

EVOLUTION of a satisfied customer



*Kroydon Clubs make
players happy and
keep them that way*

*Kroydon Clubs make
more sales — more
profit for the pro*



Every satisfied customer you make is a "gold mine." He returns again and again to spend his money at your shop—he tells his friends to buy from you—he is YOUR BEST GUARANTEE of a profitable business!

Merchandise that gives satisfaction is the ONLY merchandise that you can afford to sell! That is why we say, "Push Kroydon Clubs"—they give satisfactory performance and inspire confidence in the pro who backs them!

When you tell a player of your club how Kroydon Hy-Power Steel Shafted Clubs will lengthen his drive and improve his score, he is interested, eager to test the truth of what you say!

When you show him a Kroydon Club, he is impressed by its appearance—the fine materials and careful workmanship!

And when he discovers for himself that the Kroydon Hy-Power Steel Shaft actually adds yards to his drive and gives him better control of the ball, he is sold right up to the hilt! He becomes another satisfied customer—another gold mine for you!

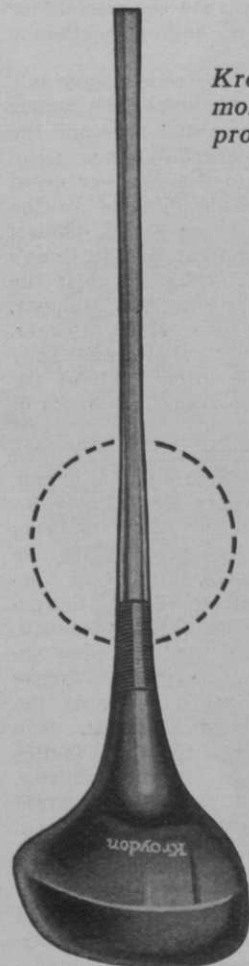
Build confidence in yourself and the merchandise you sell by pushing Kroydon Clubs. That will help make the dollars roll in faster!

Investigate Kroydon's policy of Pro-protection, and how it assures you full profits on every sale of Kroydon Clubs. Ask your local Kroydon representative to call, or write the Kroydon Company, Maplewood, N. J.

PROFESSIONAL—BY—

Kroydon

CLUBS



Longer drives and greater accuracy result from the reverse-tapering principle used exclusively in Kroydon's Hy-Power Steel Shaft. This principle puts the whip up nearer the hands, just as in a perfect hickory shaft.

Pro "Future Greats" Trained by Winter Tour; Gain Fame

By BILL EARL

"GO WEST, young man!" It's Horace Greeley's old line that Bob Harlow, manager of the PGA tournament bureau used successfully in putting over an unexpectedly good tournament season this winter and in launching at least eight young candidates into the big time.

Uncertainties of the star system in the winter circuit apparently have made it necessary for the resourceful Harlow to boom the child wonders, with such satisfying results that he believes in all his experience he's never seen a crop of future greats equal to this winter's spring to the surface.

You can take it from the astute Harlow that eight boys, at least, of this tender new crop are going to register as leading lights of the game in a few years to come. He picks, as especially promising, Ralph Guldahl, Tony Butler, Dick Metz, Ben Hogan, Archie Hambrick, Ky Laffoon, John Perelli and Al Zimmerman. The Guldahl kid has gone through his second winter as a trouper. He found that his first season rewarded his efforts as he picked off one of the prize jobs of the 1932 crop by having the St. Louis C. C. contract.

Harlow is no kindergarten student in this business of recognizing golf talent. When he was a New York sports writer back in the days when Walter Hagen was not far advanced with the lengthiest record of conquest in pro golf, Harlow was asked to handle Hagen. Instead of doing the job by remote control from the desk, as is customary, Bob decided Hagen was good to last. The Harlow newspaper job went overboard and he went out ahead of the show for the greatest booking and publicity campaign the game has known.

Big Guns Sometimes Absent

What he's up against in his job of running the show window for the PGA is not being able to count on the appearances of the array of big boys expected by the local folks who are putting up the money. Failure to turn out the star guard puts Harlow on the spot and sours the towns on the PGA, whose overtures for repeat

performances next year are greeted with unanimous opening choruses of "Phooey!" Press association dispatches carried over the country the disconcerting tale of how San Antonio squawked on uncoupling from the PGA advance money necessary to put on the tournament because the guaranteed galaxy, a sextette of leading gentlemen stars, didn't appear.

The San Antonio affair was staged only by putting the excess over the prize money into the unemployment relief fund and the chances are there would have been a sad and permanent end to this pioneer event if Gene Sarazen hadn't listened to the entreaties of some Texas Open officials who boarded Gene's train at Uvalde. Gene's appearance did considerable to clear the atmosphere. Up to that time Abe Espinosa, Joe Kirkwood, Wiffy Cox, Harry Cooper, Fred Morrison, Larry Nabholz and Tony Manero constituted practically all of the field that the San Antonians had heard of before.

The Cooper boy, with all the panning that has been handed him for crowning cockiness, trouped despite Mrs. Cooper being an ailing little girl and Harry thinking far more about her than the golf he was playing. This kid has confidence in himself and in this tough session of tournament play where it's no score, no dough, such confidence is what puts the show on.

In Phoenix it was necessary to advertise the tournament without mentioning the names of the foremost maestros. The crowd responded. About the same tactics were necessary for San Antonio publicity. Newspaper copy, locally used and wired out, naturally went to build up the drawing power of those who appeared.

Expert Publicity Essential

It is beginning to be evident that tournament appearances and adept, persistent publicity is necessary as foundations for exhibition appearances. The show put on by four wellknown stars in one of the biggest southwestern cities recently resulted in each of the nationally known performers getting \$43 for the day's work

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

- 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, 183 Horton Street, Bristol, Connecticut.

THE SMARTEST SHAFT

IN GOLF

THE NEW
Bristol
HEX
STEEL GOLF SHAFT

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

instead of the regulation old cut of from \$200 to \$500. In another southwestern spot, a quartette of aces showed for about \$25 gross apiece, after the gate had been divided. Both places are good golf cities and the disappointing takes go to demonstrate how you have to have the band playing all the time to bring the customers into golf's tent.

Just what the answer is going to be for the present acknowledged monarchs of the meadows is your guess as much as anybody's. Gene mourns that with two under fours he finished second at Caliente and tied for sixth at Los Angeles. He was consistent, too, with his best score in the 8 rounds being 70 and his poorest 72. There's always the danger of somebody running a temperature and leaving you out of the money in this tournament business, even if you are good. Bill Burke, with a \$50 drag out of the California season and Tom Creavy, PGA champ, with no dough at all among his California souvenirs, show the financial phase of the tournament problem.

Get Lesson Tips on Circuit

But, the ruddy laddies pound along from spot to spot with their venerable motors sounding like drum corps, and pick up experience that qualifies them for the big jobs.

The day of the emphasis on teaching is back here in this golf business and there's not much better place to learn instruction methods than along the tournament circuit. John DeForest, scion of English nobility and runner-up in the 1931 British amateur, picked up a good part of his game during the 1930-31 winter season with the Yank barnstormers. The old tale about teaching interfering with playing ability is strictly the hooie, according to John Farrell, Horton Smith and Al Espinosa, three campaigners who ought to have the right answer.

Even after Horton broke his arm, he went along with the boys for a time, picking up pointers he could pass on to his pupils at Oak Park where he will be located this year. Horton was solicited for that job, although more than a hundred others applied for it, because he was a good player and teacher. Al Espinosa got the Portage job at Akron, O. for the same reason.

The association is conducting a training school that is educating some of the leading professors of golf.

Store Men's Tale Shows Cheapness Is Costly

THE MORE the pro merchant looks and listens around him, the less he is inclined to be scared to death by the threat of dirt-cheap competition. It appears that the stores have had their fill of price-cutting beyond the point of profit, according to some statements made at the 21st annual convention of the National Retail Dry Goods assn., the department store executives' assembly.

Pros in the New York district who have complained of Macy's price-cutting (as has almost every other retailer in that territory) will be especially interested in the following comments on the address by Percy S. Straus, v. p. of Macy's, at the meeting, as reported by *Editor and Publisher*:

He gave the stores credit for reducing their selling prices as fast as manufacturers' prices declined, but pointed out, as did the other speakers, that an unchanged percentage of mark-up now brings in a much smaller amount of actual money. He added:

"We have handed on to the public all the benefits of falling prices, and have kept for ourselves all the disadvantages. That may be good philanthropy, but it isn't good business.

"Our landlords are not likely to reduce our rents, and we dislike to cut wages any more than we are forced to. Many of us are trying to save by using more efficient methods. But the real need is for an increase in original mark-up, although many of us hate to face it."

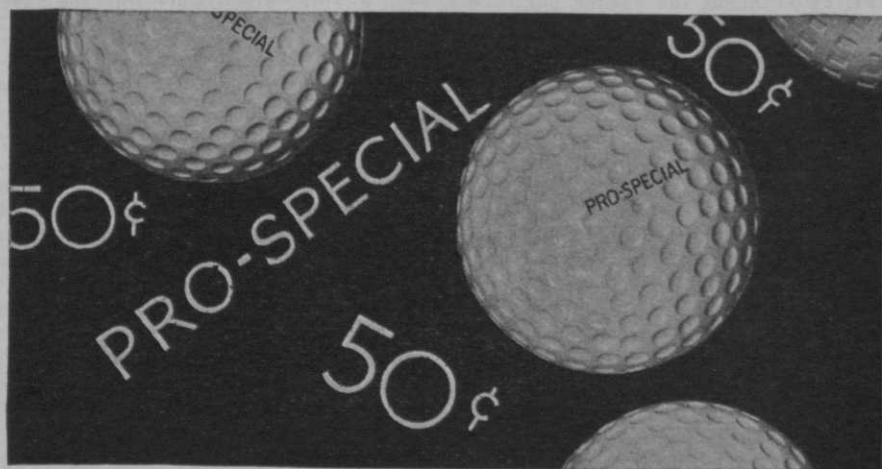
The speaker said department stores "suffer from the same malady as the railroads," but have not the same excuse of government regulation.

"It is merely our own lack of realization that prevents us from adjusting our mark-up to meet the situation caused by reduced prices," he declared. "If necessary, we should take the public into our confidence and frankly state that we cannot afford to sell at the same mark-up as in 1928 and 1929."

Editor and Publisher further stated:

"Several speakers insisted that the rush to promote low-priced merchandise had gone too far, and that it was time to begin telling about quality rather than price in advertising copy. Price advertising, it was pointed out, had increased the proportion of business done in very cheap goods."

THIS SEASON CALLS FOR A GOOD 50¢ BALL



No doubt about it. . . . You're going to do a big business this year on 50c balls. . . . And it'll be bigger than you think, after a few of your members bat around your course with this new Wilson PRO-SPECIAL. You know how it is — one player's sure to tell another. . . . Think of it! A *fluid center* ball to sell for 50c . . . super-tense machine winding . . . live para rubber thread core . . . cover, tough but responsive . . . and a paint job they'll rave about. PRO-SPECIAL is all yours and you can make your full, legitimate profit on it. Now, we ask you—is this or is this not crashing through for the golf professional?

Wilson

SPORTS EQUIPMENT

WILSON-WESTERN SPORTING GOODS COMPANY

2037 North Powell Avenue, Chicago, Illinois

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

Dealers' Meeting Shows Pros Haven't All the Troubles

By A PRO VETERAN

I HAVE JUST spent the earlier part of a profitable, interesting evening reading a report of the National Sporting Goods Distributors' association convention held last month at Chicago.

So many of the remarks made at this meeting are of lively interest to the pros that I am going to quote some of the convention speakers' remarks and comment on them from the pro's viewpoint.

It seems very plain, from many spots in the reports that the sporting goods dealers did not have an enjoyable year in 1931, but although we regard them as competitors the pros must congratulate them on the spirit of courage and thoughtfulness they showed during the convention sessions in planning their successful exit from their present difficulties.

The attendance of distributors and of manufacturers' exhibits established a record, so it is said. Official registration of 644 included 248 distributors. The manufacturers were charged \$125 a room for the privilege of exhibiting; income from this source defrayed the operating expenses of the distributors' association.

D. Keedy Campbell is vice-president of the association. In making his address he said something that PGA officials will appreciate. He remarked: "*Just what do our members expect the association to do for them. * * * One would think that our members thought we must be magicians—miracle men—who could make them all rich. I would that this might be so, but we know it cannot be.*"

The stores must have suffered severely from price cutting during 1931 for frequent references were made to that damage. In Mr. Campbell's statement he reminded the convention that the association could not keep each member's competitors from cutting prices or from doing unethical things. He related how the association stopped an organization that attempted to buy direct from factories and turn over the purchases to schools and colleges at practically cost. The unsound scheme threatened to bring

even a worse disturbance into the sporting goods dealers' situation.

The dealers' official said:

"How to meet the cut prices of the present day is a subject much too deep for me. I do feel, however, like asking the question: Is there any one in this room who believes that it would be possible to control prices under conditions such as we have undergone in 1931? I am sure no one does think that, but to hear some of our members talk one would think that they felt that cut prices applied to our line only. Take a walk down the street of any city and look at the signs displayed in the windows. 'Special Prices' or even 'Cut Prices' are entirely out of fashion—they are now 'Deep Cut Prices' or 'Extra Deep Cut Prices'—in fact using every adjective and superlative that they can possibly apply to attract the customer.

"I firmly believe, though, if conditions improve—and I am sure they will improve—that much of this will be overcome."

Dealers are not expecting any providential relief other than that they work out for themselves and must buckle down and go to work, advised one of the speakers. This keynote of quit wailing, wake up and go to work was again emphasized by Frank Bradsby, president of the Athletic Goods Mfgs. Assn. and of the National Association of Golf Club Manufacturers. He told in detail how the market seemed to drop out of the sporting goods industry about June 10 of last year, how many of the manufacturers and dealers got panicky, sold at liquidation prices and demoralized the market. Manufacturers who continued in this practice, he forecast, would find themselves deeper in the mire. "Depressions," said Mr. Bradsby, "*have the advantage of weeding out the weak sisters and they teach those capable of learning, new and valuable lessons.*" In suggesting how to wake up the sporting goods industry he noted:

(1) There should be a better and more thorough understanding between manufacturers and distributors. The fact that we

.. "O.K. BILL—these are great irons"



End caps prevent grip unraveling.

Fairly thin tacky calf-skin grips taper evenly and are hand-rolled to perfect smoothness.

Grips blend evenly into line of shaft.

Shafts protected by sheath of durable cellulose dip.

Formed neck.

New blades with forged-in-dot markings.



Set of Parful Irons on new display rack.

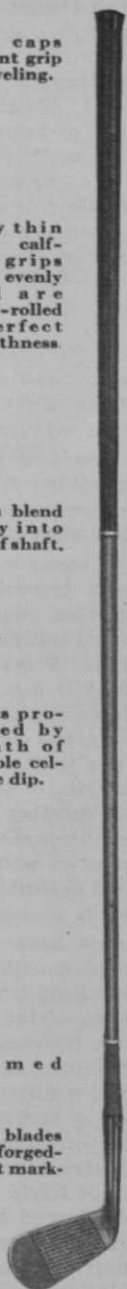


Write today for your catalog.

THAT pretty well sums up the way Pros feel about the new Vulcan irons. And when hundreds of them speak that enthusiastically to our salesmen, and among themselves, it's a mighty powerful indication that we have designed the kind of irons they are after. But, most convincing of all is the fact that the Pros are backing up their enthusiastic reception with orders.

The new blades are used in five different lines of Vulcan irons—the Super-Stainless, Parful, Nipper, Shotmaker and Spartan models. Many of the exclusive new features included in their design were suggested by well-known Pros—far too many to be pictured and described on this page. Our new catalog does that job. Send for it. Better still, get hold of the irons as soon as possible, and you'll say, "O. K. Bill, O. K." VULCAN GOLF COMPANY, 9 Second St., Portsmouth, Ohio.

VULCAN
CLUBS OF CHARACTER



are getting together here in a sort of General Congress of the Industry each year, swapping ideas, is a hopeful sign.

(2) We should be willing at all times to exchange information of value.

(3) We should try to improve the standards of business conduct; for instance, in such matters as price discrimination.

(4) Manufacturers and distributors alike should live up to the Trade Practice Code adopted by the Federal Trade Commission for our industry, and any violations should be promptly reported to the committee on appeals.

(5) An intelligent survey of the market and its possibilities could be made by a simple and co-operative effort on the part of the distributors' association and the various manufacturers' groups.

President Elliott of the association told something that will make the pros realize they were not alone with their 1931 troubles when he said:

It seems to me there is such a thing as a sport becoming too popular. In 1931 the sporting goods distributor found himself somewhat in the position of the famous "Light Brigade." Instead of cannon to the right of him, etc., it was golf clubs in the stores on both sides of him, golf clubs in the stores across the street from him, golf clubs in the corner drug stores. However, in spite of its many channels, I feel that the sporting goods distributor who sticks to high-grade golf equipment from standard factories will continue to get at least the most desirable part of the golf business.

It is obvious from these remarks that the stores have found that the pro position, based on quality merchandise rather than dirt-cheap prices, is the soundest merchandising status.

H. Boardman Spalding, vice-president of Spaldings, also confirmed this attitude toward quality and not price being the salvation of dealers' and manufacturers' profits. He pointed out that "any temporary competitive advantage secured by a lower price is not likely to last very long." Mr. Spalding showed how the vicious cycle of price cutting ruined business to a degree absolutely fatal to the profits of all concerned. He vigorously condemned price discrimination, referring to it as "the greatest harm that is done to the industry." He mentioned price discrimination as being contrary to the policy embodied in the federal laws.

After mentioning how price discrimination on college and school athletic equip-

ment destroys possibility of profitable distribution of this merchandise, he went after the situation in the golf field. In his remarks, which I quote verbatim, there is great hope that the sporting goods manufacturers are aware of the advantage of reducing the present wide spread between goods sold to pros and to department stores and other large outlets. Mr. Spalding said:

"Now, if we turn to golf and tennis, a different condition prevails. Here the buyers are individuals and the retail price becomes therefore the price of prime importance. I don't think this distinction has been clearly recognized and there exists a tendency to set up margins between the retail price and the manufacturer's price to distributors equal to the margins on team equipment. Such margins are too large and unjustified and are a direct invitation to price cutting."

Those are some of the meeting's high-spots of pro interest and I believe it will do all of us in pro ranks to plan our 1932 merchandising with the previously quoted references frequently in mind.

It is worthy of mention that the speakers' dais at the convention was flanked by two signs; one about National Baseball Week, and the other about National Golf Week, which the dealers schedule May 1-7 as the time of their initial sales drive. It is a reminder to us that we don't want to be caught asleep while the dealers are firing their big guns on the golf business.

All-Sports Record Book Is Club Library Essential

NOW AVAILABLE in a 1932 edition is the *All-Sports Record Book*, compiled and edited by Frank G. Menke, noted veteran sports authority. The price is \$1. Publisher is All-Sports Record Book, 235 E. 45th st., New York City. This book has histories and records of around 100 sports, with the Olympic Games records being especially timely and complete this year.

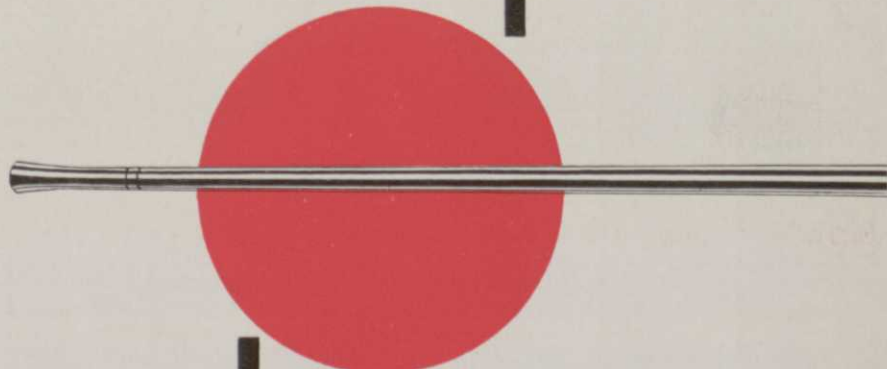
It is GOLFDOM's earnest recommendation that every golf locker-room in the country have a copy of this book as protection against sports record debates that continue for hours and hours to no decision. It's also a valuable home library item in these days of wide interest in sports.

Newspaper sports writers regard the *All-Sports Record Book* as the most important volume in their reference libraries. It has all the answers.

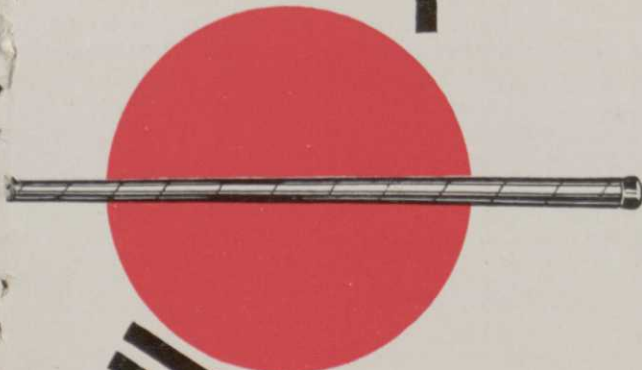
**CLUB MAKING HAS ALWAYS
REQUIRED REAL CRAFTSMANSHIP**



+



+

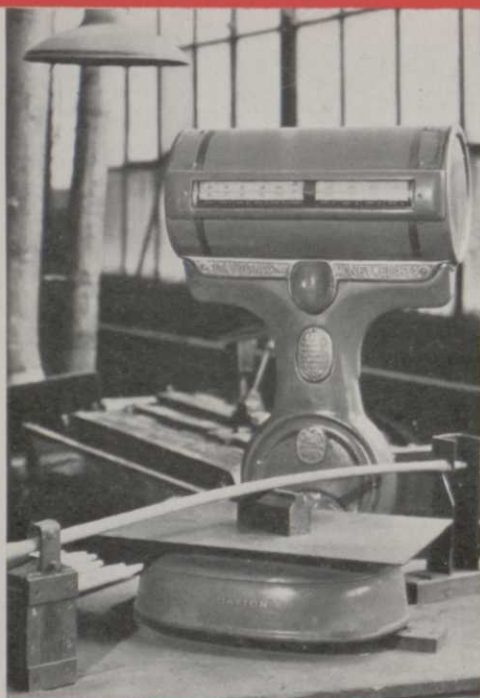


=



ONE GOLF CLUB

.. MACHINES ONLY INCREASE



SINCE the earliest days of the game, golf club making has been a real art. Today this is still true. Real craftsmen are still building the better golf clubs. But in addition to craftsmanship, club making is now aided by the use of machines that are far more exacting than human hands. Even a casual glance into a modern golf club factory will illustrate the care that goes into every step of manufacture. Yes, and one glance into the Hagen factory will more than convince you that here precision manufacturing has been refined to the highest degree. There is no casual assembly of clubs here. Every part used has a definite relationship to every other part. Once this relationship has been established, there must be absolutely no variance. Accurate scales are used in almost every department. Clubs and parts are checked for weight and rechecked in every phase of manufacture. Precision gauges determine thickness of grips, diameter of shafts, lofts and lies of heads. There is far more than final inspection and O. K. During every step, Hagen club making is scrutinized by inspectors.

Why, one might ask, is it necessary to build clubs in such a careful manner? Isn't a club merely a head, a shaft and a grip put together? No, a club is not a mere assembly of three vital parts and



**HAGEN CLUBS ARE SUBJECTED TO THE GREATEST
YOU MAY HAVE CLUBS TO SELL OF THE HIGHEST Q**