

CHICK TROUT.

Chick Trout's shop at Topeka C. C., Topeka, Kansas



Why Pros are featuring the *Hagen Line*

MOST of the professionals who are selling the Hagen line have been able to appreciate why it has been a leader in their shops. To say that the Hagen Ultra Line puts new life into pro selling is hardly adequate. To say only that it creates a strong stimulus among your customers to buy is not enough. Yes, the selling of Walter Hagen Golf Equipment has placed the pros' business on golf merchandise on a higher plane—a truly larger volume—but why?

First, the basic elements of proper design and construction must be taken into consideration. The winning of so many major championships with Hagen equipment, including the British and Western Opens, is conclusive proof of its merit. Keeping the customers sold is all important. Hagen merchandise has been designed and is constructed primarily as fine golf equipment and as such it brings real pleasure to its owners. They are remaining sold—encouraging new sales for the Hagen merchandise in your shop.

Then, too, the principles of selling—attractive displays of merchandise and attractive convincing advertising surmount another barrier of sales resistance and further aid you to increased sales.

Yes, those are worth while features of the Hagen line and reasons for its success in your shop but—one more very important point must be considered; the price protection policy which surrounds the Hagen line. Contacting, as we do, everyone of our retail outlets, we have the assurance that Hagen merchandise will be sold at only one price—thereby absolutely eliminating unfair competition.

Consider, then—proper design, proper construction, with only the finest of materials, attractive merchandise that is in itself attractively displayed and then a policy of price protection that eliminates cut-price competition—and you have the essential reasons why the Ultra line of Walter Hagen Golf Equipment has been a leader in your shop—why the Hagen Line will always be a leader and deserving of your concentration.

Possibly you have not availed yourself of the advantages the Hagen Line offers you. Our boys have the 1930 line ready now for your inspection. Be sure to make the Hagen Line the leader in your shop next season.



ALSO SALES OFFICES AT
NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny St.
LOS ANGELES, 730 S. Grand Ave. SEATTLE, WASH., 912 Western Ave.

Pros' Friends Plan Loan of Assets to South

IN ALL this consideration of the pro situation we may be inclined to underestimate the strength of one of the strongest factors in the pro's position—his friends.

This thought is brought to the front when the twilight of the golf season in the northern and central part of the country approaches and the pros and ducks begin to fly southward, the ducks having it on the pros in that the web-footed travelers have some definite idea of their destinations. The southern clubs are particularly fortunate in being able to almost take their pick of good pros, for so many able men are anxious to get jobs for the winter season. In the case of the smaller southern clubs that can't afford a pro all year it is a great stimulator of golf interest and club spirit to have some live pro on the job during his off months in the north. He can do a lot in getting the course in good shape and in developing the games of the members. Of course, in the cases of the clubs that have some association with winter resorts the best pro staff that they can get and afford is the finest sort of an asset to put on the books.

A couple of instances showing the kind of men available for these winter jobs came in the same mail to *GOLFDOM* recently. Because they are typical of the interest club officials show in conscientious and capable men, we are taking the liberty of printing them.

The first is that of O. B. Mueller of the Black River C. C., who tells of the man he'd recommend. Mr. Mueller writes to *GOLFDOM*'s editor:

His Members Are His Boosters

"We desire to bring to your attention Mr. H. J. W. Brooks, Professional, who has been with us and is still with us at our Black River G. & C. C.

"During the past few years we have had various professionals at our club, also as individuals belonging to various clubs have had considerable experience with professionals, and we are pleased to say that Mr. Brooks has been most satisfactory in every possible way in his connection with our club.

"He is not only a most thorough instruc-

tor but people taking lessons from him have voluntarily recommended him highly to others, also he has been of great value to us as he is particularly well posted and qualified in taking care of the greens and the grounds in general.

"His ideas regarding the proper upkeep of grounds, proper drainage and things of that nature are exceptionally good and we feel deeply indebted to Mr. Brooks and therefore this communication to you.

"Mr. Brooks is a college graduate, age 42 years, married, sober and does his work in a most careful, painstaking way.

"He advises the undersigned that he has had fourteen years' experience in the golf business. He is looking for a position for this winter and we hope to have him back with us again next season."

Now there's the sort of a send-off that makes a pro put forth for the club the best that's in him. The other letter we pick out is that from George Slosson, Jr., of the Virginia Hot Springs Co.

"We Want Him Back"

The pro who can help to get business for his organization and bring it back is a fellow who is sure of a steady place on the payroll. That is evident all the way through Slosson's letter about his pro, Fred Gleims. The letter reads:

"We have a young man who for the past three years has acted as our golf instructor at our Cascade course. As you know during the winter there is little activity on this course and therefore it is customary that this young man takes whatever employment we could give him for the winter. In view of the fact this instructor intends following this profession he is anxious to make some connection with a club for the winter months. It is with this idea in mind that I write you with the request that if you should know of a club in need of the services of a man of this type that you will let me know so that he could communicate with them.

"This young man, Fred Gleims, has very good habits and is very well thought of by those with whom he comes in contact and he is an excellent golfer. We have no hesitation in saying, whoever he worked for would be very much pleased indeed in securing him. We would like to impress upon you that this is just to be a winter season job as he intends and we want to

have him return to us in the spring."

Here are two representatives of the kind of men available at this time to the southern club wanting a winter pro. The clubs getting men of this caliber, by acting early, are to be congratulated.

New Cup Developed for Sand Greens

CONSIDERABLE interest was shown in the cup for sand greens that GOLFDOM described some months ago as the invention of golfers connected with the Anaconda (Mont.) Copper Mining Co.

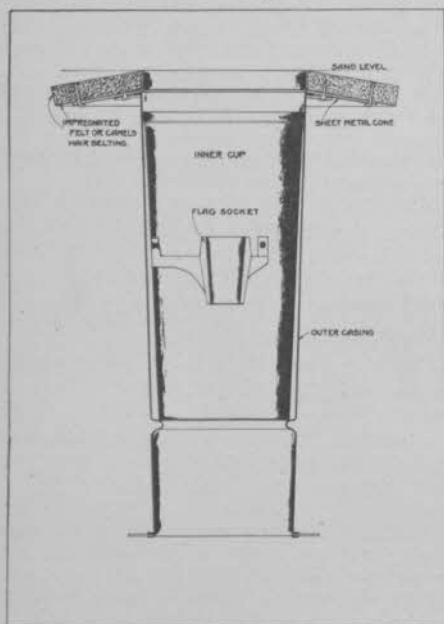


Fig. 1

This cup has been further developed by L. E. Jones and W. K. Smith. Of this advance, W. C. Capron, mechanical supt. of the copper mining company, and golf club official, states:

"Our first cup was a plain galvanized iron cylinder similar to the outside cup. Next we had the complete assembly shown previously in GOLFDOM. The principal fault with this cup was that a ball which was hit slightly too hard would bound on the tin edge of the cup and not go down. The next cup we tried is shown on Print No. 1. We liked this so well that we had a complete set made and tried them out, but we found that it was practically im-

possible to hold the flat collar in shape. It would swell in places, making it rise above the level of the sand and thereby making it almost impossible to keep a true surface to putt over near the edge of the cup. The next one we tried is shown on Print No. 2, and this is so much superior to anything we have tried before that we have adopted it as our permanent cup.

"Recently we had the Montana State Association Tournament at Anaconda at which there were 145 entries, and it was the consensus of opinion of all the golfers who attended this tournament that we had the best cups they had ever seen. A ball

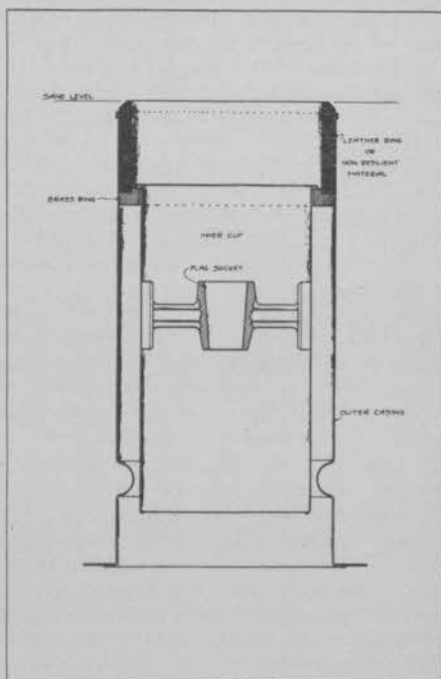


Fig. 2

hit true to the center of this cup, no matter if it is a little hard, it will strike the far edge of the leather ring and drop into the cup."

"MAKE IT AN HONOR," ADVISES WARREN PIPER

Chicago, Ill.—Warren Pipe & Co., 31 North State, Chicago, gives a suggestion worth considering in a new booklet devoted to tablets, plaques and trophies for golf clubs in showing the ways in which recognition of one's services or achievements in his club may be effectively expressed.

A copy of this booklet will be sent free on request.



**35
VICTORIES**
out of a
possible 41

in the three greatest tournaments of Golf

IN THE past twelve years, the Spalding Ball has won three times as many major tournaments as all other balls combined. In golf's greatest triumvirate of tournaments this Championship Ball has made the following record—

.....

IN THE U. S. OPEN CHAMPIONSHIP

Spalding Golf Balls won in 1913-14-15-16-19-21-23-24-25-26-27-28-29*

14 Victories out of a possible 15

.....

IN THE U. S. AMATEUR CHAMPIONSHIP

Spalding Golf Balls won in 1913-14-15-16-19-20-21-24-25-26-27-28-29*

13 Victories out of a possible 15

.....

IN THE BRITISH OPEN CHAMPIONSHIP

Spalding Golf Balls won in 1913-14-21-22-24-25-26-27*

8 Victories out of a possible 11

.....

**No tournaments were held during the war years.*

**The Spalding
Golf Ball**

A. G. Spalding & Bros.

**75
cents**



© 1929 A.G.S. & B.

If you don't see what you need advertised in GOLFDOM, write us.

Standard Contract for Manager Not Practical

Two noted managers say hire good general manager and be safe

GOLF club officials who have had misunderstandings with their managers often come out of the jams carrying the thought that if there had been a clear definition of the manager's duties and province, things would have run along smoothly. GOLFDOM has received many letters regarding a standard contract for managers or at least a contract which specifies the duties of the man being engaged as manager.

Recently an official of a western club wrote as follows:

"We are negotiating with a man who knows more about the golf end of a golf club than the direction of house operation. With the hope of enumerating all the duties necessary to the direction of the clubhouse for the comfort and convenience of the members, we thought suggestions on this matter probably would be available to you from other clubs. We would greatly appreciate any co-operation."

Discussing the contract details with some of the best known and most successful golf club managers in the country leaves the matter still up in the air. We cite, herein, statements from two leaders in club management and in each case they have forbidding doubts of the practicability of a standard contract. Whether or not their own thorough command of every phase of their jobs disqualifies them as experts on the contractual relations between golf club managers of less experience is debatable. GOLFDOM will welcome anything other managers and club officials have to say on the subject of a mutually satisfactory and helpful contract between the club and its manager.

One of the managerial notables tells us:

"I don't happen to know of any stipulations that should be embodied in a club manager's contract. Usually if a club manager knows his business he ascertains from the committee the policy they want carried out and goes ahead and operates accordingly. Personally, after 40 years in the

harness, I believe it more essential in operating a country club, in fact any club, to have a manager who knows both ends of the house, namely, the restaurant end and the manager's end. That is more important than knowing the golf end. However, he should be familiar with this, too. He can learn the golf end quicker than he can the operating end of the clubhouse.

"As stated above, I put in 40 years in this work and I am learning all the time.

Why A Contract?

"I agree with you that it would be wonderful if you could work out a standard contract for club managers, but I have always taken the stand that a contract doesn't amount to much, as committees could break it or make it so unpleasant for a manager that he would resign. I never had a contract in any club I have operated except one and that bound me to give two months' notice if I contemplated leaving the club. A successful manager of a club depends so much on the attitude of the committees. As you know, all large clubs usually have 60 to 80 or 90 men on committees and each man has an idea of his own as to how the club should be operated, regardless of whether he has ever stepped inside a club or belonged to one. When he is put on a committee he begins to assert his ideas, which costs the club plenty of money. No commercial enterprise could exist on changing the policy each year, as is done by appointing new committees from the club roster each year. I am strong for the idea of one general manager and operating with, perhaps, an operating committee of two or three men, and by doing so you can save the club you are managing at least 20 to 30%."

Each Case Different

Another has this to say:

"In the past eight years I have held the position of general manager in two clubs but have not found it necessary to have an agreement other than an exchange of