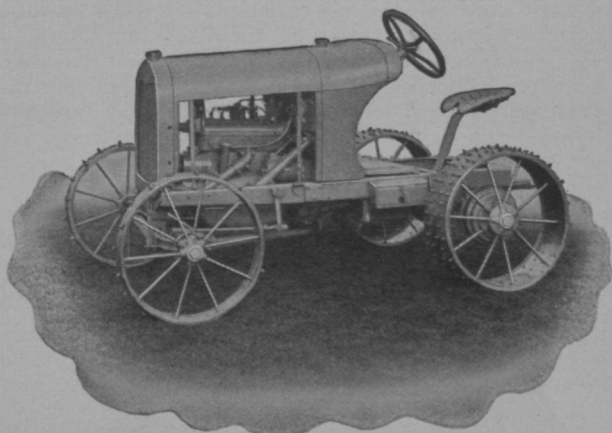


POWER COMPANY

POWER and HAND PUTTING GREEN
—TEE MARKERS—BALL LOCATORS

THE NINETY-EIGHT
WORTHINGTON OWN-
THEIR OLD EQUIP-
NEW ONES OF THE



The Worthington Lawn Tractor

is guaranteed to pull a Worthington gang mower up any hill that requires cutting on any golf course in America. Safely operated at ten miles per hour. Turns on a radius of seven feet and because of its minimum weight of 1000 lbs. prevents injury to the turf. Fully guaranteed.

Price—Model T (starter and lights extra), \$496.00. Model A (with self-starter), \$650.00.

The Worthington "Overgreen"

Is very easily manipulated, is of ample power and constructed from the best materials. It has proved its efficiency and economy. It has received the highest endorsement and can be adopted with confidence. Guaranteed in every respect.

Price, Complete, 36-inch cut, \$400.00; 50-inch cut, \$425.00.

ON "OVERGREEN"
in less than ten minutes

ON GANG MOWERS ARE USED ON MORE
AN ALL OTHER MAKES COMBINED

CATALOGUE UPON
REQUEST

Stroudsburg, Pennsylvania

Cleveland:
Hippodrome Building
San Francisco:
52 Beale Street

New York:
11 East 44th Street
Portland:
384-386 E. Madison St.

P R I N C I P A L C I T I E S

Tell us any idea for making GOLFDOM advertising more helpful.

Sales Off, So Action, Not Alibis, Is Pro Cure

THINGS were going along swimmingly for pro business at most of the private clubs until the hot weather hit the country. Talk about the farmer needing drought relief! The pro also needed it, and in large figures. Not only were courses burnt up but the players, even on the watered courses, had no overwhelming urge to get out and bat 'em around during the long, sizzling sweltering session.

The adverse golfing weather coming at a time when pro business usually is at its peak put the pro business men through a baptism of fire. It stands greatly to the credit of the pros that most of them demonstrated their fitness as business men under the trying conditions. At the public and municipal courses the sales were good, considering, because they were getting so much play due to the general unemployment, but at the private clubs there were many days during a six week stretch when less than a hundred would be the play. In this year's record golf business the pros have played their usual leading role in the sale of the better grade goods. To show what splendid selling tactics they used to maintain this pace, we can take the case of Jerry Glynn, pro at Barrington Hills C. C. (Chicago district). Previously we have mentioned Glynn as a representative of the up and coming younger school of business men in pro golf who are assuring the business a bright future. We tell another tale of this laddie simply because he's a fine example of the type and not because he is the outstanding genius of the pro business.

Comes Into the Stretch Behind

In the first place, Glynn keeps a simplified set of books that makes it easy for him to know where he stands. He has the comparative figures for each year always looming up before him and when he came to July first this year, he noted that he was behind his last year at Barrington. Instead of falling back on the consoling alibis of hot weather and general business depression, Glynn made up his mind that the deficit must be his fault. Barrington

is an exclusive club of small membership and not the right spot for a pro to try to "put the heat on." However, that doesn't mean that the members don't want to buy. They are people who are accustomed to service and in selling these folks Glynn has to have this service theme paramount.

Lists Their Needs

After Glynn made his discovery that business was lagging, he went over his membership roster and listed everything in the way of golf equipment and supplies each member needed. The list was kept in the case until it was memorized. In a helpful and ingratiating way, Jerry worked on this list and went into August even with the figure of business increase he set for himself.

Practically all of Glynn's business now is in sets. He sold 23 clubs to the caddies at \$3.50 each. These were clubs that sell for a minimum of \$6.50. Glynn maintains that with right ordering a club that does not sell in 60 days is a false alarm and the sooner it is dumped the less the loss. By getting rid of the odd clubs to the caddies Jerry keeps the sets prominent in the picture and doesn't break the market.

Glynn figures that the advertising the manufacturers are giving the pros is doing a lot to help the pro business, but that the pro, to cash in, has to keep his eyes smartly trained on his members' requirements and operate his shop on a distinctive basis so that in merchandise and atmosphere the buyer sees in the pro shop attractions that no other golf goods retailer can equal.

REDDY HAS NEW LOW COST CELLULOID TEE

New York City.—As a running mate for the Reddy wooden and de luxe celluloid tees, the Nieblo Mfg. Co. has brought out a less expensive celluloid tee, retailing 12 for 25 cents. It takes an expert to tell the difference between the newcomer and the de luxe celluloid Reddy, so the new item seems destined for big sale.

VULCAN'S NEW MODELS FOR 1931 ARE ON THE WAY



THE Vulcan man will drop in on you soon with the finest, most sensibly designed and beautifully made golf clubs you have ever examined. You'll enjoy looking them over. You'll see a lot of new features you've been hoping some club manufacturer would provide. Among them are special "whippy" steel shafts in the woods and improved new formed necks in the iron models. All in all, in these new VULCAN clubs you'll see a line that fits perfectly the needs of Professionals who want to handle good golf clubs—and make money selling them.

We need say no more—the clubs will speak for themselves—and your good judgment will place orders aplenty on our books for winter resort and spring delivery.



Vulcan Golf Company, Portsmouth, Ohio, U. S. A.

VULCAN CLUBS OF CHARACTER

VULCAN GOLF COMPANY, 130 Second St., Portsmouth, Ohio, U. S. A.
 Gentlemen: I'd like to examine the 1931 Vulcan line. Send me the details and see that one of the boys gets around soon.

Name

Address

Country Club.....

When you mention GOLFDOM the advertiser knows you mean business.

Longworth's Lesson on Pro Chances for More Money

By HERB GRAFFIS

With golf growing at a rate amazing even to those most closely connected with the game, there is no reason why pro business interests shouldn't extend at a corresponding pace. A pro's first duties are to his club, admittedly, but when a man with energy and good business ability handles his club duties so his members name him as one of the country's best in his line, and still is able to work up a good outside business, it looks like others can properly and profitably expand their fields of action. Art Longworth, excellent pro at the St. Louis (Mo.) C. C. and maker of Longworth's grip wax which many of the boys push in their shops, is one of the gentlemen whose business push is a lesson for others with ambitions.

Art has the correct notion that a good business pro should be able to cash in on his ideas just as much as a playing pro cashes in on his reputation. It's harder work for the stay-at-home pro, but the rewards stand a chance of being more lasting when the pro gets the right idea. Art, for instance, hasn't confined this money-making hunch to the wax. He sold a bag maker some ideas for a bag that carries his name and that brings in some dough. Hundreds of the boys have some good marketable ideas that are not being put to work. Hundreds more have some ideas that haven't any market value, but think that they have. Experience tells the difference.

Sweat Along With Skull-Work

These swell hunches the boys get are no novelties to GOLFDOM. They send us dozens of them asking if we can put them across with some manufacturers so the originators can sit back on their exhausted tokuses and collect without further effort.



Art Longworth, St.
Louis C. C. Pro

The dismal part is that the pickings very rarely come thus easily. It takes some sweat and some long hours, plenty use of the brain and a lot of times the risk of one's hard-earned roll.

Take this simple little case of Art's grip wax, for example. About five years ago he tried to get something that would prevent slipping, that would not run in hot weather, and that would not soil the hands or clothing. He monkeyed around until he had the preparation that suited him. Then he had to go to further expense to have moulds made for the stuff,

die cut leather cases for holding individual pieces of the wax, and for display boxes. By that time he was deep enough into the kitty so he had to get at least some of his money back.

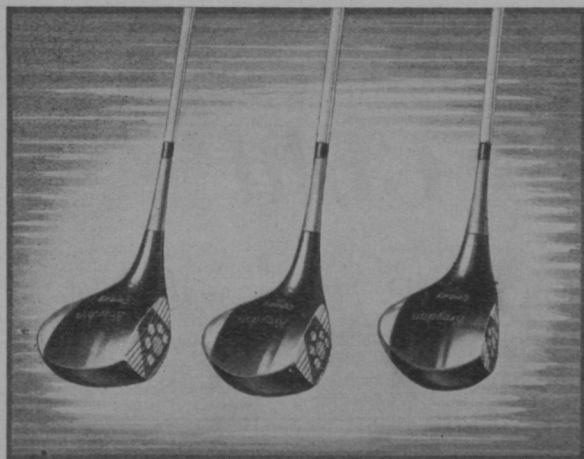
Faith Is Rewarded

To get his money back, and a profit, he had to spend still more. He started advertising in a golf magazine. Half dollars, stamps and checks began rolling into his shop. The jobbers started to handle it. Soon Art was on the right side of the ledger and today his assistants, in their spare time, are making up enough of the wax to care for a growing business of more than 300 dozen boxes a year. Longworth on this basis is not yet in a class with Ford and Mellon but he is parking in the First National a very respectable additional income over that of his well handled job at the St. Louis C. C.

Other Ideas Loose

The pros missed a winner when they let the daily fee golf situation come in and grow up without them climbing to the driver's seat in large numbers. The land still resounds with the agonized howls of pros who could have been kissed in as silent partners on rich miniature golf

There's A Demand For The New Kroydon Woods



NEWshaped heads,
new steel shafts,
new inserts in the
faces, new patented
ringlock sole plates
that can't work
loose. Take a look
at the new Kroydon
woods. Adjusted to

the new ball—good for the old. As sweet
wood clubs as ever you swung.

Kroydon *Clubs for Better Golf*

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.

SPALDING

turns the Steel Shaft into Gold

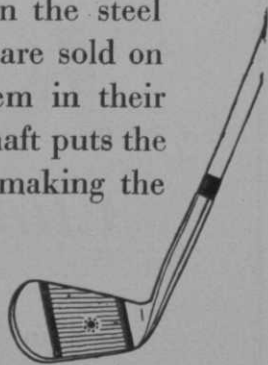
IN the enthusiasm over the *playing qualities* of Spalding Cushion-neck steel-shafted Irons, don't overlook the fact that they are the greatest boost that the *business side* of golf has ever known!

Yes, sir, there's gold in them thar shafts for every Professional who's willing to do a little easy prospecting. Here's why:

The majority of all golfers are sold on the steel shaft—that is, the majority of all golfers are sold on steel shafts for *wood* clubs, and use them in their *woods*. They have found that the lighter shaft puts the swinging weight into the head, thereby making the club easier to control . . . that the steel shaft gives straighter shots . . . and that steel shafts are more uniform.

But most of them have defended their golf bags to the death against the intrusion of steel-shafted *irons*. You know why, of course. Up to now, the metal-to-metal contact of steel shaft and steel head has destroyed sweetness of feel, and made the steel-shafted iron a harsh, unpleasant club to use.

But this Spalding Cushion-neck rubber sleeve has completely eliminated metal-to-metal contact and all





sour feel. Spalding has even worked out a way to eliminate the rivet that has always been used to join head and shaft. That's important! That rivet could completely nullify even such a clever invention as the Cushion-neck sleeve!

Golfers were skeptical at first. But once the Cushion-neck was tried, all skepticism disappeared. Some of the greatest professionals in the game—men who had sworn they'd never use a steel-shafted iron—have, after one try, just thrown their hats in the air over it. It has the whole golfing world interested.

The point is (looking at it in a cold-blooded business way) that everyone who owns clubs that are *not* Cushion-necks, is a prospect—a made-to-order prospect—for Spalding Cushion-neck Irons.

Start tapping the richest vein a golf Professional ever had the opportunity to stake out. Start taking orders for Cushion-necks—with the assurance that the Spalding Factory can fill *all* of those orders. And start playing this great club yourself. Set an example that those club members will be quick to follow.

A. G. Spalding & Bros.

bonanzas when that racket was in its infancy and looking for willing and expert nurses. "It isn't golf and it won't last," a lot of the boys said. That wasn't the way to look at it. It might not be golf to the pros but it was golf to a good part of the 118,000,000 of the American public that were not classified as golf players. And about it lasting; there will be plenty of the good installations last and make money. Even if it doesn't there are thousands of citizens so dumb about golf that they took a chance, who will be counting dollars to the skeptics' dimes.

An outsider presented the matched and balanced set notion in form to be capitalized when the pros had it right under their noses for years. Another amateur golfer is reputed to be getting an annual royalty of something like the German national debt for his patent on a popular shock-absorbing steel shafted iron. Heaven knows how many good commercial ideas still are roaming loose right in the pros' province, so it looks like the boys need to stir into greater action along this line.

It may not be a million dollar idea but even this plain little case of the Longworth dope shows that there's a goodly sum to be picked up by the gentlemen who will devote time to deep thinking and additional time, after the usual whistle blows, to turning the product of their brains into legal tender.

WITH only a few weeks remaining before the National Amateur some of the gentlemen who took the Jones end of those long odd bets on four championships are getting nervous about the responsibility of the bookies. The South Wales Pari-Mutuel Co., 41 Charles St., Cardiff, South Wales, is the latest one of the promoters arousing no small degree of nervousness among the American gentlemen whose dough has been slapped down to back their judgment. The South Wales outfit offered 10 to 1 against Jones on the three previous championships but have not paid off the American "investors," according to several wails registered with GOLFDOM.

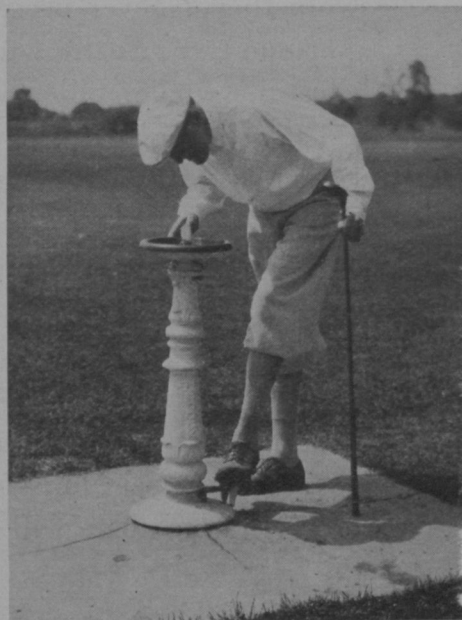
The amount of dough involved in these bets on the Atlantan's chances of winning all four major championships of the year, and the 50 to 1 odds originally quoted against the achievement is not unlikely to introduce a new and unwelcome element into golf, much to the distress of Jones and all other honorable golfers. When the professional gamblers horn into the

party true sportsmanship is seriously threatened.

Fortunately at Interlachen the U. S. G. A. had the foresight or the good luck, or both, to have that parallel fairway rule plainly set forth before the championship opened. Had such a rule not been made there would be many wild rumors going around today about some sinister, interested party stepping on Jones' ball, or stealing it, at the seventeenth on the fourth round. With Maxie Boo Boo Huff and Honest (Mex.) Abie Attel, of Dempsey-Tunney fight notoriety operating from Philadelphia headquarters the Merion morals force had better personally chaperone Jones' ball from tee to cup.

Cincinnati Claims Leadership in Golf COURSE Drinking

CINCINNATI claims to lead all golfing territories in the number of drinking fountains installed per course. One reason advanced for the distinction is that



Typical Murdock fountain installation, this one at Western Hills C. C., Cincinnati.

the popular Murdock bubble font is made in that city. Construction to stand the hard service and exposure of golf course use is put forth by the Murdock people as the salient feature of their device.



THE HAGEN BALL IN THE LARGE SIZE

Only four more months until the new large ball will become official. Then the 1.68 size will be used by golfers on every golf course in the country.

After continued experiment we were able to improve the small size Hagen ball to such a high standard that it now possesses the qualities most desirable in a golf ball. Carry—a golf ball's greatest asset—has been assured in the Hagen ball. The new Hagen rubber thread wound evenly and at the proper tension around the special plastic center produces the necessary compression which alone insures long flight and maximum carry. During the improvement of the Hagen ball we have, however, constantly maintained that other desirable quality, accuracy. Into every Hagen ball we have built absolute accuracy in the air as well as on the greens.

This new construction, insuring maximum carry and absolute accuracy, has also been carried over into the Hagen ball in the 1.68 size. It gives you an improved ball—a better Hagen golf ball for your sales in 1931.

PREPARE YOUR SHOP NOW FOR 1931

The 1.68 Hagen ball, with its new construction, is going to be even more popular than the newly improved small ball. With the accepted reasons in mind for standardizing on the larger and lighter ball, golfers everywhere are going to be more exacting about their golf balls. Playing the large ball in 1931, they'll insist on using only the best—a golf ball that will give them every possible yard of carry—with no sacrifice of the greatest possible accuracy. The 1.68 Hagen ball is the logical answer. They'll certainly appreciate that extra carry, they'll demand it for its absolute accuracy.

The Walter Hagen golf ball will be a real profit maker for you in 1931. And remember, too, the price has really been standardized at 75c each—and this price is maintained. You have no cut price competition. It just isn't tolerated. Another thing, there are no seconds in Hagen balls because every ball to be worthy of the Hagen name must meet our exacting requirements to give the most satisfactory playing performance possible.

Give your golfers every opportunity, when playing the large ball, to enjoy the game more—sell them 1.68 Hagen balls.



Walter Hagen golf balls, in both the present size and the new large size, are made in both mesh and recess marking, and are attractively packaged to reduce your sales effort to a minimum.