

THE WALLOPER

A SENSATIONAL NEW CLUB



For golfers who don't use woods—a distance iron for use from the tee or on the fairway. Every player who can use irons better than the woods for these shots is immediately interested in the Walloper—because it has the lie of an iron with all the bulk and power of a wood club.

• • DISTANCE--With the New Ball

The Walloper is built to meet the conditions of the new 1.68 ball. It gives greater distance than any iron—holds the ball low. Especially valuable in shooting into the wind—accurate in placing balls on long shots. True Temper Shaft—famous Hex Torsional Grip. A club every Pro should sell and recommend. The Walloper retails for \$7.50. Models for Men and Women.

Beckley-Ralston

AMERICA'S FASTEST GROWING GOLF LINE

STROKE SAVERS • • • THE FAMOUS SHORT GAME IRONS

Five highly useful clubs. Short shafts—square grips—perfectly balanced. In great demand everywhere. Nationally advertised in the Saturday Evening Post, Colliers and leading golf magazines.

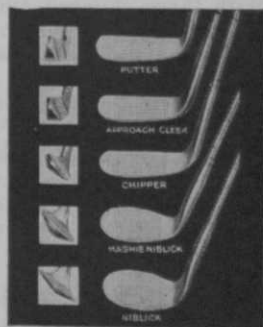
"STROKE SAVERS" retail at \$7.00 each.

Also in matched sets of 3, 4 and 5 Irons.

THE BECKLEY-RALSTON CO.

70 W. 22nd STREET

CHICAGO, ILL.



equipment. He doesn't put the pressure on these two factors of further selling but says that nature takes its course in a manner most pleasing and profitable to him.

Absorb Tuition Quickly.

Jim maintains that most pros will marvel at how quickly women pick up the essentials of golf instruction in group classes considering that so many of them are rather backward pupils when started off with individual lessons. He cites a number of cases where the group lessons not only have wooed women into the game but by starting them off with others who obviously are just as new to the sport, overcome the stage fright that so seriously hinders development.

Success of group instruction at Osage has been so marked that it is Jim's hobby. He rightly figures that it's a great thing for the general good of the club as it stirs up golf interest and brings out active women who otherwise might spend many afternoons bending over the pasteboards and discussing the absent sisters.

The latest step in the Fogertey routine of group instruction is class lessons for the youngsters. Sons and daughters of members are given group instruction free each Saturday morning at 10 o'clock. Seventeen is the age limit. The class started out with 12 children; and the second Saturday 17 kids showed up.

Jim is all hopped up on this kid class business and states that if he had a lot of legal tender he would give clubs to all the kids. But being just one of the boys, the price of clubs for the children has to be laid on the line. The first week of the children's class Fogertey sold four sets of youngsters' clubs and saw to it that the kids got real clubs, not trick junk they might pick up at stores or make-shift cut down weapons. He takes a lot of pains with these children and although he does not grand-stand his interest and efforts, the parents are well aware their pro is on the job in this matter. The result is that none of the parents of Fogertey's future greats are going to ferret around the stores in search of possible bargains when they know they can get what they want at a fair price from Jim and at the same time show some appreciation of his work with their progeny.

Kids Show Fine Promise.

Fogertey doesn't expect that any of his first reader pupils will put enough stuff on

the ball this year to make Jones worry about quitting too soon, but he proudly claims that several of the kids show great promise. The children are as limber as rubber bands and have the imitative faculty untarnished. Their mentor hopes to get all of them started in the right groove and showing enough scoring ability to assure their sustained interest in the game. At the conclusion of the youngsters' group sessions Fogertey is going to stage a handicap tournament for them and he claims that the kick a pro gets out of looking forward to an event like this far more than justifies the expenditure of time and trouble.

You can take it right from Fogertey this class instruction of women and children is one of the most resultful ideas for pro, club and pupil that has come into the golf business during the last few years, and one of its main merits is the fact that it's just as certain of success at the smaller clubs as at the large ones, when properly and painstakingly worked by a pro who is genuinely interested in the activity.

Low Makes Sales with Matches

LEWIS MYERS, pro at the Ledgemont (R. I.) C. C., live merchandiser, figures that if other merchants use match advertising effectively, the stunt ought to work for him. He gives away paper books of matches on the front of which is the club name and on the back is:

LEWIS MYERS

How to Play Golf:

Take Lessons

Buy From Your Pro

The locker-room, pro shop and club telephone numbers also appear on this part of the match booklet.

The P.G.A. Business Conference
will pay every pro, his assistant
and his club.

Plan to attend and collect.

Get Fire Risk Checked

IN NEARLY any part of the United States, local fire departments will gladly inspect a clubhouse and make valuable fire-prevention suggestions without charge. If this expert advise cost money, more clubs would take advantage of it and less clubhouses would burn to the ground.

A MESSAGE TO PROFESSIONALS



Since the Professional Golfers Association of America was first organized, for the purpose of promoting the interests of its members, many outstanding things have been accomplished.

A complete line of golf clubs and balls has been developed, bearing the Association's seal and, which, after July 1, will be sold only through its members. This year's new items are: a P.G.A. Special Niblic for blasting out of sand traps; an 8 Club Custom-built, Matched and Registered, Steel Shafted, Pro-lated Set of Irons that sells for \$50; and a new ball the P.G.A. Fifty, dimple or mesh, for 50c.

The advantage, this complete golf line gives to members of the Association, to feature their own line, backed up as it is by national advertising, enables them to successfully meet all competition.

The Professional Golfers Association of America at this time suggest that all professionals not yet members, send in their applications. They also wish to thank the old members for the faith they have shown in their Association in the past.

Professional Golfers Association
of America

WAYS AND MEANS COMMITTEE

George Sargent Willie Ogg Jack Pirie Jack Shea Charles Hall J. B. Mackie

Lesson Broadcast Is Booster for Club and Pro Business

By HERB GRAFFIS

RADIO IS working out as a highly profitable medium for the professionals. When a pro can get on the air he is not only doing himself and his club a lot of good but supplying part of a program that's tuned in by a rather large section of the populace. Radio experts say that the golf programs rate high in interest among the all talk programs.

Last year the Cleveland District P. G. A. put on a great schedule of radio programs. This year the Jones and Keeler brother-act for Listerine, the Spalding "Uncle Don" program for the kids and the Grand Slam broadcast of famous match revivals all have been outstanding successes, thus giving the tip-off to how golf stands as an attention getter.

The other night we bumped into the air instruction talk of a young pro friend of ours and, although we winced at the obvious absence of rehearsal and a few flagrant mispronunciations, we had to admit that the kid put on a good show, judging from the reception accorded it by other listeners who were present. The boy undoubtedly is building business for his course by broadcasting.

One of the most successful instances of individual pro broadcasting that we know of is that done by Bill Gordon, pro at Sunnyside C. C., Waterloo, Iowa. When Bill came onto that job the officials and live members of the club were figuring on a way to stir up some more interest in the club and fill the membership roster. Among the members of the club was Harry Shaw, local newspaper publisher and owner of the Waterloo radio station WMT. Shaw came out to the club to indulge in what he referred to as his "annual game," and while there was button-holed by Gordon. Billy told Shaw there was no reason why a business man shouldn't get big dividends in fun and companionship out of the game if he'd give it a small bit of the same kind of attention a man



Gordon, dial target for duffers.

pays to his business. Bill put on a good selling talk, got Shaw to take some lessons and developed him into a pretty good player. This, in itself, is no small achievement as GOLF-DOM'S editor was a running mate of the Shaw boy when the two of us bravely stood up and battled the hated redskins—or was it red-eye?—in the wilds of Chicago's loop before both of us

turned straight.

After a few treatments of Gordon's sovereign remedy, Shaw began to get all steamed up on golf. He told Billy that the interest of pros in their pupils and development of the game had sold him so thoroughly he'd like to pass the good word along. To build golf enthusiasm in the community Shaw put Bill on the air every Tuesday night at 8 o'clock for 15 minutes.

Launches Radio Schedule.

Gordon figured that the first idea in hooking up with a club for his first season should be to develop more play. With increased play, lessons are bound to come and with lessons come increased sales of playing equipment if the pro is tactful, hustling and knows his business.

Accordingly, the first time Bill went on the air he presented a general talk on the game, the advantages of exercise, social contacts and co-ordination of mind and muscle. He made it plain that being a dub in golf was no disgrace and put in a deft plug for the pros in saying that a painless series of sessions with a pro instructor would rather quickly give the beginners enough proficiency so they could find their way about.

Discussion of suitable equipment was gradually worked into the talks. Bill told them about the lie, loft, length and weight of clubs for various types of players. He also worked in some advice about getting the youngsters started in the game.

On one of the early programs Gordon took his assistant, Harry Cotton, and gave an actual driving lesson before the mike.

To Kroydon the Credit for Golf's Greatest Invention

THE HY-POWER STEEL SHAFT

KROYDON'S wonderful invention makes it possible for the first time to grade steel shafts in whip and stiffness from driving iron to niblick. It duplicates a hickory shaft—shape, whip and feel—in everlasting spring steel. And it gives you a perfect individual steel shaft for every different club in a Matched Set. Guaranteed even against breakage.

The Shock-Absorbing Joint

Hy-Power steel shafts are welded to the club heads with "Kroydon Metal"—soft, shock-absorbing and non-deteriorating. There is no steel-to-steel contact—eliminating hand shock. The heads can never work loose.

New "Muscle-Back" Blades

All Kroydon Irons are new models designed for the new ball. The weight is centered at the back of the short, deep-faced blades to put punch in your shots. All new woods too.

Play the new Professional-By-Kroydon Clubs, display them in your shop and keep the old cash register ringing during 1931.

Matched Sets

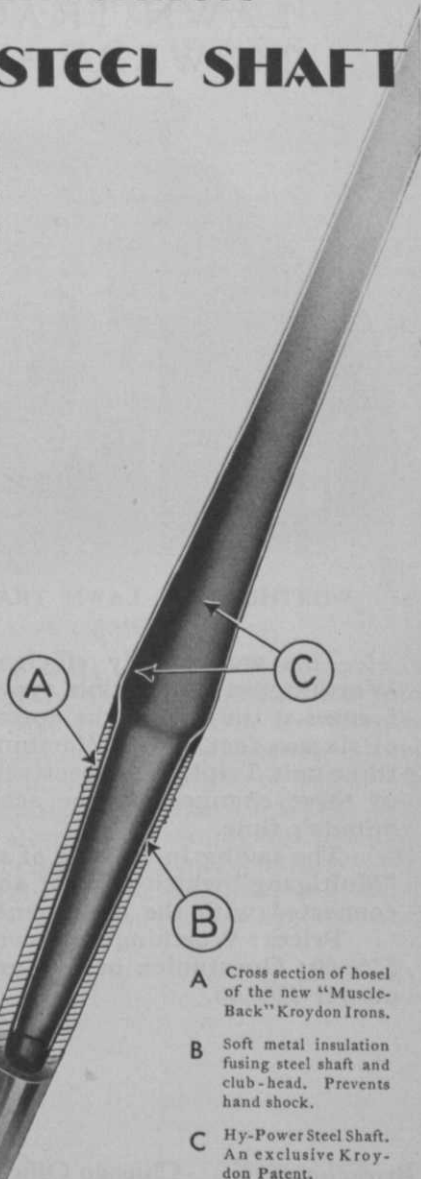
5, 6, 8, 9 or 10 Irons
Driver, Brassie and Spoon

Priced to sell for

\$41.75—\$100
\$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 Kroydon's—the finest Matched Clubs a golfer ever swung. *And your profit is Right!*



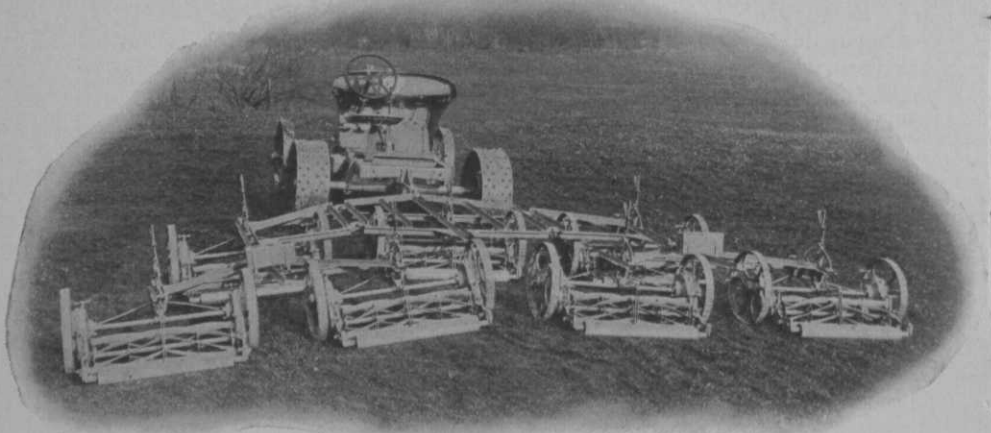
- A Cross section of hosel of the new "Muscle-Back" Kroydon Irons.
- B Soft metal insulation fusing steel shaft and club-head. Prevents hand shock.
- C Hy-Power Steel Shaft. An exclusive Kroydon Patent.

PROFESSIONAL—BY—
Kroydon

CLUBS ARE SOLD EXCLUSIVELY BY PROFESSIONALS

WORTHINGTON

The Largest Manufacturers Of
LAWN TRACTORS—LAWN MOWERS—
MOWERS—ROLLERS—TEE STANDS



WORTHINGTON LAWN TRACTOR AND CONVERTIBLE "MULTIGANG"
GANG MOWER

This wonderfully efficient machine is of the well-known patented Worthington Convertible type, capable in this new design of being transformed at the will of the operator from its seven unit formation and swath of sixteen feet, into a Worthington five unit Quintuplex or a Worthington three unit Triple of respectively twelve and seven feet width of swath. Any of these changes may be accomplished by the unassisted operator in a minute's time.

The saving in expense of the cutting operations, by the adoption of the "Multigang" which **will cut an acre in four minutes**, is one of the features connected with the development of this incomparable machine.

Prices: Worthington Lawn Tractor \$625.00; Triple or three unit mower \$360.00; Quintuplex or five unit mower \$610.00; Multigang or seven unit mower \$860.00.

Catalogues Upon Request.

WORTHINGTON MANUFACTURES
Main Office and Factory

Branches:

Chicago Office and Warehouse:
517-21 So. Laflin Street
Boston:
1 State St.

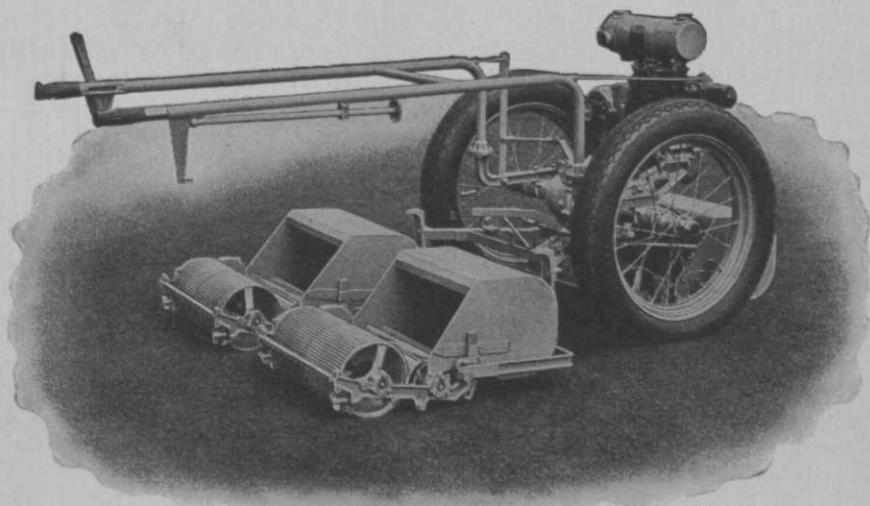
St. Louis:
8328 Eton Place
Detroit:
424 Book Bldg.

A G E N C I E S I N A L L

MOWER COMPANY

Gang Mowers In The World

POWER and HAND PUTTING GREEN
TEE MARKERS—BALL LOCATORS



WORTHINGTON "SCOUT OVERGREEN"

It has already proved itself by practical tests to be a perfect machine for putting green service on a great many of the most prominent golf courses. It will cut an average green of 6000 square feet in ten minutes and leave as smooth and uniform a cut as any mower in existence—either hand or power. The front roller which regulates the height of cut, is adjusted by means of a new device of the simplest construction which fixes the height through the use of the fingers alone. The wonderful performance of this machine, which warrants its being exploited so unreservedly, is due to improvements which are absolutely new in this field and which have secured entirely new results, never before approached by any other putting green apparatus.

Price complete \$550.00.

Catalogues Upon Request.

GUARANTEED IN EVERY RESPECT

Stroudsburg, Pennsylvania

Montreal:

32 St. Peter Street

Los Angeles:

341 W. Washington St.

Cleveland:

Hippodrome Building

San Francisco:

52 Beale Street

New York:

4215 Chrysler Bldg.

Portland:

384-386 E. Madison St.

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

Cotton asked questions about the grip, swing, slice, etc. Letters to the station and comment on the street attested to the interest in the lessons.

Requests were made for air instruction on the spoon, midiron, mashie, niblick and run-up shots, so the Gordon instructions to Cotton were broadcast as a steady diet. Favorable comment from the rural districts showed that the program was planting the golf seed even where there were no courses.

Gordon says that broadcasting was great training for him as it taught him to instruct in concise and graphic words. The air spiels also helped him a lot out at the club because the members had confidence in him founded on the belief that he was an authority or he wouldn't be on the air.

One of the benefits Gordon attributes to the radio program was an increase of 1,500 rounds a year at his club, although the broadcasting was done well in advance of the golf season.

Push the Club Strong.

Gordon believes that one of the basic reasons for the success of the campaign was due to being conscious of the opportunity to benefit his club. Especially outside of the larger metropolitan districts is membership in a golf club considered a sure sign of substantial social rating.

Note how Bill plays up the value of membership in his club in the wind-up of the following message he sent to club members the start of this season. Here is the selling tale Bill told:

DEAR CLUB MEMBER:

I wish to announce that the Golf Shop at Sunnyside Country Club is now open for the season, where repairs for golf equipment can be made promptly, at reasonable prices.

You are entitled to certain privileges from the Golf Professional at your Club. My co-operation with you in any golf trouble is at your command and my service is cheerfully offered at any time in the selection of golf equipment that will prove beneficial to your game.

The new ball has proven of assistance to some players; and new styled clubs adapted for this large ball make it possible mechanically to improve your game.

Your patronage in the past is appreciated and I trust you may feel free to call on me again for any service I can offer.

Guaranteed golf instruction, as usual, will be by appointment.

A complete new line of equipment and accessories is now on hand in the Golf Shop selected from what in my experience includes the best obtainable for the least money.

Come out to your Club this summer and enjoy all the pleasures that Sunnyside Country Club offers.

BILLY GORDON,
Golf Professional.

PERSONAL SURVEY OF PRO FIELD SHOWS VAST ADVANCE

CONCLUDING the 1930-1931 trouping with the "Pros, Players and Profits" talking picture and pro business lectures, E. C. Conlin, sales manager, Golf Ball division of the United States Rubber Co., and his assistant, John Sproul, hung up a total of 47 pro sessions. The last showing was held at Providence-Biltmore hotel, Providence, R. I., before a record crowd of 700. Conlin travelled 18,698 miles and spent 106 days with the pro-U. S. show and Sproul, 12,600 miles in 61 days.

The talker feature and the "Pro, Players and Profits" plan, together with the P. G. A. membership selling talk that Conlin and Sproul presented, made a substantial contribution to pro merchandising education and was given a welcome reception by professionals and their assistants.

In commenting on the survey of pro merchandising made during the course of the tour, Conlin remarks: "The astounding improvement in pro selling and service made during the 1930 season has, I believe, no counterpart in other fields of retailing. Most impressive was the alert and receptive attitude toward sprightly selling ideas that the professionals now manifest. The great improvement in pro shop appearance, arrangement and display of goods was plainly responsible for a good part of the increase in pro business during 1930. Probably the most significant detail of our winter and spring tour with the current edition of "Pros, Players and Profits" was hearing so many professionals and assistants say that they had not begun to do more than scratch the surface of their potential markets despite the expansion of their business during the 1930 season.

"It was especially cheering to one who has spent considerable time at meetings of men in other lines to observe the sober and serious air of study that featured each of the sessions we presented. It is evident from the improvements we noted in pro shops and pro methods since the previous tour with "Pros, Players and Profits" that the most substantial part of pro merchandising progress has just begun."

DRIVER

BRASSIE

SPOON

BAFFY



WORLD WIN WOODS *and* BAP Irons

Here's a splendid combination—World Win Woods and Bap Irons—a combination you can be proud to sell and one your customers will be proud to own. Push these sets—and you'll make a nice profit on them.



This steel shafted "Foursome" of World Wins gives players a wood club for every wood shot they may ever be called upon to play. There is a real need for a Baffy—and World Wins supply this need. The specially large size heads on these clubs are particularly adapted for the large size ball.

Bap Irons contain the two exclusive MACGREGOR patented features—the "Neutralizer" and "Flexicor". These two wonderful improvements in golf club construction actually supply that long sought for, and until now—unattained goal . . . the strength of steel with the feel of hickory.

THE CRAWFORD, McGREGOR & CANBY CO.

Established 1829

DAYTON, OHIO

MACGREGOR

COURSE-TESTED



GOLF CLUBS

Movie Teaching Helps American Game, Says Henry Cotton

MAKING GOLF instruction a science instead of an art is considered possible by the studious young British professional, Henry Cotton. Cotton, writing in *Golf Illustrated* of London on uniformity in golf instruction, credits the American professionals' use of slow motion pictures in instruction and analysis as one of the substantial factors in American golfing success.

Cotton says:

"Whilst I am very young, and whilst I fully appreciate the rapidity of progress in golf today, I sometimes wonder if uniformity of teaching in golf will come even in my time. There seem to be so many prejudices, I nearly wrote so much pride, to be overcome. But that this uniformity will ultimately arrive I am as certain as I am of anything.

"It seems that golf tuition today is overloaded with an absurd amount of trivalities, of unessentials. We seem to spend so much time telling the beginner of things he need not know. We are so prone to investigate movements that should be quite natural and unconscious, and by placing the results of these investigations in detail before the beginner to defeat the very object at which we are aiming. We teach him so much about the unconscious movements that they cease to be unconscious, and by being made conscious they become stultified and incorrect. I am sure that we must reach a point in golf teaching where we direct the beginner's mind to the absolute essentials, the fundamentals of the game.

Picture the Beginner.

"In this latter endeavor I am sure that we shall ultimately rely upon the slow-motion camera. There is no doubt in my mind that every up-to-date instructor should be armed with a slow-motion camera, but I realize the difficulty of this in the matter of expense. For these cameras must be pure slow-motion affairs, so that we may stop the film at any chosen point. And the cost of such a paraphernalia, I believe, would be somewhere in the region of £1,000. (Cotton apparently re-

fers to 35 mm. equipment instead of 16 mm. equipment as used by American pros. This American Filmo camera and projector costs about \$500.—*Editor*.)

"Slow-motion photography, as demonstrated in the various golf journals, has assisted the beginner to a marked degree. But the looking at photographs of acknowledged masters is not sufficient, not even when these photographs and the lessons they teach are interpreted by those with the knowledge to speak. It is the beginner who needs to be photographed at different stages of his progress.

"At present we take a beginner out onto the course, and we get at his faults by watching the result of his shots. If we had slow-motion photographs of that beginner making those shots, we should see where he went wrong. Most important of all, he would be able to see the mistakes too, and so would find them far easier to correct.

Americans Prove Case.

"I attribute much of the success of American golf to the freer use of slow-motion photography over there than over here. I am sometimes taken to task for constantly citing the lessons to be learnt from the leading American players. I am sometimes told that I have become obsessed with the playing abilities of the leading American players. But have not the American golfers proved themselves?

"If an individual or a number of individuals, go on moving from success to success, should we not investigate their methods in the closest possible degree? There is an uniformity about these American players which, to me, shouts a lesson to be learned. I translate this uniformity to mean that these golfers have got nearer to the fundamentals of the game, and have cut out a lot of the useless frills. I happen to know this to be a fact, and I am positive that the slow-motion camera has played a very big part in getting the American golfer where he is today.

"This uniformity among the Americans, and the lack of uniformity among ourselves, is most marked in the amateur