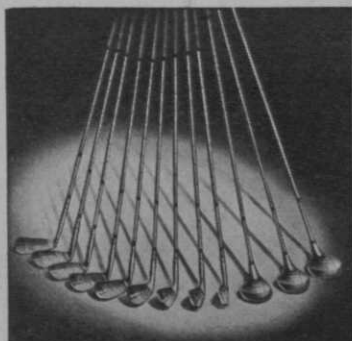


ANOTHER OF KROYDON'S DONATIONS TO GOLF

A MATCHED set of 3 woods and 9 irons combined. Every one of the 12 clubs feels and swings alike. The finest matched and registered clubs money can buy.



C.U. (*Complete Unit*) SETS

Registered

The exact specifications of every club are registered at the Kroydon Plant. Send the number for duplicates

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.

for Better Golf

Golf Goods Price Mess Needs Ironing Out

OUT of the clamor of conversation on pro merchandising there comes some clean-cut advice from a manufacturer who suggests centering thought for a while on the price structure of golf goods.

This manufacturer, A. L. Mercer, president of the Vulcan Corp., writes to GOLFDOM commenting on an article in a sporting goods dealer publication relative to marking up the retail prices of sporting goods. Col. Mercer comments: "It seems to me that manufacturers, distributors and retailers are trying to figure out how high they can mark their goods to allow all kinds of discounts. Wouldn't it be infinitely better if the sporting goods industry were on the same basis as the grocer, baker, druggist, etc., where prices are fair in the first place, and discounts are normal? The public is not asking for a differential."

Pros Maintain Fair Prices

This brings out one phase of the pros' merchandising that is safe and sound and which deserves the utmost encouragement from the golf goods manufacturer. The pro maintains the standard price and sells quality merchandise so each item shows a legitimate profit instead of being handled at a cut price to lure the sucker in for a killing on some high-priced low value item that the stores push to more than make up for the loss entailed in handling known quality merchandise at a "bargain" price. When Mercer mentions the druggist as a fair price establishment, we consider that he slipped a cog for plenty of druggists have been getting golf balls by hook or crook or through loopholes in the manufacturers' price structure at prices that enable them to cut the life out of ball price stability. Grocers and bakers aren't selling golf goods yet, thank heaven.

The sad part of this price mess is that the pros aren't the only ones being burnt. The manufacturers are being snared or forced into the jungle. Profits of the golf goods manufacturers are a long way from what they should be in a business of

golf's magnitude and growth. When you get down to the reason for the short showing, you'll find a price list that's running wild. Legalities prevent any price fixing but so far as we have been informed, they do not prevent a clear defining of interests entitled to certain discounts.

The "Buy It Wholesale" Bunk

This American craze for getting the discount is playing hell with more business than golf. The customer gets it in the end—and we don't mean the discount. Recently there was brought to GOLFDOM'S attention the golf goods catalog of an establishment featuring this "buy at wholesale" bait. The list price for a certain well-known ball was \$18.00 a dozen. Can you tie it? With the alluring discounts of the catalog the retail price was only a few cents less than that of a pro shop, and postage more than accounted for the difference.

Buying at a "discount" usually proves that Barnum was right but it is taking a long time for the evidence to get across to the public. For that reason we suggest that Col. Mercer's comment should be revised to read, "the *intelligent* public is not asking for a differential."

Purchasing agents in various cities have been working this discount business for their company employees until it is not only a serious menace to the pro volume and good-will, but to the business the manufacturers of golf goods are getting from other established retail outlets. Some of the larger oil companies, we happen to know, are busy offenders in this respect. But try and buy oil and gasoline at a discount from these companies. Brother, don't waste your effort, it is "un-American and denies the business man his legitimate profit" when you are working it on the other fellow.

Inside Job of Petty Larceny

Just how far this discount mania is reaching in golf comes to light in a case from New York state. A member of one of the clubs last year sold, at cut prices,



JOHN C. WATSON
Erskine Park Golf Club,
So. Bend, Ind.



DUKE SNYDER
Highland Meadows C. C.,
Sylvania, Ohio

THE Blacks, John and his boy, Clark; Freddy Leitz, Duke Snyder and John Watson are another group of pros who are demonstrating that the pro business is getting better every day.

They testify that the Hagen line and the Hagen super-speed service is a big factor in helping them stir up profits.

Take a tip from these prospering pros and give your business the paying spring tonic of a live, leading display of the Hagen line in your shop.

Walter Hagen

[[No. 17 of our series in GOLFDOM]]
on "Pros Who Make Their Shops Pay."

CLARK BLACK
John Black's Son and Ass't.

JOHN BLACK
Elyria C. C., Elyria, Ohio



FREDDY LEITZ
Maple Hills G. C.,
Kalamazoo, Mich.





"MY contention is that high pressure selling should not exist in the modern pro shop.

No member is ever badgered into a sale in my shop.

I like the Hagen line because its beautiful models so attractively boxed tell the story so plainly there is never occasion for embarrassing sales talk."

FREDDY LEITZ.

Freddy Leitz concentrates his Hagen stock in a prominent corner of his shop.

FATHER and son, pros at the Elyria C. C., feel that Hagen equipment has improved their golf display, and your ability to give prompt and efficient service has increased their business. We both use International Compact Blades and find them exceptionally fast selling clubs."

CLARK AND JACK BLACK.

In John Black's shop, Hagen clubs are displayed where members can try them out.



"THE fine quality and attractive way in which Hagen Golf Equipment is packed together with prompt service has been a large factor in helping me increase my pro shop sales."

DUKE SNYDER.

This view shows how Duke Snyder makes a real display of his Hagen merchandise.



"THE quality of the Hagen line and the excellent service you receive are the two factors which make the Hagen clubs my best seller."

JOHN C. WATSON.

John Watson's volume of club sales is aided by the appeal of this display in his shop.



v v v v

WALTER HAGEN *winning with matched clubs*

Never before, to our knowledge, has any given make of stock golf clubs won such an imposing string of important and highly competitive events in such a short space of time.

Recent tournaments won with complete sets of Walter Hagen matched clubs include the British Open, Great Lakes Open, Oregon \$6000 Open, Hawaiian \$6000 Open, Berkeley \$4000 Open, Pasadena \$4000 Open and Savannah \$3000 Open. Besides the winning of these tournaments Hagen clubs predominated 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; 12 of the 24 prize winners in the \$25,000 Agua Caliente Open and 6 of the first 10 in the \$15,000 La Gorce Open.

The playing of Walter Hagen matched clubs by so many of the country's leading golfers is only natural. Walter Hagen, who has won practically every important title offered for professional competition, designed the Hagen wood and iron club models to improve his game. That Walter Hagen has been able to win so many major tournaments in recent years using Hagen clubs is sufficient evidence of their merit. More convincing, however, is the fact that Hagen clubs are also found in the bags of so many of the country's leading golfers.

Hagen matched clubs and golf balls should occupy a prominent place in your shop. The fact that so many of the country's leading golfers are now playing Hagen clubs is the most convincing selling point that can be used in their favor. The message of Hagen club achievements is continually emphasized to golfers in all parts of the country and, when you sell Hagen equipment, you know that your customers are obtaining the same equipment that helped establish the enviable record of Hagen clubs.

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

ALSO SALES OFFICES AT

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

more than 200 dozen golf balls to other members. The balls were not those of any manufacturer doing any appreciable amount of business with golf pros. This sterling amateur sportsman managed to chisel in at a dealer's price and pick himself a few nickels at the expense of a good pro who is doing his desperate and faithful best to serve the club. The case has been called to the attention of the U. S. G. A. by the P. G. A. officials, with a request to define the amateur status of this specimen Mr. "Hello World" Henderson might describe as a pusillanimous practitioner of petty larceny. To GOLFDOM'S way of thinking this is a case where the manufacturer of the balls would appreciate getting data so a positive stop could be put to the operation. But the poor damned pro is over the barrel. If he squawks, bang goes his job, for the chances are 9 times out of 10 he won't be given a chance to explain that his precarious profit comes from a full development of his opportunities to supply the playing equipment needs of his members.

There is one of the S. O. S. situations that call for the early attention of the P. G. A. business boss, Gates. It is a job that can and should be handled with dispatch and firmness, for the lack of a proper, well maintained price structure is a constant threat to the manufacturers' profits as well as rank unfairness to the pro who is trying to do a specialty business on a gross profit of about 33⅓% and still maintain the same sort of an honest price and satisfactory thorough service that the club official considers should prevail in his own business establishment.

Philly Course Superintendents Re-elect Evans President

LOUIS M. EVANS of Cedarbrook was re-elected president of the Philadelphia Association of Golf Course Superintendents at the organization's annual meeting. Eugene MacFarland of Marble Hall was returned to the vice-presidency, and R. C. Lane of Bala again made treasurer of the P. A. G. C. S. M. E. Farnham of the Philadelphia C. C. was elected secretary. E. T. Young had served the organization in that capacity for three years and asked for relief.

Meetings during the winter are held monthly in Philadelphia. The 1930 outdoor schedule opened April 7 at Marble Hall. Despite the cold and rain there was

a good turn-out. Philadelphia seldom has less than an 80 per cent attendance at its meetings. Members of other associations who happen to be in the Philadelphia district at the time of any of the association's meetings are cordially invited to attend. Upon request, Secretary Farnham (club mail at West Conshohocken, Pa.) will be glad to mail notices of the Philadelphia meetings to those interested.

Eighteen of the members of the association attended the Penn State short course but only a third of that number were able to get away for the National Greenkeepers' convention at Louisville. The Philadelphia association is hoping to develop among club officials a realization of the value the conventions have for each club represented and in this manner get authorization of each greenkeeper's convention expenses at a profitable part of the annual maintenance budget.

Making All Year House Operation Pay

DURING last winter, the Greencastle (Ind.) C. C. had its first opportunity to see what could be done by all year operation of a competently managed, well-appointed country club outside of the metropolitan district. The winter season has been a financial and social success at Greencastle, according to President J. F. Cannon.

In giving the reasons for the happy outcome of the venture Mr. Cannon sets forth the following:

"The dining room is under the most capable management since the founding of the club. The cuisine is excellent, and of course patronage is natural.

"This year the Greencastle Rotary Club is having its weekly dinners at the Country Club.

"Bridge luncheons and dinner parties are scheduled daily because of the club's splendid cuisine and spacious rooms, and because of the location, just a mile from town.

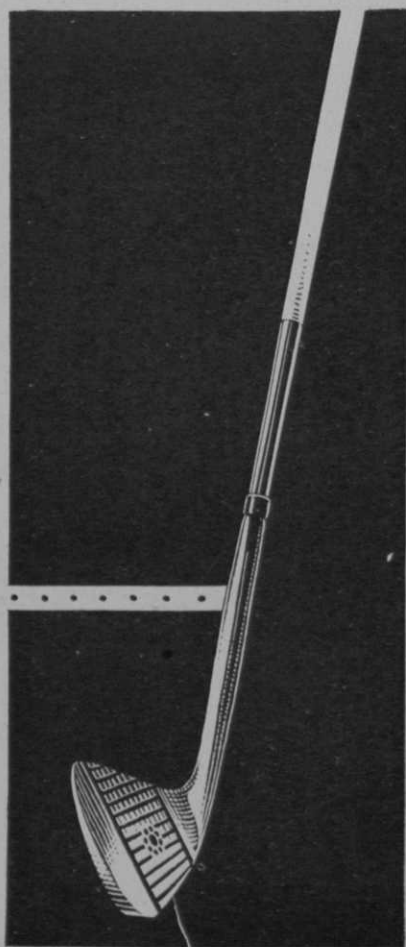
"Civic organizations are invited to take advantage of the club facilities for their banquets.

"Dances are held every two weeks with special programs on Halloween, Thanksgiving, Christmas, New Years, George Washington's Birthday, and Easter.

"The dining room on Sundays has so far been practically as well filled as during the golf season."

NO LONGER A MEMBER

The rivet is banished—from the Cushion-neck Club—making possible the first Steel-shafted Irons with all the sweet feel of the finest hickory...and the greatest sales opportunity ever offered Professionals!



OF THIS CLUB

THE little rivet that joins the head to the shaft has been part of the steel-shafted club for a long time. But in Spalding Cushion-neck Irons the association ends—the rivet goes *out*, to make possible the first steel-shafted irons and the *only* steel-shafted irons that combine the advantages of the steel shaft with the sweet feel of the finest hickory.

And what great news that is to the big majority of golfers in your club who already use steel-shafted *woods*.

You know that they're strong for the steel shaft in woods because it puts the swinging weight into the head and aids controllability... because it lessens wind resistance... and because it can't warp.

And you also know that despite their enthusiasm for steel-shafted *woods*, you've had a tough time selling them steel-shafted *irons*. Because in irons, the sweetness of feel is missing—the metal-

to-metal contact of steel shaft against steel head causes shock and vibration that turns every shot sour.

But Spalding has removed all shock, all sour feel, and all objection to the steel shaft, by removing that rivet. Spalding, by removing the rivet, gives these golfers the sweet feeling, straight shooting steel-shafted Irons they've been waiting for!

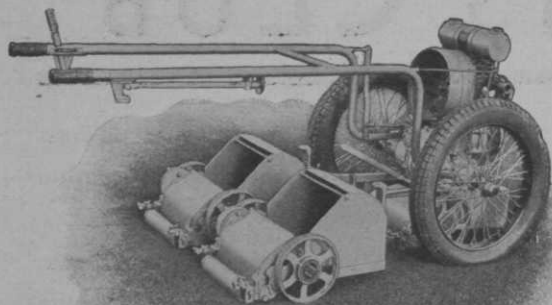
Naturally, the Cushion-neck idea has been imitated. But the catch with the imitations is, that they do everything but eliminate the shock—they all have that *rivet* in there—and none of them can achieve the same sweet feel as Cushion-neck without encroaching upon Spalding patents.

Play Cushion-necks yourself. And let the members play them—because practically every time you get a golfer to use them you've made a sale.

A. G. Spalding & Bros.

WORTHINGTON M

LAWN TRACTORS—LAWN MOWERS—
MOWERS—ROLLERS—TEE STANDS.



THE WORTHINGTON "OVERGREEN"

Combination. Two distinct elements—a complete tractor and complete gang mower.

Tractor. Engine of world-wide reputation for reliability. Drives through an automobile differential. One clutch only is used.

Tires. Rubber pneumatic. Partly deflated. Forms a soft pad which adapts itself to every undulation or irregularity of ground surface, and leaves no impression on the most sensitive surface.

Mower Gang. Three units, each 13 or 18 inches wide. Entirely separated from the tractor. Each has independent rising and rocking motion.

Combined Swath. Thirty-six or fifty inches.

Work Accomplished. Finishes an average green in less than ten minutes. Perfect surface guaranteed.

Price, complete, 50 inch cut.....\$425.00

THE WORT LAWN TR

Engine, Ford M

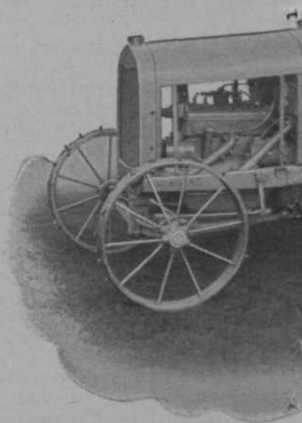
Short Wheel Base. Turns on the turf.
Minimum Weight. 1000 pounds.

Abundance of Power. 23 H.P.
Worthington gang mower cutting, on any golf course in an hour.
Unequalled Speed. Safely 1000 ft. per hour.

Lighting System. Enables to work at night.

It has become the standard for most clubs, parks, and private grounds.
Fully guaranteed.

Price—Model T (Starter and lighting system)
Price—Model A (with self-starter)



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When you mention GOLFDOM the advertiser knows you mean business.