

HARMONIZED Clubs Lower Scores

AS you know so well, neither "brute force" nor "determination" ever lowered a golf score for anyone. The more golfers "perspire" over their shots, the higher the figures mount.

As you also know so well, good golf calls for easy rhythm—and rhythm requires perfect coordination. Clubs that truly *harmonize* as a set help to produce coordination—and the rhythm that lowers scores. That is why **MACGREGOR Harmonized Sets** help golfers to lower their scores. These sets are built with the same care and delicate balance of a watch and bear a definite, known *mathematical* relationship one club with another. They represent the very *ultimate* in matched sets.



You are not only doing the golfer a real favor when you sell him a complete harmonized set, but you are making a nice profit for yourself. You are really making *eleven profits in one*, because you sell eleven clubs with practically the same amount of effort you used to spend in selling one.

Are YOU getting YOUR share of this business?

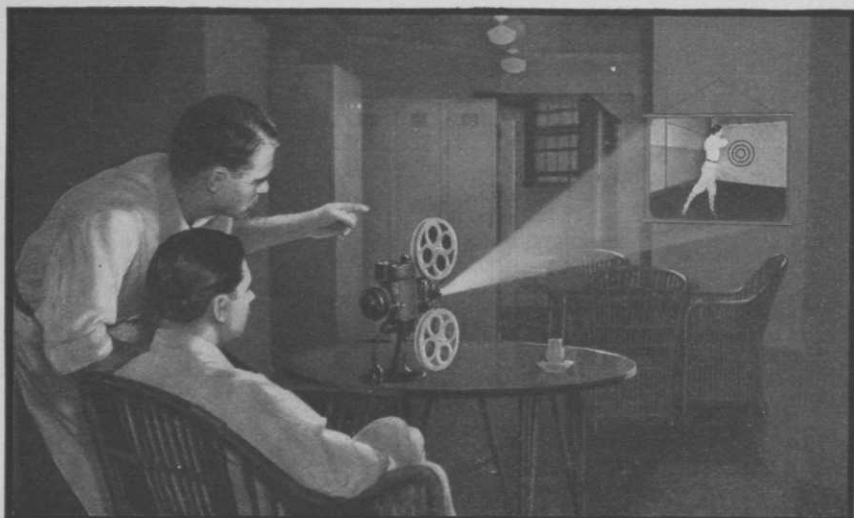
THE CRAWFORD, MCGREGOR & CANBY CO.

Established 1829

Dayton, Ohio

MACGREGOR
COURSE-TESTED  GOLF CLUBS

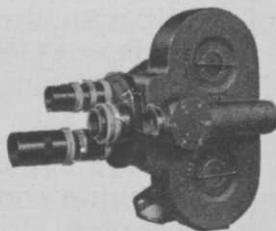
The modern way to teach an ancient game is with • FILMO •



Rules have changed since the first golf ball sailed over the heather. But the science of stance and swing, from the first, is a *natural* science. And the modern way to teach the ancient game takes this science into account. For Filmo movies study the game from the *pupil's* point of view . . . his form, the position of his arms and wrists, his natural stance — through s-l-o-w movies.

Start this modern method of golf instruction now. It will save you hours of hard work. It will help you do a perfect teaching job. It will help you turn any "dub" into a respectable 100-breaker. It will help you to a greater income.

See a nearby Filmo dealer. Learn how the precision and dependability of Filmo makes it the ideal movie camera for the golf pro to use. Or write today for "Filmo in Golf Clubs."



Filmo 70-D "Master of all personal movie cameras". Seven film speeds, three-lens turret, variable viewfinder. \$245 and up in Sesame-locked Mayfair case. Other Filmos from \$120 up. Filmo projectors, \$198 and up.

BELL & HOWELL FILMO

Professional Results with Amateur Ease

BELL & HOWELL Co., Dept. S, 1825 Larchmont Avenue, Chicago, Illinois
New York, Hollywood, London (B. & H. Co., Ltd.) Established 1907



Look for this sign—
the mark of Authorized Filmo
Dealers Everywhere

the benches in the locker-room, but I never yet have heard a member commend a pro for his bench-parking abilities. I don't think it pays for a pro to get too intimate with his members, for after all a sort of employer-employee barrier exists, a barrier the pros should welcome because it makes the job of impartial service to each and every member just so much easier. It seems hardly necessary to mention that I would never accept a drink on the club property; that's common-sense policy.

I'd build up good-will in a number of ways. I'd learn to recognize every member and call him by name, and I'd always do it this way: "Good-morning, Mr. Smith," never "What's on your chest, Bill?"—in other words, last names always. If the opportunity offered, I'd ask him how his game was, because many times the apparent or real interest of a pro in a member's progress "sells" the pro to the member like nothing else can do, and leads to sales.

Whenever a player complained that he was having trouble with certain shots, I'd pass him out a *minor* playing tip that might fix him up, at the same time telling him that if that didn't work I'd be glad to give him a lesson and get at the root of the trouble.

Occasionally, when business was light around the shop, I'd cut myself in on a game with some of the members; never in advance, however, but always as a two-some or threesome was starting out. And I would refuse to gamble with them for obvious reasons.

Local exhibition matches for charity, district and sectional open tournaments would always find me among those present; such matches are written up in the newspapers and the publicity is worth a lot more than the time sacrificed.

In the matter of lessons, my first rule would be promptness. Nothing can ruin the temper of a member quicker than to come out for lesson and find the pro has overlooked the appointment or has been called away and will not be back for fifteen minutes.

My second rule would be to be generous with my time. Lessons are not very interesting to the teacher, whether it's reading, writing, arithmetic or midiron shots, and many pros tend to shorten a half-hour lesson to 25 minutes and an hour's session to 55 minutes through sheer boredom and a hope the member will not notice he has

been short-timed. Too long a lesson is better than too short.

Thirdly, whether I felt so or not, I would appear on the surface to be extra-special interested in solving the pupil's golf miseries. Not for a moment during the lesson would I let down in pace. And this business of keeping the session business-like would apply *with double force* when instructing women members; one unfortunate familiarity and many a pro's reputation has sunk below par.

So much for my own personal efforts. How about my shop?

Most important of all, it would be clean, spotlessly so, at all times. I'd stand for no dust anywhere and be generous with the paint brush. I'd have my stock of merchandise pleasingly arranged, easy to reach and handle, and every single item plainly price-marked.

There would be a good representative stock of all leading brands of golf goods, but I would not attempt to stock every possible want of my members, especially if another brand was just as good or superior.

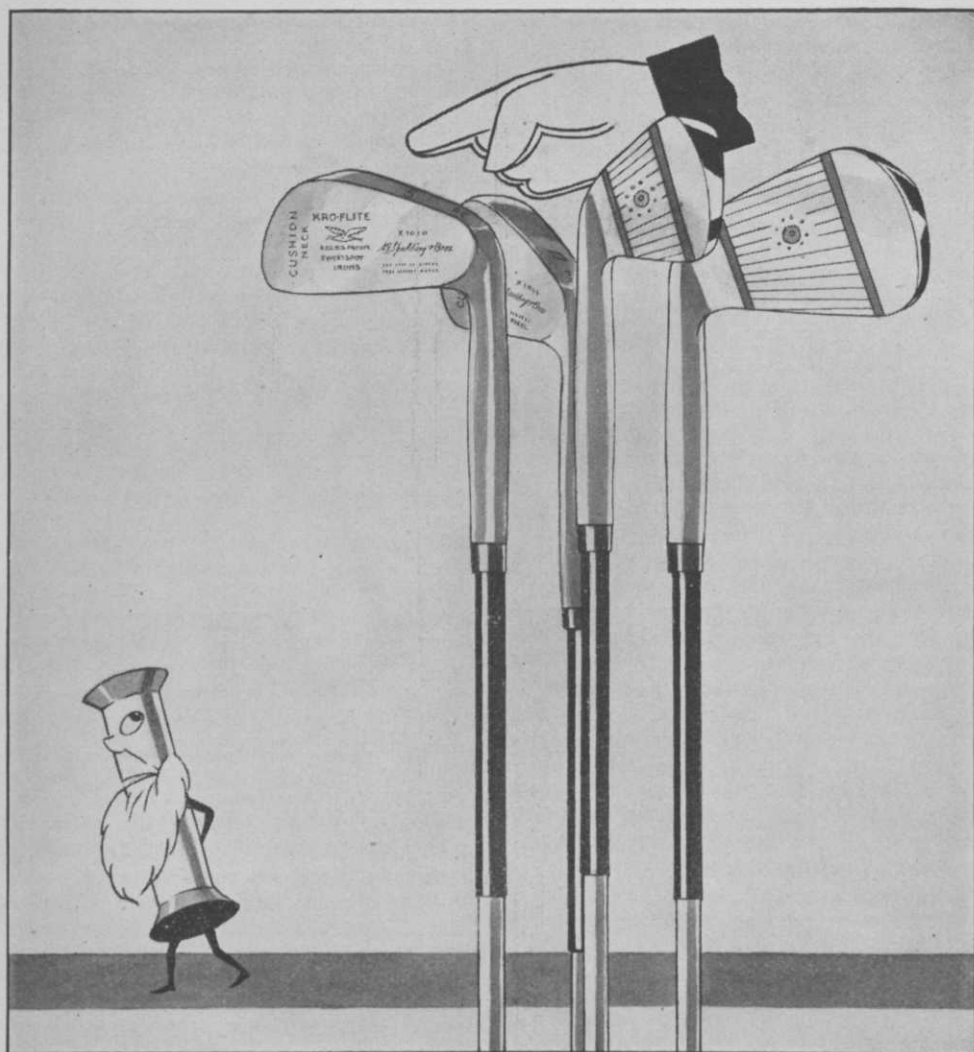
No need to stop when the shop has been made spotlessly clean. My shop will be decorated with pictures of well-known golfers, famous golf holes and important tournaments of the past. The more I can make it look like a golfers' art gallery, the better I'll like it, because my shop will then be one of the sights of the club, members will bring their guests around to show them the exhibit, and this will react indirectly by boosting my shop sales.

Of course I will not overlook full use of manufacturers' display signs and posters. This freely-offered publicity material has cost them a lot of money to prepare, and properly scattered around the shop will add color and appeal to my salesroom.

In addition to a representative line of golf goods, my shop will carry a limited line of men's haberdashery. No sense trying to compete against the local menswear merchants by carrying everything a member can possibly ask for, but some good quality golf hose, sport shirts, sport belts, garters, caps, rain jackets, sweaters, windbreakers, and ties will sell readily and add considerably to my yearly income.

In the matter of shop selling policy, I would firmly hold to one major premise: "*The customer is always right.*" From the beginning, I think, it can be assumed that my members will be a pretty good bunch of sportsmen; therefore an open policy of

Ol' Man Rivet..keep



right on rolling along

RIVET, for a long time you've been used to join the shaft to the head in steel-shafted irons. But in Spalding Cushion-necks, you lose your job! Spalding has worked out a better joining method—a method that makes Cushion-necks the only Steel-shafted Irons with the sweet feel of the finest hickory and the greatest sales opportunity ever offered to Professionals! So Ol' Man Rivet, keep right on rolling along—we don't need you in Cushion-necks—you're out!

. . .

Yes, in Cushion-neck Irons, the rivet is out. In Cushion-necks, each shaft, before it is fitted into the hosel of the head is enclosed in a cushioning sleeve of lively, shock-absorbing rubber. Then the hosel is crimped around the rubber, so that no rivet is necessary!

And with the going of the rivet, goes all vibration, all sour feel, all the objections that golfers have had against steel-shafted irons!

Think what that means! That means that every golfer who now uses and likes steel-shafted *woods* (and that, as you know, is the great majority of all golfers) will be made-to-order prospects for Cushion-neck Irons. That means that you have a mighty good chance of selling nearly every member of your club a brand new set of irons!

Here's the experience one famous Pro-

fessional had with Cushion-necks. He sold his initial order of 20 sets to the first 20 people who saw them . . . and then was offered \$300 for his own set by one of the club members who was so enthusiastic about Cushion-necks that he didn't even want to wait for the new order to come in. And he broke 70 in each of the first six rounds he played with Cushion-necks. That's just one experience of many similar ones.

Do you wonder we call this the greatest sales opportunity ever offered to the Professional? Do you wonder we urge you to play Cushion-necks yourself?

Start now—on your next round, or as soon as you can get a set in your bag. Watch your iron shots whistle straight for the pin! Watch the interest your new Irons create! Watch the sales of that Shop of yours pick up!

A. G. Spalding & Bros.

105 NASSAU STREET
NEW YORK CITY

satisfaction will pay out in the long run, even though occasionally it may be abused. Better to lose ten dollars on one transaction than to turn loose in the locker-room a member disgruntled over a dealing with me, whether justified or not. Such a man can give birth to a lot of misery for the unsuspecting pro.

"One Price to All" is the second plan I would fix firmly in my selling platform. The prices marked on the merchandise would be the selling price to the president of the club, my best customer among my members, and everyone else. At the end of the season, I might have a clearance sale to reduce the winter stock carry-over, but such a sale if I held it would be heralded several weeks in advance to all the members by means of a sign in my shop and maybe a letter to their homes.

My members would never be charged for nominal service such as wrapping grips, refacing woods, binding-up cracked shafts and the like. Nor would I accept tips for these little jobs. They take up very little time and the fact that I am eager to extend the helping hand in these minor and purely "service" matters cannot help but boost my standing among my members.

I'd let any member try out a club before buying it; in fact, I'd almost insist he take it out for a round or two. Of course I'd expect him to take good care of the club and either buy it or return it in good condition within a reasonable period, but I am sure more sales would result from this policy than a less liberal one.

The women golfers at the club would come in for plenty of attention from me, because I believe the greatest addition to the ranks of golfers at my club must necessarily come from the wives and daughters of members, and any interest I can arouse in the game of golf among the women will be bound to result in sales of golf equipment from my shop. There's no real added expense involved in cultivating women's trade, but the profits are there—why not go after them?

The same thing, although somewhat less important, applies to the juniors around the club. I'd go after the sons and daughters of members with all the interest I could muster. I'd organize classes, arrange one-day junior tournaments, appeal to the natural competitive spirit of youngsters. Golf is comparatively static as a sport to persons under 18—they like a game with more action. Nevertheless, they are going to grow into my customers

later on, so I'll not neglect them just because they don't represent an immediate profit.

If the caddies were under my jurisdiction, I'd "sell" the club on uniforming them if I had to put up part of the cost myself. I cannot help noticing that clubs where the bag-toters are uniformed have the best trained boys. I suppose this is because more discipline is possible under such circumstances. And, of course, I'd hold a caddie school once a week to educate the boys in the finer points of their job.

There are plenty of other things a good pro must do it if he is to appear 100% to his members, such as handling club publicity, running club events, collecting green fees and settling disputes over the rules of golf. But why waste space describing perfectly obvious chances for service? The good pro does them as a matter of course.

I suppose the various points I have dwelt on in this article will seem pretty trite to the old timers among the pros. And even a lot of the younger members of the profession will smile at the obvious elementary points I have brought up. Yet I venture to say that not one pro out of a hundred, young or old, established or beginner, gives his job all the attention to detail it can stand, no matter how ambitious he is to boost his income. And a pro's job is a *detail job*—let no one tell you different.

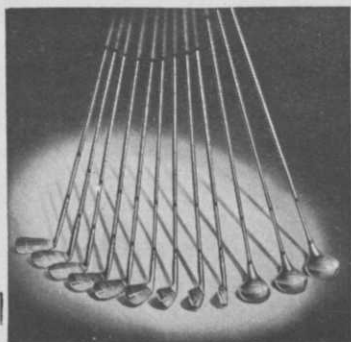
Instead, if pros will use this article as a sort of self-analysis guide, will "rate" their activity in respect to each of the points brought up and pick out the ones on which they *know* they are weakest, and will then concentrate on remedying these faults, I am sure a great deal of reformation can take place and added profits result.

JACK DILLON DIES AT CHICAGO

Chicago, Ill.—J. H. Dillon, for a number of years a popular figure in pro golf activities in the central west, died early in May at Chicago, after a prolonged illness. Jack was a grand little fellow and a host of friends lament his passing. Prior to engaging in the golf manufacturers' business in Chicago, Dillon was Chicago manager for the Burke Golf Co.

The business of the J. H. Dillon Co. is being continued by Mrs. Dillon together with the boys who were operating the place during Jack's long illness.

A Money Maker For The Pro . . .



Something new in Matched Sets. You'll like to sell them and your club members will like to use them.

Kroydon

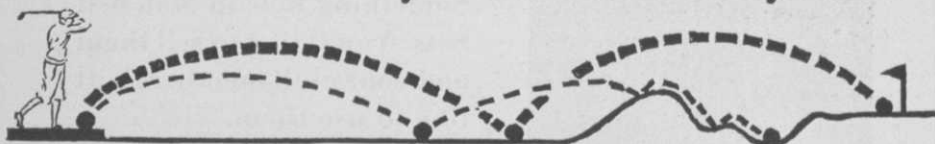
*C. U. (Complete Unit) SETS
for Better Golf*

Matched woods. Matched irons. And both woods and irons matched together as a unit in one set.

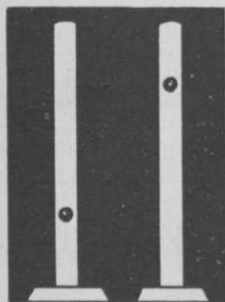
From Maine to California, from the Canadian frontier to the Gulf of Mexico, the important newspapers with a 10,000,000 total circulation are carrying Kroydon advertising during 1930. The new Kroydon Line is most complete. Clubs to fit every player and every pocketbook. Profitable for you to handle.

see how this moulded club head

adds 10 to 40 yards to every drive

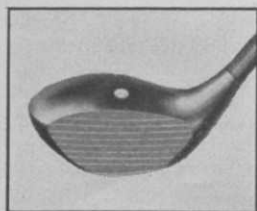


Here's what extra distance means to you: a longer, more accurate drive with better position for the second shot . . . an easy second with brassie, spoon or iron to the green. Over the sand trap or brook, not in. On the green in 2, not short. Prove it on your own course.

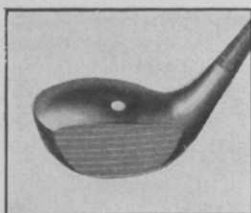


THE TUBE TEST

A small steel ball dropped freely thru a glass tube on the face of a Schavolite Moulded Club Head bounds over 100% higher than on any other standard club. Try it yourself.



Condor No. 104



Eagle No. 103

Super-distance now possible with the new secret composition that increases resiliency

The story of Schavolite is super-distance from a new secret composition . . . a club head moulded under tremendous pressure, so resilient that it adds 10 to 40 yards to the flight of any ball.

Four features make this possible . . . exclusive with Schavolite construction:

1. The composition head contains a proportion of rubber.
2. Increased hitting force obtained by throwing weight forward to point of contact with the ball.
3. No lead weights used, thus eliminating undesirable twists that cause slicing and hooking when the ball is hit anywhere but at the exact center of the club face.
4. Perfect balance is obtained, regardless of length or weight, by the proper distribution of weight at the head.

Schavolite is a lifetime club; impervious to moisture, it cannot warp, chip, dent or break. Try it in a "cage" or on your own links. Approved by the United States Golf Association.

Schavolite Clubs are equipped with True Temper Steel Shafts, in three popular finishes; all with the highest grade calf-skin grips. Single clubs, driver, brassie or spoon, \$12.50. Matched and registered sets of 3, \$37.50. Putters, \$10.00. Right or left-hand models. Test tube and ball furnished dealers and pros without charge.

SCHAVOLITE

GOLF CORPORATION

16 West 45th St. New York

SUPER-DISTANCE SCIENTIFICALLY



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



—Bell and Howell photo.

Al Lesperance, addressing the ball, has instruction movies made from points directly back of line of flight and directly opposite ball.

Movie Analysis of Pro's Own Game Helps His Teaching

An Interview With
AL LESPERANCE

NEWSPAPERS are taking cognizance of the pro plan of using motion pictures in making golf instruction more resultant, so it looks like the pioneering pros soon can get plenty of evidence that their hunch in this direction was bound to mean a good thing for the pro cause.

During his visit in England, Bob Jones arranged with Joyce Weathered to have some movies made of her game for exclusive use of the P. G. A. in its plans to make the employment of movie instruction by its members more effective through having a good supply of master films.

The Jenkin's super-slow motion pictures of Jones, shot for the P. G. A., have been privately shown and the conflict about what they show of great value to golf instruction already has been started. The original shots were made 1,600 to a second, and retakes are to be made at the top-speed of the camera, 3,200 pictures to the second. Among the many interesting details of the Jones swing, as revealed by this unusual film is that the clubhead and

the ball as in contact for approximately 18 inches. The camera shows the Jones swing distinctly a left-handed performance all the way through. We're not arguing about it; we're just telling you.

The other day we had the interesting job of talking over this pro movie instruction proposition with Al Lesperance, pro at Westmoreland, Chicago district. Al is no member of the First Reader class on this movie instruction. In 1924 when he was in Kansas City, there was a member of his club who was connected with the Pathe moving picture people. Al and this fellow fooled around with the movies and it was then that Lesperance made his debut as a golf instructor via the movies. Now, at Westmoreland, Al has, as a member, one of the big shots of the Bell and Howell movie gang. With this association Al has revived his work in movie instruction and what he has to say on the subject will give the boys food for thought.

"In the first place, the pro gets more out of the movies than the pupil can. By having pictures of the better players al-

ways handy for projection, I can see the details in which they are uniform and those in which they vary. Pictures of my own game can be checked up and by finding out where I am going wrong I can tell, a lot of times, some of those subtle faults or the pupils that often baffle detection.

"There is a crying need for some standardization of method in movie instruction. Take the popular films of Hagen and Jones which a number of the pros are showing. Instead of being as helpful as these films might be, they are dangerously misleading in many respects for they are shot from angles that do not show the true picture of the swings. I am of the opinion that two films of each shot should be made; one directly even with the ball and at right angles to the line of flight, and the other even with the ball and right in the line of flight, the latter picture being shot from the *player's* right side, of course.

"Tape on the ground showing the line of flight and a right angle to it, at the point the ball is teed, should be used, and stationary backgrounds that will quickly locate sideway movement are essential. In this respect trees many times are worse than useless. They will sway just at the wrong time, and you can't tell it from the picture."

Al told about the value of the movies to his own game, relating that George O'Neil, who was his first mentor, got him well grounded and then he was turned loose to shift for himself. The movie provided Al with a check that could be furnished in no other way. The same thing, Al maintains, can be done best for the average pupil by the movies. Pupils who are well grounded in golf methods by a competent instructor, can have movies made of their swings at various times, and have their pros check them over when convenient. The result of this diagnosis will correct the faults before they become a set part of the players' games.

Lesperance is making a number of movies of the leading players in the Chicago district and is using them in illustrating the proper technique to his members. In the movies, Al mentions, the salient features of any expert's game can be pointed out to the pupil so he can imitate the virtues, a proceeding that would be next to impossible if the model himself were studied in actual play, even by a far better than average amateur acolyte.

When Al and the writer were talking things over at luncheon one of Al's mem-

bers, a 6-handicap fellow named Cumnock took part in the conversation. Cumnock is one of these thoughtful and persistent seekers after golf knowledge who comes in every so often to make the heart of the pro glad. Al had him booked for the next lesson. Cumnock told of the use Joe Norwood of Los Angeles had made of the movies in instruction.

It seems that the leading professionals are hard at work on this problem of harnessing the motion picture camera to the instruction problem so the pros not only will turn out better golfers, quicker, but will add a welcome piece of dough to their annual incomes by the profits of this now established method of teaching golf.

Rhode Island's Inaugural Greenkeepers' Day Success

ATTENDANCE at the first Greenkeepers' field day at the Rhode Island state college and Experiment station held at Kingston, May 26, exceeded the expectations of the most optimistic of those in charge. In spite of a rainy day more than 50 greenkeepers and green-committee chairmen attended. The luncheon was attended by 70 people.

The morning was spent inspecting the lawn and golf green experiments at the station. Old lawn plots established more than a quarter of a century ago created much interest, while more recently established golf green plots, of different strains and varieties of grasses, also came in for considerable discussion.

Immediately following lunch, Prof. L. S. Dickinson was the principal speaker at a short program of talks and discussion. Prof. Dickinson spoke on Managerial Problems of the Greenkeeper and handled this subject in his usual clear and effective manner.

About a dozen firms were represented with various lines of equipment, demonstrations of which occupied part of the afternoon. Following the equipment demonstrations, the greenkeepers visited one of the farms of A. N. Peckham, one of the leading bent grass seed producers. From Mr. Peckham's farm the course was laid to Bonnet Shores—a new golf course under construction. This part of the program was in charge of Woodworth Bradley, the architect in charge of constructing the course.

The success with which this first attempt at a Greenkeepers' field day met assures it a permanent place as an annual feature on the state experiment station program.