

# Torsion rewards skill

"... Last season I cut my handicap from 5 to 4, and played far more consistently under 80 than ever before. You see, early in the season I tried out a set of clubs with Bristol Torsion Steel Shafts. It was the first time I had ever played with steel-shafted irons. I received the surprise of my life. Everyone I've played with has noticed the greater distance I've been getting into every shot. I've played especially well with the new ball." (An unsolicited report from an amateur golfer. Name on request.)

Golfers who played last season with Torsion Steel shafted clubs agree. Everyone we've heard from says that Torsion adds more whip and punch to a club. Experts say this imparts a final kick to the shot.

There is nothing mechanical or artificial about Torsion in a golf shaft. Torsion was a natural quality of all good hickory shafts. Torsion gives skill more opportunity in every shot.

Just try out one Bristol Torsion shafted club, on the fairway. Note the feel of the club. And see if your experience checks with that of other golfers.

Bristol does *not* make clubs. Bristol makes only the shafts. Ask for them on

*It is not a Bristol Torsion Steel Shaft if you don't see this trade-mark and the open torsion seam that runs the length of the shaft. Its double steel walls give it greater strength.*



clubs of Leading Makes. McGregor, Spalding, Wilson-Western, Hillerich and Bradsby, Kroydon, Vulcan, Great Lakes, Butchart-Nicholls and others.

## The Whole Story Free

A postcard from you brings you a free copy of the Bristolite, our absorbing publication, packed with golf news and gossip and the complete story of Bristol Torsion Steel shafts. The Horton Manufacturing Co., 184 Horton St., Bristol, Conn.

IT'S THE ONLY STEEL SHAFT WITH  
**TORSION**

BRISTOL  
**Torsion**  
STEEL SHAFT  
ALLAN LADD PATENT

TORSION SEAM  
DOUBLE STEEL WALLS

been a tendency in many clubs toward a reduction of the pro salary and pro profits. Such clubs probably have never had a pro capable of giving real service. When clubs find it necessary to adopt a more economical program, there are many places they may cut before reaching the pro department. •We need more business professionals, pros who can score about 75 on any course and really understand the human element of club life and can offer real personal service to the club members in making club membership more desirable. We also need more clubs that will appreciate the value of such a man and keep him in demand.

### Shop Service Leaders

I believe the following items are of outstanding importance in the successful operation of pro shop service:

1. A very courteous assistant must be in the shop at all times to equip the members with everything from tees to a smile.
2. Caddies should be neat appearing and well trained.
3. Efficient club cleaning service with special attention to see that every wood club face is cleaned, all clubs whipped and all loose grips rewrapped.
4. Never run out of standard make merchandise. The members may find additional service and convenience in a line of sport clothes. A live pro in some clubs will have to carry everything from umbrellas to shoe strings.
5. The pro should be on hand at all times for lessons or to entertain the members' guests by playing.
6. The weekly tournaments must be recorded and kept on file ready for reference. The tournament board must be kept up to the minute and the members frequently phoned reminding them of a certain match that must be played.
7. The handicap list must be carefully watched to see that no players wins an event with a ridiculous score.
8. The pro shop personnel must represent high ideals and be positive and practical in their thinking. They must believe in service above self. "He who serves best profits most," is the keynote of successful pro policy.

Boston, Mass.—Hovey & Co., 150 Milk St., have published their 1931 catalog of course supplies and equipment. It is a comprehensive and fully illustrated book and will be sent free on request.

## Milwaukee Pros Show Smart Selling Showmanship

PROS are learning that advertising under their own control and some smart showmanship combine to have a favorable influence on their earning power. Some of the boys in Milwaukee have done nice jobs of stirring up golf interest during the winter and spring by means of lively publicity.

Francis Gallett and George Calderwood were booked for golf exhibitions in theater

**FORE!**  
GOLF DEMONSTRATION  
IN LOBBY OF  
**TOWER**  
THEATRE  
FRANCIS  
**GALLETT**  
GOLF PRO. BANKERS BLDG.  
THROUGH GOLF SCHOOL.  
GEORGE  
**CALDERWOOD**  
GOLF PRO. at BOSTON STORE

on the screen  
BOBBY  
**JONES**  
WORLD'S  
GREATEST GOLFER  
in  
**ACTION**

ANITES  
MONDAY & THURSDAY  
JAN.  
26 - 27  
28 - 29

DRIVING-PUTTING  
and TRICK SHOTS

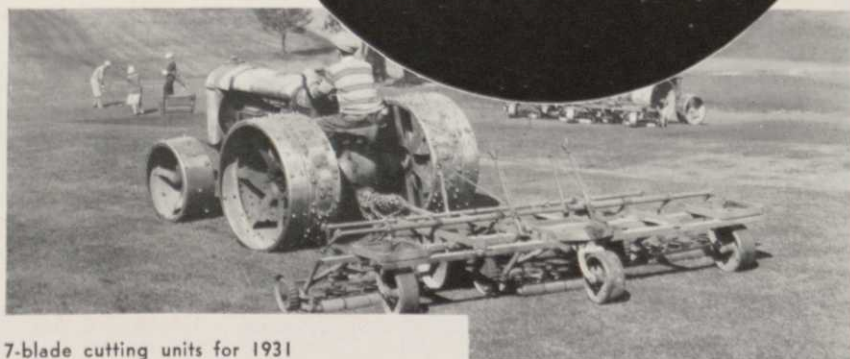
COME AND SEE HOW  
GOLF CLUBS ARE MADE

lobbies in Milwaukee and the event given publicity by extensive distribution of the handbill shown herewith.

One of the best looking folders advertising an indoor golf school is the job turned out by H. H. Webster for the members of North Hills C. C. and their friends. The hustling Webster fellow's folder has a picture of a piper on the outside, with the words, "Hoot Mon! Tak ae wee look inside!" The inside of the folder contained a good-sized photo of Webster and a well worded sales appeal and description of the attractions of the school.

The Gallett-Calderwood stunt shows a possibility for the smart boys hooking up with theaters for lobby shows at movies presenting the Jones pictures soon to be released. The tie-up ought to mean a grand ballyhoo for the theater and some welcome dough to pros with personality, showmanship and initiative.

THERE IS  
**NO EQUAL**  
 TO THE  
**BULLDOG**



7-blade cutting units for 1931

Ideal's Bulldog Fairway Mower—built on a principle all its own, and *proved* in ten years' service on the Nation's Golf Courses—performs as no other mower can. Its low wheels and close coupled frame allow the cutting knives to do a smooth cutting job on even the most undulating fairway. Because the cutting units are pushed into the work, they don't bounce when they hit a bump—they don't stop cutting when they reach tough grass. There is no complicated chain-of-gears. 7-blade cutting units guarantee a smooth cutting job—even on fine Bent fairways.

IDEAL POWER LAWN MOWER COMPANY  
 446 Kalamazoo Street Lansing, Mich.

FACTORY BRANCHES

413 W. Chicago Ave.,  
 Chicago, Ill.

161 Vester St., Fern-  
 dale (Detroit) Mich.

237 Lafayette St.,  
 New York City

273 Boylston St.,  
 Brookline, Mass.

*Dealers in all principal cities*

**IDEAL**  
 GOLF COURSE EQUIPMENT

IDEAL BULLDOG FAIRWAY MOWER

NEW IDEAL ROUGH MOWER

"IT KEPT  
OUR ROUGH  
IN EXCELLENT  
SHAPE"



Meadowbrook Golf & Country Club  
Clarence, N. Y.

H. FRANK NICHOLS,  
Greenkeeper



"We have an unusually large amount of rough to mow and take care of at Meadowbrook, in fact about as much land in rough as the average 18 holes cover.

Prior to the season of 1930 we used two mowers to keep this rough in shape, one of these was the sickle type bar mower, the other a fairway mower that we had put in shape to cut roughs.

Early in the spring of 1930 we purchased an *Ideal Bulldog Rough Mower* and with this machine we took care of all the rough excepting a few small swamp areas. One tractor was continually pulling this machine. *It kept our rough in excellent shape and we did not buy any repairs this season.*"

Very truly yours,

*H. Frank Nichols*

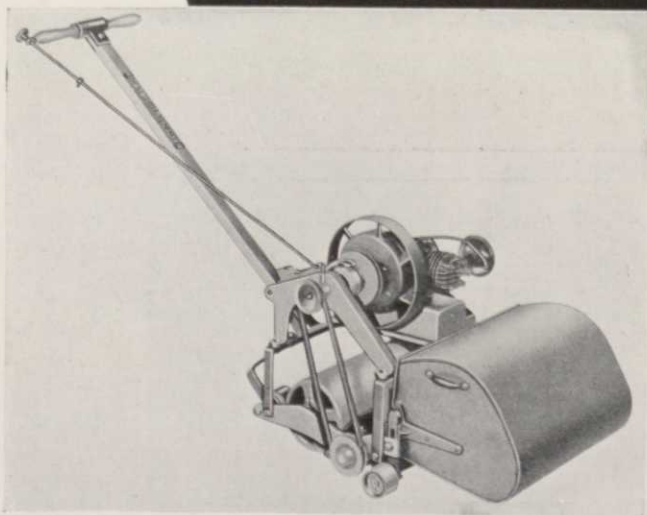
Greenkeeper, Meadowbrook Golf & Country Club,  
Clarence, N. Y.

*Write for particulars to Ideal Power Lawn Mower Company, Lansing, Mich.*

IDEAL  
GOLF COURSE EQUIPMENT



THE IDEAL  
**POWER**  
 PUTTING GREEN MOWER



Not merely a power mower—lightened for greensmowing. The Ideal Power Putting Green Mower is **built for its particular job**—mowing greens. The lightest hand greensmower on the market was given a smooth, reliable power plant—and the Ideal Power Putting Green Mower was made. It is without equal. Can be turned on the most delicate turf without injury. Is unbelievably easy to operate. The seven blades turn at a never-varying high speed to give even, more "waveless" cutting. Ball bearings throughout and aluminum construction make it extremely light running. New—yet not new—for it has been tested and proved during an entire season's work on greens of many types in various parts of the country. All we ask—Mr. Greenkeeper—is to let you use it for half an hour—

IDEAL POWER LAWN MOWER COMPANY  
 446 Kalamazoo Street Lansing, Mich.

FACTORY BRANCHES  
 413 W. Chicago Ave., Chicago, Ill.    161 Vester St., Ferndale (Detroit) Mich.    237 Lafayette St., New York City    273 Boylston St., Brookline, Mass.

*Dealers in all principal cities*

**IDEAL**  
 GOLF COURSE EQUIPMENT

IDEAL POWER PUTTING GREEN MOWER



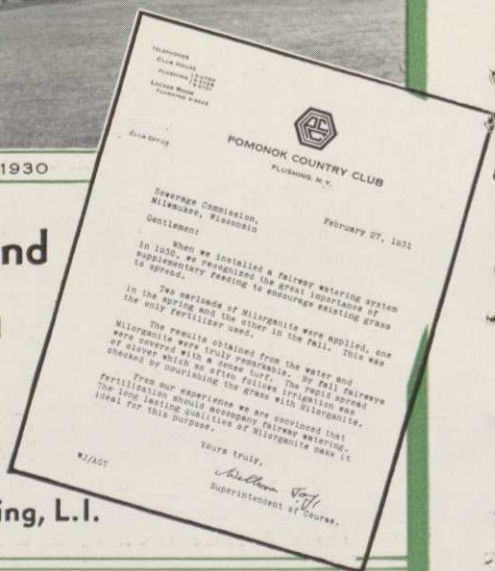
NOTE EXCELLENT TURF DEVELOPED DURING 1930

# MILORGANITE and Fairway Irrigation

DEVELOPED  
DENSE TURF QUICKLY

AT

POMONOK COUNTRY CLUB, Flushing, L.I.



Mr. Joy, Superintendent of maintenance at this course, did not overlook the necessity of feeding the turf when a fairway watering system was installed.

With water alone he feared undue clover stimulation because this legume gathers its own nitrogen from the air. To avoid clover fairways the sparse grass was nourished with nitrogen to hasten its spread and insure quick development of a dense turf of desirable grasses.

Milorganite was selected as the most suitable source of plant food. Gradual release of its nitrogen not only produces results over longer periods, but also avoids unnecessary leaching losses with fairway irrigation.

By fall the results achieved were truly remarkable. The entire eighteen fairways were covered with a thick dense mat of turf practically free from clover.

Milorganite will produce equally good results on your fairways. Water alone never produces satisfactory fairway turf. Our Service Bureau will gladly help devise an effective and economical program of fairway fertilization.

# Plain Price Marking Is Timely Selling Hunch for Pros

By HERB GRAFFIS

**T**HOSE who have been making some forecasts of pro merchandising policies this year, based on observations during the winter in California and the South, and upon merchandising practice in other lines, are striking up the band for a revival of the good old theme song of business, "All Goods Marked in Plain Prices."

The basic reason for the advance of pro volume during the generally troubled times of 1930 was that the golf goods market at the pro shops buys instead of being sold. From time to time there have been self-appointed experts criticizing pros for not being more aggressive merchants. They seem to have the idea the pro should pounce upon the visitor to his shop and exercise all wiles and the high forceps to sell the prospective customer what he, or she, really should have. That stuff simply doesn't go at a private club and it's rather dangerous practice at a public course. But this is no excuse for many pros whose members are buying too little. The smart pro is going to have his stock and his display so the players are subtly and strongly tempted to buy.

Such a generally neglected item as the location of the ball display case is cutting down pro sales in many shops but there are a number of forces working to correct that. The ball case in almost every instance, should be located so it will get people into the shop and expose them to the purchase temptation of slower moving merchandise. Drumming away at basic points like this one is having its effect. Writers in GOLFDOM have done their share of banging this idea into the domes of the boys. The Hagen advertisements showing successful shops did a lot. The U. S. Rubber Co.'s "Pros, Players and Profits" books did a large share, and young Jack Holmes, the sport store design expert, who is handling part of Spalding's contribution to the improvement of pro merchandising, has revised the layouts of many pro shops in order to profit the pro from these floor plan factors that are basic

in the success of chain and department stores.

## Showing Means Selling

The boys are seeing that proper showing is a good part of selling in the golf field. But until they mark the merchandise in figures that are easily read by an elderly man with glasses, it may be said "they ain't learned nothin' yet."

There is going to be murder on the lower priced lines of golf clubs by mid-season. Too many of the "wood-shed" makers of clubs are in the business and will liquidate at distress prices. There is a suspicion among many of the uniformed golfers that pro shop prices are high, a suspicion that is unwarranted, as the pros handle only good merchandise on which prices are maintained unless some discontinued line, trick discount or dealer-out-of-bounds has entered into the situation.

To protect the pro and his customers from this flood of junk and to build buying confidence among the pros' trade, this is the year for the prominent display of prices.

People are not going to be inclined to handle money loosely this season, whether or not they are blessed with a surplus. Buying cautiously will be the national habit. The pro is in great shape to continue to increase his sales despite this close buying as there probably isn't a pro shop in the country where its patrons couldn't easily stand from two to three times their present volume of playing equipment. That makes it even more necessary for the professional to nurse the buying urge at his shop and, under the conditions that probably will prevail, price is going to be the big magnet inasmuch as pro shop goods has a solid reputation for quality.

## A Play for the Women

Of course, with the women's business this year promising to be much larger than ever before, there is an additional strong reason for marking all goods with plain prices. The pros are going to have to do



this on women's clubs and women's golfing accessories or find themselves losing business to the department stores that long ago learned how essential price marking is in getting business from the woman shopper.

Some of the wise laddies are figuring that 1931 will be a tremendous year in ball volume at all prices, due to the advertising push that will be put behind 50-cent balls. They figure that the fellow who has been playing his higher priced ball two or three rounds will reduce his times of play with the more expensive ball and play with the 50-cent ball in between. Then, they also figure, that the fellow who is addicted to the 50-cent ball will go gold-coast for the higher priced ball every once in a while. Without it being generally realized, these students of the situation maintain, people are playing golf balls too long and the expected popularity of the 50-cent ball this year very possibly will remove this handicap. With daily-fee and public golf one of the least expensive forms of amusement and lots of fellows having plenty of time on their hands, golf is all set for a new high record in play this year, but the players will be thinking of the costs.

### Thrift in the Private Clubs

One of the very bright and successful pro merchants, who is located at a leading southern club recently told GOLFDOM of a plan it is considering. This pro selling star said:

"The 'inside discount' racket has been hitting me as some of my members are being offered clubs at a cut. The idea struck me that instead of going into the discount business (which I am dead set against) I would approach a prospect and tell him that instead of worrying about the disposal of his old clubs I would allow him so much for them and take them off his hands. Even if I had to throw them out to the caddies I would still be some ahead, but most of these clubs could be used as rental sets or reconditioned and sold to young fellows or public course players. In the case of rental sets at my club these trade-ins, in the long run, probably would pay double what I allowed for them.

"I do know that when things in a lot of lines are tight and people are thinking twice about spending money, it is going to be a job selling \$90 and \$100 sets unless they are sold on installments. The pros are going to have to watch their step and

do some fast thinking. The trade-in argument is much better than any discount concession, for fighting the devil with discount lays the pro open so his members expect a discount on everything.

"I am going over the club-cleaning sets and pick out the members who ought to be ready for new clubs. Then I'll either write or talk to that member, telling him how much I will allow him for his old set.

"This trade-in proposition is not advisable unless the pro has a good market for the used clubs; it has to be handled with care. Automobile makers found out their wild and woolly trade-ins got their business in a jam, and I don't intend to use the idea to the point that it will get me into a similar predicament."

### Jersey Greenkeeper Hailed as Emissary by Britons

EDWARD STROUD, greenkeeper at Laurence Brook C. C. and second v. p. of the New Jersey Greenkeepers' association, was the guest of honor at a dinner given by the Greenkeepers' Association of Great Britain, held at the London Stone hotel, Jan. 14.

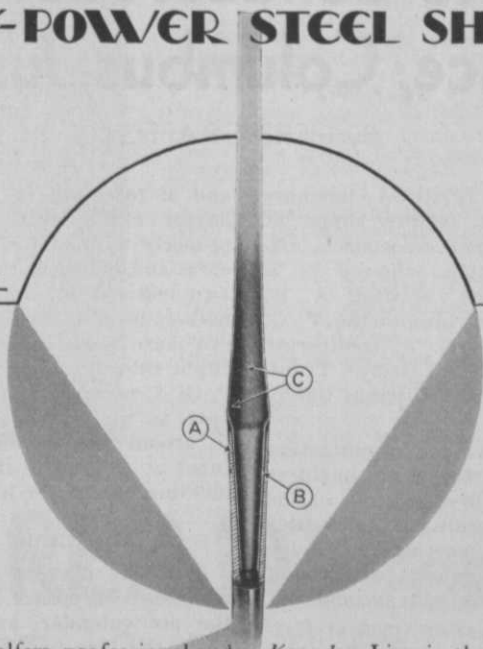
F. G. Hawtree, v. p. of the British organization, introduced Stroud as bearing greetings from the association's American confreres. Toasts were exchanged and the British association's secretary was instructed to formally reciprocate the message Stroud brought them from the New Jersey organization. The American representative spoke on the work of the American greenkeeping organizations and on the status of the golf course superintendent in the United States. The Britons pronounced the address so informative that the hope was expressed other American golf course superintendents visiting England would make it a point to attend the British Greenkeepers' meetings.

Stroud was taken to Croydon by W. H. Smithers, sec. of the British Greenkeepers' association, and to other courses by various members of the host organization, and found a number of construction and maintenance work of value to American practice. The hospitality and practical value of his visit, due to the efforts of the British greenkeepers, suggests a formal recognition, by greenkeeper organizations, of the usefulness of interchange of interest and courtesies.



# Kroydon Solves the Problem with the HY-POWER STEEL SHAFT

"Swing a Kroydon  
and be convinced"



- A** Cross section of hosel of the new "Muscle-Back" Kroydon Irons.
- B** Soft metal insulation fusing steel shaft and club-head. Prevents hand shock.
- C** Hy-Power Steel Shaft. An exclusive Kroydon Patent.

**T**HOUSANDS of golfers, professional and amateur, who claimed they played their best game only with hickory-shafted irons, are now marvelling at the *sweet feel*, the *added distance* and *greater accuracy* they get with Kroydon's new Hy-Power Steel-Shafted Irons.

### Golf's Greatest Invention

Kroydon offers you a steel shaft in one piece that *actually duplicates hickory in shape, whip and feel*—and in addition, has all the advantages of everlasting spring steel. Made on a machine that puts whip and stiffness *under positive control* and gives the world for the first time a *perfect individual shaft for every different iron in a matched set*.

### New "Muscle-Back" Blades

Another feature of the new *Professional-By-*

*Kroydon Line* is the short, deep-faced irons with *added weight centered at the back of the blades* to put punch in your shots.

1931 will show a profit to Pros who stock Kroydon Clubs.

### Matched Sets

### Priced to Sell for

5, 6, 8, 9 or 10 Irons \$41.75—\$100  
Driver, Brassie and Spoon \$30 —\$75

### Individual Clubs

Irons \$5—\$10 Woods \$5—\$25

The leading magazines in the United States are carrying Kroydon's 1931 advertising in page and column size to millions of readers. Be ready for *your club members* when they call for Kroydons—the finest Matched Clubs a golfer ever swung. *And your profit is Right!*

PROFESSIONAL—BY—  
**Kroydon**

CLUBS ARE SOLD EXCLUSIVELY BY PROFESSIONALS

# P. G. A. to Conduct First Business Conference; Columbus, June 22-23

By HERB GRAFFIS

**P**LANS for the first P. G. A. business conference assumed definite shape at a meeting of the pro association officials at Chicago recently, followed by a session at Columbus, O., between A. R. Gates, business administrator of the P. G. A.; George Sargent, P. G. A. co-director of the Ryder cup event and George Trautman, representative of the Columbus Chamber of Commerce.

President Hall of the pro organization hopes to have the forthcoming business conference host to the first meeting of the new P. G. A. merchandising committee and to build, at that meeting, a specific and constructive pro business platform of professionals' commercial advancement.

Starting with the Western Open at Dayton, 60 miles from Columbus, the pros will have a busy two weeks in Ohio. The Western Open runs from June 17 to 20. Dates for the business conference at Columbus are set for the following Monday and Tuesday, June 22 and 23. Qualifying rounds for the vacancies on the Ryder cup team will be held at Scioto June 24 and 25, with the international matches being played on the 26th and 27th. After four days of relaxation and practice the National Open will begin at Inverness, Toledo.

This crowded schedule, of course, means that some of the professionals will not be able to spend the full tournament time away from their clubs but to offset that the pros intend to make the business conference an educational feature to which the master pros will send their assistants. This is generally regarded as a particularly happy thought on the part of P. G. A. officials as the assistants frequently have to do a large part of the selling work at the clubs and the problem of their training in merchandising methods long has been one to make the locks of the professionals prematurely gray.

Leaders in pro business ranks have recognized the assistant problem as one that must be brought under control by the P. G. A., both as a matter of immediate profit

and of foresight in preparing the pros to supply clubs with young men who are properly trained for utmost service to the clubs and credit to the pro cause. With his own instruction, selling, accounting and a multitude of other club duties the master pro has been compelled, reluctantly, to slight this vital job of training. Thus the P. G. A. reckons that by getting the assistants, as well as all available master pros, to attend the business conferences instituted at Columbus the association will be tackling one of the highly important tasks.

## To Be An Annual Event

It is the plan of the pros to have the business conference an annual fixture on the pro calendar, and Sargent, who proposed the idea to Alex Pirie, during Pirie's last term as president, and to Hall upon his taking office, considers that this initial conference will test the possibilities of the conference incisively. There is the competition of playing events that means only the master professionals who are in keen earnest about their business betterment will be at the trade conferences. For that reason it is tentatively planned to have the conferences in the evening, starting promptly at 8 p. m.

Scene of the conferences will be the Deshler-Wallick hotel and the P. G. A. has reserved 18 rooms suitable for exhibitions of equipment by the manufacturers. The P. G. A. policy of self-support precludes any excess tariff on these rooms. These rooms surround the convention hall and include 15 rooms at \$10 a day and three rooms at \$30 a day. The plan of allotting the large \$30 rooms has not been decided upon at this writing.

## Plan Practical Program

P. G. A. officials have instructed Herb Graffis, editor of GOLFDOM, to draft a program outline for the conference, subject to their revision. In its preliminary stage the program calls for definite prepared addresses by successful professionals and