

# LAWSONIA



## ONE OF THE MANY FINE SCOTT COURSES

Thirteen tons—a lot of seed, but it produced one of the most beautiful golf course carpets imaginable at the Lawsonia (Wisconsin) Country Club. No. 10 green and No. 11 tee are depicted above. Scott's Seed is carefully selected and thoroughly cleaned to insure freedom from weed seeds and waste matter. It is re-cleaned in our own plant over the most modern machinery and

*Our book, "The Putting Green", is free for the asking. It contains latest information on the control of turf diseases. May we send you a copy today?*

sold direct to golf clubs, which explains our very reasonable prices. One out of every five golf clubs in the country finds that it pays to sow Scott's Seeds (we have designs on the other four). They discover that our seed goes farther in sowing, saves costly weeding and produces thick, healthy turf that holds its own against adverse conditions affecting many courses.

*Write now for samples and quotations*

O. M. SCOTT & SONS  
COMPANY



MARYSVILLE  
OHIO

# P. G. A. Tourney Bureau Praised by Show Authorities

IN THE Jan. 12 issue of *Variety*, trade paper of the show business, some wild but complimentary observations are made on the way in which the P. G. A. tournament bureau is run. Under a big head "Golf's Biggest Ballyhoo. Show Biz Ideas PGA's Saviour," *Variety* worked out a good yarn with only one major error. Apparently the writer thought the PGA had been cut in on the USGA gates as he refers to Jones:

"The PGA started to awaken to the show aspect of golf last winter, and particularly the summer, which without Bobby Jones got \$32,000 less than the previous year. \*\*\*

"Faced with the loss of the Jones name value, the PGA was confronted with a further dampener for its arranged winter barnstorming tour when allied promoters in some of the spots (mostly chambers of commerce) backed down, saying they wouldn't dare use cash for prizes for these civic tourneys while the towns were experiencing difficulty in raising funds for the unemployed.

"But the tour as arranged is nevertheless going through on schedule, with the PGA doing the promoting under cover and putting up the cash prizes from funds donated by the equipment manufacturers who in reality are the real profitters from the exploited trip. In the spots the association is in on the gate. Golf as a show, however, is the single entertainment before audiences in which the players are paid only when they deliver."

## Shows Smart Promotion

The boys can thank the PGA for getting a good part of this winter's tournament money put up. Bureau Manager Harlow's foresight and hard work for the tournament bureau during last summer assured a schedule that otherwise probably would have been a sorry flop from artistic and monetary viewpoints.

It is the tournament bureau's idea that golf makes profitable entertainment for any community when properly managed and promoted. That was proved at the PGA championship and at Pasadena.

Los Angeles eased into the red this year

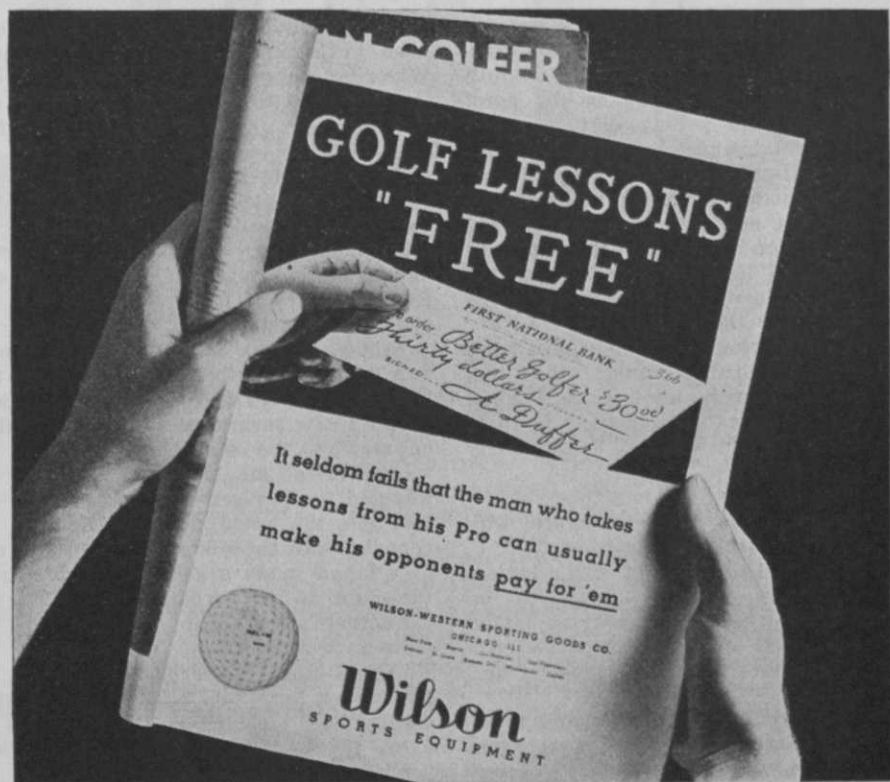
and observers not connected with the local Chamber of Commerce or PGA attribute the slump to a let-down in the usually vigorous advance selling efforts of the impresarios in the sunkist capital. Agua Caliente put its tourney on a floor-show basis by distributing 3,500 tickets gratis with invitation letters. The establishment's income from any visitors attracted by golf made this use of golf's drawing power a smart bet.

Phoenix was added to the schedule for \$2,500 and San Antonio kept in by use of the reserve fund contributed by the manufacturers. Harlow plans to keep this fund near its original figure by arrangements that call for the first part of the gate going to the PGA to the extent of the money advanced from the tournament coffers. These two spots and the True Temper Open at New Orleans have kept a full schedule of week ends during a period that otherwise would have called for the boys loafing and living on what they had tucked away for the days of famine. The long jump from Baja California to Florida would have been brutal for the laddies had it not been for the heavy work in tournament arrangement done by the association's bureau in advance.

Addition of the three Japanese pros and Aubrey Boomer to the roster of the performers has helped to pep up the gate. This winter's trouping already has given some of the youngsters a good chance to register and it is highly probable that before the winter season curtain rings down at Pinehurst some of the comparative newcomers will be established as gallery magnets.

It is said that a prominent newspaper publisher will be the angel for a big new feature of the west coast schedule next winter. This publisher's newspapers have sponsored a number of highly successful golf events. The newspapers this winter have been giving the pro circuit more publicity than ever before. *Variety* comments on this by saying: "Where golf as a show has a few notches on theatre business is in the newspaper offices. Where a theatre can get one line of free copy a golf tourney can obtain a column."

# HELPING THE "PRO" HELP GOLF!\*



The above advertisement will appear in leading national magazines during February, March and May. Wilson is helping the "Pro" help golf\*, not only by advertising him *but also* by supplying him with the world's finest 50c ball, PRO-SPECIAL (fluid center) and the world's greatest ball, HOL-HI NINE (Price 75c). If you want a *free* jumbo 18" x 26" blowup of the advertisement illustrated above tinted in colors to hang in your golf shop, just write

WILSON-WESTERN SPORTING GOODS COMPANY

2037 North Powell Ave., Chicago, Illinois

WILSON BRANCHES:

New York . Boston . Los Angeles . San Francisco . Portland . Denver . St. Louis . Kansas City . Minneapolis . Dallas

# Pros Must Learn to Follow Thru on Prospective Sales

By AL. STECKMAN

**B**ECAUSE I can always find a congenial crowd to chat about golf, I like Pinehurst. During the 1931 North and South Open, I spent my evenings on the hotel porch talking with golfers—not pros, but golfers with high and low club handicaps.

After discussing Wiffy Cox's fine 69 on the first 18, and exchanging a few harmless lies about our own games, I steered the conversation around to the business side of golf. I learned something that I think is well worth passing along to pros through GOLFDOM'S pages.

Every man in the group, and there were seven, agreed that he would rather buy all his equipment from his pro. So I asked if they all *had* bought exclusively in their pro's shop. The answer was unanimously "NO".

Then I asked the obvious question;—"If you'd *rather* buy from your pro, why did you make purchases elsewhere?"

No one seemed to be ready with a logical answer and cigar tips glowed red in the darkness as my seven companions puffed thoughtfully. At length, the good natured, bald-headed, fat man on my right, answered;

"Last season" he began "I bought a set of matched irons from a department store. Until this very minute I had always thought I hadn't bought from the pro because I saved a few dollars. But since you asked the question the way you did, I don't think it was price after all. Let's analyze the sale from beginning to end and see."

My heavy friend, flicked the ash from his cigar and shifted to a more comfortable position in his wicker chair.

## Fails to Follow Through

"It was my Pro" he went on "who made me dissatisfied with my old clubs—a bag full of mongrels. He kept pointing out to me that every swing in golf is fundamentally the same. This seemed logical as did his follow-up argument that every club should also be alike in balance. He sold me good and hard on the matched set idea."

He paused seeming to turn a thought over in his mind before he continued. When he stopped gazing at his cigar end, there seemed to be a new light in his eye.

"You know, I believe it was right there that the pro's selling job fell flat. He had certainly made me feel badly about my old clubs and made me want a matched set—but he *assumed* that I would buy them from him. As a matter of fact, I had no idea of buying them anywhere else. But I put it off for a few days and the pro didn't push me.

"About a week later, I happened to be in a department store making another purchase and I walked through the sports shop. I saw several sets of matched clubs on display, the same brand as the pro wanted to sell me. I picked up a club and waggled it. A clerk came over to me and told me the price for the set was \$16 cheaper than the pro's price. In five minutes I had made a selection and charged the clubs to my account."

Another pause, more ashes flicked and more reflection.

"Those clubs are alright, I suppose, but I've never felt quite sure of it. Several times I half wished I had paid the pro the extra \$16 so that I could have had more confidence."

## Conscience Numb on Pro

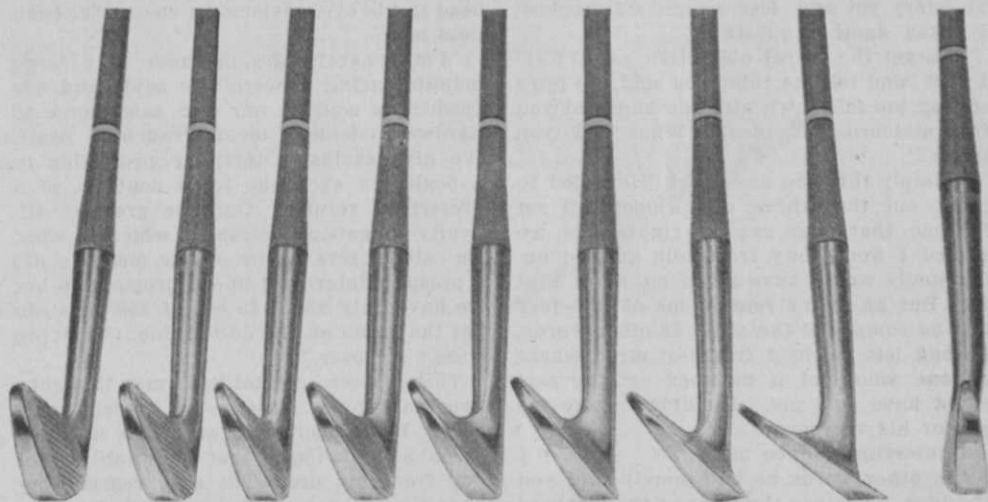
I interrupted at this point to ask;

"Were you uncomfortable about them because you felt you owed it to your pro to buy them from him?"

His answer was quick.

"No, not that! I didn't feel obliged to pass up the lure of an alleged \$16 saving just because I happened to belong to a country club that hired a pro. Our pro, I assume, gets paid for his services and wouldn't starve merely because I had bought a set of clubs downtown."

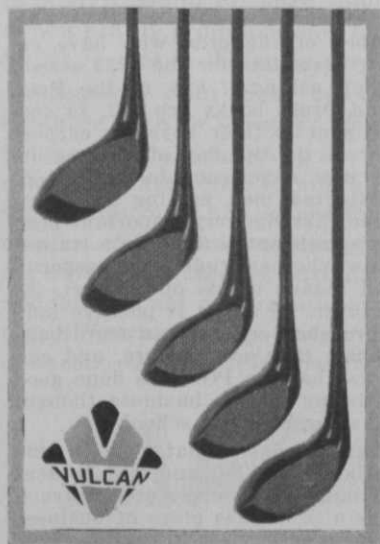
I didn't go into all the angles of *that*—but I did point out that a large part of the pro's income comes from the sale of merchandise in his shop. My statement seemed to surprise my heavyweight friend. However, I hadn't got to the real meat of



## Clean, Fair Competition

Above—Vulcan's new blades—used in Super-Stainless, Parful, Nipper, Shotmaker, and Spartan lines of irons.

Below—The V-51 Woods—popular 5-Club Registered Set.



Golf professionals, who live and work in an atmosphere of clean competition and good sportsmanship, have a right to expect the same treatment in their business dealings. They ask no advantage in fair competition and should have no handicaps imposed upon them.

Vulcan plays the game in exactly that spirit. There is *only one wholesale price* on Vulcan Golf Clubs. Pros and retailers deal with us on absolutely the same basis. There is *no preferential discount to downtown dealers* or to other pros. Naturally, this policy keeps us from selling to those who hope to chisel an unearned advantage for themselves, but, at the same time, it attracts to us the kind of people we like to do business with.

Send for this new Vulcan catalog and wholesale price list. Every model is illustrated and described (both wholesale and retail prices are shown). There's one ready for you.



VULCAN GOLF COMPANY

9 Second Street, Portsmouth, Ohio, U. S. A.

**VULCAN**  
CLUBS OF CHARACTER

his story yet and, lest we get sidetracked, I asked another question.

"Forget the moral obligation part of it" I said "and tell me this; you said the pro's selling job fell down after he had sold you the matched set *idea*? What did you mean?"

"Simply this" he answered "He failed to point out that there was a matched set for me that was exactly right. He assumed I would buy from him and he undoubtedly would have given me a set that fit. But he didn't remind me of it *before he had completed the sale*. In other words, he had left me in a frame of mind where anyone who had a matched set for sale could have sold me. He didn't stake me off for his very own."

I interrupted once more.

"In other words he had merely sold you the idea, or rather the logic of the matched set idea. He never once asked you to buy the *clubs* from him."

### Nail Them Now

"Yes, I think he asked me," was the reply "but it was merely an invitation to buy now and not next week. If right then he had put the fear of God in me about being sure the set *fit* me, I'd never have even considered the \$16 difference in price."

"You know" he continued "I believe that every golfer knows that the game is at least 75 per cent mental and that should have been the pro's cue. If he had even intimated that I would be dissatisfied with even a matched set that didn't fit me, I'd have been afraid to buy the department store clubs. But I was so engrossed with the idea of matched clubs that I didn't think of the mental side of it. Now every time I hit a poor shot with these clubs I wonder if I didn't make a mistake. I haven't the confidence in myself or the clubs that I would have had if my pro had selected them for me."

### Start Isn't All of Sale

The moral of this story was not obscure to me any more than it is to GOLFDOM'S readers and yet I knew that this self-same incident occurred over and over again at nearly every club. This pro *hadn't* finished his selling job. He had assumed too early in the game that a sale started was a sale rung up in the old cash register.

I was turning this over in my mind when another of the group gave throat to a remark. He was a man about 45, with a

bead in his eye, obviously a successful business man.

"I'm general sales manager of a large manufacturing concern" he said "and our product is sold by our own sales force to hardware dealers on a franchise basis. We give exclusive territory protection to a dealer in exchange for a contract of a prescribed volume. Our one greatest difficulty is getting salesmen who are what we call 'closers.' Any of our men can get a prospect interested in our proposition but we have only about 25 out of 250 who can get the name on the dotted line. Your pro wasn't a closer."

This speech crystallized my thoughts. Pros have to be closers—not merely salesmen. Remember that each one of these seven men had said that he would *rather* buy from his pro. The only reason they hadn't was because the pro failed to put the final punch into his selling. He had failed to be a good closer.

I saw the fat man's department store clubs the next day. As I had half expected they weren't right. They had a lie so upright that he couldn't have swung them *correctly* without finding his tummy in the way.

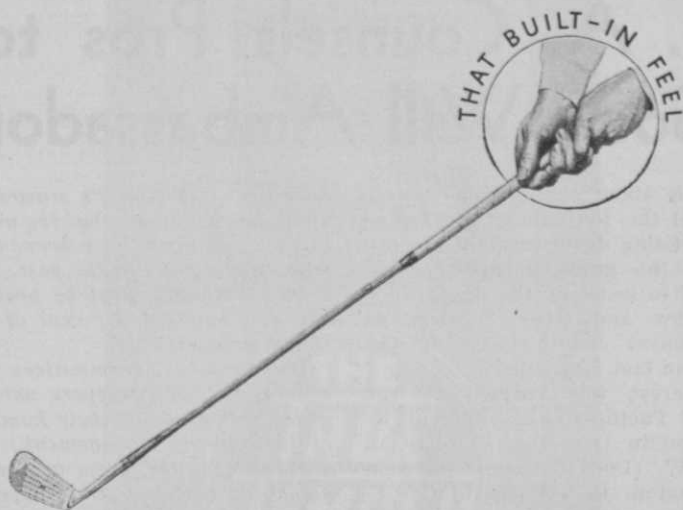
### PRO PROFIT BOOK OFFERED FOR ASSISTANT STUDY

Providence, R. I.—Cheering prospects for pro shop business for 1932 already are in evidence, according to E. C. Conlin, golf ball sales manager of the United States Rubber Co., who cites pro activity in pre-season education of their assistants. Conlin comments:

"A number of the pros who have engaged their assistants for the 1932 season have written asking if any of the **Pros, Players and Profit** books are left, so copies can be sent to their boys for earnest study prior to the opening of the season.

"It is a new experience to me to see these foresighted men making strenuous effort to see that the very important position of shop assistant is filled by a trained young fellow who has studied the responsibilities and details of his operations. As a manufacturer, I'd say it is positive indication of pro shop selling on a more business-like basis than ever before, and certainly shows that the PGA has done good work in stirring up pro business thought by its plans for business schools."

Conlin further advises that a small number of the books are left and will be sent free to any name and address pros instruct. The book is a first class piece of business literature for practical use in the pro shop.



# This question of profits from the sale of golf clubs . . .

**T**HERE'S a lot more to this golf business than selling clubs for profit. You know that! And there are some golf clubs that might show you even more profit this year than Macgregor's. A lot of manufacturers lately have made it easy for the retailer to build up easy volume; and a temporarily profitable one. Macgregor hasn't . . . not in the same way.

Macgregor clubs today are as fine as they have been for 34 years . . . finer in fact; but the point is that nothing has been sacrificed in excellence to make possible broader discounts and volume sales based on price. Volume sales of Macgregor clubs are based on excellence, on a family tradition that will not compromise with a heritage of "perfection" in effort; and as near perfection in result as is humanly possible.

Macgregor builds for the future. We are looking beyond 1932. Your good will and the good will of the player is something we're not going to lose. If you, too, feel that way about your business, it will be worth your while to write for further information. We propose to build a greater Macgregor volume for you this year. If you see eye to eye with us, we'll both make money.

This coupon will bring you first-hand information, including an outline of our advertising, merchandising and sales plans.

.....  
Macgregor "Golf Headquarters," Dayton, O.

"Birds of a feather should flock together." I would like to know more about your '32 plans.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
.....



# MACGREGOR

THE GREATEST NAME IN GOLF

# P. G. A. Counsels Pros to Be Good-Will Ambassadors

**D**ISCUSSION about the valuable potentialities of the tournament golfers as the advertising department of the pro business and the game apparently was made a very live issue by the appearance of Bob Harlow and Gene Sarazen as tournament player mouth-pieces at the PGA convention last November.

Further interest was aroused by the publication of Pacific Coast comment by Arthur Langton in December GOLFDOM, to which R. W. (Doc) Treacy replied in January. Langton, in a letter to GOLFDOM's editor, wants it made perfectly plain that he is 100% for the tournament players. It is fairly well known that Langton and many of the tournament aces are bosom buddies. As a matter of fact Langton comes pretty close to being in the greenkeeper-pro class instead of being identified by the general term of pro-greenkeeper, if you grab that nice distinction in the vernacular.

He tells GOLFDOM his main criticism was directed at the loose remarks some of the trouperers make in alibiing their inability to score, blaming the course. This whine, directed at greenkeepers whose budgets have been unmercifully slashed, naturally would prompt some thinking about the tournament prize money being retained in the budgets.

## PGA Takes Action

The PGA has taken timely and positive action in a letter sent to all members over the signature of Alex Pirie, honorary president and chairman of the tournament bureau. This reminder, which is heartily endorsed by substantial and thoughtful professionals, reads:

*The Professional Golfers' Association of America, in assuming responsibility and full control of the Tournament Bureau, does so with confidence that tournament golf will be greatly benefited, and with confidence that each of its members who enter and play in tournaments will act as the good-will ambassador of the Association while he is the guest of the town or club staging the event.*

*The number of tournaments and the amounts in prizes to be awarded in the*

*events of this winter's season, despite the depression, indicate that the great majority of the boys must have been, in fact, good-will ambassadors in the past.*

*This majority must be brought up to a full one hundred per cent of the Association's membership.*

*Club members, committees in charge of events, and greenkeepers naturally resent unjust criticism of their home courses, or of tournament management. Some representatives of the press are eager to relay damaging stories to their papers. Galleries take home to the four corners of the country the news of what they saw and heard.*

*The public eye is on the professional, and his acts and words must be such as to uphold the honor and traditions of the Association.*

*It is the hope of the Tournament Committee that before this winter's season ends, it will be known to golfers on the Coast and in the South that membership in our Association is synonymous with sportsmanship and gentlemanly conduct, on and off the course, and that members will help us to this objective by reporting to the Committee their observation of things prejudicial to the best interest of all of us.*

## Greenkeepers' Side

A letter from a Colorado superintendent gives another slant on this situation. He writes:

"I have read with interest Mr. Treacy's reply to Mr. Langton's reference to some of the tournament players. I will say that if a golf course superintendent is alive, his friends will not listen to some of the loose cracks made by lightweights who wander around as pros.

"We had a laughable experience with one of these free-talking unfortunates. He paid a visit to our course and our little pro made him look like a punk. Now, where I came into the picture was when the visiting so-called pro complained about the course even to the extent of saying that the cups were too small. The cups were standard and bought from a GOLFDOM advertisement.

"The pro never has played here again. Our officials wouldn't let him on the course





**\$5,000<sup>00</sup>** in cash prizes, attractive prizes for amateurs.  
Address entries to Tournament Headquarters, 304 Association of  
Commerce Building, New Orleans, La. Entries close February 8.  
Entrance fee \$5.00.

*Sponsored by*

**THE AMERICAN FORK & HOE COMPANY**

*Sporting Goods Division*

**KEITH BUILDING • CLEVELAND, OHIO**

MANUFACTURERS OF



another time. This fellow is no stranger to you and to the pros but the pros continue to let him damage their standing.

"The boys don't want to forget what things used to be like. It was not so many years ago that I saw (a now prominent pro) struggling along with a golf bag on his back in Florida. I gave him a lift and made it possible for him to play some courses there. He told me himself that he had been refused permission to play several courses.

"This is a world where it behooves a man to boost rather than knock; the booster gets invitations to come back.

"The world does not rotate on the lips of these loose talkers, although they have yet to learn this. When the good and gentlemanly pros get this condition under control it will be far better all around."

## Teacher, Gentleman and Scholar, Pro Marks, Says Goss

FROM DAN GOSS, pro at Highland Park G. C., Birmingham, Ala., and prominent in PGA circles, comes another comment on what makes a good professional. Other professionals have given their ideas on the subject in previous issues of GOLFDOM, so Dan's remarks close the session.

Before clubs blindly sign up any fellow who will work for little or no money it's not a bad idea to review the other comments that have appeared in the recent issues of GOLFDOM on qualifications of a good professional.

Goss, who long has maintained that "pro" is a poor word for describing the duties of the man in charge of the playing department at a golf club, says:

"The best answer that I know to the question 'What should be the qualifications of a good pro' could be obtained from chairman of the green-committee if he'd get that ugly word "Pro" or "Professional" out of his mind when he went to hire a pro.

"The very word—and heaven's knows where it came from—is a black mark against the boys.

"Unfortunately the word professional as applied to golf instructors doesn't seem to have the significance it does when referring to a doctor or lawyer as a professional. Rather to some—and more than I like to think about—the term places golf instructors in the same category with a professional fighter or wrestler.

"What would one look for if they went

out to get a professional music teacher? What would be expected from someone employed to teach fencing—colleges employ them you know. And incidentally have you ever heard an expert swordsman; or one deft with the rapier, referred to as a professional fencer. Never. He's either a teacher or instructor.

"Whoever is selected should above all things be a gentleman; not a venerated one, but one whose life's teachings have taught him how to act under any circumstances. Second, he should be able to meet the public. Third, he should know the fundamentals and mechanics of golf. Fourth, he should be alert enough to be able to know what his members want and inherently honest enough to see that they get it at the lowest consistent cost. Fifth, he should be willing to make the town in which he is employed HIS TOWN and become part of the city as much as one born there. It is obvious that he should be able to teach soundly, properly and accurately. There are men like this. Some are seldom heard of because they don't win tournaments. And hiring a pro simply because he is a top-notcher is as logical as hiring Pepper Martin to replace Mugsy McGraw as manager of the Giants.

"Need I say more?"

## Sliding Scale for Fee Course Holiday Rates

A SUCCESSFUL METROPOLITAN daily-fee course put into effect a sliding time schedule that worked out well during 1931. The schedule which was adopted for Saturdays, Sundays and holidays was:

Before 6:30 .....	\$1.50
6:30 to 10:30 .....	2.00
10:30 to 12 M. ....	1.50
12 M. to 3:30 .....	1.25
3:30 to 5:00 .....	.75
After 5:00 .....	.50

Above charges were limited to 18 holes. Those starting after 12 noon could play an additional 18 holes for 50 cents. The all day rate for play was set at \$2.50, with preferred starting time privileges being granted.

JIM FOGERTY, pro at Osage C. C. (St. Louis district) gives a motion picture golf lesson instead of shop merchandise as blind bogey prize. The member who gets one of these lessons as a prize buys some more of them, they're that good.