Pros' Business Chief Tells How Work Looms

By ALBERT R. GATES Business Admmistrator, P. G. A. of America

I NITIAL stages of the P. G. A. business administration have been exceedingly gratifying to the administrator. Although I have been for some time in fairly close acquaintance with the situation in professional golf and am no stranger to a vigorous, collective response from businesses desirous of whipping their problems into shape, I can confess that the enthusiasm and strength of the pro co-operation has been most striking.

As this is written, the first month of the business administration has not been completed but two points have been plainly proved. First, all doubt of pro unity on the business administration idea has been removed. Paid-in membership of the P. G. A. of America under the new \$50 annual dues plan is already sufficient to thus provide the association with a greater income than it has had in any previous year and consequently giving the pros' business administration financing for constructive work. The personnel of the P. G. A. membership under the new plan is being carefully supervised so P. G. A. of America membership now is prima facie evidence of a pro's ability, dependability and general high standing in his profession. It is interesting to note that among the members signing this year are more than a sprinkling of well-known veteran professionals who hitherto had not been members of the national body.

The second point is that there is plenty of work for the administrator.

The professional situation confronting the administrator is one that emphasizes the wisdom of making haste slowly. Many problems confront the pro golfer today and their solutions do not appear to be easy or imminent. President Pirie, other of your officers, and I have been doing considerable travelling and holding many conferences with professionals, manufacturers and club officials in order to get pressing matters straightened out and to see just where the pros stand.

There already have been several cases demonstrating the need of the recently established administration. One of the items brought before the administrator early in the annals of the office concerned the function of the P. G. A. in arranging tournament schedules. As is well known, St. Louis intends to hold a \$10,000 Open around the time of the National Open. The date selected conflicted with the Metropolitan Open, and in order to attract a big and expert field on its way to or from the National event some generally satisfactory revision of dates must be made. The services of the P. G. A. office in this connection, and in handling other details of the tournament, will readily justify a fee in addition to the prize money.

In connection with these Open tournaments there has been brought to the P. G. A. attention the guarantee money for appearance required by some of the professionals. What decision will be made by the P. G. A. on this is still uncertain although the appealing suggestion of approving guarantee money for the holders of the National, British and P. G. A. championships has been advanced by several of the tournament stars.

Serving the Rank and File

Although I have mentioned these matters concerning the low scoring players first due to them coming to my attention immediately after the office of business administrator was established, it is not to be thought for a moment that there will be any undue exaggeration put on the playing pros' problems at the sacrifice of the teaching professionals' interests.

The field for the business administrator's work in behalf of the teaching pro immediately divides itself into three areas; club relations, under which comes employment; instruction and merchandising.

It is the ambition of the P. G. A. business administration to see that every

competent professional has a profitable job where his work is well done and fittingly recognized. It is no secret that many professional jobs are held by men or boys who not only are unfitted to do their clubs justice in real professional service, but are injuring the present and future of the pro salary standard. That situation is going to take some patient and prolonged work on the part of the P. G. A. First of all we are seeing to it that our members are the best of all professionals. There may be some shortcomings that we may be called upon to correct even in these excellent though fallible men but the task will not be shirked. I have been repeatedly impressed by officials and representative members of the P. G. A. that it is the aim of the P. G. A. to have each member exemplify the highest principles of sportsmanship, professional practice and business integrity. I have taken these professionals strictly at their word and intend to see, to the limit of my ability, that membership in the P. G. A. is positive identification of the finest type in the business of sport. While I am on this subject I will say that my relations with club officials and manufacturers give happy promise of the golden rule applying as a good measure of co-operation with professionals in their effort to increase the value of their services to golfers and to golf clubs.

Manufacturers naturally will be interested to know the pros, encouraged by the new 7% discount, have begun to take concerted action in making pro credit 100%. The careful pros are not going to permit oversights or shortcomings of the tardy payers to curtail legitimate profits of thoughtful and informed pro business men. The good pros who form the backbone of the P. G. A. now, are united in attaining for all pros a quick paying record that will put their business administrator in a position to correctly represent them as a body of men having highest credit rating considering their volume of business.

Headquarters of the P. G. A. of America now are on the seventh floor of the First National Bank Bldg., Chicago, and I shall be pleased to have any professional, manufacturer or club official address me there on any subject affecting the pros' progress and welfare.

GOLFDOM is sent free monthly to the president, green - chairman, greenkkeeper, pro and manager. Have we your name?

Keep Hammering Away at Tax Repeal Work

A LTHOUGH long deferred hope of getting the 10% tax on golf club dues, memberships and assessments continues to make the heart sad, conscientious club officials are keeping right after their congressmen with the intention of some day securing relief from this discriminatory and unreasonable tax.

Golf business this year has been so good that many clubs would feel warranted in undertaking programs of rehabilitation of courses and clubhouses were it not for the dead stymie laid by the tax on club financing. Last year, prior to the market slump, many of the older and substantial clubs contemplated modernization of their courses and remodeling of their clubhouses and many such enterprises still would be launched were it not for the 10% handicap imposed on any golf club that decides to take advantage of present low costs of building and do something in alleviating the unemployment situation.

With the newer clubs the 10% tax undoubtedly is having an effect in slowing up the solicitation of membership. Each view of the picture shows that the 10% tax has no justification for existence long after the war period that brought this burden into being.

The fight for relief is not one that will be won by the U. S. G. A. alone or by any minority of club officials. A persistent strong effort is required. Has your club expressed itself to your congressmen?

Try This Method on Moles— It Worked

E DWARD L. DAVIS of the Philadelphia Lawn Mower Co. tells GOLFDOM of a method he used in getting rid of moles. It worked for him, although he suggests that it be given further tests before it is employed as uniformly effective.

Mr. Davis took an ordinary garden edger and raised the turf, which the mole already had displaced, for two or three feet, sprinkling the ground underneath it with flaked camphor. He then replaced the turf and stamped it down. He treated the ground in a similar manner about every 15 or 20 feet, where the mole, or moles, had been active. Apparently they didn't care for camphor. The camphor did not seem to have any effect on the grass. One application did the work.

HARMONIZED Clubs Lower Scores

A^S 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



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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?



When you mention GOLFDOM the advertiser knows you mean business.

Picking Up Pointers From Prospering Pros

By HERB GRAFFIS

FROM The Golf Partner, interesting valuable house organ of the San Diego C. C., we pass along the following ideas to professionals and club officials:

In commenting on the value of the teaching services of a club professional who does not engage in many tournaments, the editor of *The Golf Partner* proves himself to be the kind of a friend every pro prizes in his membership.

The comment says:

"It is not an unkind criticism of Diegel or the Agua Caliente club to mention the value of the teaching pro, rather than the playing pro, to practically every golf club. It is true that Roy Tufts has entered many of the California tournaments and made creditable showings. He has not been up to the top leaders for the principal reason that he spends practically all of his time in teaching and in playing golf with our members.

"Golf with a player of less ability does not force a pro to the test that brings out his keenest effort and his lowest score. Some way or other we feel that Roy's slant is very much the right one. He has developed and is developing many good golfers. He is never too busy to give a word of encouragement to the duffer and he is building many former duffers into players that are consistently shooting below 90.

"The fact that we have many able women golfers and that women's golf occupies its prominence and interest at our club is likewise a tribute to Roy's good judgment and sincere effort. "When Jim Barnes was in his golfing

"When Jim Barnes was in his golfing heydey he was for over a year pro at a club to which your editor belonged. Jim was followed by a good teaching pro. The effect on the membership in interest and better golf needs no further comment.

"We are still of the opinion that Roy has the right idea."

An inducement to practice is presented in the following paragraph:

"With the consent of the Board the committee will try the experiment of supplying balls and eliminating caddies on new practice ground. You simply go over there and dip into a barrel of balls and hit till you are tired and when you get through you pay or sign at the rate of 50 cents an hour. 30 cents a half hour. No bother and no delay looking for wild ones. Let 'em fly."

The Golf Partner's third interesting suggestion is that some of the matches in the pro-amateur schedule in the district be mixed events to aid in the development of the district's promising women players. It also adds that a place might be made for some of the swiftly developing juniors in these pro-amateur tourneys.

ELSEWHERE in this issue there are the remarks of Howard Beckett on movie golf instruction. This Beckett is a splendid type of pro business man and as one of the fellows who looks ahead in the professional his ideas on the changing times in pro merchandising are worthy of thought.

He tells GOLFDOM:

"The pro business is more than holding its own in Atlanta, despite the scare talk about general business conditions, and I believe that a good part of the good business experienced professionals are having is due to their blossoming out as able business men.

"Even though most of us are having a satisfactory business now I can't help but feel that the game as far as pro merchandising is concerned is undergoing a great change and we all will have to keep thinking smartly to keep these changes under control.

"With steel shafts, compact blades, larger and lighter balls, and what have you, it seems to me that it pays the pro to go slow, keep his eyes open and watch for the picture to change. Providence has repeatedly proved itself to be on the pros' side and I am convinced again gave a demonstration of its kindliness toward us when the 7 per cent discount arrangement was made by the P. G. A. with the manufacturers. Pros who want to take full advantage of the new discounts are

ALL HANDS vote for this new Shaft

It's the Only Steel Shaft with Torsion

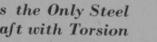
It is a steel shaft. Yet when the club head meets the ball there is not the slightest shock to hands, not a trace of tingle in the wrist or fingers.

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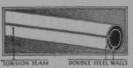
Bristol, for the first time, has added torsion to the steel shaft. Real torsion, the natural shock absorber. Torsion swallows up the shock of impact, gives a smoothness and a feel of sweetness.

In addition to the feel of torsion you will find all the other virtues that have made Bristol Steel Shafts famous. The responsive-ness and pep that fine spring steel yields. The confidence and power. The constancy of feel, through cold or heat, wet weather or dry.

Bristol does not make clubs. Bristol makes only the shafts. Among the leading club-makers who fit their quality clubs with Torsion Steel Shafts, are McGregor, Spalding, Wilson-Western, Hillerich & Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls, and others. Drop us a postcard for the current issue of Bristolite, our newsy golf publication. The Horton Manufacturing Company, 186 Horton Street, Bristol, Connecticut.







When you buy a golf club, iron or wood, look for the Bristol Torsion trade mark and the open torsion seam on the shaft. It ia this seam that makes torsion pos-sible. Double steel walls give greater



strength and power without increasing the shaft's weight.

Try this test Grasp the grip tightly in the left hand and twist the club head with the right. 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.

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not going to stock up heavily on merchandise that might become antiquated under the present rapidly changing conditions, but I am sure will increase their volume in order to get the utmost net profit under the new deal. The new deal ought to be a good one for the manufacturers too. We all hear the explanation that the store cut-price offerings of golf goods are manufacturers' surplus stocks or discontinued lines. This being true, the manufacturers must make a serious sacrifice of profit in order to turn merchandise into cash. That loss can be avoided by a production schedule closer to consumption figures. I would hazard the guess that the selling cost is by far the biggest item in determining the manufacturers' prices of golf goods and if this can be reduced by curtailment of slowmoving inventories it doesn't take any master mind of business to know the manufacturer and pro can look forward to better profits.

"I recall members' conversations and reading about the hand-to-mouth buying policy that was inaugurated suddenly several years ago. At first manufacturers in every line thought it was the death-knell of big business and good profits but it turned out to be the salvation of solid business. The same thing seems to be working out in the merchandising of golf With the pros better qualified to goods. increase their sales and aware of the wisdom of working with the manufacturers on a 20-50 basis for increased profits, there is a pleasing prospect for the pro who rates as a safe, sane and bustling business man."

ONE of the new and successful stunts in newspaper promotion work is the golf lessons being given by George Calderwood at the Milwaukee *Journal's* Housewives' institute. There are three weekly classes, two for women and one for men. There are six lessons for each group.

So many women presented themselves at the first class that a second class was made necessary. The idea was worked up by Billy Sixty, golf editor of the *Journal*, and was accorded a lively reception. Bill used to caddie for the owner of the Journal and now is the golfing partner of the Big Boss at frequent intervals. The idea the *Journal* has pioneered is one that should go over well in many other communities in working up publicity and interest for the newspaper, publicity, some added dough and future pupils for the pros, and more customers for the golf courses.

With the continued speedy growth of golf the pro who can see anything but a bright business future for himself is sadly lacking in self-confidence. During the past winter and spring we have noticed a number of cases where the boys picked up welcome new additions to their incomes by being in a position to capitalize on the public interest in the game.

One shining case of this happened in Chicago when the Cutler shoe store, to introduce its spring line of sport shoes, got Jerry Glynn, pro at Barrington Hills, to give free golf instruction in a net on the first floor of the establishment. Glynn's instruction was extensively advertised by Cutler's and the hustling young pro kept busy all through the day.

Jerry comments that many of the crowd stepping into the net never had a golf club in their hands before but were "raring to go" as golfers.

It's a stunt that some of the other smart boys can put over with merchants in their cities next spring when the spring sports apparel is being introduced.

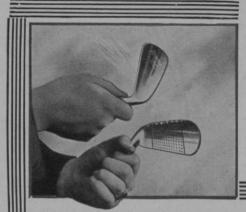
THERE is a lesson for pro business men in the case of a star hat salesman in Boston. This man gets \$7,500 a year and commission, and that's big money in the retail hat business.

The usual greeting a hat store customer gets is, "try this on for size," whereupon any type of hat is handed out. This expert does it differently. He picks out a hat that fits the customer's face, and he knows his stuff in this respect. Then he works around to the right size.

Instead of just handing out a club that happens to appeal to the pro when a member says he wants a club, how about a little more deliberate consideration of what sort of a club fits the player's game? Being too fast or too trite in presenting something for the customer to buy is losing a good chance to put over a lasting and valuable sales impression, and to get the customer fitted properly.

TORO REPORT SHOWS BUSINESS GOOD

Minneapolis, Minn.—Toro Mfg. Co. report for six month period ending March 31, 1930 shows 16 per cent increase in shipments over corresponding six months in 1928-29. Net earnings for last year were \$145,032 as compared with \$128,535 for the year previous.



A Kroydon Iron of hardened steel denting a high grade hand-made iron.

Less Work More Profit For The Pro

Kroydon irons are made of hardened steel and guaranteed dentproof and rust-proof. Less work keeping them like new.



The Only Irons That Stay Matched

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 pocket book. Profitable for you to handle.

for Better Golf

Pro Sells Himself in Playing a Business Stymie

By EARLE H. MACLEOD

THE fine art of turning obstacles into advantages—of "licking" a difficult and perplexing situation—is the theme which this story will concern itself in a recital of conditions under which a certain pro operates at a hotel daily fee club in the region of lower Michigan.

The club mentioned is the Grand Beach (Mich.) G. C., located some 60 miles east of Chicago along the Dunes highway and the Lake Michigan shore—a club having two courses, an 18-hole course and a ninehole course, both of which are operated by a well patronized resort retreat, the Golfmore hotel.

The professional is Dave Brown; and it is the noteworthiness of his ability to challenge and overcome a difficult situation that furnishes this text.

The Grand Beach G. C. is semi-private, having an exclusive membership, representative chiefly of leading Chicagoans, while at the same time it is operated as a daily fee course.

It is quite natural that the heavy play at Grand Beach should come on week ends when club members and their families together with hundreds of transient and hotel guests are out to enjoy the undulating fairways and rich, carpet-like greens, which, in age, date back nearly 20 years and are firm and true.

Thus, it is that we arrive at the meat of our story; for by the very fact that the Grand Beach club and the Golfmore hotel are ever-attracting magnets for resorters, tourists and week-end pleasure seekers, Dave Brown found himself with a luscious plum dangling before him and yet tantalizingly out of reach!

The fact is, that in the strictly private club, members are, of course, loyal to the last degree to the pro. They want to be. They buy his stock, rent his rack space, depend on him to keep their clubs buffed and in repair and faithfully and regularly seek his guidance and coaching. To a certain extent, this was wholly true of Grand Beach, but only to an extent not justified by the amount of business that was actually there for the pro.

A Two-Day Job

The reason, of course, was, that members, being so close to Chicago were prone to take their clubs into the city with them, play at various clubs during the week, then return to Grand Beach for the week end. The result of this was that the home pro was more or less forgotten. He was forced to face city purchasing and teaching competition, a condition that bid fair to steal his livelihood. Coupled with this was the rich transient trade swarming out each week-end, yet fully equipped in advance with balls, clubs, bags and all the other necessaries for play. Here again, was oodles of business all going to the wrong place, so far as Dave was concerned.

Dave Brown soon saw that this condition was all wrong, so deciding that either he must beat or eventually be beaten, he set himself to correct and become master of this situation. How he did it was simple. In his determination, he decided to put forth that of which every pro can give to the utmost if he wants to—himself, and the best that is in him. Dave's best was in his teaching ability.

Dave is a keen player, a master with his irons, particularly on his approaches, and as with all things, there's a reason.

As a kid, Dave caddied at Carnoustie for many renowned players among whom were MacDonald Smith and Stewart Maiden, tutor of Bobby Jones. As a result of this early training, he became a close observer of form and developed, besides a mastery of the art of the game, an ability as a trick shot player. He participated in the Professional Footballers Golf Open Championship, losing in the finals to Jimmy Lawson now pro at Indianapolis C. C. By way of versatility, he played professional soccer in London for seven years, however, not neglecting to play golf all summer every year. Upon coming to this country in 1914, he was for a time as-

STEPS TO SHAFT SUPERIORITY

Steel Golf Shafts vary in type, quality, performance and "feel"—the same as hickory shafts... The same careful discrimination, therefore, should be used in selecting a steel shaft as in selecting a hickory shaft.

The True Temper Shaft, is without question the most popular shaft obtainable today —for two distinct reasons:

First: It has to an unequalled degree, that vital "feel" without which no golf club is satisfactory. It is formed with a STEPPED taper. The steps help absorb the shock . they give greater flexibility . . with equal strength and weight.

Second: The True Temper Shaft is made from a seamless tube of super alloy steel—the finest steel that can be obtained for this use. This gives greater strength.

The True Temper Shaft, therefore' excels in distance, direction, durability . . . Try it and you will want no other.

The American Fork & Hoe Company

Sporting Goods Division

Cleveland, Ohio

Steps . . .

The mark of a True Temper Shaft . . Look for the steps. Steps...

The mark of a True Temper Shaft . . Look for the steps.

FEEL the FEEL of a TRUE TEMPER SHAFT

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The TRUTH about the "FIRE" in the Spalding golf ball factory