



control

for your pupils'

game

Silver King helps get *control*. Why? Because Silver King is more "*consistent*" in play... actually 4.9% to 19.9% more consistent!

A ball that lands a foot to the right or left of a bunker may save a stroke. What pops them in so steadily? Again, what sends a gentle slice careening suddenly into the rough? What slows up an 8-foot putt?

The Consistency Tester says it's often due to... golf balls! And the Consistency Tester is the true measure of golf ball accuracy.

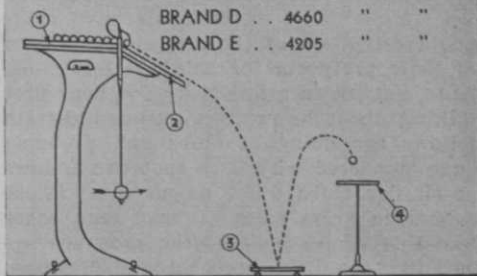
The Consistency Tester also proves that the new construction Silver King can help overcome the hazards of uncertainty... help get *control*.

Golf ball "consistency" comes from *evenness of compression*. Silver King has it! Every Silver King has it... and to the same degree... new or old. Thus one gets used to playing Silver King... gets confidence... gets *control*... plus every yard of distance each stroke deserves. Switch your pupils to Silver King... and lop strokes from their cards!



PROOF.

	OUT OF 6000 "SHOTS"		
SILVER KING	5395	"BULL'S-EYES"	
BRAND B	5103	" "	" "
BRAND C	4948	" "	" "
BRAND D	4660	" "	" "
BRAND E	4205	" "	" "



SILVER KING'S RECORD... Out of 6,000 "shots" on the Consistency Tester, Silver King registered 292 to 1,190 more "bull's eyes" than the 4 popular 75c balls tested. Full details are contained in the booklet "Golf—What a Game!" Write for free copies. John Wanamaker, Wholesale Golf Dept., New York City.

DISTRIBUTED IN U. S. SOLELY BY JOHN WANAMAKER

PLAY

NEW SIZE...NEW CONSTRUCTION 85c

SILVER KING

... it's more Consistent!

Pro Market Brighter and Bigger When Pros Study Their Sales

By HORTON SMITH*

PROFESSIONAL golfers now are bluntly confronted with one of the primary problems of every other business, study of the market. The pros' possession of 60% of the dollar and cents volume of the golf market today is a tribute to the pros' common sense and an exhibition of their strategic marketing position and good fortune. This domination of the market has attracted able competition from experienced merchants so the pros no longer can take their marketing in a leisurely matter of fact way. When it is considered that the major part of pro earnings is the shop sales income, the seriousness of pro sales study and development must be fully appreciated.

The first thing that any good business man does when he starts his business operation is to determine the size of his market. How many professionals have made an investigation of the size and character of their prospects for sales? I'd say, off-hand, not one in a hundred. You hear pros talking about how much business certain fellows are doing at clubs and probably have wondered why it is that two fellows at similar clubs differ as much as \$6,000 a year in gross sales. I have seen cases like this where both of the pros are apparently equal in personal and business qualities. I now think that I have found the secret of the success of the more prosperous pro. He knows what his sales should be and the other fellow is simply shooting in the dark.

Start by Market Analysis

The smart pro will take a few evenings with his assistant's help and make a complete inventory of the equipment in his members' bag racks. Such an inventory should go about as follows:

BAGS: Kind—condition—size—estimated price—bought here or elsewhere.

CLUBS: Full set or casual—number of woods—kind of shafts—number of irons—kind of shaft—general condition—probable age—bought here or elsewhere.

Such an inventory will be an eye-opener. It will show the pro just who are his best prospects for quick sales and in that way enable him to direct his sales efforts effectively.

The inventory of balls is not easy to make, but in its place the pro should take his sales slips for the previous year and analyze them. He can get from his inventory of the rack contents a general idea of the number and make of balls his members are using. He will be able to spot the members who are buying the cut price balls of questionable quality and then be in a position to focus sales effort on those who have been buying cheap balls elsewhere. He can give them a little selling talk on some of the excellent 50 cent balls the pro shops have today, if the member is a bargain hunter. With this information to work on I am sure that any pro of intelligence sufficient to make a success in his work will be able to do a lot toward correcting the straying buying tendencies that have developed these days of cut prices and new retail outlets for golf supplies.

Discover Potential Buyers

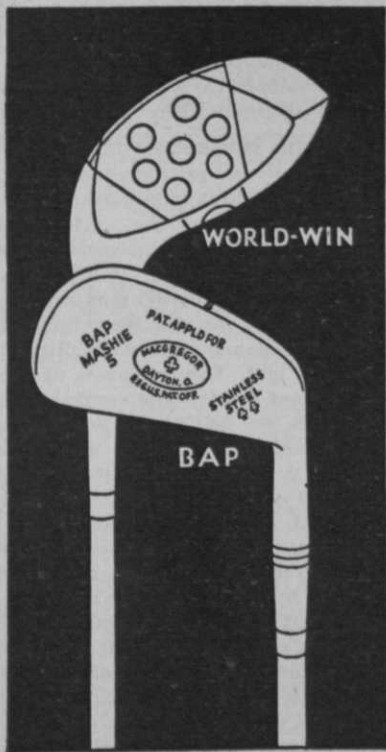
Not the least of the values of this suggested market survey is its revelation of the men and women who are about ready to buy clubs and who would be most susceptible to the "buy it wholesale" bunk.

I have made it a practice, during the last three years of my exhibition dates, to inspect the pro shops of the clubs where I have been playing and I believe that I have developed a pretty fair ability to judge the value of the rack contents and the potential buying volume of the members in the gallery. From this extensive, but casual, observation I would hazard the statement that in very few cases have professionals sold as much as half of the sales volume which is immediately available at their clubs.

Basically, an inventory would serve the pro as a guide in his buying. Working from this inventory the pro would govern

*Address at P. G. A. Business Conference.

WORLD-WIN WOODS



A 4-Club Harmonized set of World-Win Woods is the world's greatest discovery for the relief of golfers who are subject to "tightening up"—physically and financially.

World-Wins have an exclusive shaft with the "whip" down at the club head and a balance that makes them almost human in producing better timing. They are made especially for the lighter and larger ball. The position of the patented back weight has been raised enough in keeping with the deeper club face to hold the ball on a lower line of flight.

These clubs are so sweetly balanced as to give shots the desired distance without pressing. This relaxation follows in both wood and iron play, from tee to green, and as a consequence golfers will find themselves sinking long putts on the greens. Let golfers get the feel of these clubs and they'll "loosen" up physically and financially.

BAP IRONS

BAP Irons are also made especially for the new ball, equipped with the patented, exclusive MACGREGOR *Neutralizer* and *Flexicor*. They are sensationally better steel-shafted clubs.

The *Neutralizer* eliminates vibrations which formerly ran clear up the shafts and pained the players' hands. It also strengthens the shaft at the head of the socket—where nearly all breakage formerly occurred in steel shafts. The *Flexicor* inserted under the grip gives just that desired "flex" necessary to perfect irons.

World-Wins and BAPS will fit 80% of golfers. National advertising is telling golfers about them. Possibly they are already asking you for these clubs. Get acquainted now with World-Wins and BAPS. Write us for a sample set.



THE CRAWFORD, McGREGOR & CANBY CO.
Established 1829 DAYTON, OHIO

MACGREGOR

COURSE-TESTED GOLF CLUBS



his buying by actual facts instead of by a more or less lucky guess.

The inventory I have proposed should be kept up to date by additions as reported by the boy who cleans the clubs. The clubs of the new members should be checked and added to this inventory so the pro will know how the newcomers rate as prospective customers.

Big Market Now at Clubs

From all of this you will see that I am convinced the best of the new markets for the pro is that undeveloped market right under his hand. There have been plenty of critics warn against the danger of pros pushing sales too strongly, but I have come to the conclusion that most of the fellows who fear this and criticize others who are really selling their members, are pros who either haven't the right selling qualifications or who are constitutionally lazy. When selling is done on a basis of substantial service to the members there is very, very rarely any resentment on the part of the member. The more sales, the better service to the members, or, in the way the member should see the practice; the more service, the better sales.

Pro business this year is spotty, with the pros who are doing better than average business enjoying enough of a volume to more than offset the reduced volume of the fellows who are finding the going tough. Consciously, or unconsciously, I am satisfied that the fellows who are enjoying good business are doing it primarily because they definitely realize how much business at their clubs can be had practically for the asking. In this connection I may mention the eloquence of properly displayed merchandise. A good display of a well selected stock does a lot of asking for business.

We are going through a critical and hectic period of the survival of the fittest in the golf business. Some of the less competent men are getting out of the business. They have been unable to adjust themselves to this new condition that makes the pro, as a merchant of golf, more of an asset to his club than he ever has been before. This economic revision, unfortunately, is being retarded by some inexperienced officials of clubs who hire pros solely because of cheapness and thus deny their clubs and their members the atmosphere and substantial aid that is evident when a thoroughly qualified pro is on the job. This important matter of selecting the right professional and giving him encouragement and a chance to make a good

living has a lot to do with club success in these times when there is spirited competition for members—probably a more vigorous competition than any store competition the pro has to contend with.

Pro Makes the Market

In this respect the pro has an opportunity to exercise a highly important function, the development of the entire golf market. We have today only 2,500,000 active golfers out of a potential, immediately available, market of 50,000,000 men, women and children, who are qualified by age, physical ability, finance and availability of courses, to play golf. Group classes at private and public or semi-public courses, and for high schools, are being used with great success by foresighted pros in making a bigger market. I believe that it pays every professional to give these group lessons free, at least to children, and at nominal sums to adults. It seems to me that the industrial golf leagues such as organized and conducted by Willie Hunter at Montebello, have great possibilities, not only for men but for the women who work in offices, stores and factories. This sort of development results in many individual lessons and equipment sales.

I am strongly of the opinion that something is radically wrong with the methods of the pro who doesn't sell the equipment that his pupils buy. You can see from your own club racks that the people who play the least golf are those with inadequate or improper equipment, and draw your own conclusions as to whether the equipment deficiency is the reason for lack of interest and proficiency in the game. I have no special sympathy for the pro who crabs and pouts about his pupils buying their equipment elsewhere. Instead of sulking and complaining that his members are pikers the pro who is not doing the selling should examine himself. The customer is inclined to favor the pro so if the pro loses this business he certainly must be guilty of some glaring defect in his sales work or his attitude for which he, and not the customer, is responsible.

Watch Women's Market


In travelling around a lot I have noted what the stores are doing to get women's business. The warning is plain: if the pros don't quickly and thoroughly snap into this vital matter of women's sales they are forfeiting an early "in" on the part of the market that will constitute 50% of all golf goods sales in a few years.

Pros: Lick Old Man Sales Resistance with this club. *Protection* from LOW price competition. *Protection* from HIGH price competition. NO club can equal its special sales features. FEW can touch its low price. (Below reprint in reduced size from July Golf Publications.)

a complete eclipse/ of the traditional wooden head

tougher · more resilient · 10 to 40 yards more distance

virtually one-piece construction
moulded uniformity of balance
unbreakable
can't chip or dent
moisture proof
no rivets
no vibration
less cost · better control



G. E. Textolite Head

This head is made by General Electric Company, exclusively for Schavolite Golf Corp. Fully approved by U. S. Golf Association. Two widely approved head models. Unmatched driver, brass or spoon, \$6.00. Matched sets of 3, \$20. Single clubs from matched sets, \$7.00. Custom-built matched, registered sets, \$30. Single clubs, \$10. Men's and women's left and right hand models. Be sure to look for G. E. Textolite on the head of every club you buy.

THIS new Schavolite Golf Club...with G. E. Textolite head...has completely shattered old tradition and is rapidly establishing new. Its dozen different distinctive features are creating new standards for direction control and distance...before unknown. The problems presented by the new larger and lighter ball only serve to emphasize this Schavolite Super

Control and Super Distance. • Golf moderns...wanting to benefit from the many advantages offered by this different type of club are now forming waiting lists with Pros and Dealers. The demand for these clubs has been far greater than the supply...necessitating daily increased production. Register your name with your Pro or Dealer...today...for a full set.

SCHAVOLITE GOLF CORPORATION, LONG ISLAND CITY, N. Y.

SCHAVOLITE

SUPER DISTANCE.....SCIENTIFICALLY

**DESIGNED
FOR BIGGER
PROFITS
FOR YOU!**

**REDDY TEE
DISPLAY STAND**



You've never seen a better looking, better built display stand than this sure sales-maker for REDDY TEES. It is made of strong 26 gauge steel lithographed in a handsome, bright color combination of red, yellow, green and black . . . holds 4 doz. boxes of REDDY TEES. It's free! Send for yours today . . . put it to work on your counter and watch your REDDY TEE profits roll in!

*Order from your favorite jobber
or write direct to us*

The Nieblo Mfg. Co., Inc.

Executive Offices

38 East 23rd Street, New York

Put signs in your shops on special showings of women's clubs, write letters to your women players about your clubs, get a few good sets in the hands of the most active women players of every handicap, and in every other way do all that you can to stake out a claim to this business of the women. I will say with all the emphasis I can, that the pro who isn't right now making a particularly vigorous play for women's business is risking his own present and future earning power, and is a heavy handicap to the entire pro merchandising operation. We have seen the pros miss out on the rich rewards of daily fee course construction and operation; we have seen them miss the temporary, but large, profit of miniature golf and we have seen them make a huge market for golf goods, only to lose some of that market they should have kept. But in this continuous great growth of golf we constantly are seeing new opportunities for pro profits presented. This women's market is today's biggest opportunity and I say to the pro who isn't making a very thoughtful study of this market and every effort to establish its habit of patronizing him, he will be better off to get out of the pro business and seek employment elsewhere. The entire profession would be better off without such men for their neglect and inertia is a menace to the promotion of buying habits that will assure the pro business future.

You have the children's market that you'll have to step after right quickly. If you haven't been doing something to encourage the children of your members to play golf, or to conduct group classes for grammar school, high school or college students, you are missing one of your best bets for market development and publicity.

Play Grows

President Hoover has appointed a commission that now is engaged in a study of social trends, especially in the athletic activities of the average citizen. I am informed that these investigators have been deeply impressed with the prospects for golf. They are reported as finding a marked decline in athletic "spectatoritis" and a vast increase in active participation in sports, mainly because of golf. I believe that any of the men who have given a great deal of time to exhibition golf will testify that exhibition golf gives the gallery a decided urge to go right out and play. After each big tournament there is a great increase in the number of rounds played in the community. Golf is primarily a per-

sonal game, and one that can't be played by proxy. I have heard, to my deep regret, hundreds of gallerites say, "Let's go out and play, I can miss them that good myself." This phase of the game is elemental. That is why we can look forward confidently to our game attaining huge dimensions, far beyond our present most hopeful anticipation, in the next five years.

It is up to each one of the competent professionals to prepare himself right now to hasten this development of the market and keep the marketing channels under our control. The pro makes the market and if he can't command it, the fault is completely his own. He can make no excuses for failure. And he can offer no reasonable explanation for tardiness, lack of energy or unwillingness to do some immediate and thoughtful planning.

Today the professional has 60% of the monetary value of the year's golf business. He has been favored by destiny and circumstances in arriving at this mastery of the market. But his competitors, even though they are having their miseries with cut prices and junk merchandise today, are taking a good part of their time, money and effort, to plot against the pros' command of this business.

Now are you going to use your heads and hands today, or fold up and let yourselves be beaten out of a certain opportunity of more money than you ever had in the past?

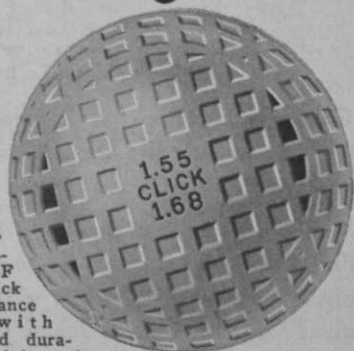
Match Events Help Fee Course Increase Play

ART GRANT, pro-manager at Sagamore Spring C. C., recommends match play tournaments as great promoters of interest and business at fee courses. The events take skillful handicapping and diplomacy on the part of the pro but fully warrant the effort. Grant started the events in 1930 but long before the 1931 season started there was a clamor for a match play schedule.

The Sagamore Spring course, which is at Lynnfield Center, Mass., was enlarged to 18 holes by construction work during last winter. The 9-hole course handled 200 to 300 players week days and up to 500 rounds on Saturdays, Sundays and holidays.

Grant's job is to keep the players happy and to keep more of them coming. He is a good example of the wisdom of getting a real pro business man at a daily-fee course.

when
your customers
ask about the
**NEW LARGE
BALL** >>



- Tell your customers why the new larger COLONEL GOLF BALLS pack real distance combined with accuracy and durability. Explain why COLONEL GOLF BALLS are an outstanding achievement in golf ball construction. Tell how COLONEL GOLF BALLS are the result of hundreds of major experiments and weeks of exhaustive, patient, scientific research; that the specifications for center, cover, and windings have been determined so as to give the 1931 Golfer a ball with maximum distance, accuracy, and durability.
- As to whether the St. Mungo Mfg. Company achieved this is proven by the thousands of golfers throughout the country who are now playing COLONEL GOLF BALLS who never played them before.
- When your customers ask about the new larger ball, sell them COLONELS. They will be back for more.

75c
each

\$9.00
per dozen

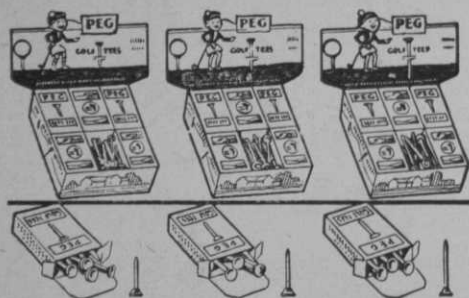
**COLONEL
GOLF BALLS**

ST. MUNGO MFG. CO. OF AMERICA
121 SYLVAN AVE. NEWARK, N. J.

To get ALL the business display these three boxes of

"PEG"
TRADE MARK

REG. U. S. PATENT OFFICE



Celluloid Golf Tees

One box contains the Regular (1½ in.) length. Another the Long (1¾ in.) length, and the third the Extra-Long (2 in.) length.

As the cartons are small you can always find a spot on your counter to set out this display where the Golfers will see it. It gives you a complete range to meet all their needs.

The new display carton tells at a glance the length of tee it contains. It also allows the clean, smooth, colorful Celluloid tees to make their full appeal to your players. This appeal is making more and more sales in spite of the low prices at which wood tees are offered in the stores.

We have priced "PEG" to give the Professional the margin of profit to which the nature of his business entitles him. Unquestionably you can sell "PEG." Can you afford to take a smaller profit than this tee brings you?

Ask your jobber for it.

GRANBY MFG. CO., Inc.
KEENE, N. H.

Rackets Invade Golf Field, Buyers Warned

A LLEY-YOUP! The circus stunts are in the golf business now. The smell of the sawdust, the aroma of the gasoline torch in front of the hotsy-totsy dancing girls' tent, the unavoidable fragrance of the noble-smelling lion, the pitch-men, and the battle-cry of "hey rube" are all that's needed to show how golf is getting infested with a motley mob that hungers for sucker dough.

This advent of the schemers presents another problem of customer protection to the pros and straightforward manufacturers. Now, more than ever before, the pro shows his value to his players by guarding them against the wily advances of fellows with cute notions for exchanging golf merchandise of generally unknown value and no established reputation for the money of the army of recent and gullible golf recruits. Just how the pros can most effectively work in warning their customers against this unsatisfactory merchandise is hard to say. Probably the pros at public and fee courses have the worst job in this respect, as their players are fairly new to the game and most easily misled on purchasing from undependable sources. But the private course players, too, get lured into pitfalls by some ingenious gents who promise great savings and other specious inducements. About the only method of customer protection the pros can employ is to wise up their most influential and friendly members, when some of these tricky selling campaigns make their appearance. Then let the whispering campaign spread so each player who falls for the gyp proposition will staunchly resolve "never again."

Cut price ball-selling stunts seem to be the favorites of the clever cusses. One of these operations left a scar on our cell-mate, Jack Fulton, but the chances are it won't bother the pros much more for our infuriated friend has squawked into the ears of the postal authorities. This racket consists of sending three balls by mail, C. O. D., to the home addresses of business men. While the papa is at work trying to make an honest dollar the mamma pays the postman \$1.70 for the three golf balls, for what woman is going to question the majesty of the law as presented in the person of the mail carrier? The balls are billed at \$1.65, plus a five cent money order fee. Of course the balls were not or-

dered and that's where the postal regulations get tough. And if you don't think there is a long profit in three balls like this at \$1.65 you don't know balls.

Work a Name Gag.

Another stunt that has aroused protest from the pros and the offended manufacturer is that of agents peddling "personalized" golf balls, on which the buyer's name is stamped on each pole of the ball. The agents claim the ball is the same as the U. S. Royal, but unbranded. Consequently many buyers are easily made to believe that they are getting the "real McCoy." The U. S. Rubber Co. says this ball absolutely is not the U. S. Royal and that the U. S. Rubber Co. legal department has registered a protest against the peddlers trading on the U. S. golf ball reputation as established by pros and advertising.

The name subterfuge is one of the venerable means of crawling under the tent, or of shaking down reputable interests. Your humble servant recalls a classic case of some sharp gentlemen taking out a state charter in the name of the Standard Oil Co. of a certain southern state where the Standard had not registered officially as a corporate name. Picking up this sleeper made it possible for the scheming laddies to put the hornet on the real Standard Oil Company operating in this territory, but under the name of The Standard Oil Co. of an adjoining state. Verily, some great little rackets are possible under the law, which some of us still suppose is the codification of simple justice.

However, the legal battalion of a big rubber company, in one of the above mentioned cases, is stepping out to protect the pros, and in the other case the government is doing some investigating, so the pros won't have to do all of the battling to protect the interests of the players who have a right to expect dependable golf merchandise, sold without misrepresentation.

IF YOU are a competent man on the bench, make this qualification help you sell by having your bench located where people can see you doing masterly work and giving evidence of knowing clubs.

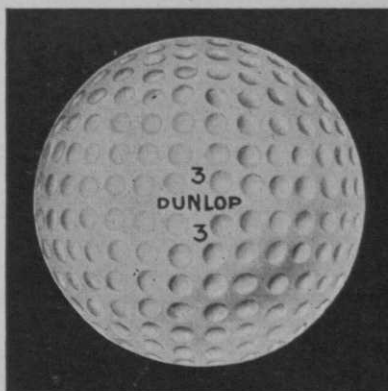
A golf shop in the Grand Central zone in New York city has its bench in part of its display window. Stocks of club parts and equipment, together with the man at work, attract and interest buyers.

3

CLASSES

OF BALLS

*each the finest
in its class*



MESH OR RECESSED MARKING

THE IMPORTED
DUNLOP
(made in England)

\$**1**

DUNLOP
(made in U.S.A.)

75¢

DUNLOP WARWICK

50¢

Cheese Dishes Popular During

"OLD ENGLISH" SHIRRED EGGS (25 Servings)



Butter	1/4 cup
Flour	1/2 cup
Milk	1 quart
Salt	3/4 teaspoon
Mustard	1/2 tablespoon
A1 Sauce	1/2 tablespoon
Kraft Old English Cheese	3/8 pound
Eggs	25
Fine dry crumbs	1/2 cup
Kraft Dehydrated Grated Cheese	1/2 cup
Bacon	50 slices

Make a cream sauce with the butter, flour and milk. Add seasonings and Kraft Old English Cheese; stir until cheese is melted. Put a generous spoonful of sauce in each individual buttered baking dish or ramekin. Drop an egg into the center and sprinkle with crumbs and Kraft Dehydrated Grated Cheese. Bake in a slow oven 325°, until the egg whites are set. Garnish each serving with two strips of broiled bacon.

* * *

CHEESE CAKE (25 Servings)

PART 1

Dry bread crumbs	2 cups
Butter	1/4 cup
Sugar	1/4 cup

PART 2

Sugar	1 cup
Flour	1/2 cup
Salt	3/4 teaspoon
Kraft Loaf Cream Cheese	1 1/2 lbs.

Vanilla	3/4 tablespoon
Eggs	6
Milk	1 1/2 cups

Part 1. Mix fine dry crumbs and sugar, and work in butter until mixture is thoroughly blended. Press down evenly in the bottom of a large baking pan.

Part 2. Sift sugar, flour and salt together. Work gradually and thoroughly into the Kraft Loaf Cream Cheese. Add vanilla, well-



beaten egg yolks, and milk and mix well. Fold in the stiffly beaten egg whites. Carefully pour mixture on crumbs in baking pan and bake in slow oven—325 degrees—1 hour or until the center is firm when touched with a finger.

* * *

PHILADELPHIA TOMATO SALAD (One Serving)



Fresh tomatoes	Lettuce
Parsley	French Dressing

Philadelphia Cream Cheese

Peel round firm tomatoes and cut each in three thick crosswise slices. Put the whole tomato together again with a thick layer of Philadelphia Cream Cheese between each layer. Place on lettuce and serve with French Dressing. Garnish with parsley.