

# ...Your Sales Rise as Par Falls

From a standing start in January to a record-breaking British Open Championship in June, and the most remarkable sales of any line of clubs—that's the whirlwind record of Wilson Power-Gauged Irons. . . . They're new in principle. But Sarazen's par-shattering performance over the tough Prince's course proves that the Power-Gauged principle is right. They're newcomers to the pro's shop. But the tremendous number of Power-Gauged Irons purchased by America's leading professionals for their own use as well as their memberships' proves that Power-Gauged is right not only for play but also for fast turn-over and good, healthy profit.

Power-Gauged Irons and the Hol-Hi Nine—(International champions!)—are the pro's own merchandise. They helped Sarazen win the British Open with the lowest score ever recorded. They won for him. They'll win for you not only the gratitude of your members but also the profits you didn't dare to hope for in 1932.



*Gentlemen, the Champion!*

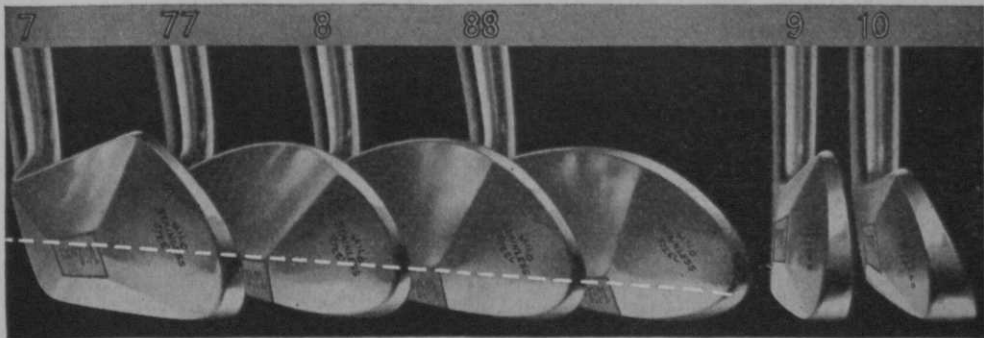
"Best Golf I ever shot," said Gene Sarazen after his record of 283 to win the British Open. Wilson's technical adviser marks 1932 as the year when he achieved his greatest ambition.

**THE BALL THAT WON  
the British Open  
HOL-HI NINE**

It's a high-powered extra distance ball built exclusively for Professional use and distribution. *Super-compression!* Specially built, specially tested, the pick of 'em all for the superior player.

## Power-Gauged Irons HOL-HI NINE

Sold Only by Professionals *by* **Wilson**



*and Only the Pro sells 'em* Wilson is advertising these "British Champions" in the leading golf and national magazines—*your own advertising*, but Wilson pays the bill. They're America's fastest selling line of quality clubs—your 1932 profit-makers.

show there was a very respectable income and no reason for complaint considering general business conditions. The youngsters who make up the rest of the field are in there mostly for experience and willing to pay for it. Without them, too, there wouldn't be a tournament, but they play along like good boys and cause no concern.

### A Show to Sell

People want to see the stars in action and if the stars have to be kissed and caressed to appear there will be no show. Folks are not teasing stars in any field of endeavor to take the dough of the common people these days. If the pro golf stars doubt this, let them talk to stage or movie actors or to opera singers.

The time of troupers has returned. Golf stars who realize that the show must go on and the curtain must go up at the right time have the destiny of next winter's tournament golf in their hands. If they want to be temperamental about appearances, about starting times, about pairings and the rest of the items, they have that privilege. This is a free country. But it isn't free in the matter of giving a golf show for nothing. The gallery pays to see the players and the players owe the gallery something for financing the show.

### No Preaching

GOLFDOM has no space for preaching in its pages. Considerable association with professional athletes has impressed on us that pro golfers are well above the average of paid performers in other sports, both as gentlemen and scholars. But some of the boys are a bit too much inclined to be inconsiderate of the public. They forget the public is what made them, regardless of the excellence of their games. Perhaps some of them forget the public can unmake them and do it quickly because the nation quickly tires of its heroes. If you question that, review the publicity given to the Argentine importation, Jurado. Novelty, a good game and consideration of the gallery and press has put him into a quick money-making spot. In addition to his \$5,000 guarantee for the American tour, other dollars will go home to parking space in the pampas, as his exhibition dates are in great demand and draw well. He supplied the new hero. Now that Sarazen has set up a record Gene is in position to show the boys how a hero can turn his fame into fortune by giving the

public what it wants. Upon his stocky shoulders and in his active mind now rests much responsibility for the immediate future of tournament golf.

One of the first things the tournament pros have to do in preparing for a good winter season is to agree on some form of a guarantee of appearance that can be used by people selling the show. Run-outs have made it tough to sell shows in places where promoters and populace formerly were hot for tournament golf. Possibly some basis of guaranteeing a certain number of star performers according to the prize money should be worked out. To such an agreement the pros might make among themselves there would have to be penalties attached. Some of the pros have suggested making up a fund to partially finance the tournament bureau, with refunds to participants in the fund out of the gallery income after a split with local promoters. Deductions from this amount paid in by the player in case of his non-appearance except for illness, might help to get the boys to show.

### Troupers Required

The public will go for the show this fall and winter but will insist in advance that the performers be there. Fellows like veterans Al Espinosa and John Golden and youngsters Horton Smith and Harry Cooper, who appear, play and cause no anxiety or regrets to the local tournament promoters, have established a model, not that they are the only ones by a long way. And after the fellows have played, let them depart in peace and plenty without a sad wake of criticism of greens, locker-rooms or anything else, even though conditions haven't been 100%.

Caruso, Mantell and Ethel Barrymore collected fortunes in the tank towns as well as at the terminals, so why should the spirit of mortal be too proud to make it pleasant for pros to take some jack at the outlying precincts?

**F**ROM JOHN DREHER'S great golf section in the Seattle (Wash.) *Sunday Times* we learn of an event that is worthy of adoption on the event schedules of many clubs. It's a gymkhana between two teams of the Allied Bridge league of Seattle, put on at the Earlington (Wash.) G. C. Program includes golf, lawn bowling, soccer, dinner and a wind-up of bridge. Scots and Irish form opposing teams.



...  
**FREE**

**AS THE RAIN**

**JUNE**

**21, 1932**

**10% TAX**

**on all golf  
equipment**

**An imp  
to every  
in the c**

**O**N JUNE 21ST the new tax became effective. Manufacturers of sporting goods are to pay a tax of 10% to the Federal Government. Golf professionals everywhere have asked us one question—"how is this going to affect us?" Here's the answer and it's good news for you. On the same day this tax went into effect, The L. A. Young Company decided to *absorb* the tax. Of course this tax will have to be paid to the government but it will not be passed on to you. You can still sell

**NO TA**  
*on Hagen*

# Important message to golf professional country . . . . .

ten dollar Hagen clubs for ten dollars and six dollar clubs for six dollars. You can continue to sell the Hagen ball for \$8.00 a dozen—three Hagens for \$2.00—or 75c each. Pro prices on the Hagen line remain exactly the same; just as if Congress hadn't levied a ten per cent tax at all. So, in the face of this good news, go after your share of the profitable business by concentrating your sales effort behind Hagen clubs and the long distance, long lasting Hagen ball.

**X TO YOU . . . . .**  
*Clubs and Golf Balls*

# SELL THE HAGEN BALL

*. . . for real profit*

At the beginning of the 1932 season, the professional received a real weapon for selling 75 cent balls in larger quantities. The old dozen price of nine dollars was discarded by almost every manufacturer. The newly established price of eight dollars a dozen and three for two dollars gave the professional a new sales point. The reaction we observed was all in the pro's favor. More and more golfers bought three at a time instead of a single ball.

Now, with the new tax recently levied, it looked as if all 75-cent balls would again go back practically to the old price. But the price on Hagen balls remains the same. Remember this when you're selling balls to your players. The pro price on Hagen balls is exactly the same as it was before the tax went into effect and the retail price remains at \$8.00 a dozen or three for \$2.00. The L. A. Young Company is absorbing the tax so that you can continue to sell the long driving, long lasting Hagen ball just as before the tax.

**THE L·A·YOUNG GOLF CO., DETROIT**

## *Hagen Products*

ALSO SALES OFFICES IN:

NEW YORK

PHILADELPHIA

CHICAGO

KANSAS CITY, MO.

SAN ANTONIO

DENVER

LOS ANGELES

SAN FRANCISCO

SEATTLE



Sunset Ridge's pro lounge provides atmosphere to encourage buying instead of making it necessary to heat 'em up and sell 'em

# Ordinary Shop Is Converted Into Profitable Pro Lounge

By HERB GRAFFIS

ONE OF THE intriguing things that accounts for golf's popularity is the lucky bounce. You've seen plenty of shots of your own that took a sour bound and landed in traps that ate holes into the score card while the other guy, the lucky stiff, hit a ball that knocked against 3 trees, 4 rocks and several cock-eyed blades of grass and trickled into the cup.

This lucky bounce business reaches over into pro shop sales and if you doubt it ask Dave Tosh, pro at Sunset Ridge C. C. (Chicago district). Davie is one of those nice apple-cheeked Scotch laddies who attends strictly to catching a perfect game. He sends the members letters at the start of the season, gives prizes to the women's tournaments, keeps the scores, does the starting and all those

other little things that makes a pro perform his appointed job.

Dave had one of those hind-end-to pro shops with the clubs stored in the spot where the selling should be done. There are a hundred other pro shops where the architects laid the same sort of a stymie. A couple that your correspondent has seen in his travels are those of Messrs. McDonald at Rolling Green and Jones at Champaign, Ill. In their shops the bag racks are right out there where folks can see their bags in all the usual state of disrepute. Why the bag manufacturers haven't provided some tactful and forceful advertising display material to show in such spots and call attention to the general need for bag replacement continues to be a mystery to your alleged author.

Some of the pros are using hand-lettered signs to point out delicately that tattered bags need replacement, and such signs are making sales.

But, to get back to Tosh's situation. His shop was just one of those things. It was so narrow that a fat member had to suck in his breath to stay in the sales room.

### Officials Take an Interest

Tosh, like most pros, is shy about mentioning defects in the shop's set-up to his club officials. The pros hear the club members' sobs about finances and although the Sunset Ridge club finished 1931 with a profit and is in excellent financial shape, Dave hesitated to mention the need of a shop revision.

A couple of the club officials, R. B. Umberger, president, and Wallace Johnson, the green chairman who is Dave's boss, started figuring last winter on what could be done to make the club more serviceable for its members and concluded that an attractive pro shop was greatly to be desired.

They, and other club officials, doped out that the large, square room then used for club storage and cleaning should be converted into a pro shop.

Instead of having the usual pro shop with show cases and club display racks, it was decided to make the place a pro lounge and have the merchandise displayed with an inviting air of informal sales and service.

Because the room would thus become a loafing place for members and a place handy for keeping first tee appointments, there was an excuse to spend some money on remodeling. About \$600 was spent on attractive wood panelling, curtains, rugs and furniture. The furniture was picked up at a sale and that's one of the reasons for the balls being displayed on a table that would fit perfectly into any living room and the accessories being displayed on a cabinet like one of those to which the master used to go when his guests gave indications of parched palates.

### An Experiment that Worked

The unusual furnishing of the pro shop was something that Tosh and your correspondent questioned as a set-up for sales. It never had been done before, so far as we knew. The nearest thing to it was the veteran Ogilvie's de-luxe establishment at Augusta, Ga. The Sunset Ridge officials, Umberger and Johnson,

maintained it was just the thing for stirring up business and they are two club officials who want the pro to make some money so he will exercise lively initiative in providing a valuable factor of club service.

The club officials reasoned that the shop should be a place where club members would come as part of the game's enjoyment, for the fellows or women who haven't the right equipment can't get fullest fun out of the game. They pointed out that the more people who came into the shop the better the chance of increasing sales.

Comfortable chairs, radio reports and a general atmosphere of buying ease rather than selling intent was put into the place.

The men's and women's handicap cards are kept in the shop and when the game is over, as well as before it starts, these records are consulted or revised.

### Did Business Pick Up?

Well, Tosh had been shivering plenty about prospects of a lean season and now a sunshiny smile illuminates his round face. June goes down in the books as one of his best months since he left Carnoustie a dozen or more years ago.

Looking at the successful experiment solely from the pro viewpoint, the explanation seems to be that people want to buy from the pro rather than be sold by the pro. Even in these times there are plenty who will buy if the shop is a high spot in the club's appointments. What makes things tough for the pro is that merchandise often must be displayed in an out-of-the-way spot due to shortcomings in the club architect's plans. For this reason Sunset Ridge twist may tip off to other professionals and club officials an answer to a serious problem.

### Pays Pro to Take Part in C. of C. Affairs

ONE OF OUR pro pals makes a pertinent suggestion to his comrades in the average-sized and smaller communities. Says he:

"I have found that it has paid me a lot to be a member of the Chamber of Commerce in my city, to attend all of its meetings and take interest in the general business of the town. It has helped me to get a better idea of the way business should be run and to let the important men of



# FOR SALE -

## SUNSTROKE INSURANCE \$1.50 PER SEASON

### The Breez-way

PATENT NO 85975

Formerly called the 'Hot-Ai'

HOT WEATHER  
SPORTS HAT  
"Air-Cooled"



WE didn't just sit down and design the new "Breez-way." It's the result of thousands of requests from golfers, sportsmen and fishermen . . .

- "GIVE me a hat that's cool."
- " . . . that really shades my eyes."
- " . . . that weighs less than 2½ ounces."
- " . . . that will look well with slacks."
- " . . . that absorbs the perspiration."
- " . . . that will have some snap and still not look 'dressed up'."
- " . . . that will fit my head comfortably."
- " . . . that I can roll up and stick in the strap of my golf bag."

The "Breez-way" not only lets the breezes in, but its new processed sweat band absorbs the perspiration and prevents any "drop in the eye" that keeps the putts from dropping. And all this comfort and snap to sell at only a dollar fifty with a big profit for you from every sale. Colors: bleached straw or light tan. Order now.



### Lady Breez-way

(PATENTED)

NOW for the ladies—Lady "Breez-way"! And for coolness, comfort and style, a golf hat that needs no bisques to play close to men's par. "Breez-way" is the sports hat that will appeal to all American sportswomen. Price \$2.50 retail. Colors: bleached straw or light tan. Order now with this coupon.

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**Bronston Hat Company, Plainfield, N. J.**

I enclose check for ..... dz. "Breez-way" Hats for men at \$10.50 per dz. Assorted sizes, colors .....  
..... dz. Ladies' "Breez-way" Hats for women at \$15 per dz.

Name .....

Club..... Address.....

this section know that they have a business man running a real business out at the club.

"I am not kidding myself that I have the business brains or training that many of the members of the commercial body have, but I make up for it by doing more work than the rest of the fellows when I am appointed to committees. For that reason my results in the community chest drive and committee activities stack me up for honorable mention among the leaders in this city's business.

"The outcome has been to rate me out at the club as a business man whose word about club operation carries some weight instead of being just another fellow who gives some lessons, sells some balls and clubs and sees that the greens and fairways are mowed."

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## Spalding's '32 Golf Guide Contains New Features

**T**HE OLD standby, Spalding's *Golf Guide*, is now available in its 1932 edition. As always in the past, it contains full details of all golf championships of 1931 and former years, a list of holes-in-one made during 1931, and many hints on running golf tournaments, handicapping, building putting courses, and the like. There is a glossary of golf terms and a history of golf from its earliest known appearance, and an easily detached booklet on the rules of golf.

Most interesting and unusual feature of the 1932 *Guide* is the complete text of Bobby Jones' series of golf instruction which was produced by Warner Bros. and released by the Vitaphone Corp. to movie houses throughout the United States a year ago. Readers interested in learning just how Bobby Jones describes the play of his shots, from putter and short irons up to brassie and driver, will find this spoken text of considerable value.

Spalding's *Golf Guide* sells for 35c and is available at all Spalding branches, book stores and sporting goods houses.

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## British Pros Cheered by Gallery Revival

**W**ALTER PURSEY, long prominent in northwest Pacific Coast pro golf, gives some observations of conditions in British golf in a recent letter to GOLFDOM.

Pursey says that there have been practically no salary cuts among the British pros, doubtless due to the fact British pro salaries are smaller than in the U. S., but practically all of the British pros have complete sales concessions on playing equipment.

Sales at British pro shops have decreased in line with general conditions but the pros are doing the best they can, without complaint, and are hoping for an early revival.

Strong interest in golf is indicated by the demand for exhibition matches in England and gallery attendance has been large despite frequently unfavorable weather. Sign of the depression is witnessed in many players now dispensing with caddie service.

According to Pursey's observation the development of the new crop of pro and amateur youngsters is threatening to the American male golfing supremacy. He says that there are many husky British youngsters who hit the ball long and are able to control it. Scores below 70 appear with regularity in the major competitions. He summarizes: "Looking the situation over it seems to me that in another couple of years it is going to be much more difficult for an outsider to win the British Open than it has been lately."

In Pursey's opinion one of the handicaps to British golf is the lack of practice tees. Very few courses have these facilities which are common in the U. S. Consequently the Britisher starts out stiff and cold, making the first 2 or 3 holes a struggle.

Bench clubmaking still is done by some of the British pros but steel shaft public popularity apparently has the bench work on the verge of extinction, comments the American visitor. He concludes his brief survey by stating: "Pros are making less money but everyone is cheerful and interest in golf is stronger than ever. As soon as the fog of depression lifts the game will boom as never before."

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**F**LOSSMOOR C. C. (Chicago distr.) doesn't believe in having hungry caddies around. At all times the boys can obtain a bowl of well-prepared, nourishing soup. The cost to the club is extremely small, but the result is most valuable in preserving the efficiency of the bag-toters; a hungry caddie cannot give his best attention to his work.