

The new **HISPT** in Golf

"STANDARDIZED BY U.S.G.A.
PRODUCED BY WILSON"

from the impact of the best drive to the pleasing plunk as the last putt drops, this new 1.68 HOL-HI is golf's finest all-around performer. It is simple or mesh or plain, or with Hi-Spots for identification and for easy detection in the rough. It is this new 1.68 HOL-HI sits up so your club-head can get at it. It takes the bad lies out of fairways. It takes the course out of heel-pricks. It gets up quickly for the long carry and hugs the groove from putter to cup. Play the HOL-HI this year. The new size is now legal for tournament play. In 1931 it will be obligatory. In the new size or old, for fast swinger or slow, the distance that's built in HOL-HI shows up on hole after hole.

OLD SIZE OR
NEW LEGAL
SIZE

75'

HOL-HI

by

Wilson

GOLF EQUIPMENT
WILSON-WESTERN SPORTING GOODS CO.

FOOTBALL . BASEBALL . . BASKETBALL . . TENNIS

WILSON HEADS THEM ALL

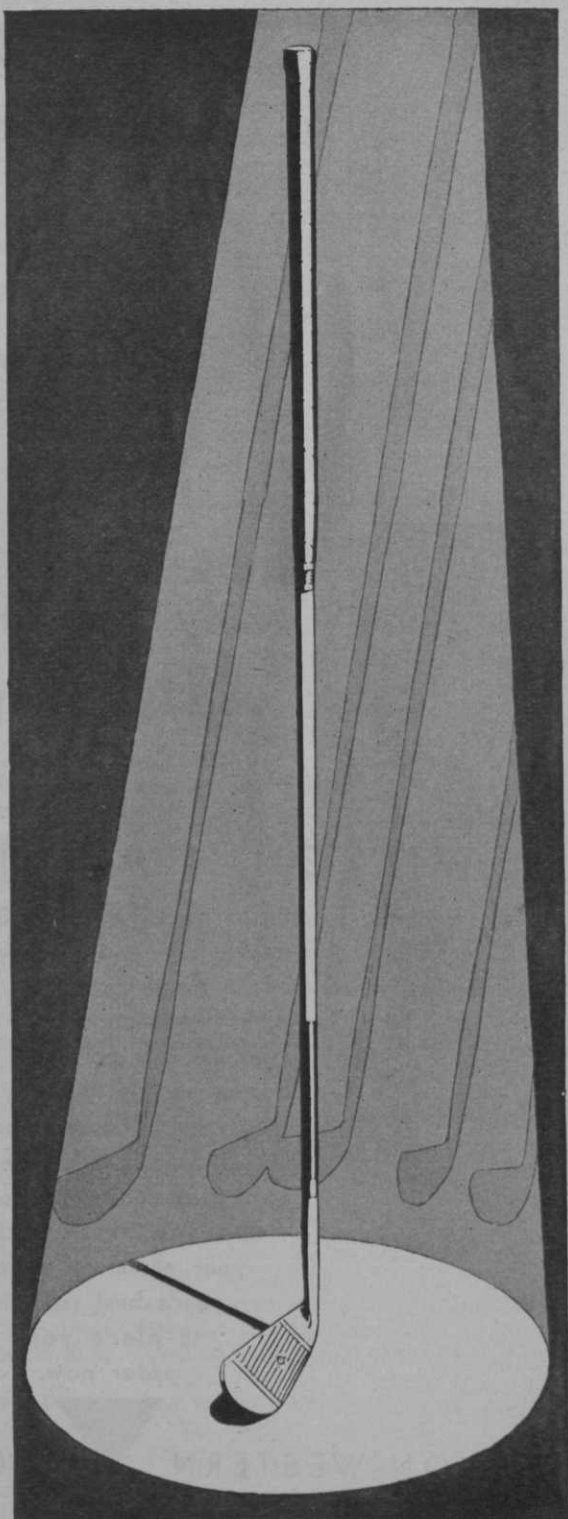
With the announcement of the new 1.68 HOL-HI, appearing in four-color double-page and black and white single-page advertisements in April magazines, Wilson jumps into the limelight as first to endorse by active cooperation the U.S.G.A.'s new golf ball program.

▼ The new size is legal for tournament play this year. Orders for the new HOL-HI have already far exceeded expectations. ▼▼ The only way to insure getting your allotment of this year's best seller is to place your order now.

WILSON-WESTERN
2037 Powell Avenue,

SPORTING GOODS CO.
Chicago, Illinois

You save time and money by answering GOLFDOM ads.



The STEEL SHAFT

steals the spotlight



SPALDING invented an ingenious rubber sleeve . . . removed the rivet that had always joined head to shaft . . . and gave to the golfing world Spalding Cushion-neck Irons—the first and only Steel-shafted Irons that combine the sweet feel of the finest hickory with the advantages of the steel shaft!

This Spalding invention has focused the eyes of the entire golfing world on the steel shaft. This season, you probably will be called upon to answer more questions about the steel shaft—and about steel-shafted irons—than have ever before been shot at you about *any* club. So let's renew acquaintance with these clubs—let's review the advantages of the steel shaft itself.

First; the steel shaft is lighter, puts greater weight into the head—where it ought to be—and aids controllability. Second; the steel shaft is thinner, cuts through wind resistance to give sweeter whip to every shot. Third; the steel shaft is more uniform, permitting greater

precision in the matching of sets. Fourth; the steel shaft can't warp—it won't grow temperamental even under the most trying weather conditions. Fifth; the steel shaft won't develop kinks or bends—it will stay straight even through the gruelling use a Professional gives a club.

Spalding Cushion-neck Irons give these steel-shaft advantages without the penalties that all other steel-shafted irons have demanded—without the harsh feel, the vibration, and the shock found in all pre-Cushion-neck steel-shafted irons.

Play Spalding Cushion-neck Irons yourself. Get a first-hand line on the greatest irons that ever made Old Man Par tremble in his boots. Lead—and watch the members of your club follow.

Every one who swings a club is a prospect for Cushion-necks. Every member of your club is a potential buyer of these rivetless, vibration-less, shock-less, Steel-shafted Irons!

A. G. Spalding & Bros.

Pros Look to Movies for Big Help in Teaching

By GEORGE SARGENT

Pro, Scioto Country Club

Effort to find the royal road to learning in golf has engaged the serious attention of professional golf instructors for years, but only recently has a promising route been pointed out by the motion picture camera. This new idea in golf instruction has resulted in such decided progress of students that it is my firm belief photographic aid in instruction has opened a new era of speedy and sound development of the pupil's game and, beyond all question, set the stage for vastly increased pro income and results from instruction.

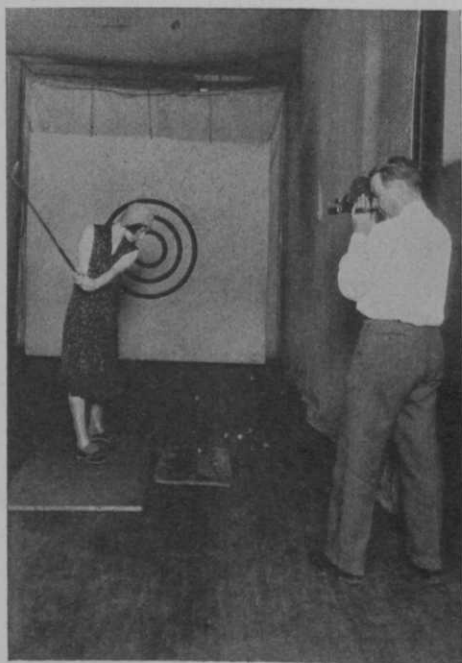
Just what procedure of motion picture golf instruction may be determined as the most effective for use by the pro cannot, at this time, be forecast. The work that has been done by pros varies so widely in its details that much discussion must precede the adoption of a fairly standard practice.

In the work I have done on this subject with motion pictures of my own students, study of the progressive pictures in the player magazines, and comparison of observations with other golf instructors, I have come to the conclusion that there is such a thing as orthodox golf form, although its existence has been questioned by other professionals who are close observers. The basis of any further uncertainty about form has been removed by extensive study of the motion pictures of the leading players' swings. The motion picture camera has plainly revealed that many professionals are teaching golf one way and playing it another. The reason for this conflict lies in the practical impossibility of locating all the small but vital faults or virtues in a player's swing by the eye alone.

"Seeing" That Isn't Believing

Prior to the entrance of the motion picture camera into golf instruction we were all inclined to accept as gospel certain long established statements about what the old masters *thought* they saw. For

instance: Many, even now, maintain that the roll of the right wrist over the left as the ball is hit is a basic element in the correct golf stroke. You find absolute denial of this in the motion pictures of every prominent golfer who has valid rating as a stylist. There are other theories that can be appraised only by the motion picture records of the stars. Many of these theories involve considerable study of many pictures taken from different points of view. As an example is the lateral hip shift theory to which Grantland Rice has been giving so much publicity. Our friend Jack Mackie, whose genius as an instructor I believe to depend to



Indoor teaching with the movies has a light problem, but Jerry Glynn shows how it's done at Lake Shore A. C., Chicago.

You putt for money and drive for fun *but - -*

Two-thirds—and that's not all—of your members would rather smack a good long one than win a match.

...long ones to talk about over "long ones" in the locker room.

If you want to win the Croix de Guerre of popularity next New Year's Eve when the clubhouse closes for the season, give 'em what they want, *now*.

...the SUPER-HARLEQUIN, a new British-made golf ball that will go farther, straighter and click more sweetly than any other ball made.

The reason is simple. The Super-Harlequin is vulcanized . . . and most others aren't. It's a ball that's all foundation. Cover and core are fused by the application of heat.

It's one solid mass, tempered to stay that way. Cover can't shift or stretch, thus shortening flight . . . sometimes deflecting it. Every ounce of muscular energy goes into yardage . . . no compression waste . . . no power leakage.

The SUPER-HARLEQUIN may be obtained in either the regulation size or the lighter, larger model (1.55x1.68) adopted by the U. S. G. A. for use after January 1, 1931. Comes in three patterns: straight mesh, recess, channel markings.

Remember, it's an absolutely new ball, never before seen on American links. A complimentary packet and information on pro discounts will be sent to all professionals interested.

Super HARLEQUIN

The Endorsed British Ball

AMERICAN GOLF COMPANY	115 Federal St.	BOSTON, MASS.
NEW YORK	DETROIT	CHICAGO
		LOS ANGELES

no small extent upon his phenomenal "camera eye," has a different view of this hip action. Now here is one of the many debates on golf form that could be settled by motion picture views taken from several angles.

Money-Making with Movies

The small motion picture cameras are so widely used by the public these days that they have opened a new avenue of pro profit and service to his members. Any golfer can have pictures taken of himself—or herself—in action and have his professional analyze them. This service as a diagnostician will rank right along with the instruction service as an important factor in the development of the player's game. It will put a premium on a competent pro's knowledge of the fundamentals of golf and encourage the player to frequently check up on his game.

For the pro's own operation a motion picture camera and projector that will handle slow motion pictures can be obtained at a cost of \$400 to \$500, according to the Bell and Howell makers of the Filmo movie apparatus which I have found practical. Especially while the picture instruction is new and novel the added income should be sufficient to offset the investment in a comparatively short space of time. There is just so much personal instruction a pro can handle at his club; with the camera his ability to handle business is greatly increased.

Development Is Pro's Business

The pro is probably more interested in developing a good player than the player himself. It's a matter of serious business to the pro and just pleasure to the pupil. The pro, consequently, must investigate fully the possibilities of this successful innovation in teaching. There is undoubtedly a great waste of time in golf instruction due to the necessity of watching the arms, the opening of the grip at the top of the back-swing, the pivot, the foot-action and other of the countless details in a golf swing that cannot be encompassed in any one instructor's vision at one time. Then one must try to transpose the picture into words that will be clearly interpreted by the pupil. The employment of the motion picture camera will eliminate these stumbling blocks of correct diagnosis and difficulty of getting a vivid impression of the correct method across to the pupil.

Movies Give Instruction Tip

An instruction film is the most direct

and forcible method of developing a lasting and proper "muscle memory" in the pupil's mind. The motion pictures of Jones showing his splendid follow-through and the absence of any bend in his elbows at the vital part of the swing, have done much to develop correct hitting technique. I have taken one tip from the Jones motion pictures in instructing my pupils indoors. I suspend a string from the top of the net, a club's length in front of the ball. After the pupil has hit the ball he should follow through until he hits this string. It is a most effective way of getting the students to hit through the ball in the exemplary Jones manner.

At the pro conference to be held at Columbus early in 1931 this subject of bettering golf instruction by the movies is coming in for a lot of investigation. The use of the small motion picture camera in golf instruction by professionals this season is certain to grow to such an extent that I am confident when our fraternity compares notes at the conference the outcome will be the greatest contribution made to resultful golf teaching in the game's history.

"Pro" Is O. K. as Title for Golf Teacher

By HARRY T. LAMBOLEY
Pro, Monroe, (Mich.) C. C.

A RECENT article in GOLFDOM suggests that a change of title from "professional" to "coach" might serve to more clearly define the pro's functions and thus develop his market and earning power. I am sure that all professionals are indebted to the amateur, Mr. Fox, who brought up this question for it gives the pros evidence that their good amateur friends are thinking about the progress of the professionals. But I doubt that the proposed change in vernacular would be of any value to us.

Webster defines a professional as "one who makes his living by his art" and certainly is what the pro golfer tries to do. A pro must be a good player as well as a good teacher. He has to "practice what he preaches" or he will have no more professional standing or earning power in his business than, say, a married preacher who jumps from the pulpit to parts unknown with the dashing manicurist. So, according to my opinion, the term "coach" or "instructor" would not as accurately define us as does "professional."

Their Friends Prove Pros' Active Major Assets

By HERB GRAFFIS

THERE is no asset in the pro-inventory equal to the friends of the pro. And any pro who is onto his job has plenty of friends who not only go out of their way to help him in a business way at the club, but in all other ways. Above all other things this asset should be protected and developed.

It is probably unnecessary to comment on the fact that pros have prompt entree where a lot of big business men have to make appointments days ahead. The members get a kick out of having the pro seem to go out of his way to pay them an interesting visit so long as he makes it reasonably brief and doesn't wear out his welcome. I know that the president of the P. G. A. is a welcomed visitor at the offices of some of the biggest corporation officials in Chicago, and when he is announced at the sanctum, other business big-shots can wait outside unless the matter is urgent. Plenty of other pros have the same experience. It pays to show the members some attention and get acquainted with them.

I have been noticing in the golf club house organs lately that the good pros are getting plenty of space and praise.

Take this paragraph, for instance. It ran in "The Golf Partner" of the San Diego C. C. In speaking of Roy Tufts, it says:

"Few Pacific coast pros are better known or better liked than Roy, and the answer to us seems to be both simple and obvious. Roy Tufts is a pro who is genuinely interested in improving the golf of each and every member and is willing to do his level best with the hopelessly high handicap golfer as well as the crack."

These club house organs are great places for effective pro publicity. Here is another example from the Bonnie Briar News on the Bonnie Briar C. C. (New York district). In behalf of its new pro, Salvatore Du Buono, and "ghost-written" probably by one of the members, the paper prints:

"Sal says:

"I want to thank the members of the

club and the Board of Governors for their vote of confidence in making me the Bonnie Briar Professional.—I'm proud of the club—proud to be here—and I'll prove it by service to the members."

It's not long 'til Spring, now—about seven or eight weeks more—and we'll all be hacking divots again. The course will be tougher next year—those new holes on the back nine will make it several strokes harder.—Will handicap have to be raised — ? — are you going to be a couple of strokes worse—you won't if you'll take advantage of the new driving net on the second floor of the clubhouse. That's the place to iron out your kinks—change your swing the way you always wanted to. You know you never practice—always wish you had time—always knew you could cure that slice—if—well, why not do it now in the driving net—and it's good exercise too.

Sal's there and gives instruction every day and on Tuesday, Wednesday and Thursday evenings—let your left hand know what your right hand's doing—it makes a better swing.

The 1930 P. G. A. championship ought to set a new high standard in big events. The P. G. A. event at Hillcrest drew the biggest gallery in the history of any golf tournament and with the date September 8 at Fresh Meadow, the Hillcrest record ought to be smashed into pieces. The September date precedes the National Amateur which is September 22-27, the world's series and the football season.

Fresh Meadow is conveniently located in the New York district with a fine course and a membership that is very much interested in making the P. G. A. championship one of the greatest events in golf's annals. Benjamin C. Ribman, who has been president of Fresh Meadow ever since the club started, expresses the intention of its membership in stating: "We are more than anxious to bring about a realization of the idea of the professionals, that this year's championship will be the greatest event in the history of pro golf."



The first 18-hole cotton-seed hull indoor putting course in the Chicago district is installed at the Medinah Athletic club.

Spring Cleaning Opens Pro Drive for 1930 Sales

[A pro's wife gives timely reminder to aspirants for big year in shop sales.]

IN THESE columns have been printed many words telling of the value of the behind-the-scenes teamwork of pros' wives. The importance of this co-operation in making pro shop business run smoothly is hereby impressed especially upon those boys who still are benedicts and for that reason might be inclined to pass up the sales stimulating value of the gala spring house-cleaning and opening.

To act as a reminder for the whole flock, we are going to introduce Nell Williams Biggs, who is the real boss of that fine fellow and good pro, Elmer Biggs, pro at the Country Club of Peoria, Ill.

Friends of the vast invisible audience this is Mrs. Biggs speaking:

"This should be the time for an article on spring housecleaning in 'GOLFDOM.' These boys are liable to forget their spring clean-up from year to year, as well as get started too late on it.

"At the Peoria C. C. Mr. Biggs started two boys March 1st and they have the shop painted from top to bottom, all white. Elmer has been spending all his time marking and checking the spring clubs,

etc. So I spent three days last week and finished Friday night, putting the finishing touches on the shop decorations. All clubs are marked, put in place, and so is everything else; last year's merchandise, also; my books are all set. We know just how much we have in stock, and insurance checked. Sunday being a lovely day, (the members are aching to get out) they stopped at the club and sales were good. The members were favorably impressed by the shining new clubs he had on display.

"Now that things are going I will only go to the club on Friday mornings; what other golf work Elmer wishes me to do, will be done in the evenings.

"I wonder how many shops are open, windows washed, painted, and nice new shining clubs and balls displayed? I know there aren't many—and it's a shame because this is going to be a big year for golf. So the fellows must get busy, without delay."

And that's that, from one who knows her stuff in golf merchandising.

If your own painting and brightening of your shop isn't done take this tip.

MAC-OID

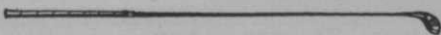
THE NEW

MACGREGOR

FINISH FOR

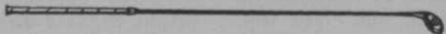
STEEL SHAFTS

A PERMANENT finish for steel shafts, preventing rust and tarnish, is a new and exclusive MACGREGOR feature. It will hold its lustrous beauty throughout the life of the club. Developed under the pressure of necessity for a durable finish for steel shafts, MAC-OID is the result of more than two years' research in our laboratories.



On MACGREGOR Clubs, MAC-OID becomes an integral part of the shaft, in perfect harmony with its "whip" and torsion. It is tapered in thickness from club head to grip, being thicker at the head end of the shaft.

MAC-OID is practically indestructible—will not nick, scuff or chip off. It is the only finish of its type ever produced.



Here is another excellent reason for selling steel-shafted clubs made by MACGREGOR. Are you going to get *your* share of this business?

THE CRAWFORD-McGREGOR
& CANBY COMPANY

Established 1829

Dayton, Ohio

MACGREGOR

COURSE-TESTED



GOLF CLUBS

Let GOLFDOM advertisers help you. They are golf field experts.

Manager Names Holes in House Operation

PETER HAUSEN, manager of the Edgewater G. C., operates the "closest in" private golf club in the Chicago district. Hausen has one of those operations that is surrounded by the homes of members and gets a good volume of meal business. It isn't just as easy as it sounds for although the members live so close to the club that one might think casually they would be moved to run to the club for many of their meals, the handiness of their homes would work it out the other way were it not for a notably high standard of food and service.

In commenting on his own successful operation the Edgewater manager picks out the two major handicaps that so many managers have to battle through no fault of their own; a price scale that is too low and an enforced policy of buying from members. Even a cursory study of many golf club menus will show that they are charging too little for their meals. Managers and house chairmen who have revised the scale upward in line with costs have found there is considerably less howl about the slight increase in prices than there is about a substantial dining room deficit at the end of the year. The manager is supposed to encourage patronage at the club and does but what's the use of the club fooling itself that increased volume can mean anything but an increased deficit if the prices of food served lag hopelessly behind the food cost and operating items:

In Business for Health?

While golf club members are at their clubs for their health and pleasure there is such a thing as the club being led into the red by the notion that it is in business for its health, Hausen points out. He tells GOLFDOM:

"It appears that kitchen and dining room in a good many clubs are the sore spot. Why this should be so I do not know.

"There is of course a vast difference between the operation of a restaurant or hotel kitchen and that of the culinary department of a club. While hotels are not in business for their health and must depend on the profit in their restaurants, a club does not necessarily have to show a profit in the kitchen, for quite a few first class country clubs are in business for their health.

"This does not mean, however, that wasteful, careless or injudicious manage-

ment should be instrumental in causing the club kitchen to show a loss. On the contrary, a club dining room should at least break even, if circumstances possibly permit it.

"Now let us consider what some of these circumstances are. I am fortunate to say that the members of our club are mostly men, who want the best, know when they get it and are willing to pay for it. But where a manager is handicapped by having to serve the best quality of food for prices so low that he cannot make both ends meet and in addition to this is expected to give superior service, he will not and cannot break even, much less show a profit in his restaurant.

Fix Right Prices.

"If this condition prevails, it is up to the manager to show the house committee and directors why he is falling behind and suggest a remedy. If then he is not permitted to fix his prices appropriately, his responsibility ceases, and is transferred to the shoulders of his superiors.

"Another one of the circumstances which greatly tend to handicap the manager is where the buying of supplies has to be done from members, regardless of prices. Of course it is only fair that a member dealing in certain commodities which the club needs, should be considered first, if prices and quality compare favorably with non-members'.

"It is equally essential to purchase the best merchandise obtainable, for nothing is saved by buying goods of an inferior quality. By the time meat or vegetables of a lower grade are trimmed down you will find that you are paying as much or more for this less desirable merchandise, than for top quality.

"Other operating tips that are vital, I might suggest as:

"Watch your ice boxes for spoilage;

"Do not overbuy or stock your larders with a lot of unnecessary items on a chance that someone might ask for them;

"Make it your business to find out what your members want and then supply these wants;

"If possible cook everything to order, (one or two dishes on the carte du jour excepted). This will save a lot of waste from dishes prepared in advance and you will be giving far more satisfaction to discriminating members."

In short: Buy right—cook well—serve well—and with your restaurant all will be well."