

# 35% OF AMERICA'S COURSES with Bent Grass Greens CONTROL BROWN PATCH WITH DU BAY FUNGICIDES



*Du Bay fungicides kept this green at St. Andrews Golf Club, Mt. Hope, N. Y., free from brown patch damage.*

Greenkeepers of 533 of the nation's golf courses—more than 35% of the 1510 estimated by *Golfdom* to have bent grass greens—depend on Du Bay fungicides to control destructive brown patch.

They know from experience that Semesan and Nu-Green quickly destroy brown patch fungi, and promptly restore the affected area to normal health. The treatment is so simple, and the directions so easy to follow, that there is no danger of burning or otherwise injuring the greens.

Now is the season when you cannot afford to imperil your turf by negligence! Mid-summer weather often clings on well into early fall, favoring the development of large brown patch. Small brown patch, as well, may appear late in the season.

For the control of large and small brown patch, one pound of Semesan

or Nu-Green to 50 gallons of water will treat 1000 square feet of turf by sprinkling. When application is made with a power sprayer 50 gallons of Semesan solution is sufficient for from 2000 to 3000 square feet of turf; 50 gallons of Nu-Green solution for from 1500 to 2000 square feet.

Turf damage from snow mold, which attacks the greens in early spring, is as easily avoided by Semesan treatment. To prevent it, apply Semesan solution to the greens just before the ground freezes, using 50 gallons to each 1000 square feet of turf.

SEMESAN	NU-GREEN
5 lb. . . . \$13.00	5 lb. . . . \$ 9.00
25 lb. . . . 56.25	25 lb. . . . 37.50
100 lb. . . . 220.00	100 lb. . . . 145.00
300 lb. . . . 645.00	300 lb. . . . 420.00



Buy now from your Seedsman or Golf Supply House.

## SEMESAN

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## NU-GREEN

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BAYER-SEMESAN Co., Inc., 105 Hudson Street, New York, N. Y.

*Successors to Seed Disinfectants Divisions of*

The Bayer Co., Inc., and E. I. du Pont de Nemours & Co., Inc.

GOLFDOM and its advertisers thank you for your buying inquiries.

# Sitting Around the Tee and Talking It Over

*--some random observations  
on the pro golf business*

By ARTHUR GRANT, CHARLES HALL  
and HERB GRAFFIS

ARTHUR GRANT, pro-manager at Sagamore Spring G. C., Lynfield Center, Mass., has an operating policy he sums up this way: "Always be courteous to everyone." Grant makes that more than a phrase. It's a tough job to do for golf has a quality of showing up a man's true character. If a fellow's inclined to be unduly exacting and get red-eyed about anything, this part of his disposition shows up at the course and harshly tries the patience of the pro, who, as a free-born American citizen, yearns to smack the unreasonable rough-rider squarely on the button. It takes balance, judgment and all around first class character for a pro to handle the chronic complainers, but Grant does it in a way that not only draws play to his course but plenty of business into his shop.

Below is a letter from Art showing how this policy of interested courtesy works out in beating cut-price competition. When it works with fee course players who are most liable to the cut-price come-ons, it should work even better at the private courses. Grant says:

## Grant Gets 'Em

"Here is a tip that might help some of the boys make a few more sales before the season is over. As you know, I am the pro manager of a semi-private course about 15 miles north of Boston, and have done a very good business although the course is only a season old.

"There are quite a few of my players who have been buying their clubs in Boston at some of the cut price stores. One day last week one of them came to me on the first tee and asked me why it was he always sliced his ball off the tee, but never sliced it on the fairway, so I went to work and straightened him out as well as I could without holding up the other players on the tee.

"At the time there was a pro visiting me. He walked over to me and said: 'I think

you are very foolish to be giving out free information to those guys as they never take any lessons or buy a club from you—and you don't get any thanks for it. I would tell them nothing.'

"I thought it all over and finally decided that he was wrong.

"A few days later the same player walked into my shop and said he had decided to get a real set of clubs and take a few lessons. He said he was all through with the bargain clubs and trying to teach himself the game, and he was going at it right. He said his tee shots were much better that day, and he appreciated my helping him that day as he had invited a friend up to play with him and wanted to play fairly well after telling the friend he could play golf.

"I sold that same man a \$75.00 outfit, and he has started on a course of twelve lessons. He has had two already, and is improving.

"An interesting detail of the case is that while I was giving him a lesson the other day this same pro happened to be playing here, and asked me if that was the same fellow who asked me to tell him what was wrong with his tee shots. Then I told him about the sale and the lessons. He said he would try that same stuff. I think this policy might help some of the boys.

\* \* \*

## Pro Selling As Hall Sees It

Plenty of use of the "fine Italian hand" is necessary in the pro's conduct as a money-maker believes Charley Hall, Birmingham, Ala., pro. Charley calls attention to the fact that if the pro becomes considered as a nickel-chaser by his members he defeats his aim of making a good profit.

In an interesting letter to GOLFDOM'S editor Hall expresses the opinion that too much stress can be placed on the merchandising end of the pro job. The big boy from Birmingham picks his word well as the first of Webster's synonyms for "stress" is "pressure." We fully agree with Charley that evident sales pressure is a bad thing

# Andy Campbell, Jule Blanton, Ed Harbert, Charley Carroll

—and others of their calibre have made it plain that the pro is a modern wide-awake merchant.

These are the sort of live, fore-sighted pro merchants who took on the Walter Hagen line early and helped make it the sensation-ally swift and substantial success of all golf manufacturing and selling history.

You'll be interested and profited by what they have to say about our line and our co-operation with them.

*Walter Hagen*

No. 10 of  
the series—

"Pros who make their  
golf shops pay",

appearing in GOLFDOM, the  
Business Journal of Golf



ANDY CAMPBELL,  
Professional,  
Springhaven C. C.



JULE BLANTON  
Professional,  
Heather Downs C. C.



ED HARBERT,  
Professional,  
Battle Creek C. C.



CHARLES CARROLL,  
Professional,  
Cedarbrook Club



*Charles Carroll in his shop at Cedarbrook Club.*

"GOLFERS want values they can see and when the pro offers them stocks of highest quality he is establishing confidence that builds sales. With Hagen's standard and maintained retail prices and pro's profit margin, the set-up is ideal."

CHARLES CARROLL.

*Jule Blanton's shop at Heather Downs C. C.*

"THE direct result of sales increase is very noticeable when the Hagen line is placed in front in the pro shop. It's gratifying to members and pros to observe the buying interest aroused by Hagen displays followed by excellent performance of Hagen merchandise in use."

JULE BLANTON.







"MY members buy from me because they know my policy of buying only the best money commands. With the Hagen line it's certain I'll have a better year than ever before. Your protection and service are appreciated by all pros."

ED. HARBERT.

*Ed Harbert's shop at Battle Creek C. C.*

"THE success of the Hagen line is due to the knowledge Walter and your officials and salesmen have of player likes and dislikes. It's easier to sell a player what he wants and the Hagen merchandise and advertising bring welcome relief to many of our selling problems. The Hagen line is a highly profitable pro shop feature."

ANDREW CAMPBELL.

*Andy Campbell's shop at Springhaven C. C.*



# Following thru to shop profits

**L**OOK at these pros who are going into the evening of the season with a record of healthy sales—the shops of four of them are shown on these pages. Do you think that Ed Harbert, Andy Campbell, Charley Carroll or Jule Blanton did it by just letting things go along in the same old way?

Certainly not!

They snapped up their shops. They put the liveliest sort of merchandise in the spotlight. They gave the Hagen Ultra line the big play in their displays. That is good, profitable judgment because the looks, feel and construction of the Hagen clubs bring an irresistibly strong “itch” to own them. The eyes of the shop visitors are attracted by the cartons of Hagen balls and tees—and *they come back for more*. The Hagen-Allied golf luggage adds the finishing touch to a line that is distinguished in style, workmanship and materials.

The whole line is different—and magnetically so. It is putting a lot of new life into the selling atmosphere of pro shops everywhere. Again, this season, the Hagen Ultra line has broken sales records, and already our plans for 1930 give assurance of even greater sales records.

A Hagen field representative will soon call upon you. Let him help you prepare for the bigger and better season just around the corner.



ALSO SALES OFFICES AT

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

for the pro to exercise on his members, but under no circumstances do we wilt any in our belief that the pro must consider merchandising one of his most important functions. He has to sell so smoothly that the idea of service to the members rather than profit to the pro is uppermost in the minds of the members. That's a slant that makes pro merchandising difficult. The manufacturers, too, must appreciate that one big reason why the pro is firm as the leading factor in establishing the golf market is because golfers consider the pro's selling as primarily a service to them and not an effort to push off on them something a fellow must sell to earn a living.

### "Straight Salary" Menace to Makers

The following excerpt from Charley's letter will agitate the gray matter in many pro skulls and give manufacturers food for thought.

"After studying and gathering information wherever I could, I have two definite ideas that will help the professional as a whole. First, he must be educated in banking; the service the bank can give him; the importance of established credit through some reliable bank, and the importance of this credit in his standing as a professional and merchant.

"My second thought is, the professional has not made himself attractive enough to the manufacturer. As far as I know, there has been no effort on the professional's part to emphasize his importance as a customer builder and distributor. In my mind, there can be no denying the fact the manufacturers owe the professionals much for the increase in business.

"There could be no greater tragedy happen to the manufacturers than have all the professionals go on solely salary jobs. The sale of golf goods would suffer a real slump. This is not impossible if the manufacturers keep giving the stores the inside track in prices.

"I am of the opinion too much stress can be placed on the merchandising end of the professional's duty, so likely to stamp him as a dollar-grabber. After all, a professional is supposed to be a professional man, and not a merchant. A professional cannot hold the respect of his members by being considered mainly a merchant.

"First and last, he must be a teacher and diplomat; merchandising should be, for the professional's outward actions, a side line. His action toward his members must be that of artist and teacher."

\* \* \*

How many pros cash in during the winter on the fine personal contacts they

have made during the playing season? The number of star amateurs who are in the security business apparently has tipped off some of the bright young pros to what can be done by a good golfer selling stocks and bonds.

Elmer Biggs, pro at the Peoria (Ill.) Country club is a bond salesman during the winter, and a good salesman, too. He knows his stuff in the bond line and makes a profitable and proper use of his extensive acquaintance among wealthy men and of his knowledge of security details.

Another fine young fellow has left the pro ranks to engage altogether in the security sales game. Eddie Murphy, formerly pro at Ridge C. C. (Chicago District) resigned as pro before this season opened and went with a Chicago house. Friends of ours who are in a position to know say that Eddie is doing very well and is highly regarded as a promising captain of finance by security buyers and sellers.

British pros credit Hagen with having had a whole lot to do in advancing them toward the same sort of pro-member relations that the American pro and club member enjoy as a matter of course.

Additional evidence of "The Haig's" happy part in this development is available in the recent news that the Moortown Golf club, where the Ryder Cup matches were played, elected the skillful and swarthy Walter an honorary life member on the occasion of his visit as captain of the All-American team for the Ryder cup.

Norman Huntley, honorary treasurer of the Moortown club, notifying Hagen of his election, wrote, in part:

"I am enclosing you herewith the card which we have had prepared in connection with your honorary life membership of this club, and I am requested by the committee to again express their great pleasure upon that election. We hope that you will enjoy that membership for many many years, and whilst perhaps you will not be able to make active use of it very often, it may remind you of the very happy occasion which prompted the conferring of it."

Winter clubs wanting expert men as pros, greenkeepers and managers are invited to ask for GOLFDOM'S list of available men.



# Scared Stores Pray for Pro Shop Ruin

**O**BVIOUSLY the pros' mastery of the golf market which has been in striking evidence during the past few years is making the sporting goods stores wince and worry. Even the slashed prices upon which the stores depend to get the greater part of their golf business doesn't seem to have clicked in getting sales volume, and the stores are deeply concerned about the pros' undisputed command of the situation.

It is plain that the subject is one that is making the stores gray-headed, for *Sporting Goods Illustrated*, a strong voice among the dealers, handles the subject editorially in a recent issue under the heading, "Regarding Freak Competition: Don't Be Alarmed About the Golf Pro." Under this head there are four pages of four-eleven alarm. One of the display boxes in the article tips off the pros to the old Trojan horse trick by saying to the dealers: "You Won't Get Very Far at Fighting the Pro for Local Business. And the Pro Will Find You a Hard Competitor. Why Not Make the Best of It by Getting Together on a Business-Like Basis?"

Well, and why not? In the first place, because the pro has more at stake than the stores in the intimacy and value of his selling contacts with members. Any overtures along this line made by the stores to the pro should have the pro's exceedingly careful consideration for it is very plain that the only thing the store will have in mind in such "co-operation" is undermining the pro.

## Shooting Wild

Many statements made in the *Sporting Goods Illustrated* article are the wildest sort. The yarn reeks with the hope that it may help somewhat to have the pro throw over his merchandising altogether. And wouldn't that be just dandy?

Let's take some of *Sporting Goods Illustrated's* statements and see just how they stack up. The quotations are italicized. Our comments are in parentheses.

*This business of golf goods selling by professional instructors who teach the game is a greatly over-rated one. On the*

*other hand, the golf pro as a competitor is no small source of consternation and envy to the legitimate merchant. (Especially since the pros do about 70 per cent of all the golf business.) \* \* \* The professional can destroy sales more easily than he can create them, and his interest in selling supplies comes more from necessity than normal desire.*

*This latter phase of a controversy between merchants and professionals is a new angle on an ancient condition of unnatural competition. To get the professional's viewpoint, I interviewed professionals. And I found that as a general rule they are trying to sell golf supplies because necessity compels them to find a part of their sustenance in this manner. Excepting a very few, there is not a golf professional in the country who wouldn't prefer to devote his entire time to teaching the game. (And, of course, no sporting goods dealer is in his business because he has to, and wants to, make money.)*

*But all golf clubs, unfortunately, do not pay professionals enough for their services. So the pros must sell equipment to fill out their income, and, as they consider themselves professional rather than business men, they tackle the job with an undercurrent of antagonism. (This is absolutely wrong 99 times out of 100.)*

## Pro Called "Dirty Competitor"

*That perhaps is why the pro as a class is what we term a "dirty competitor." His method of interesting prospects in his merchandise takes the form of pooh-poohing the equipment that has been purchased from other sources, and if discounting the ability of other sources to select or recommend equipment adaptable to the needs of the individual player.*

*Golf pros as a class do not take the merchant's pride in their stocks of equipment. "A dumbbell player," said one pro, "is a dumbbell. You can't change him by changing his clubs. Get a fellow that just doesn't earn and you have a tough job on your hands. He'd slice the ball if he hit it with a tennis racket. A different club won't improve his stance because the ailment is fundamental. But you can't*



# SPALDING

*takes the shimmy  
out of the steel shaft*



**B**ELIEVE it or not, here are steel-shafted irons with the sweet feel of the finest hickorys—steel-shafted irons with all the vibration removed.

An ingenious rubber sleeve does the trick. It's called the "Cushion-neck" . . . it's another feature to be found only in Spalding clubs . . . and, to thousands of golfers, it's the greatest golf news of the day!

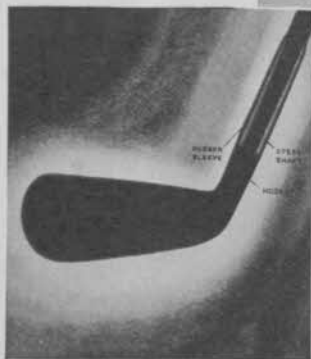
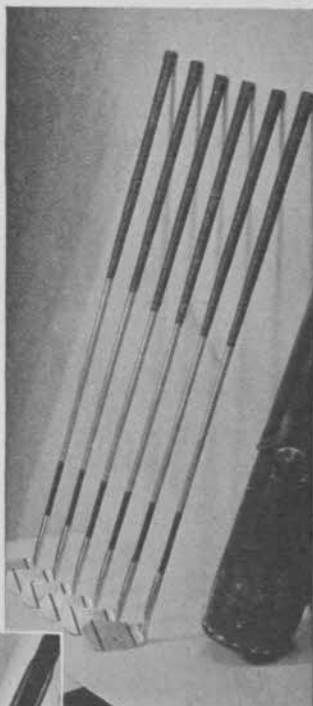
If you use steel-shafted woods, you know what a very sweet feel they have. Perhaps they give you straighter shots, too. But if, in seeking straighter iron shots, you have tried steel-shafted irons, you know how they let you down—what a sour feel they always have had.

It took the Spalding experts—the world's greatest club makers—two years to root out the reason for this sour feel and to perfect the "Cushion-neck" feature that eliminates it.

These experts found the trouble in the metal-to-metal contact of steel head against steel shaft. This metal-to-metal contact formed a perfect conductor that carried the shock and vibration of every shot right up into your hands. It was this shock and vibration that destroyed all sweetness of feel.

The "Cushion-neck" makes it impossible for shock or vibration to reach your hands. In these new irons the steel of the head never meets the steel of the shaft.

For before the shaft is fitted into the hosel of the head it is enclosed in a cushioning sleeve of lively rubber. This rubber sleeve forms a perfect shock



absorber. Vibrations can no more pass through it than can electric current pass through the rubber insulation on a wire.

Spalding sees to it that this rubber sleeve never will lose its effectiveness. For the rim of the hosel is crimped around the rubber, sealing out the air forever—retaining the liveliness of the rubber for the life of the club.

Try this new club, the first time you get a chance. Tee up a ball and sock it. Only then can you realize what Spalding has done to the steel shaft—what a sweet feel this new "Cushion-neck" feature gives to the steel-shafted iron.

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*Spalding*  
**KRO-FLITE**

Registered Sets  
Sold in sets only



Related Clubs  
Sold one at a time

afford to lose trade by being candid. And the dumbbell player always feels the fault to be in his equipment. So's he a good customer for the pro. (But, previously, the interviewer said the pros want to devote their entire time to teaching. Isn't selling easier than instructing the hopeless dubs?)

Getting down to individual cases, there are times when a player starts the game with sticks that are no good at all. He buys 'em cheap and probably doesn't expect anything better. I always try to sell better sets in such cases, but you'd be surprised how hard it is. (Because the store has to set the buyer's standard at any sort of junk, just so it's cheap.)

The attitude of pros toward selling equipment is fairly composite. None of us get a kick out of the job. But to the majority of pros, and especially those located in smaller communities where pay is very low, it's a necessary function. The club hires you on a sort of check-room basis. You get a small salary, fees for instruction, and the right to sell equipment. I'm all in favor of the stores' working out some plan whereby a pro gets a living salary from his professional services and leaves the equipment to the dealer. I think every pro would welcome such a condition of affairs. (Not unless they were simple enough to lay themselves open to sacrifice of their unquestioned command of a profitable market! And have their incomes reduced because the dealer has no interest in the pros' prosperity.)

### Pro Is Valuable—"But"—

To the manufacturer, the golf professional is a valuable medium of advertising. The more pros a manufacturer can get to handle his line, the more oral publicity he will get through this valuable source. But it is doubtful whether the manufacturer regards the pro as an outlet capable of standing on its own feet. When it comes down to volume and good credit, the merchant has the pro hopelessly surpassed. (Figures absolutely prove the last sentence wrong.)

There are certain natural obstacles that prevent the pro from becoming a good business man. One, as previously explained, is that he doesn't want to; another is that the pro in most instances is kept poor by gambling with club members. A professional acquires both the blessings and the curses of a hero. He is regarded—as long as he continues to hit the ball—as one of the bunch.

There's the rub. As one of the bunch, he must drink with every member who thinks he has something good, and he is invited into poker games where the stakes are high. Unless he is a good drinker and a first-class gambler, the pro is kept blue around the gills and light around the pockets. (Bushwah. If it weren't so plainly silly, it would be insulting.)

As a class, golf professionals are good sports. They have a broad social contact and, therefore, are more open-minded than the average merchant whose sphere is restricted to his business. A store that takes a golf pro under its wing is acquiring both an asset and a liability, generally speaking. But the percentage of asset generally far outweighs the less desirable qualities. (But if the pros are such irresponsible souses and gamblers, why be so anxious to use them?)

There is certainly nothing to be gained by merchants and golf pros fighting each other. One is as necessary as the other. If the pro sells more equipment than the local merchant, it is up to the merchant to dope out some scheme to cut in on the business. (Ah, there you are! Help the dear pro by taking his business away.)

The pro's assortment of equipment, at best, presents a very poor comparison to the elaborate stocks of the retail store. And his style of presentation generally is juvenile in character. Under these circumstances, the pro must depend on friendship for a part of his business and upon a common acceptance of his knowledge of the game, among prospects, for the balance. Neither of these influences is strong enough to constitute a dependable merchandising factor. (It is plain that the writer of the *Illustrated's* article hasn't been around pro shops much during the last couple of years or he'd seen plenty of shop displays that are far, far ahead of even many of the better class of sporting goods stores' displays.)

### Pro Propaganda Needed

The excerpts given above are fair examples of the opinions on pro merchandising that are expressed by Rip Van Winkles who have slept while the pros kept pace with the growth of golf. Facts show beyond all question that the pro has advanced in his merchandising as in every other department of his work, but the old and flimsy notions of the unknowing are still being broadcast to do the pro harm. It is high time that the pros recognize and