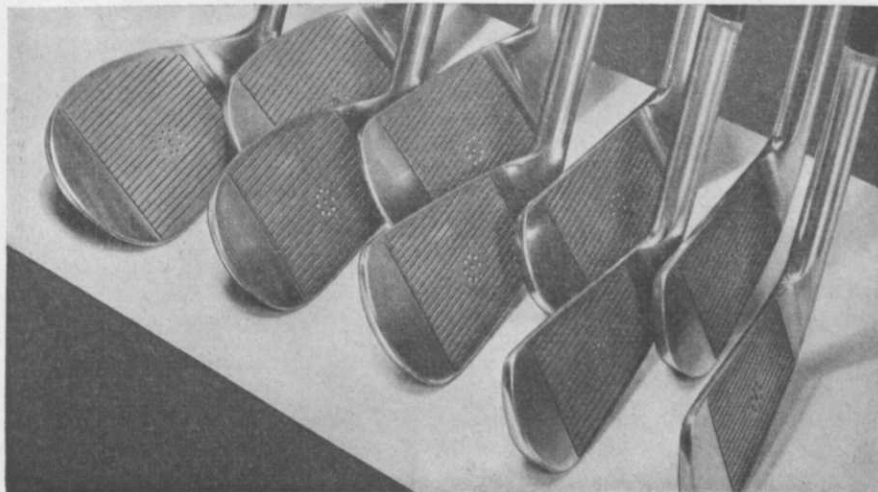


into the turf if the player should hit behind the ball. Some players who have tried it feel, too, that the added weight at the base lessens topping.

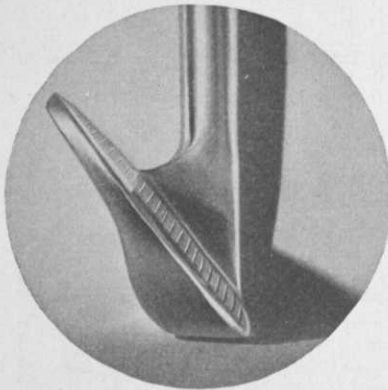
The second outstanding feature is the brand new idea of matching in pairs, as to length and lie. In present matched sets, the shafts grow progressively shorter, and the lies more upright. In the new Jones Irons, Nos. 1 and 2 have exactly the same lie and length of shaft. The same is true for Nos. 3 and 4, Nos. 5 and 6, etc. Thus, instead of six or more stances, a player need master only three or four. And, of course, every pair is matched with every other pair in swinging weight.



The finish, too, is exceptional and improved. Instead of the small obscure numbers on the heads, there are large, easily distinguished numerals. The numbers are repeated on the grip caps, so players can see that the caddy is handing them the correct club. And the grips are permanently fastened so as to eliminate unwinding and loose whippings.

Of utmost importance to you! Even if the Professional had nothing to offer but that mighty name and endorsement of Jones, golfers would go for them. Add to that the name of Spalding . . .

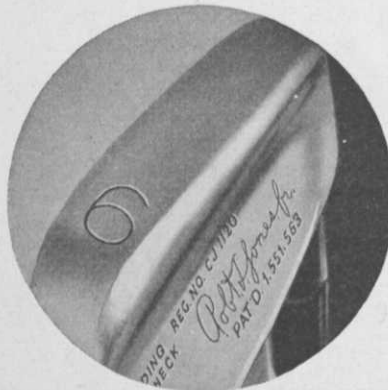
the many advantages of the Cushion-neck feature . . . the *new* advantages that Jones and Spalding have worked out together . . . and you have the greatest opportunity ever offered to the Professionals of America at the time when they need it most!



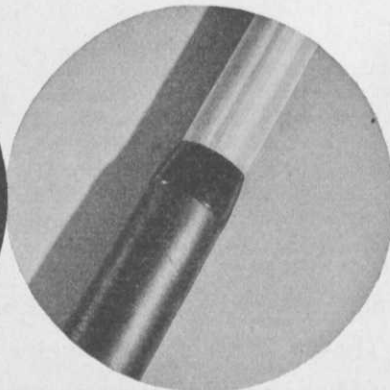
Heavier sole flange and lighter hosel lower percussion point.



Cap of grip has club number clearly marked.



New large numbers on sole make clubs easily distinguished.



Grips permanently fastened to eliminate unwinding.

© 1931, A. G. S. & BROS.

A. G. Spalding & Bros.

ticket is good for 12 lessons and sells for \$3. The ticket may be used Monday to Friday, inclusive, after 3:30 P. M., and Saturday before 11 A. M. Its time is out June 30—at the conclusion of the school term.

Kid Classes Hits at Clubs

Professionals are finding that classes for youngsters are becoming almost a necessity of good pro business operation. The classes, although usually given free, are proving to be very profitable builders of good will and business for the golfing mentors. Probably one of the most successful instances of the kid classes is at Ridgewood, N. J., where the able and alert young George Jacobus is pro.

Jacobus boasts of his child wonders and takes a keen interest in their development. The New Jersey junior champion is a protegee of George's and every prize winner at the last New Jersey junior event had been a pupil of his. He has 41 boys and 16 girls in his class. He puts up prizes for the boy and girl champions, and during the summer he takes some of his boys to some other course each Monday morning. George is responsible for their conduct while they are visiting and he proudly states the kids show more regard for the course and courtesies than most adults can exhibit.

George has been conducting these children's classes for four years. To show what the kids think of their teacher, George has among his most highly prized trophies some presents that the kids have clubbed together and bought him each year.

Bonnie Briar, where Sal Du Buono is pro, has children's classes free every Monday afternoon from 4 to 5 P. M. The classes started April 27. Children from 10 to 15 years old are eligible. At Brentwood Olin Dutra and his assistant Fred Clunk conduct kid classes each Saturday morning from 10 to 11. Boys and girls from eight to 15 are eligible. Brentwood also extends the privileges of the course to the Brentwood high school team each Monday afternoon after 3 o'clock, except during March, April and May. The youngsters must be accompanied by a member of the faculty.

Group Lessons in Winter

This encouragement of the youngsters is not confined to the clubs in metropolitan districts. The Hutchinson (Minn.) G. C. allows boys of school age, whose parents

do not belong to the club, to join on a limited playing time basis, for \$5 annually.

On every side you see that the group instruction business is doing wonders in creating golf interest and assuring a large future for the sport. It needn't be confined to the clubs but the pros who have the "inside" on this opportunity had better protect themselves or the stores will be giving free group lessons as promotion stunts. These indoor stunts have great publicity possibilities as Lee Saettele, bright young golf equipment salesman, pointed out this spring in calling our attention to a case at Indianapolis. In the Hoosier capital Ray and Les Smith and Dick Nelson gave free group lessons to girl office workers in the evening. More than 40 girls immediately jumped at the chance to take this short course. All the girls had to do to get the lessons free was to write a winning essay on "Why I should like to play golf," in a contest conducted by the Indianapolis Times. The boys got rafts of advertising that they turned into money, and for fellows to turn anything into a net profit at a winter school is something marvelous. This idea isn't limited to the winter time so any of the smart laddies who want to pick it up for use in newspaper tie-ups can hop to it at their fee course jobs. The bird who owns the course will bless the pro for bringing him the idea and the newspaper promotion and sports departments ought to leap at the tip.

Group Lesson Idea Used to Interest Men

GROUP lessons, successfully conducted for women and children by many professionals during the past few years, now are being used as a stunt that stirs up male interest in individual instruction and buying from the pro.

One alert Michigan professional is having group lessons for men, without charge, one evening a week during the summer. The group lesson is followed by a round table session of golf instruction, rules and playing discussion. This professional points out that the group lessons help remove the suspicion that pros are interested only in those who are fairly good players. He believes that some pros have done much injury to their prospects for advancement at their clubs by catering most to those who show promise as players, instead of dividing their attention among all of the members and their families.

Pro's Push Makes Small Town Fee Course Grow in Profit

By K. M. KENNY

SOME OF THE trail-blazing first class pros in the fee municipal course field deserve much more of a hand than they are getting because these boys are creating the big jobs of the future. They are turning in business performances that are showing fee course owners and municipal authorities the wisdom of getting good pros and seeing that these pros make enough money to warrant staying.

Scotty Chisholm has told, in these columns, about the masterly job being done by Willie Hunter at Montebello Park, Calif. Now the other side of the continent gets representation with some dope on the work being done by Art Grant, pro at the Sagamore Springs G. C., Lynnfield Center, Mass. This layout is no world sensation as a fee golf course but it's a flourishing moneymaker at moderate rates. When Grant went with the outfit, at the start of Sagamore, there were dire prophecies being made for it. The course was 9 holes. There was no clubhouse. Fees were 50 cents week days and 75 cents Saturdays, Sundays and holidays. Folks around Lynnfield Center said the Sagamore fellows were nuts and would go broke before the first season ended.

August 6, this year, Sagamore opened its second 9, making the total yardage 3,000 out, and 3,150 in, and par 35-36-71. Three thousand people attended the opening exhibition and saw Jesse Guilford and Henry Cuici play against Dave Hackney and Donald Brault, the 15-year-old boy from Barre, Vt. There is private and fee course competition for Sagamore, but the same crowd that Grant helped assemble when the course was opened, still plays there. The 9-hole course averaged around 1,800 rounds a week this year. No figures on 18-hole play are handy as this is written.

Selling and Simplicity

Grant has kept constantly busy on development of new patronage at the course and at the same time maintained an active interest in the old trade so it feels like the course is home. This year the course

opened a clubhouse that is located on the top of a hill overlooking the course. Light lunches and refreshments are served. The establishment is simple but adequate and inviting. A spacious porch where the hill-top breezes lull, makes a great place for the weary, or the non-participating wives of the players.

These women are being introduced to the game by Art's class lessons. He takes classes of 10 or more, children, or men or women, and gives them group lessons for an hour at a cost of 50 cents a pupil. It is tough work to assemble such groups for instruction but Grant is keeping at it in the confident belief it will make more players for the course. He is a booster for this group lesson proposition, as he is of the opinion it's a lot easier for the pupils to get introduced to golf in this fashion. Some of the class pick up the game quickly and become good advertisements for the pro and the course.

The owners of the course are the kind of astute men who realize the more they give their pro a chance to earn for himself, the more the pro is going to earn for them. On this account Grant persistently conducts a selling campaign for Sagamore. He outlines one feature of his selling work by relating:

"I have compiled a list of clubs, hotels inns, municipal buildings and hospitals within 25 miles of our course. I keep making personal visits to each one and spend at least a few minutes with the key men at every place. You know almost everyone who plays golf has a good story to tell about how they 'would have had a nice 39 for the first 9 holes if they hadn't missed an easy putt.' Well, I just listen to those stories as if I were the one who missed the putt. In that way we became real friendly and the next thing I know they are telling me what day they are going to come out and play.

"I start after them again every spring. The trick is to keep this business when you get it, and I find that's easy if a fellow will only try a bit and not be afraid

to put himself out some, Any good pro job is work, but that's what we are supposed to do. It seems to me that a lot of the fellows who holler about the pro business are fellows who think the pro job ought to be a vacation, and that a pro is doing O. K. on the job when he looks pretty and plays now and then. It'll be a great thing for these boys when they realize they have to get after business the same as any other business man, and they have to be courteous and solicitous even to the punkest dub."

Grant has no complaint about time dragging on his job. He has plenty to do as sales manager, instructor, reception committee, merchandiser of playing equipment, advertising manager, stage manager and tournament conductor. Each detail of the job he considers of vital importance and does a masterly job of handling each of these phases of business getting and operating.

Lynnfield Center is not the prize spot of the universe for a money-making fee course but this sort of work by Grant and a policy of encouraging a good pro on the part of the course owners has given the Sagamore Springs plant an earning record that establishments in larger cities might envy. And after all, when the plant is making a profit, the owners are going to put more money into the facilities to increase profits, and in the end the players benefit most of all.

Member Care That Helps Course Superintendents

By C. C. CROW

(In "Oregon Golf")

GOLF IS A gentleman's game. It calls for polite consideration of the other members of your foursome. Consideration for the caddies and an appreciation of the influence the player has upon them. Consideration for a strict observance of all rules and customs of play, and last but not least, consideration for the course.

A golf course is not policed like a barracks, a national forest camp grounds or a city park. A thoughtful golfer does not need to have someone follow him around with a waste paper basket and a set of garden tools. He takes a personal pride in doing those things which he ought to do. He has the greatest of consideration for his course, realizing that the condition in which it is kept determines to a large extent the pleasure of his game.

Did you ever make a long drive into the rough and go to what from a distance appeared to be your ball and find that it was a crumpled cigarette wrapper or part of a score card, then as a result lose the line on your shot and probably lose the ball? Did you ever find matches and cigarette stubs carelessly left lying on a green? This happens every day to someone. The man who litters up a golf course with trash of this sort is thoughtless in the extreme. Provision is made on every tee for the disposition of refuse and there is no excuse for any player not observing this rule.

Then there is the replacement of divots. As the season advances the replacing of divots becomes increasingly important. Deep holes gouged out of a fairway now quickly become dry and constitute not only an unsightly scar in the turf, but also an unfair hazard that penalizes good and bad players alike. There is no satisfactory halfway method of replacing a divot. It is incumbent upon the player to see to it that his caddie picks up the divot and replaces it *carefully in the exact spot* where it came from.

And now we come to sand traps. It is astonishing how few men give any thought as to how they should walk in and out of a sand trap, to say nothing of smoothing over their tracks. The thoughtful player always enters a trap at the point which will enable him to reach his ball in the fewest number of steps. To carelessly walk the full length of a sand trap to a ball which is near the opposite end is inexcusable and is grossly unfair to other players, who then have the added hazard of numerous deep footprints out of which it is frequently impossible to make a satisfactory recovery shot.

It should not be necessary to have rigid rules governing the treatment a golf course is to receive from players. Common sense and an appreciation for his own property should prompt every intelligent man to have consideration for his golf course. During these days when the average golf club is finding it necessary to practice more economy than usual, it is doubly incumbent upon the player to do his utmost to make it possible for the greenskeeper to maintain the course in good shape with a minimum of expense and that calls for more consideration of tees, fairways, rough, sand traps and greens, and instead of detracting from the pleasure of the game, such co-operation adds to it.



Wilson
squeezes golf ball costs
to the Pro's advantage

When it is possible to squeeze one more drop out of costs, Wilson will do it—and, what's more—this saving will be passed right on to the Professional, to give him even greater sales opportunity.

W I L S O N - W E S T E R N

CHICAGO

NEW YORK

BOSTON

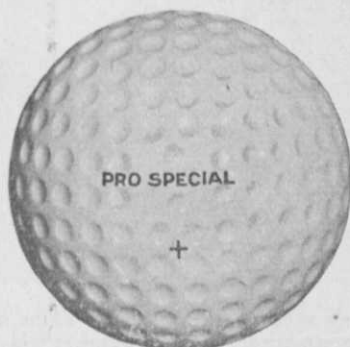
KANSAS CITY

- ADDED SELLING STRENGTH for the Professional is the determined policy of Wilson—lower costs, with every possible increase of quality.
- A special announcement on a reduction of golf ball costs to the Professional is being made at this time. You will receive a notification to this effect directly.
- Wilson appreciates the ever-growing confidence received from the Professional and the tangible proof of regard for Wilson products and policies through its enjoyment of increased Professional business.

AND HERE IS A BRAND NEW HIGH QUALITY LIQUID CENTER BALL TO RETAIL AT FIFTY CENTS

The Pro Special—sold to the public through no other source—has all the characteristics of a high quality seventy-five cent ball.

It is made with a liquid center, wound under pressure and has a tough, durable cover. Careful testing through each step of construction assures a consistently high degree of performance. It is the finest possible golf ball value at a fifty cent price.



S P O R T I N G G O O D S C O .

DALLAS

LOS ANGELES

SAN FRANCISCO

PORTLAND

Easy Bookkeeping System Tells Pro How Shop Stands Daily

SEVERAL years ago Alex Pirie and R. W. ("Doc") Treacy, pro at Woodmont C. C. (Milwaukee district), went to work on a pro bookkeeping system as a P. G. A. activity. Other pros contributed ideas from their own systems and when the first draft of the suggested system was completed Doc and Alex took it to an accounting expert for suggestions and approval. When the accountant got through with the revisions the system was so involved that it took a C. P. A. to dope out the answers. So the pros temporarily laid the work aside.

Doc's interest in the system was revived by the income laws of Wisconsin which

call for a precise and complete record of income and expenses. Using the material assembled for the initial P. G. A. work, Treacy worked out a bookkeeping system for pro use that is a model of simplicity and helpfulness. The system shows the pro where he stands at all times and enables him to compare his business from year to year.

In view of the intense interest in pro bookkeeping systems resulting from the development of pro business methods and the reception given Dan Goss' series on pro bookkeeping in GOLFDOM, the accompanying presentation of Treacy's forms is bound to be welcomed by professionals.

STOCK RECORD										WOOD CLUBS			
CLUB NUMBER	MODEL	MAKER	KIND	MODEL	SHAFT	FINISH	AMT.	COST	DATE STOCKED	DATE SOLD	SOLD TO	PRICE	
1	SPALDING	D	P. 1020	T.V.C.	MAK	X		550	4-6-30				
2	"	B	"	"	"	X		550	"				
3	"	S	"	"	"	X		550	"				
4	WILSON	D	29	T.P.	P	X		475	4-18-30	5-13-30	John Smith	1000	
5	"	D	"	"	P	X		475	"	5-13-30	John Smith	1000	
6	SPALDING	D	F. 1020	H	IV	X		500	"				
7	"	B	"	H	IV	X		665	5-10-30				
8	"	S	"	H	IV	X		500	"				
9	BOEHMERT	D	122	T.V.C.	P	X		475	"				
10	W. WHITE	D	J.W.	T.C.	P	X		475	"	6-5-30	R. G. Jones	1000	

STOCK RECORD										IRON CLUBS			
CLUB NUMBER	MODEL	MAKER	KIND OF CLUB	MODEL	SHAFT	FINISH	AMT.	COST	DATE STOCKED	DATE SOLD	SOLD TO	PRICE	
1	SPALDING		Putter	P.E.A.	H		300	X	4-1-30				
2	"		Putter	P.G.A.	H		300	X	4-1-30	5-1-30	John Smith	600	
3	STEWART		1 Iron	T.S.	H		330	X	4-1-30				
4	"		2 "	"	H		330	X	"				
5	"		3 "	"	H		330	X	"				
6	"		4 "	"	H		330	X	"				
7	"		5 "	"	H		330	X	"				
8	"		Spade	"	H		330	X	"				
9	"		M. H. 16	"	H		330	X	"				
10	"		"	"	H		330	X	"				

Fig. 1. Doc's stock record of wood clubs and below it his stock record of iron clubs. In the first column under "Club Member" is recorded the number Doc stamps with a 1/8-in. steel die at the end of the shaft of each club. This provides a means of identifying the club if lost by its owner and is a means of quickly checking the inventory. This numbering also checks against forgetting to make the charge when the club is sold. Columns headed "Fin" and "R. W. T." indicate whether the club was bought by Doc in finished condition or was made in Doc's shop. Treacy explains that the cost of labor for hand-made clubs is not shown in the cost price of the club he lists and suggests that some careful study be given to this item. His reason for omitting the labor charge is the difficulty of accurately allocating the time which, after all, is time Doc or his assistant haven't booked for other work at the club.

Kroydon has the winning combination for 1932!

MERCHANDISE THAT WILL SELL!

BACKED BY THE KROYDON POLICY OF PROTECTION TO THE PRO

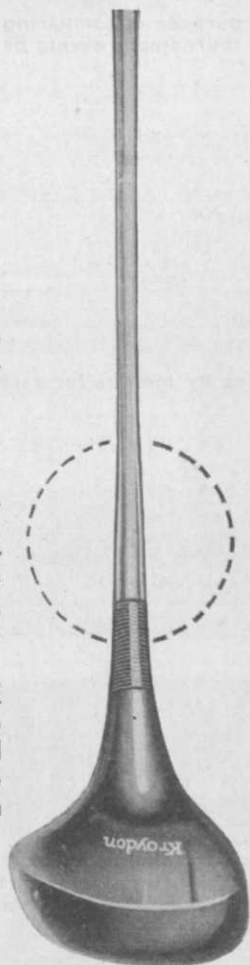
Great News!

The Kroydon Patented Hy-Power Steel Shaft is now available in woods!

The reverse tapering principle which can be had in no other steel shaft, lengthens the drive. You pros know what this Hy-Power Steel Shaft has done for your iron play. With this shaft NOW in woods, think of the sales opportunity it offers!

EVERY PLAYER GETS A KICK OUT OF HIS DRIVE. When he knows that the Hy-Power Steel Shaft will lengthen his drive, he is ready to buy a set of Kroydon woods!

Kroydon is the profit line for the coming season. Investigate.



The circle above shows you the reverse tapering principle of the Hy-Power Steel Shaft. This reverse tapering principle puts the whip up nearer the hands, just the same as in the hickory shaft, where it should be for greater distance and control.

National advertising tells the golfers of America why the Hy-Power Steel Shaft lengthens the drive. It explains the reverse tapering principle that is exclusive with Kroydon Clubs. This advertising also says, "BUY FROM YOUR PRO."

Kroydon's policy of price protection means that you make a full profit on every sale—PRICE-CUTTING IS ELIMINATED.

Kroydon is the line for 1932! It is the line that showed an increase during the past hard year, and we predict the biggest gains ever experienced for Kroydon Clubs in 1932!

The Hy-Power Steel Shaft is the sales sensation of the year!

Examine the line. Let our salesmen tell you about our policy of protection for the pro.

PROFESSIONAL-BY-

Kroydon CLUBS

DAILY SALES.								
DATE	TOTAL	BALLS	TEES	LESSONS	WOOD CLUBS	IRON CLUBS	REPAIRS BAGS	MISC.
4-1-30 Jones John	550	225	25	300				
Jones Mrs J. T.	1210	85	25	300	500			
Smith A. L.	275						275	
	2035	310	50	600	500		275	
4-2-30 Jones J. T.	375	150				600	3000	
Drakeham M. B.	825		25	500				
	4075	150	25	300		600	3000	

Fig. 2. Daily sales. For the purpose of comparing yearly results, it is advisable to note weather conditions and any tournament events being held each day.

RECAP - APRIL, 1930.									
DATE	TOTAL	BALLS	TEES	LESSONS	WOOD CLUBS	IRON CLUBS	REPAIRS BAGS	MISC.	
April 1	700	550					150		
2	325			25	300				
3	3740	2660	75	1000					15
18800	18800								
Cash Sales	14610	3525	200		6350	3750	700		85
Totals									

Fig. 3. Recapitulation of sales by months for each yearly period, making the summary handy for reference.

GOODS RECEIVED 1930.									
DATE RECEIVED FROM	ITEMS	ITEMS	INVOICE NUMBER	BALLS	WOOD CLUBS	IRON CLUBS	WOOD HEADS	IRON HEADS	STRAPS
4-5-30 J. H. DILLON CO.	125	450 (125) 75 (TEES)	3-201						1500
4-5-30 J. WANNAMAKER	150	115 (100) 200 (200) 125 (125) 100 (100)	8451	4200			1350	5265	
4-5-30 SPALDING A.G.	200	600 (12 BALLS) 12 BALLS	330	15120					

DATE	TEES	BAGS	SHOP SUPPLIES	MISC SUPPLIES	EXPRESS MARKED	DATE PAID	TOTAL INVOICE	TOTAL ACCOUNT PAID
4-6-30	1050				X	5-3-30	10000	218
4-6-30	1800				X	5-10-30	21200	1108
					X	5-2-30	15170	1005

Fig. 4. Facing pages on "Goods Received." When bills are checked and paid against this record it is practically impossible to forget any of the accounts or to neglect taking the discounts through carelessness. The forms also make it easy to get yearly comparisons for guidance in buying.

MEMBERS' ACCOUNTS.								YEAR TOTAL.
	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV.
ARONS J. T.	45	600	875	1250	2425	300		
APPLE J. M.	45			1000	810	1650		

Fig. 5. Members' Accounts. By studying this sheet Doc can see which of his members are not giving the business they should to the shop and can put in some special words educating them to the stocks and values offered.