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## HOSEL FOR STEEL SHAFTS

One of the greatest improvements ever made in golf equipment—complete insulation against shock in steel-shafted irons and yet no curtailment of desired torsion.

Bushing of specially prepared balata compound removes every particle of sting that usually deadens the fineness of touch.

Another feature of this development is the anchoring of shaft to club head. This precludes any possibility of club head becoming loose.

Now you can have all the style and appearance that goes with steel shafts, plus the sole remaining virtue claimed for hickory.



The Wilson Pro line of clubs bearing your own name exclusively protects one of your greatest assets  
— YOUR IDENTITY —

# Wilson

## GOLF EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO.

NEW YORK

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need, a lot of times the locker-room man. That sounds like a hell of a lot of work for one man to handle, and it is, but you get paid dough for it and the club members appreciate it so you always have a chance to increase your earnings. You take the average resident's income in smaller towns and you will see that a pro who is a hustler and used his head can live like a king."

### Officials Need to Know.

Some of the boys get discouraged and may say that Tendler's remarks are nothing but a lot of hooie, but they're not. Given the right man for a pro, the most important step to follow is to start an astute campaign of education on the club officials. There is lots of room for that work in the metropolitan districts as well as in the smaller towns. There are big city clubs paying pros \$100 a month and then wondering what is wrong with the way the pro department is run. A fellow who takes a job as responsible as a good club pro job is, for \$25 a week, is the first thing that's wrong. I'll say that always and as a sprightly booster of the pro cause.

### What's A Pro Job.

It would do all the qualified pros a lot of good if the club officials who hired the pros knew what the pro was supposed to do. I got a letter from the president of one club who wrote:

"What are the duties of a golf club professional on a small nine-hole course, aside from procuring and selling merchandise? We have a pro on our course who more or less gives his services in return for the privilege of using the course at any and all times. What I would like to know particularly is what fundamental duties this man should perform in return for the privileges that are accorded him."

After talking it over with a number of the fellows who had come up to big jobs in pro golf after successful development in smaller jobs, this inquiring official was answered and it seems to us the answer outlines a good general policy for the betterment of the pro job in the smaller clubs. The reply read:

"It seems to me that if a live young pro were on the job he could make himself a pretty good spot at your club right now if he were to show interest and pride in the condition and layout of the course, be available for instruction, and in general, make himself useful and helpful in developing the club's resources and club spirit.

In this way, a pro with some vision can make his activity pay him because in the long run that there will be a lot more golf interest and consequently a lot more business in clubs, balls, etc.

"Under conditions where a pro is paid, I should outline his major responsibility as the following:

"(1) Being available for instruction, advice and supervision of tournaments.

"(2) Being on the job as a merchandiser of the right playing equipment and an adviser to the buyers.

"(3) A promoter of club interest and spirit.

"(4) Even if the club has a greenkeeper, to work with the greenkeeper on a harmonious basis in bringing the course up to the pink of condition.

"(5) To see that the club gets plenty of publicity.

"(6) Group golf lessons for women, children, etc. (This will not take much time and will develop a lot of private lessons).

"(7) Do repair work for members on clubs.

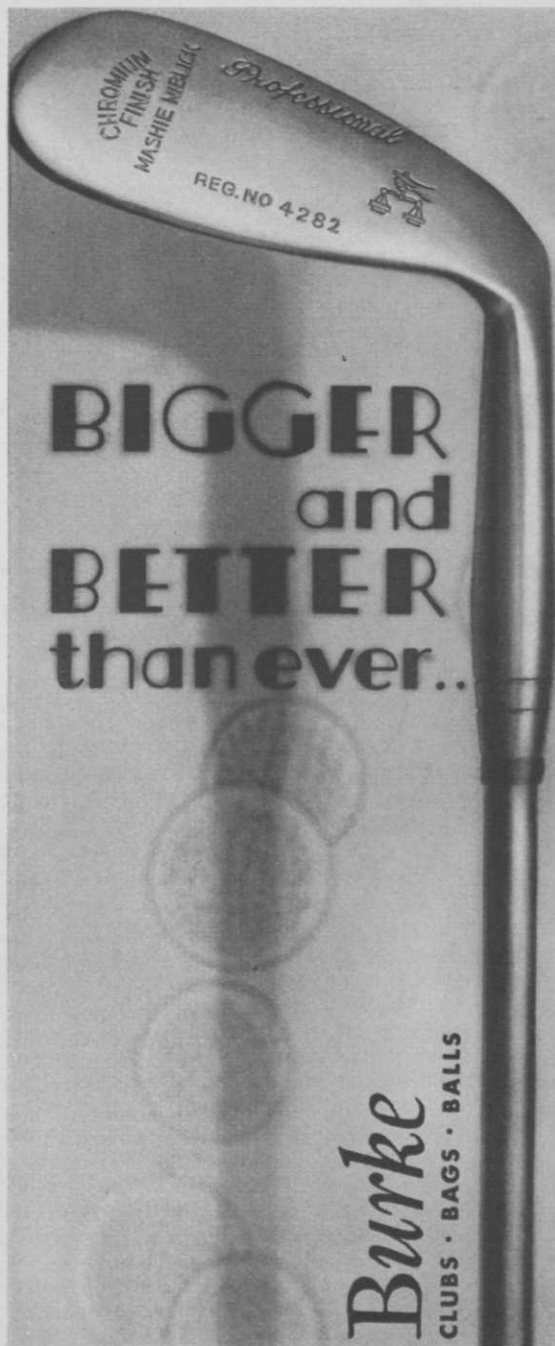
"(8) In general, take enlightened and sincere, but not a meddlesome interest in each detail of the club operations to the end that the pro and his members all would be proud of the fact that they belong to the club.

"I think that a bright fellow who really knows what it's all about and has the right sort of character can take a situation like yours and make himself one beautiful little job out of it by intensive cultivation. The pros are developing rather satisfactorily along these lines when you consider that the pro's job as a real business is one of the infant industries of the country."

## Rutgers Again Stages Tabloid Greenkeeping School

RUTGERS UNIVERSITY, the state university of New Jersey, at New Brunswick, again conducted a highly successful and practical greenkeeping short course Feb. 24-28.

This year's short course was attended by a larger enrollment than last year, there being 66 students at the 1930 session. Some of the men who attended the previous session returned and found that the value of the course continues to increase and enthusiasm of the greenkeepers and pros in the course advances. Under the direction of F. J. Helyar the course brought before the attendants turf stars of Rutgers' staff.



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CUSTOMERS...COMPLETE DESCIP-  
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THE BURKE GOLF COMPANY, NEWARK, O.



# Pajamas and Public-spirited Plutocrats Feature Florida

By ALLAN HAMMOND

DOWN among the palms and cocoanuts, where Seminole Indians once roamed through the wild everglades of Southern Florida, lies the beautiful West Palm Beach C. C.

The club was originally a private one until a few of the wealthy Palm Beach winter residents purchased the property and turned it over to the city. It is now a municipal layout. Col. E. R. Bradley of Louisville was one of these prominent men who made this all possible.

Terry Lewis is the "pro" and it is largely through his untiring efforts that the club has become one of the most financially successful golf courses in Florida.

Lewis has been quite fortunate in drawing players and increasing sales in his shop by his unique methods of running tournaments. "Terry," as he is popularly called, is the originator of the "Pajama Tournaments." Each contestant in the tournament, amateur or pro, must wear a pair of pajamas. The first tee the day of tournament resembles a group of clothing models displaying the latest styles in sleeping regalia. Nevertheless, it is a comfortable way to play golf, if not as dressy.

Leading "pros" and amateurs from all over the country who are wintering in the land of the palms find it worth their while to enter this tournament, as the city of West Palm Beach puts up a fine purse for the "pros" to shoot at and a multitude of fine prizes for the simon-pures.

It is interesting to know that a public golf club that will stage a show of this sort can make money. The stories about the tournament appearing in the local papers attract large crowds of golfers and also non-golfers. These people come to see the "pros" play and are also attracted to the "Big Show" by its bizarre touch.

This also means hundreds of lunches and the sales in candies and soft drinks leap skyward. It gives prospective golfers and members a chance to see what the

club offers and what it can do in the way of entertainment.

The "pro" has told the writer that this tournament creates a tremendous interest among golfers and non-golfers who are not members of any club. And indirectly it means more sales in the shop and increased interest in the club. In other words, it's a great bally-hoo for the club. George Howard, who is professional at the Brookside C. C. in Canton, O., has charge of the shop and he has told the writer that unique tournaments are one sure way to increase sales. We always believed in that anyway, George.

Just as an idea of what interest these tournaments have created is indicated by the fact that 1,738 golfers played over the course in January, an average of 60 players a day. W. Thacher, who is the manager of the club, says that "Pajama" tournaments are the last word for bigger business.

## Paradise for a Dollar and a Half

A WEALTHY and influential citizen of West Palm Beach, Col. M. D. Carmichael, has done something that everyone told him would be impossible. A man of considerable wealth and with a kindly turn of mind, he had for many seasons past watched tourists come and go, studying them as one does a difficult mathematical problem. Col. Carmichael, sparing no expense, hired a corp of engineers and contractors and had them transform a piece of swamp-land into a paradise of golfing pleasure. A half-mile race track where auto and horse races are held, a swimming pool, landing field, tennis courts, polo field, and a bridle path that winds its way around the golf course, are some of the features of this resort. This club is called the Belvedere C. C. and from all indications promises to be one of the most popular spots in Florida. A race meet will be held there and for those who care to ride, there are 22 saddle horses. For the golfer

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STEEL SHAFTS

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MATCHED SETS

AND NOW —  
“COMPACT BLADES”

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Because of its importance, this message  
is given precedence to No. 16 of our  
regular series—"Pros Who Make Their  
Shops Pay."



# WALTER HAGEN "COMPACT BLADES"

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"Compact Blades" represent the most forward step in iron club design and structure that has come about in many years. It was not surprising that this most logical development should come from the golf wisdom of Walter Hagen—for "the Haig" is responsible for "Compact Blades". Over a year ago, just about the time the larger ball began to loom on the horizon, Hagen decided that shorter, deeper and more compact blades, with certain features of equalized balance and design, gave not only the answer to the new large ball, but also made possible greater accuracy and more powerful shots with the present 1.62 ball. As a result all Walter Hagen matched and registered irons have been built in accordance with the compact blade principle, but in two styles—one known as Medium "Compact Blades" and the other as Full "Compact Blades".

"Compact Blades" place more weight behind the ball, the steel which formerly extended out into the toe of the blade being retained in the blade when shortened to give increased depth and thickness.

One of the principal advantages of "Compact Blades", aside from the additional power to be obtained with them, is the better control they give on all shots—accuracy being accomplished with more certainty and



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*Since preparing this announcement, Horton Central Florida Open using a matched "Blade" irons—also Hagen International*

# ACT BLADE" IRON CLUBS

with much more ease than with the irons formerly used.

Another feature found in Walter Hagen "Compact Blade" matched irons is the fact that they are constructed of a special mild stainless steel and are not just ordinary mild forged steel with a chromium plate finish.

These irons can be had shafted with the finest hickory obtainable or with high carbon spring steel shafts built to Walter Hagen's own specifications. No more powerful shafts have ever been built than Walter Hagen steel shafts.

A large number of Pros now playing the winter circuit are using complete sets of Walter Hagen "Compact Blade" irons and the record they have established is an enviable one.

Recent tournaments won with complete sets of Hagen clubs include the British Open, Great Lakes Open, Oregon \$6000 Open, Hawaiian \$6000 Open, Berkeley \$4000 Open and Pasadena \$4000 Open. Hagen clubs predominate in the bags of 5 of the first 7 in the Oregon Open; 6 of the first 8 in the Pasadena Open; the winners of 1st and 2nd in the Western Open; 3 of the first 4 including the winner in the \$10,000 Los Angeles Open, and 12 of 24 prize winners in the \$25,000 Agua Caliente Open.



h won the Savannah \$3,000 Open and the steel shafted Walter Hagen "Compact woods and the Hagen golf ball.

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# Walter Hagen gives the best answer yet to that “*shock talk*”

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**A**NOTHER of the great contributions “the Haig” has made to golf—the Hagen aluminum sleeve shock absorber, now being used on certain of the Hagen “Compact Blade” models—the steel shafted “International” and “Crown” irons. This aluminum sleeve, located at the juncture of the shaft and the neck of the iron, prevents excess vibration traveling up the shaft with its resultant stinging of the hands—thus removing the only possible objection to steel shafts in iron clubs. This aluminum sleeve shock absorber is permanent, cannot get out of order and is guaranteed for the full life of the club.



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THE L. A. YOUNG CO., DETROIT, MICH.  
*Makers of Walter Hagen Golf Equipment*

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

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there is a beautiful 18-hole course with a Venetian canal winding its way around a greater portion of the course. On the course are a thousand palm trees ("which is plenty of palm trees in any tropical country"). The negro caddies are dressed in colorful suits of yellow shirts and green trousers.

The writer must forecast that in a few years it will have an international reputation. The club "pro" is none other than that esteemed veteran, Joe Mitchell, who has faithfully served thirty years as professional at the Cleveland C. C. "Joe" is quite enthused with his new winter club and is getting plans ready for a big tournament that will attract the leading pros and amateurs who happen to be in the South.

## Pointers on Pushing Ball Sales

By ARNOLD MEARS

*Professional, Richland G.C., Nashville, Tenn.*

IT pays a pro to study methods of increasing his ball business for close observation will show any pro that many of his members play with balls that are long over-due for the practice bag. Many of us are inclined to let the ball sales take care of themselves even though we are fully aware of the good profit present in the frequent turn-over of our ball stocks. With ball sales running from an 8 to 5 to 7 to 5 proportion in gross dollar annual business as compared with club sales in most good pro shops and a ball stock turn-over of six times a season we have something to think about. These ordinary figures apply to the cases where golf ball sales are handled in a casual fashion, so what ought we be able to do if we really got busy in pushing balls?

In 1929 I decided to see what I could do in increasing my ball sales. The results were so gratifying and profitable that I am passing on the news to other pros.

At my club, as at many others, members register before they are assigned caddies. Everybody has to do this so I have our register put on a show case where there is an attractive display of balls. This involved no additional investment on my part and it worked great in making my ball sales bigger. The 1929 sales from this stunt were a third greater than my 1928 ball volume. This is an example of making the player remind himself of what he needs which is the policy I believe accounts

for most successful sales operations in the pro shop.

On Saturday afternoons I act as starter and I have a ball sweepstakes every week during the playing season. Not only do I render the members a service in supplying a competitive interest by these sweepstake events but I build up many ball sweepstake affairs of a hundred entries. This means a sale of several dozen balls from this source alone, each Saturday. It helps me in another way for I get in touch with every member who plays golf. I have some balls on my starting table so my members get a second chance to buy. That's one thing for the pros to think about—a lot of times their members are too much in a hurry to stop in the pro shop when they are on their way to the first tee for the biggest play of the week. Getting the business the first time isn't selling, it's just supplying a clearly felt need, so I think one of the main features in pro selling is to always keep after the members' business, without letting the members know it. If they think you are pushing them to buy, they are liable to get sore. Make it easy for them to push themselves into buying by having something they require always handy for them to purchase.

The pro who doesn't make the most of his sales opportunities when acting as starter Saturday afternoons has no license to kick about his business being "off." He is what's "off," not the business.

## Pro Tourney Expense Deductible in Taxation

A NEW ruling by the Income Tax Department permits professional golf players to deduct in their tax returns all expenses incident to participation in matches.

The pro is, therefore, entitled to deduct all the ordinary and necessary travelling expenses incurred in connection with his business while away from home. This would include railroad fares, meals, hotel accommodations, caddy hire, entrance fees, etc. In addition, the cost of golf clubs, balls and tees are also deductible if purchased for use solely in tournaments.

The deduction, however, does not extend to articles of wearing apparel such as golf shoes, hose, sweaters, rain jackets, etc. These are regarded as personal expenses, since they take the place of regular clothing otherwise worn. The amounts paid for laundry are not deductible.

# Pro Business Brains Active in Drive for Women's Trade

OUT of the letters and interviews GOLFDOM has received on the subject of 1930 selling plans of pros one point stands out plainly—women's business is coming in for a feature play.

For the past four years there has been a steady, enthusiastic growth of women's play. It has been the big factor in instruction for a lot of the fellows have said they would have had lesson calendars as wide open as speakeasies in New York's furious forties if it hadn't been for the sisters of the congregation coming up for salvation. Of special significance has been the effect of women's play on the daily fee golf courses. A couple of years ago the fee courses were worried about the non-productive early days in the week. Now the wash-day play is strong for the women who have no private club affiliations hike for the fee courses after their week-end denial.

Basing estimates on what seems to be a fair history of women's golf growth during the last four years, there are many competent students of the golf business who forecast that in eight years there will be more women than men playing golf.

So, with these signs so plain, it looks like any pro who isn't giving the development of his women's business serious and studious attention is asleep while opportunity is paging him. But what to do to make the most out of this new market still has the boys baffled. And you can't blame them when you think of how the female of the species has the smartest merchandisers in the world frequently out-guessed on style preferences and other shopping actions. Add to that the fact that some of the best pros are downright afraid of women and you see the profitable development of the women's golf market is no set-up. A woman around a golf club is uncertain, coy and hard to please. Even the reporters are scared of getting any closer than the outskirts of a woman's golf tournament, and the pro who has to be on the job while these tournaments are being run frequently is entitled to the D. S. M. But in the very intensity of women's play is the tip-off for the pros' main point in

selling women's clubs. When you can put across the story that they haven't a chance against the other women players unless their playing equipment is right, you have them won.

## Women's Present Outfits Bad

Women already have done enough shopping around for bargains in golf clubs and acquired enough of their husband's discarded clubs to make nine out of ten women's bags pitiful collections of equipment. Some of the boys tell me that their most successful factor in selling clubs to women springs up during instruction when a woman is doing much better with one club than with others in her bag. The smart pro points out that the results are better because the club is right, they follow up with some line about the pupil not being able to play golf in an evening dress and high-heeled shoes any more than they could play it with a club that was not fitted to the player or the shot. Then the pro has a chance to show his stock of women's clubs. Right there comes one of the usual shortcomings in the pro campaign for women's business. The stock of women's clubs in most pro shops is not distinguished apart from the regular stock and the chance to play on the women's shopping instinct is lost.

Those pros who have been doing the most business in women's clubs have told me that a sign or two over the women's section of the display rack has jazzed up sales noticeably. Sometimes along the line of the "specially selected," "exclusive," "latest models," "personally fitted," "sold only at leading country clubs," the fellows say goes across good on signs in this spot. The last mentioned phrase sounds like purr bull and that's what it is, but it clicks with the women. The pro who told me he used a sign like that said he got the hunch from looking over the ads in the women's magazine his wife had at home. He figured that the line must be good since it was used by so many of the successful national advertisers.

## Sell Them Prestige

One of the fellows in Florida who prefers