

On Hagen Clubs

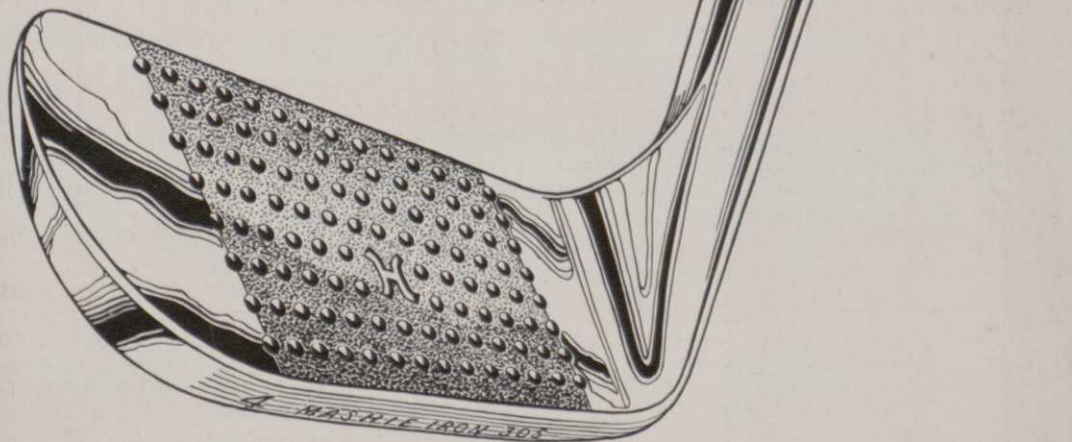
Naturally you look to Hagen Clubs for the latest developments.

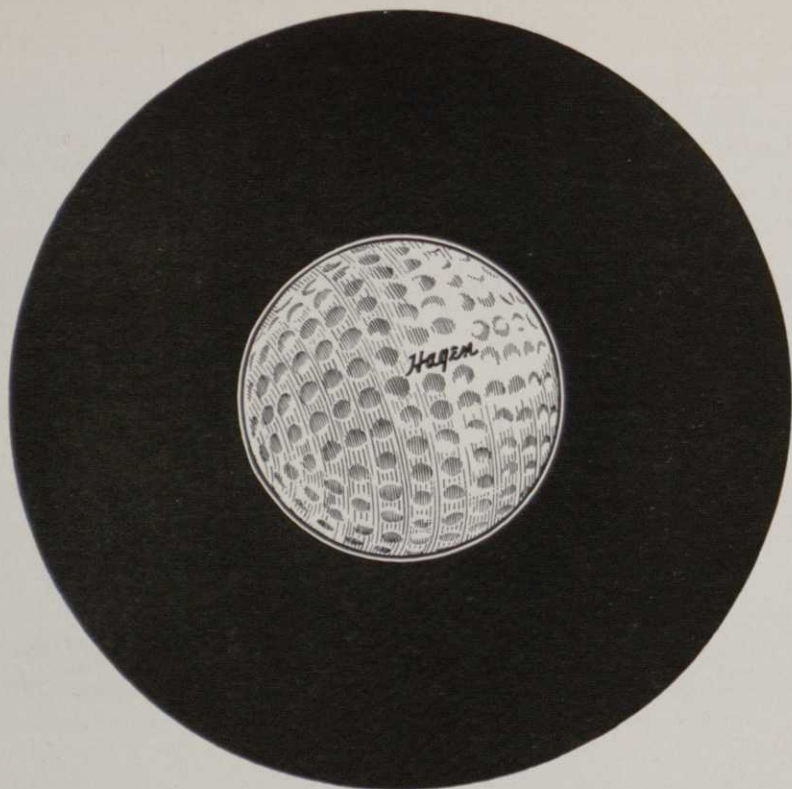
It is used on the Hagen woods and irons made with the True Temper Compensator shaft and also on a complete range of "pro only" woods and irons.

Go after your share of the profit—it belongs to you—sell Hagen Products.

The Hagen line is truly complete. Here is a well designed line of woods and irons—from the best that's made to the most reasonable that still retains quality.

**An exclusive feature developed in the L. A. Young laboratories—patent applied for.*





HAGEN'S FOR PROFIT

We mean just that. When you sell golf balls to your players, only two things are expected of you. Naturally, these players expect you to sell them the best ball their money can buy. And you expect not only to do this but to make a profit as well—all the profit that is coming to you.

Today, we are firmly convinced that the Hagen ball is absolutely second to none. It has maximum distance, is exceptionally accurate, and, for a long ball, is surprisingly durable. Under one cover the Hagen ball possesses the three features that a good ball should have. Remember, too, Hagen balls are sold from Maine to California at one established price. We are doing everything in our power to see that you get your rightful share of profit. Then, sell the Hagen ball.

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Los Angeles, 730 S. Grand Avenue

Seattle, 1110 Second Avenue

this idea and that results had been obtained in many cases, one pro having secured for his club 4 new members already.

Our next speaker was E. C. Conlin of the U. S. Rubber Co. I asked Eddie to come and talk to us, knowing full well that he had been around the country, knew our problems intimately, and that he could give us first hand information on business conditions. I warned Eddie that this conference idea was just a try out and that he might come to Worcester and find I was the only one to talk to, but he volunteered, come what may, for which I am devoutly thankful. Eddie's talk was most interesting and dealt mostly on the golf ball situation.

We got first hand information on the business outlook, prices on various golf balls on the market, margin of profit, and how the various grades of balls are constructed. Conlin offered us the opportunity to visit the U. S. Rubber plant to see golf balls made and I hope to arrange a date in the near future to take advantage of this offer, so that our boys will know what they are talking about when selling golf balls.

In closing his talk Conlin touched on the relations between manufacturer and pro and stressed the need of understanding between the two. To this we all say "amen." Speed the day when both will be working harmoniously together. Personally I believe this can be obtained much quicker through some easier method of approach between the two than has heretofore been provided.

Cost of Doing Business

Bob Lowe, chairman of the Costs and Buying committee, followed. His committee has been working for some time trying to arrive at an average of the pros' costs of doing business. This committee found it rather difficult at first owing to the fact that very few pros had the same hook-up with their clubs; some clubs pay the assistant's wages, some pay part of the wages, and some not at all. However, this committee enumerated the items that enter into the cost of doing business and will provide printed forms to the pros to keep their monthly costs. The boys who have kept their costs and who pay all the assistants' wages averaged around 40%, including teaching and club cleaning, on their gross sales.

This tremendous cost for the New England section may be due to our short sea-

son, but whatever the reason, it certainly will have to be remedied. Eddie Conlin stated that his investigation showed that the pro made his salary plus his club-cleaning revenue.

This cost of doing business will be gone into further before anything positive is said about it. This much is sure, if the clubs knew how little the pros are getting out of their jobs I am sure they would not be picking on them now. I do not know who is to blame for allowing the idea to prevail that pros make \$10,000 to \$15,000 per year. Perhaps it is our vanity, but anyway we are setting out to knock this on the head and to present the true situation to the clubs. This can be done in several ways. The best method to my way of thinking is for the pro to send in to his club a yearly statement showing his profit or loss for the year. I am sure most clubs, if they knew the true picture of the pro shop, would either pitch in and help or raise the pro's salary. No club would dream of taking the shop over if they knew what was what.

As we have established our own clinic on clubmaking and repairing we met there during the afternoon for instruction on staining and finishing woods, assembling of woods and irons, and repairing. Our lab is part of a machine shop belonging to the Fleming Machine Co. here in Worcester, and we have been doing development work all winter. We have brought out a set of tools applicable to our work and it is our intention to use this lab to analyze goods offered us by manufacturers. We have had the help of a Mr. Ellingham on our tools, he being an expert mechanic. We have an expert on dyes and stains and varnishes, Mr. Van Wert, and a Mr. Adams, a math expert of General Electric, on matching clubs.

This lab and the use of the experts were at the boys' service and they took to it like ducks to water. They were at it all Monday afternoon and Tuesday forenoon. The lab can be used now at any time and any P. G. A. pro can go there to learn or to develop new ideas of his own.

Study Instruction

Monday evening was utilized for teaching the golf swing, and I approached this event with fear and trembling. Alex Ellis handled this feature like a born diplomat. The P. G. A. ultra-slow motion pictures were used as a basis for discussion. What I feared would be a free for all

turned out exactly the opposite, for after the pictures were shown the discussion was of a very friendly nature. Needless to say the pictures were shown several times, for when a point could not be decided, on the picture would go again. They were shown backwards and forward time after time and the meeting adjourned with everybody happy and much wiser at 12:30 A. M. to resume the discussion, I am told, in their rooms till the wee sma' hours.

To Examine Applicants

Tuesday afternoon was used for an open forum. There it was decided to form an Examination Board to pass on new applicants, the form of examination to be determined by the Examination Board and the Board of Directors. Other matters that came up were more or less of the usual nature except that of whether we should accept an offer of a scheme to guarantee our own member's accounts with the particular manufacturers who put the plan before us. It is curious to note that all the manufacturers approached on this scheme, which did not originate with us, did not seem to agree that we needed to do this, claiming that any manufacturers who lost money on bad accounts were themselves to blame.

Naturally being told this was pleasing news indeed, more especially when it is considered how often the argument of poor pro credit was used against us to excuse higher prices charged us. This matter is at present in abeyance until we find out just what the manufacturers want us to do.

Jack Mackie of the Metropolitan section visited us on the Monday and he kindly gave us a little talk. Jack, as we all know, has done as much for the pro as any man alive, and we naturally appreciated his visit. Jack mentioned in his talk that New England is setting a pace that the other sections would likely follow. If this should happen, New England will gladly offer to do anything to help out in this respect.

President Hall's letter to the conference was read and you may be sure was loudly applauded. Even though our efforts are confined locally to New England, it pleased the boys a lot to know that our president was thinking of us.

Plan Greenkeeping Session

We did not have time during the two days to discuss greenkeeping and a whole

day has been set apart for this purpose. This will be held on April 4th. We did not think many of the boys would be interested in this phase of the business but they pleaded for a day on this alone and a day it shall be. Some thought these conferences should be held monthly but I am of the opinion this would be a mistake. It is my belief that conferences should be held from time to time, but not so often that they become a bore. Much more could be accomplished I am sure through visiting plants that make steel shafts, wood heads, forge shops, golf balls and so on, at least this will be tried out in the very near future.

* * *

Later information from Ogg states plans are maturing for New England PGO greenkeeping conference at Worcester, April 14. Special attention will be given cost-keeping systems. Ogg mentions opening up of so many retail outlets for golf goods as making profits precarious for all concerned. Pro name reduction of pro shop overhead, new work and more sales as activities necessitated by prevailing conditions.—Editor.

Midwest Handicap Annual at French Lick April 8

MIDWEST MEDAL play tournament with three flights will be inaugurated at French Lick, Ind., April 8. Tourney will run April 8, 9 and 10, with the championship flight determining "midwest champion." Flights are in 1 to 10, 11 to 20, and 21 to 30 handicaps. Eighteen holes will be played each day. Joe Davis, sec. of Chicago District Golf assn., will be in charge of handicapping. There is a fine prize list for the tournament.

A women's event will be played on the lower course and a women's bridge tournament also will be held during the week-end of the Midwest championship.

Early reservations indicate a field of more than 200 players. Arrangements made with French Lick Springs hotel and Monon railroad provide for an "all expense" rate of \$39.50. This rate includes round trip railroad fare from Chicago, round trip Pullman lower berth, room with bath and meals at French Lick Springs hotel. Railroad tickets are good for 2 weeks returning. Special train will leave Chicago Thursday night, April 7, at 9 P. M.

Further details or reservations may be had from Tom Heneage, 120 S. LaSalle st., Chicago; telephone, Franklin 0400.



STEP-UP...

to **MORE Sales**
BIGGER Profits

10 to 40 YARDS
MORE DISTANCE
SUPER CONTROL

Once in a life-time you have a **SALES** opportunity like this. Stop a minute. Weigh the arguments. **NUMBER ONE.** Golf club head made of **TEXTOLITE** by General Electric Co. That **ALONE** is sufficient to convert most of the doubters.

NUMBER TWO. A "wood" that isn't a wood...but many times more resilient. Tougher...unbreakable...can't mar, scratch, chip or dent. Shafts by True Temper. Then if those are not

enough arguments...go right on up the steps. Every one a fact. Every one proved. Then loosen up your resistance armor a minute. Think straight. Consider this...that there's only **ONE** golf club with

a **TEXTOLITE** head...that's **SCHAVOLITE**. Most golfers are curious to see it. Every golfer...man or woman...is susceptible to buying it. Why? Because they all have old-style woods...the woods with limitations...but they haven't these **TEXTOLITE** head clubs...the clubs **WITHOUT** limitations. Approved by U.S. Golf Association. Easy to sell at the Schavolite low prices...and you get **FULL** profits on a much larger volume of sales. Don't delay. Don't linger. Get started **NOW**. Write for catalog, prices and terms today. A penny post card will bring them.

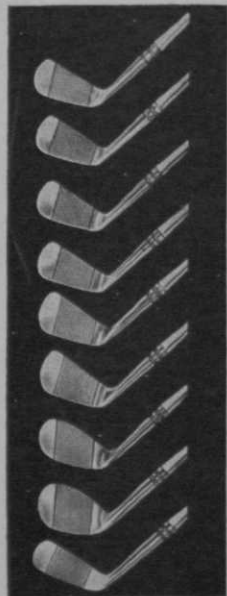
Costs LESS. Moulded-in steel shaft gives practically **ONE-PIECE** Construction

NO VIBRATION. No rivets. Moisture-proof. Moulded uniformity of balance

TOUGHER...
Unbreakable.
Can't chip or dent

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SCHAVOLITE SUPER IRONS



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**CREATORS AND PIONEERS OF
MOULDED HEAD GOLF CLUBS**

Pro's Simple Records Tell Where Business Stands

HUNT FOR A pro bookkeeping system that will combine simplicity with thoroughness is interesting more pros this year than it ever did before. To the general business conditions that call for strict accounting over possible leaks or neglected opportunities is added the possible pressure of a sales tax record in 1932.

Bill Livie, well known pro with the Willowick (O.) C. C., has worked out a system he has used successfully for a long enough test period to become convinced it is the answer to the accounting and inventory problems of many professionals.

Livie's system consists of three forms: a daily sales report on golf supplies and lessons, with a recapitulation at the bottom of the form; a monthly report of sales and stock; and a record of stock purchased from each manufacturer or jobber.

According to Livie, he can keep his system accurately and easily. He can tell at a moment's glance if anything is missing. If one who has this system is unfor-

MONTHLY REPORT

	Months	Amount	End Amount	Profit	Cash	Change
Old Cash	20	410.00	274.00	136.00	195.00	210.00
Old Sales	201	168.00	119.00	49.00	88.00	79.00
Old Exp.	12	72.00	53.00	19.00	44.00	15.00
Old Payments	16	21.00	23.00	9.00	20.00	12.00
Old Receipts	25	46.00	29.00	17.00	25.00	21.00
Old Loans	50	62.00	22.00	40.00	30.00	32.00
Total		787.00	427.00	260.00	339.00	348.00
Month Charge Amount	3	30.00	Total Cost	77.74	Appl. Charge Paid	200.00
Month Cash Receipts	3	34.00	Total Cost	57.80	Bill Unpaid	172.00
Total		877.00	Profit	226.90		
End Month Sales			Sales	153.00		
The Month Sales			Total	41.00	Pre. Month Profit	260.00
Total			Less Expenses	18.50	The Month Profit	242.00
			Net Income	226.90	Total	242.00

STOCK ON HAND

Particulars	GOLF BALLS												GOLF CLUBS				ACCESSORIES				
	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	
Less Inventory	60	72	110	84	79	34	22	53	46	20	99	10	16	15	12						
Subtotal	72	84	110	84	79	34	22	53	46	20	99	10	16	15	12						
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.																					
Total	132	156	220	168	157	68	44	106	92	40	198	20	32	30	24						
Month Sales	50	32	110	32	110	67	40	33	28	31	34	10	4	4	4						
Old Stock	87	74	44	44	72	49	11	33	34	19	70	5	12	11	6						
Inventory	1	1	5	1	1	2	1	6	1	1	1	1	1	1	1						
REMARKS																					
Balls	8	3	12																		
Clubs	6	6	8																		
Clubs	1	5	50																		
Accessories	1	2	0																		
Total	15	11	70																		

RECORD OF STOCK

CLUBS

A & Spalding Pro

Year	Stock	Maker	Model No.	Type	Each	Cost Price	Selling Price	Net Revenue
1	Wilson	Wilson	Wilson	Wilson	4	43.00	65.00	Wilson
1	Wilson	P.O.A.	Wilson	Wilson	6	35.00	35.00	
1	Wilson	Wilson	Wilson	Wilson	3	18.00	30.00	
2	Wilson	P.O.A.	Wilson	Wilson	3	15.00	20.00	
2	Wilson	Wilson	Wilson	Wilson	7	15.00	14.00	60.00
25	Wilson	Wilson	Wilson	Wilson	25	2.00	2.00	50.00
	Wilson	Wilson	Wilson	Wilson		2.00		
Total						220.00	185.00	185.00

GOLF BAGS

Year	Stock	Maker	Model No.	Type	Each	Cost Price	Selling Price	Net Revenue
1	Wilson	Wilson	Wilson	Wilson	2	10.00	16.00	Wilson
1	Wilson	Wilson	Wilson	Wilson	3	2.00	6.00	9.00
1	Wilson	Wilson	Wilson	Wilson	1	1.00	4.00	12.00
2	Wilson	Wilson	Wilson	Wilson	20	20.00	48.00	60.00
							1.00	
Total							83.00	96.00

GOLF BALLS - TEES

Year	Stock	Maker	Model No.	Type	Each	Cost Price	Selling Price	Net Revenue
1448	Wilson	Wilson	Wilson	Wilson	12	72.00	96.00	Wilson
1449	Wilson	Wilson	Wilson	Wilson	12	72.00	96.00	
1450	Wilson	Wilson	Wilson	Wilson	12	148.00	72.00	
1451	Wilson	Wilson	Wilson	Wilson	6	19.00	54.00	
1452	Wilson	Wilson	Wilson	Wilson	6	62.00	18.00	
Total								

GOLF ACCESSORIES

Year	Stock	Maker	Model No.	Type	Each	Cost Price	Selling Price	Net Revenue
6	Wilson	Wilson	Wilson	Wilson	148	1.00	5.00	15.00
6	Wilson	Wilson	Wilson	Wilson	43	2.00	18.00	36.00
28	Wilson	Wilson	Wilson	Wilson	2	2.00	4.00	6.00
1	Wilson	Wilson	Wilson	Wilson	5	5.00	5.00	5.00
Total							42.00	62.00

fortunate enough to have a fire or a burglary, Livie says the system would promptly and convincingly prove to the insurance company the amount of the loss.

The perpetual inventory part of the records is a check on proper ordering and helps the pro escape loss of sales through discovering shortage of stocks at the last moment. The assistance such records would give to a pro in preparing tax returns is obvious.

System's Advantages

In summarizing the advantages of his system Livie states:

"The stock record is kept up to date. A record of the best selling merchandise is plainly kept before the pro. As the cost and selling prices both are posted conveniently the pro can tell each day what his net income is before his operating expenses are deducted.

"The record of cash and charge sales is kept separately. There is a double check on invoices so shortages may be discovered

● At last, the delicately balanced precision shaft. The Bristol Hex. It has more stamina. It has more *flexibility* and *whip*. It has perfect balance. It has a debonnaire streamline smartness that you've never seen before in any man's golf bag.

● Made with the infinite care and of the same high carbon "spring steel" that goes into fine watch springs, fencing foils and other high quality instruments, the Hex brings a new precision to your golf swing.

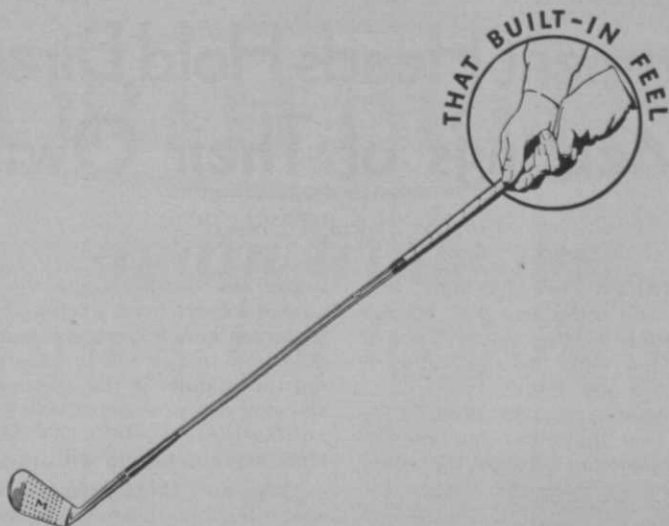
● Hex shafted clubs are now being offered by the leading club manufacturers. Look for the hexagonal shaft with the Bristol Hex Trade Mark. Hex is the aristocrat of golf shafts.

● Free subscription to our newsy golf publication, "The Bristolite," is yours for the asking. Send a post card for this interesting collection of inside gossip from the world of golf. The Horton Manufacturing Company, 184 Horton Street, Bristol, Connecticut.

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IN GOLF

THE NEW
Bristol
HEX
STEEL GOLF SHAFT

● BY THE MAKERS OF THE BRISTOL TORSION,
BRISTOL GOLD LABEL AND HOMACO SHAFTS



What Price Golf Clubs?

FEW people actually know what today's price trends in golf clubs really are. Macgregor knows—and we believe we have the most dependable information on this subject, the result of a special investigation recently completed exclusively for Macgregor.

Strange as it may seem, indications are that price is less of a factor than in recent years. What people are demanding is VALUE.

In keeping with the times, Macgregor's price range suits nearly every need. Macgregor's prices are *right*, just as Macgregor clubs are *right*. The value is there, more today than ever before in Macgregor's 34

years of undisputed leadership.

The Value is BUILT-IN...but that's a whole story in itself which we hope to tell you in person. Meantime, if you are interested in *buying* as well as *selling* golf clubs with an intelligent and wise eye upon present day conditions, send this coupon. Macgregor has the most up-to-date story to tell about the new line, new price trends, new advertising and good old-fashioned square-dealing.

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Macgregor Golf Headquarters, Dayton, O.

"What price golf clubs?" I would like to know more about it.

Name

Address

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MACGREGOR

THE GREATEST NAME IN GOLF

Department Heads Hold Directors' Meetings of Their Own

By JACK FULTON, JR.

A GREENKEEPER friend came into the office the other day and offered to buy lunch as the solitary bit of festivity connected with his signing up a good contract on a new job.

"How'd you knock off that prize?" we asked him in the hope that his answer would help to solve a problem for some of the other fellows who are looking for positions.

In our opinion the answer outlines one of the important policies that can be instituted at any golf club. Here's the reply:

"When it began to simmer down to a choice between a couple of other fellows and me, I told the green-chairman that I was a fellow who always got along with the manager and the professional. That point was the clincher.

"Ever since I read in GOLFDOM about that meeting early in 1931 between the officials of the greenkeepers, pros and club managers I have been thinking seriously about what the team-work between department heads means to the club that pays us all. When the 1931 season started I went to the manager and pro of the club where I was located and said, 'Boys, it looks to me like we ought to have some directors meetings between ourselves. The club's board seems to find it necessary to meet and plan what we are to do in our departments, so apparently it wouldn't be a bad idea for us to meet and discuss how to do it.' The fellows agreed.

Thrash Out Misunderstandings.

"Up to that time I hadn't been getting along so well with the pro for one little reason or another. I guess both of us thought the other bird was too bossy. Well, after a couple of sessions when we fought it out, with the manager as the third man in the ring, we began to understand each other. Any complaints we had to register were made right out in these little meetings and I want to tell you it was a great thing for both us and the club. We went through hell on our course last year, be-

tween the ordinary miseries that an old course experienced during the 1931 reign of terror and the worries and work of remodeling that I had to care for right during the middle of the playing season. By showing the pro what I was up against and putting him on 'the inside' about my problems he squared me with the members.

"The same thing happened with the manager. Both of those fellows helped me and you can believe me, when I got a chance to help them, I jumped at it.

Learn They're Humans.

"The outcome was, in the case of the pro, that I learned he was a fine boy instead of the dirty little back-biting and pouting rat I used to rate him. I know he learned I wasn't the bull-headed, dumb thug he used to think I was. I always got along with the manager as he would take some of my dough playing golf Mondays and he had to be my pal or I would quit being a sucker for him on our golf bets.

"We used to meet one night early in the week and tell each other what we planned to do. This promoted a habit of each of us thinking ahead, as it's natural a fellow would like to show off by laying down some smart idea of his own before his team-mates. When the club was going to have some parties—little or big—the three of us would talk about the folks who were giving the parties and frame something that would make the club's customers get a better deal in every department than they could get at any other club in the district.

"The day is over when the greenkeeper and the pro and manager can go around knifing each other in the back. This lack of harmony shows us up in the financial statements of the clubs, and none of us need think for a minute that our club officials don't know what is going on and are so thoroughly disgusted when the department heads can't get along that the boys who won't pull in team formation are dead sure of being canned.