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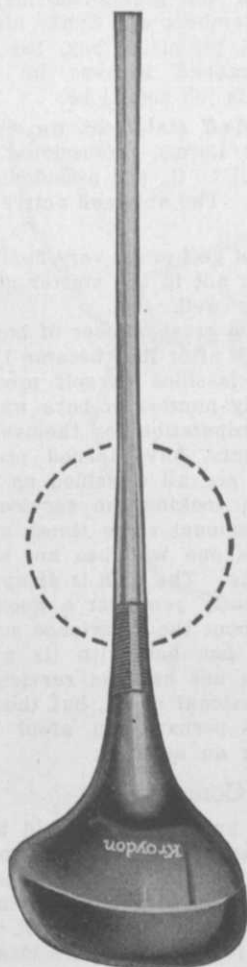
When a Kroydon Driver gets in the hands of a golfer, and he finds that this Hy-Power Steel Shaft lengthens his drive and gives him better control—he is happy and satisfied that the money spent with you for Kroydon Clubs was a good investment.

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The reverse-tapering principle patented in the Hy-Power Steel Shaft is shown by the circle above. This reverse-tapering puts the whip up nearer the hands, as in a perfect hickory shaft, where it should be for greater distance and control.

Pro Duties Are Outlined by Boys Who Have Made Good

QUITE OFTEN GOLFDOM gets letters from club officials asking that the duties of a professional be defined. It is apparent that many of the men who hire the pro don't know what the pro is expected to do, and there is more than a suspicion that, in a number of cases, the pro doesn't know what is expected of him. This all leads to misunderstanding and it probably is one of the main factors in the frequent changes made in pro connections.

When the club officials know the full extent of pro duties as handled by a competent, tactful man who has been made acquainted with the proper province for his activities an important part of the pros' job of selling themselves will have been done.

One of the most frequently neglected details of a pro's duty is that of a helpful interest in greenkeeping, according to what club officials tell us. For the pro defense it can be said that often the pro is reluctant to make any suggestions to the greenkeeper for fear his interest will be regarded as meddling. But better relations between able and thoughtful men in the course department and in the pro job is gradually setting a pace the other fellows will have to follow. On this business of a pro's greenkeeping interest let's hear from John MacGregor, superintendent at Chicago Golf club and one of the spokesmen of the greenkeepers. Says Mac:

"The pro ought to place the cups and tees, at least for Saturday, Sunday and holiday play and certainly for tournament play. When we have tournaments at Chicago G. C., Mr. Allen, our greens-chairman, Jack Drucker, our pro, and I go over the course in advance, and Jack places all the playing points. At other times he indicates the hole and tee location and because of his knowledge of the playing requirements, is able to help out with playing factors that make the most of our course's design and condition.

"The greenkeeper who doesn't welcome having an interested pro place the cups is overlooking a chance to give the member an interesting variety of playing situations."

That's only one small detail of a pro's work, and to get the picture as the successful pros see it, we asked a number of them to set forth their ideas. The dope originally was intended as an answer to a letter from the greens-chairman of a club of 225 members who thinks his club's pro is a fine, promising boy, but who is being handicapped because he doesn't know what his job should be.

As the lead-off statement we will hear from Charles Lorms, professional of the Columbus (O.) C. C., and president of the Ohio P. G. A. The able and active Lorms says:

"The title of golf pro is very flexible and one that does not fit the master golf professional very well.

"There are a great number of boys who, having caddied after they became 18 years of age, are classified as golf pros; likewise, a goodly number of boys who, having made a reputation for themselves as amateur players, have turned pros. At present they are all classified as "pros," and the club seeking the services of a master professional some times unknowingly engages one who has not had the proper training. The club is disappointed and consequently you hear a good many odd stories about the experience such and such a club has had with its pro. In reality it has not had the services of a master professional at all, but those of a man who has perhaps run afoul of the rules defining an amateur.

Advisor to Committees

"A master professional should be able to run his shop in neat and businesslike manner and also be able to impart his knowledge of the theories of the golf strokes in a manner that does not confuse the pupil but leaves him with a clear mental conception of what he must attempt to do.

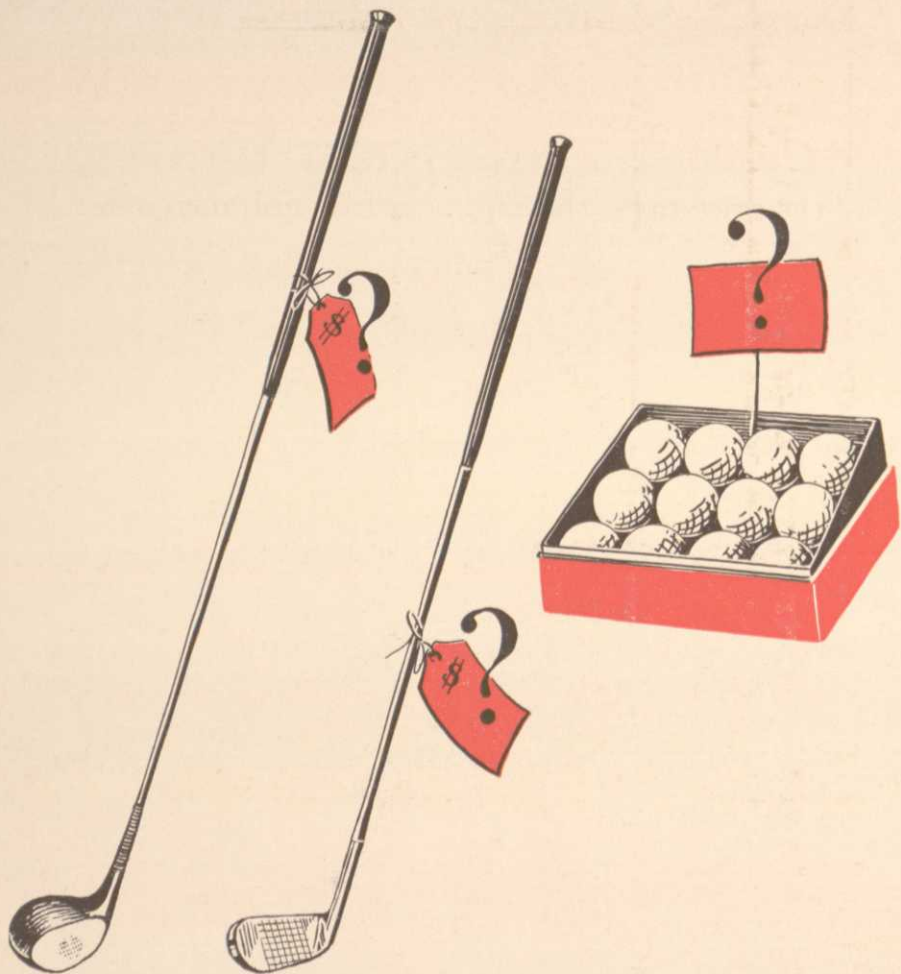
"Now these duties above mentioned are by no means all that should interest the master professional. He should interest himself in everything pertaining to the game. No one in the club should be better qualified to offer advice regarding the

PRICE TAGS

on golf clubs



*Just what
do they mean?*



When you buy golf clubs and balls for resale in your pro shop, you give most serious consideration to two phases of this merchandise. First, you examine the actual quality—workmanship and appearance of the product, then you note the listed selling price. It's routine with you, but on those two acts of careful buying depends the possibility of making your shop

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..... at seventy-five cents

You sell golf balls in your shop for just one reason—to make money. Now, some time when you're down town during the playing season, look at the prices asked for different brands of balls. Most likely some of the same balls you are selling at your club are offered at all kinds of crazy prices. How can anyone expect you to sell a certain brand of ball at the listed price if they're sold elsewhere at reduced prices? It's just too much to expect. You are probably familiar with the difficulty of selling against cut-prices. We hope you've also experienced the satisfaction of selling the Hagen at 75c—*without cut-price competition.*

We can only offer two reasons why you should sell the Hagen ball. Today, in the 1932 weight, we really feel that the Hagen is without a doubt the finest ball ever made. Then remember, too, that Hagens are sold from Maine to California at one standard price—75c. Go after your share of the profit in 1932. Concentrate your sales effort on the Hagen line.

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Los Angeles.....	732 S. Grand Ave.
Seattle.....	1110 Second Ave.

playing condition of the course. Nor can anyone aid more in the working out of a good caddie system, or the arranging of an attractive tournament schedule for the enjoyment of the members.

"I do not mean to infer that he be held personally responsible for the maintenance of the course, the caddie service, etc., but I do think he should have the power to function with the green-committee, the caddie-committee, and the events-committee in an advisory capacity.

"In my opinion it is impossible to render the proper kind of service without co-operation. This feeling must be the paramount thought in the minds of the green-keeper, the caddie-master and the master professional. And they each must be backed up by the committee that controls the particular branch of the service he comes under."

This business of working with committees is emphasized by the veteran Alfred Campbell, pro at the Niagara Falls (N. Y.) C. C. Alf, who is one of the sprightly trail-blazers of the game in this country, passes out some good advice to the youngsters in the following paragraphs. He counsels:

"Always be a gentleman. Be a good mixer, but not forward, as we are employes and not officers of the clubs we are serving.

"Refrain from accepting any hospitality in which you may be invited to partake while you are on duty.

"Make your own conduct and courtesy to members a paragon for your assistants and insist that they give each member the attention and service he or she has the right to expect at the highest type of club.

"Make a careful study of each pupil's game. This is very important. Just as soon as you improve any member's game you are made, as the tale of improvement is told over the bridge and dinner tables and then they all are after you for lessons.

"When your club's golf committee makes up the season's events, contribute a prize. I put up a prize, the club identifies it by my name, and it not only does me good by being evidence of my interest in the members' play but the golf committee buys 60% of its prizes for the year from me because I work with them.

"Have a thorough knowledge of the upkeep of a golf course and the require-

ments and handling of the caddie situation."

Make Them Smile

Young William Wotherspoon can speak with some authority of what a pro should do to make himself worthwhile to his members, as Bill so successfully carried on this policy at one of the Kansas City district's leading private clubs that he was made president and a large stockholder in a flourishing fee course enterprise which some of his old members financed.

In commenting on a specific case of pro's duties, Wotherspoon remarks:

"In a club of 225 members about 150 will play golf once or twice a week. The pro should make it a point to play once a week with three different members; not a money game but it will sometimes pay to lose 20 or 30 cents to certain men. In this instance he should not forget the wives but care should be taken to show no partiality in either case.

"Woe betide the pro who does not show much attention to the beginners especially the ladies. More merchandise will be sold in this manner than any other but direct sales talks, if any, should be very carefully made and suggestions given only when they are asked for.

"The pro should see that his members go out with a smile. They sometimes come out with business worries on their minds and it is the pro's duty to shake them off. If the smile is not there when the player comes in, the score card will tell the story. There are always one or two good holes which mean good shots that can be emphasized bringing the smile back to go home with. The member will get into the habit of sharing his worries and joys with the pro and this is certainly an asset.

"His duty is at the first tee Saturday afternoon and Sunday mornings. To keep the course going along evenly he should advise the twosomes and threesomes to start on No. 10 and the foursomes on No. 1. However he should try to fix up foursomes if possible as all golfers would rather play that way. On these days he will have the opportunity to make little suggestions that will make a hit and incidentally help the lesson business more than lots of the boys imagine.

"Prize winners like to have a fuss made over their victories plus a write-up in the newspapers. Everyone likes to see his name in print. The pro should attend to

this publicity. Care must be taken at the same time to console the losers with "Better luck next time" and so forth.

"When a member brings guests with him the pro should be on the job making the guests realize that the member is really 'somebody' in the club. This will always make a hit with the member and oftentimes help him put over a business deal if his guests happen to be customers.

"If a pro is through for the day he might once in a while take a drink with the fellows he has been playing with. On no other occasion should this be done and at that time only one drink should be taken merely to show a friendly spirit. It's a whole lot better to pass it up altogether."

U. S. G. A. Protects Greens Section Despite Income Cut

By HERB GRAFFIS

WITH the United States Golf association income for 1931 about \$60,000 less than in 1930, there has been some question as to the prospects for Green section activity next year. In these times when the incomes are cut, the first impulse is to slash the expenses. As the Green section operating expense runs around \$40,000 a year, or nearly half of the usual annual expense of conducting the association's affairs, it would seem like the Green section would be the target for quick action cutting.

But there is quite authoritative indications to the effect that the work of the section is to go ahead next year on the same financial basis as heretofore. That's good news to the men and the clubs who are striving to master the astounding array of complex problems developed by the modern demand for perfectly groomed golf courses.

Those who have any acquaintance with the costs and tedious character of research know that \$40,000 is not much of an allotment for a basic effort in a field that has a plant investment of \$852,000,000, but if you can figure out a way for the U. S. G. A. to get any more for the work you will be doing a vast favor for H. H. Ramsay, president of the organization, Ganson Depew, head of the Green section, and their associates.

That financing problem of the Green

section is one that must begin to concern every golf club in the country before long. To a majority of the clubs trying to keep their courses in inviting playing condition with a minimum of waste effort and money, the Green section is the U. S. G. A. The U. S. G. A. obviously, from its budget, regards the section as its main effort in helping golf and golfers.

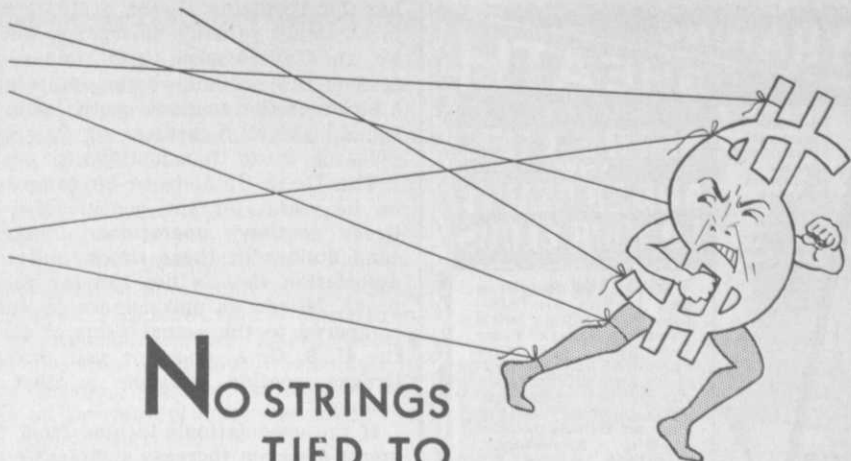
But how long will the U. S. G. A.'s present cash and investment reserve of approximately \$114,000 be able to supply money needed for Green section operation? The association is governed by some of the country's foremost business men. They are not inclined to permit any waste so it may be accepted as gospel that it would be difficult to trim the association's usual operating expenses other than the Green section budget. These expenses were only slightly less than the association's income this year, and with the Green section's annual requirement of \$40,000 it is easy to see that just about three years on the present income and outgo basis is all the association can stand.

The Green section now benefits from some Department of Agriculture work. This co-operation and that extended by several universities stretches a \$40,000 budget to the limit.

More than \$8,000 of the section's budget goes for co-operative field work at state experiment stations, the mid-west turf garden at West Lake Forest, Ill., and the 24 demonstration turf gardens in operation at golf clubs throughout the country. Close-up studies of local conditions are made at these strategically located establishments, and much use is being made of these local plants by course superintendents and chairmen. Particularly since the Green section named its advisory committee of practical greensmen have the local plots become mediums of information exchange for each district's greenkeepers. Any curtailment in the Green section's budget that would handicap the development of these demonstration gardens would be costly to golf course maintenance.

It would be a sad blow to golf course maintenance if the patient and valuable work the section's scientists have been doing on brown-patch, for instance, were to be discontinued. But unless the golf clubs and the U. S. G. A. can figure out some plan for supplying the needed money, it is inevitable that the section's work will be restricted to bare details.

Frantic calls for Green section help dur-



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ing the agonizing season of 1931, and the incalculably valuable emergency work done by the overworked and under-manned staff of the section was an impressive exhibition of the section's worth as a rescue squad, which, regardless of the section's research, more than justified its cost.

The U. S. G. A. is to be congratulated on its stand for the continuance of the Green section's operations. Forty thousand dollars in these times, and with an association that is not run for pecuniary profit, is not an inconsiderable sum, but compared to the actual value of the work the U. S. G. A. does for golf through its Greens section, \$40,000 is just small change.

If the association's income from tournaments does not increase sufficiently to warrant the \$40,000 annual budget for the Green section, then it's up to the clubs to increase their U. S. G. A. dues. The budget means only \$40 a club a year, and that little enough for the vital work the Green section is doing.

FIRE SWEEPS McCULLOUGH'S CINCINNATI HEADQUARTERS

Cincinnati, O.—Fire destroyed the five-story office and warehouse building of the J. M. McCullough's Sons Co., 316 Walnut St., Saturday night, Nov. 1. Retail stocks of garden seeds were lost, as was a small stock of field and grass seed including some New Brunswick and Velvet bent. Most of the McCullough stock of grass seed is in another warehouse. Prince Edward Island and Seaside bent stocks were in the Front street building and due to salvage of the office records from the fire, McCullough's was able to ship promptly all orders received on the Monday following the fire. Retail business was resumed on Monday at a temporary store.

McCullough's business is being conducted from the temporary headquarters at southwest corner of Third and Walnut.

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