

Gentlemen, we thank you



Wilson appreciates the recognition by the Professionals of its endeavor to give them the finest golf merchandise it is possible to make—of its full pro-profit policy—and of its protection policy on professional goods.

This recognition has been shown by a substantial increase in Wilson professional business for the past year over all other years. Truly recognition that permits of no argument. Wilson pledges itself to a continuance of these policies and Wilson salesmen now on the road with the new improved 1932 line will bear witness of this fact.

Wilson
SPORTS EQUIPMENT

WILSON-WESTERN
SPORTING GOODS COMPANY
Chicago New York

Boston

Kansas City

Dallas

Los Angeles

San Francisco

Portland

grill of that club's magnificent new home, talking over the performance in Cincy with Emil Schmitt, the club's veteran manager, Harry O'Hagen, manager at Losantiville, and others. Said George:

"In July and August our play was off 2,000 rounds from last year. I figure I should average a dollar profit at least every four rounds played or I begin digging in to see what's wrong with my work. Well, I was off just \$500 in profit against 1930's July and August."

GOLFDOM coyly takes a bow for calling the turn on two features of the 1931 season. One was in prophesying the price carnage the wood shed manufacturers would introduce into the club market and the other was in saying the smart pros would offset this evil by marking their goods with bold price tags and moving, at cut prices, any merchandise that was freezing in the shops. It cost us this year around \$5,000 in turning down proffered advertising contracts of the hit-and-run manufacturers, to protect unwary pros against being stuck with this junk stuff that looked tempting at the start of the season. And we'll never again have a chance to put our paws on some of that sweet dough because some of those gyps are out of the picture now. But it did us more than five grands' worth of good to see how the pros handled themselves in their merchandising emergency brought on by the prolonged hot spell. Take another Cincinnati case, just because it's handy in the notebook that records the latest prowl through the provinces. Harry Boyer, pro at Losantiville, has a chairman who's the answer to the pros' prayer. Harry and his chairman talked over business conditions. Harry put the works on the women's club business and on cleaning down his inventory with cut price tags and signs. Elmer Biggs, our comrade at the Peoria (Ill.) C. C., did the same thing. If they hadn't, they would have taken it on the chin plenty when they closed their shops for the season.

This price-cutting hasn't meant that the boys have acquired the habit of hacking at the prices until price and not the inherent worth of the merchandise plus some selling effort, is considered the way to operate. They simply found, in many cases, that they were overloaded with deluxe stuff instead of having an inventory that was strongest in the medium price ranges, as it should be in these times. Maybe in a year or two it will be O. K.

for the boys to go back to making the big play and the big stock the expensive clubs, but the signs don't point to it as a healthy practice for 1932's start.

One of the amazing features of the season now closing was the way lesson volume kept up. Again it was the women who comprised about three-quarters of the names on the lesson calendar. The boys got a lot smarter about using this lesson business as a feeder for shop sales this year.

Season's-End Inventories Low

Undoubtedly one of the main factors in making the pro the principal object of the wise manufacturers' affections for 1932 is that the pro inventories at the close of this season probably will be the lowest for many years past. The boys have ordered cautiously and worked much smarter than ever before in turning their stocks, as of August 15, into cash. On the other hand, when the hot weather began to give signs of running clear through until Christmas some of the manufacturers with heavy stocks unloaded on the stores at prices the stores couldn't hardly resist. The stores thought the price would drag in the customers by droves, but the bona-fide enthusiasts were the only golfers who played when the bulb was shooting mercury through the top like a geyser, and it's this class of trade that's wed to the pro shop until death do we part. Consequently, the stores and jobbers have more than a healthy amount of golf clubs frozen in inventory and certainly are not sappy enough to add to their burdens by extensive further ordering until they have been able to move the goods they acquired at sacrifice prices.

The announcement of the 1932 change in the golf ball meant that the pros would have clean shelves as a take-off in getting a jump on that business, while the jobbers and stores were still carrying plenty of ball inventory. The brief time the jobbers, dealers and manufacturers have been allowed for unloading the ball that nobody loved is actually brutal but the prices and volume that smart pro merchandising probably will be able to turn into the manufacturers on the 1932 standard ball, may provide some financial balm.

It appears, therefore, that the 1931 season, while not a record season of profits for the pros, has been a season to demonstrate the pro's logically major position in golf goods merchandising.



*They're all
clambering
aboard*
the **BAND WAGON**



We started in singing our little song..

A LONG time ago, back in 1927, we presented a line of golf merchandise to pros. It was a brand new line designed by "Walter Hagen," and everyone wondered just how good it really was. Well, it's turned out to be just about the finest golf merchandise that can be bought with good American dollars. ¶But the most interesting thing was the song we started singing—started four years ago, and we're still singing it. That song was all about standard prices on Hagen clubs and balls, and there was a verse about not selling cut price stores, and another verse about maintaining these standard prices. Well, the whole sum and substance of our song was based on the one simple idea of "pro protection." It seemed we had struck a new note, an entirely new tune in the golf business, and we liked it so much—and the pro's selling Hagen Products gave us so much encouragement that we've stuck steadfastly and successfully to that same tune of "pro

RICES

ELIMINATE CUT PRICE COMPETITION

MAINTAIN PRICES

protection." ¶It seemed like a solo then, singing "pro protection" all alone. We seemed to be riding the band wagon all by ourselves. We'd visualized the necessity of maintaining prices, but the song never would have stuck if it hadn't been for one thing. You golf professionals gave Hagen merchandise and the "pro protection" policy the kind of support it needed. Golf seasons roll by—good profitable seasons for the pro because the wide awake pros who have supported our policy have made it worth while for us to stick to our guns. ¶Now our band wagon seems to have made a real hit. It looks like there'll be a parade—a whole chorus of singers instead of a solo. They all want to clamber aboard our band wagon. ¶We'll agree it's a fine idea. The best thing that could happen to pro business would be to have our band wagon of "pro protection" crowded to overflowing with manufacturers of golf equipment. ¶But during the hustle and bustle to get aboard, remember just one thing. Ours was the first and initial step. The L. A. Young Company's policy was both radical and revolutionary. It was founded on our faith in the pro as a merchant. In supporting that policy and the Hagen line you have exercised keen wisdom. So now, while they're all trying to climb aboard our price maintenance band wagon, remember we're still going right along—still leading the parade—still doing everything in our power to standardize prices on Hagen merchandise. We're sticking to our guns on "pro protection" and we'll do so for a long time to come. Again consider the advantages of eliminating cut price competition. You know we've done everything possible to eliminate this menace that you may obtain your rightful share of profit. We're going to continue on the band wagon whether the others ride with us or not. ¶The dawn of a new golf season is coming—a season that surely will show sales increases—and what's more important profit increases for the pros who support the Hagen line, and make it possible for us to maintain our "pro protection" policy. What our policy has meant in the past, it will continue to mean in the future. Your concentration on the Hagen line again in 1932 makes it possible for us to keep singing our song—our one song of "pro protection."



In Maine it sells for 75¢.....and in California 75¢/100

THERE'S a good example, the Hagen ball. It's a seventy-five cent ball (probably the best that money can buy) and it sells from Maine to California and from the Gulf of Mexico to Canada at just one established price. ¶It isn't just a coincidence that a golf ball should have a uniform price—not by a long shot. First it required a policy of price maintenance and then plenty of hard work to stick to that policy. ¶We had a pretty good example of our “pro protection” policy the other day right in our own back yard. The J. L. Hudson Company, the finest retail store in Detroit and the only store in Detroit selling Hagen clubs, had a mammoth golf club sale. They offered golf merchandise at almost unheard of prices. But the interesting thing to us and to the pros around Detroit was the way the advertisement for this sale read: “— irons 50% off, — woods 50% off, — golf balls at half price. Every other club in our stock WITH THE EXCEPTION OF WALTER HAGEN CLUBS has been reduced accordingly.” Certainly we liked it and some of the Detroit pros liked it so much they phoned us just to say how doggone glad they were that we have a “pro protection” policy. ¶Let's look the lion in the eye. We'll all have to admit that the greatest hindrance to pro shop profits is cut price competition. Then you can realize how much further ahead you are by putting your sales concentration behind Hagen Products—that are sold everywhere at standard prices. ¶We started in business with the idea of “pro protection.” We're sticking to that one idea today. It is only the cooperation of wide awake and appreciative professionals who are lending their support, who are giving us their business, that justifies our continuing to maintain the uniform prices. ¶Your concentration on the Hagen line in 1932 will help us to carry on with our ideal—will help us to keep on helping you.

THE L. A. YOUNG COMPANY, DETROIT
Makers of Hagen Products

Leading Women Players Testify to Value of Pro Service

By BETTY BURTON

GOLFERS who competed in the Women's Western championship at Exmoor Country Club, Chicago, banging the new ball around in par and near par figures, give much of the credit to their pros who were instrumental in building a sound foundation for their games and selecting the proper clubs for their use.

Al Lesperance, the serious professional at Westmoreland, Chicago, was smiling as he watched the finals at Exmoor when his protegee, Mrs. O. S. Hill, Meadow Lake, Kansas City, won the Western crown for the second time.

He was located at Meadow Lake in the spring of 1923 when Mrs. Hill's physician urged her to take up golf. The new western star had a daily lesson from Lesperance all that season, practicing arduously, but playing no competitive golf until the following year when she won her club championship.

Al is modest about the part he has taken in her progress saying, "The clubs are in her hands, she does the playing." But the inspiration is there, and he is responsible for giving her the proper start and encouragement. With that to work on she advanced rapidly. She has the proper golfing temperament and is probably the most indefatigable worker among the women golfers, still practicing an hour daily.

The new champion played a veritable anvil chorus with her irons that were certainly hot during this tournament. Banging them up to the pin she had eleven one putt greens in the finals.

Mrs. Leona Pressler, of Los Angeles, the other finalist also used a popular factory made brand of clubs. The Californian with a par 79 was medalist over a field of 160. Mrs. Pressler's former husband is a pro and for a time she had a rather steady diet of golf for breakfast, luncheon and dinner. She began with lessons, as every good golfer should, practicing for eight months before she ever played a full round of golf. Mrs. Pressler plays her

long irons like a man. That department of her game is generally conceded to be superior to any woman in this country.

Pro Selling Helps Them

Mrs. Gregg Lifur, another scratch player from Los Angeles, was instructed by Lew Scott. She believes the best service a pro can render the members of a club is to give them lessons and select their clubs. The pro knows their game and is qualified to deliver the proper tools. "The heads to my wooden clubs were imported. Lew blocked and shafted them with hickory to suit my requirements," said Mrs. Lifur. "My irons also have wooden shafts and I am taking them to the National with me, but at home I have a new set of factory made steel shafted clubs which I am going to use when I return to the coast."

Clubs play a most important part in any golfer's game. Knowing that one is properly equipped gives assurance. Miss Beatrice Gottlieb, of Rancho Golf Club, Los Angeles, is in an unfortunate dilemma. Her beautiful set of clubs was stolen from the pro shop at Exmoor. She was using Mac Smith-Nichol steel shafted light weight men's irons and Winton heads on her steel shafted woods. The most lamentable part was the loss of her 10-year-old putter which often carried her to victory. The club is going to replace her set with anything she selects. After the theft she played one of her matches with Mrs. Lifur's clubs, but they had wooden shafts to which she was unaccustomed. Just two weeks remained to decide and familiarize herself with her new golfing instruments before the National. "How I wish my pro, Arthur Clarkson, were here now to help me select my new clubs," she said after swinging one set of clubs, then trying the new set used by Miss June Beebe, Western Open champion and semi-finalist in this tournament.

Mrs. Roy Green, another Californian whose pro is Tom Stevens, Culver City, said: "I have always purchased equipment from my pro and never considered buying

elsewhere." This is the way most of the better golfers feel.

Women Buy from Specialists

Men more than women frequent the bargain tables when they buy their golf clubs. They think they know what is what without the advice of a specialist—the pro. But women admit that they do not know what is best for them in golfing implements and usually go to a pro to get started in the right direction.

The men come later—after they have done a bit of experimenting and made a few bad purchases they eventually wind up in the hands of the doctor, their pro.

Many men think: "It is just a jolly pastime, I can sock the old ball anywhere." But women who look on the game seriously realize they can make progress quicker by taking lessons first. It's the women's names that fill up the engagement books of the pros.

They do not assume that they know it all but willingly use the advice and merchandise the pros have to offer.

FREE TEES

By The Roamer

Human nature being what it is seems to make it highly improbable that the experiment in free tee distribution will ever come into general practice. Most clubs have given up the experiment after one or two years' trial and it is certain that if all factors were investigated few would entertain the idea.

Where tees are given away no one ever thinks of picking them up. The result of this is a course strewn with tees in a most prodigal manner. Members of such clubs add greatly to the expense by taking a supply for use outside of the club and sometimes even supply their friends.

Another discovery that usually convinces the club of the weakness of the plan is the fact that invariably the expense for lawn mower repairs is greatly increased, a factor not to be over-looked in these times when economy has become so fashionable.

This year the professionals generally have had enough of a hard time and so have many clubs. Clubs giving away tees will do well to use the hatchet on this expense, killing two birds with one stone by

cutting their own expense and at the same time increasing the professional's income and interest through the sale of tees.

Collins, Kansas City Pro, Features Bargains in His Ad

AL COLLINS, bright young captain of pro industry at Indian Hills C. C. (Kansas City district) showed in his August advertising to his members how the wide-awake pro tunes his merchandising to the times.

This famous pro publicity of Collins', the *Al-O-Gram*, is mailed each month to Indian Hill members. The feature was on the Von Elm, Armour, Thompson and Long match Al promoted at Indian Hills. Al made dough out of the match and showed that pros who are willing to work on such a stunt can pick up several hundred bucks for themselves. His brief yarn related that the exhibition was worth the price of admission because it showed "how the famous champions miss them just the same as the lowliest dub." The story also gave the Indian Hill members something to brag about by reminding them that the exhibition proved the course "is a sweet layout and no set-up for any golfer." Al commented, "Hagen shot three 68's in the Canadian Open and he can have my golf shop if he can do the same in 5 loops over Indian Hills." That's the way for a pro to help build club spirit.

Al took command of the cheap ball competitive situation by advertising practice balls for 15 cents, repaints four for a dollar and rewashed balls, three for a dollar. He let them know that if it's cheap stuff they're looking for he can supply them. Some space was devoted to reconditioned clubs for beginners. He also advertised free group lessons for the juniors for an hour each Saturday morning during August.

Some free advice on correcting slicing was concluded with this friendly paragraph:

"If you want me to look at your swing perhaps I can detect the trouble before you start off the first tee. Don't hesitate to ask anyway. I'm not talking about selling you a lesson. I'd just like to see if I can help you get away from the 'curl to the right.'"

A lot of the other fellows would be playing smart if they copied this Al-O-Grams stunt Collins uses. It doesn't cost much money but it does call for some thinking and effort that earns a profitable return.

BRISTOL · HEX ·

The ultra smart shaft for those who take a pride in their golfing equipment. Hexagonal in shape. Hex Shafts lend *precision* to your game.

BRISTOL TORSION

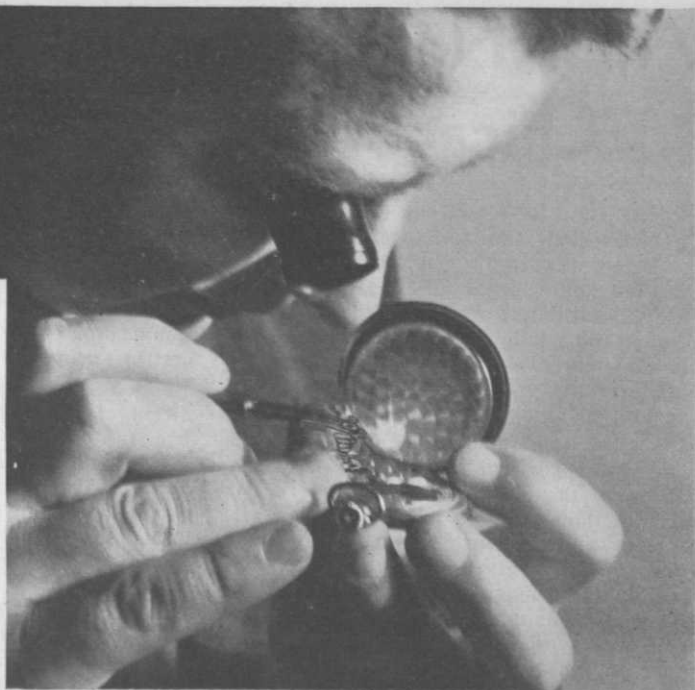
The only steel shaft with the torsion found heretofore in only finest hickory. With a never varying whip and punch that spells distance.

BRISTOL GOLD LABEL

The original high quality steel shaft, to be found on top-grade clubs of leading makes. The shaft that won golfdom to steel.

THE HOMACO

True quality in a shaft for any club. Many Homaco shafted clubs, after years of hard service, are still going strong.



Precision, through years of constant action, is the prime requisite of the hair spring in a fine watch. That is why good hair springs are made of high carbon "spring steel." The only golf shafts made of this super-quality steel are Bristol Shafts.

BETTER STEEL MAKES A BETTER GOLF SHAFT

Bristol

STEEL GOLF SHAFTS

Send today for your free copy of The Bristolite, packed with news and gossip of golf. The Horton Manufacturing Company, 1810 Horton Street, Bristol, Connecticut.

All Is Not Gold That Glitters in Chicago Fee Course Field

SOME OF THE owners of established fee courses in the Chicago district give Bronx cheers to the loose statement that fee golf courses are depression-proof enterprises. They aren't in Chicago where the fee and public course situation is built up sufficiently to handle any increase in play over the next two years at least.

No other metropolitan district has Chicago's 105 total of golfing establishments where the per round payment prevails. Although the Chicago district territory takes in the area from Racine on the north to Gary on the south and the Fox river valley on the west, these 105 courses make the picking plenty tough for each individual establishment. The situation has been aggravated this year by the play some of the private courses are making for tournament business.

Five fee courses constructed during the last two years are in receiver's hands, and three formerly private clubs of recent vintage are being operated on a semi-public basis. In the latter cases the clubs discounted their financial futures too heavily with extravagant establishments. In the former instances, the owners went in on a shoestring and it broke under a hard pull. The fellows tried to finance a course on second mortgage money when the financing on second mortgages was easy. They bought at the peak of prices and forgot that it took a season for a course to get into condition for play. They also forgot that it cost some advertising and promotion money to offset the head start of the earlier operators. Probably the handicap more serious than that of lack of cash and abundant competition was the attempt to substitute hope for knowledge in the operation of the course.

Fee course owners are being put on the spot in the Chicago district by price cutting. GOLFDOM's investigation showed that the average cost per round for course maintenance alone is \$1.13 at the private clubs in the district. Although the fee course maintenance expenses are decidedly lower than those of the private courses, the other expenses make it nip and tuck for the course to make money at

\$1.50 a round, in view of play limited by competition of other available fee and public courses. Public course costs are low because no charge is made against the plant for the property or for taxes, the latter item being one that makes all Chicago district property owners groggy now.

Standards of architecture and the condition of the representative Chicago district fee courses unquestionably is highest in the country, frequently rating on a par with good private clubs. Owners are wondering how long this status can be maintained, with newcomers blindly cutting the prices. Some of the sharp slashes have been made by receivers for new fee courses that couldn't make the grade. Receivers figure the courses are no good now for truck gardening and any fee income is better than nothing. That situation is being cleared by the courses slumping so in condition that the players are no longer tempted by the bargain prices.

Some cut from prices two years ago was justified and found profitable, as unemployment and the five day week still leaves folks with money to spend for fee golf. But they watch their dimes.

In at least one instance the threat of visit from a crew of convincers was used in an effort to persuade a member of the Chicago Daily Fee Course Owners' association from putting into effect a reduced twilight rate. A mysterious telephone call to the owner went: "Say, what t'ell youse guys tryin' to do, get all de business on the sout' side? Lay offen dat cut, or else see!" Bang, went the talker's receiver. To date it has been the only bang connected with the case.

Sometimes We Think Frank May Be Too Frank

"BOTH WERE staggering slightly, as though under the influence of liquor, and Frank Osterheld, the watchman, explained later that he thought they were club members."—*New York Times*, Sept. 8, in reporting night burglary of a Long Island country club.