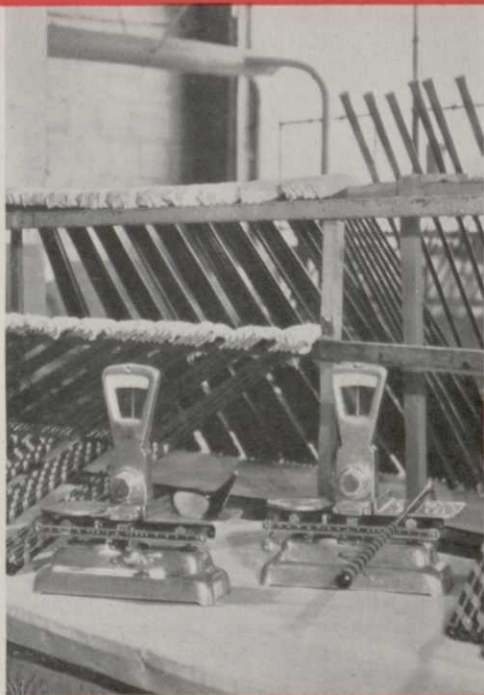


ACCURACY AND UNIFORMITY



we have a good reason for being so careful. Only by exercising every possible precaution, every known test and inspection during manufacture can we have the assurance that every finished club is going to be just what it was intended. Only in this way can a properly matched set be made. Only by such precision manufacturing can clubs be obtained to properly fill in a set. Then you'll agree, won't you, that we're on the right track?

The golfers of this country have been educated to accept—to demand clubs that are constructed in just such a careful manner. Here, then, is the line of clubs to sell. Hagen clubs are properly designed and constructed of the finest materials obtainable. From raw material through production to finished clubs every detail is checked and inspected so the final result will be golf clubs satisfactory in every way.

Then, too, the Hagen line is priced to be sold profitably, and the prices mean something because the Hagen policy of uniform price maintenance is the keynote of our selling. Let all of these things run through your mind. Then decide to concentrate your sales effort on the profit line—Hagen Products.



OF CARE IN EVERY STEP OF MANUFACTURE THAT QUALITY—AT PRICES THAT WILL BRING YOU A PROFIT

THE HAGEN BALL KEEPS ROLLING



No, we don't mean to infer that there is anything peculiar about the roll of the Hagen ball. What we mean is that once your players have tried the Hagen in the 1932 weight, they'll keep right on using it. After their first trial, your Hagen ball sales will keep rolling in. This is pretty early in the year to make that kind of statement but down where they're playing lots of golf, this has been proved conclusively. And we aren't surprised a bit because we sincerely believe that this new Hagen is the finest golf ball that has ever been built. Players are finding the Hagen to be just such a better ball. During this 1932 season give them a chance to use the best—sell them the Hagen ball.

THE L. A. YOUNG GOLF COMPANY *Hagen Products*

6545 St. Antoine St.

Detroit, Mich.

ALSO SALES OFFICES AT:

New York, 17 W. 45th St.

Chicago, 14 E. Jackson Blvd.

Kansas City, Mo. 1218 E. 39th St. Denver, 827 Sixteenth St. San Francisco, 153 Kearney

Los Angeles, 730 S. Grand Ave.

Seattle, 1110 Second Ave.

Pro Competition Calls for Smart Sales Management

By FINLEY TYNES

JUST HOW CAN the pro successfully meet competition? If I wished to toy with words I think I could build a reasonably sound argument on the premise that they *haven't* any competition that isn't self-made or self-imagined. They have certain advantages that every downtown golf dealer envies. They are the golf doctors at their respective clubs and should, by gaining the full confidence of the membership, be in a position to prescribe for every player's needs as dexterously as an M. D. writes prescriptions for pills. Broadly speaking the pro should no more worry about competition than should doctors or dentists toss away sleepless nights because patent medicines and other quackeries are being offered for sale.

Pro Can't Price-Cut

What is pro competition? All our lives we have been taught to call it the "life of trade." Today it brings to mind a vicious selling circle which is called the "death of profits." When two people start trying to cut an equal slice of the same cake we have competition in perhaps its simplest economic form. When one cake-cutter uses a sharper knife than the other we have unbalanced competition. If he uses two knives—one to cut cake with and another to cut holes in the other cake-carver, competition may be eliminated partially or wholly, and a monopoly formed. If a whole swarm of big and little cake-cutters stage a rush at the cake from all sides, the icing or "profit" flies in all directions. Then no one gets enough to eat and cake-cutting ceases to be an art or a business and becomes a "racket." There's too much knife wielding and consequently too much racketeering in the golf business. The pros, by the very nature of their affiliations, can ill afford to rush or crowd too much at the cake table, and they have consequently gotten hungry quicker and stayed empty longer than those bad mannered souls who have racketeered their respective ways.

When is pro competition? It is at work nearly 24 hours a day. Store windows tell logical customers day in and night out

that golf bargains await within. Competitors pursue sales prospects zealously while they read the newspapers, again when they read the magazines, at Christmas time when the pro is in Florida or California.

Golf Equipment Sold Everywhere

Where is pro competition? A question like that would need a long time to answer this year. Not long ago one could have said—the better sporting goods stores and department stores. But today we would be exaggerating very little if we answered, almost everywhere. For this year golf clubs, bags, balls and other equipment are being sold not only by the stores which always sold them but by gasoline filling stations, chain stores, house-to-house canvassers, wholesalers direct, mail order houses, school athletic departments and finally—even by corner grocery stores and bakery shops.

Let us not dwell longer on *Where* is pro competition. Pause a moment and ask "*Who* is this competition?" We have already answered it partially—the proprietors of the "*Where* is competition" are, of course, the "*Who*." But they are not all. Add also the names of those manufacturers who have spent the past two years in a tour of the highways and byways of big and little businesses in an effort to force golf distribution on the playing and about-to-play public in almost every corner of the land. Such manufacturers are just as surely pro competitors as the downtown stores which are selling the goods you would like to be selling.

But *Why* is competition? Surely all pros have not been playing Nero, fiddling away while a few manufacturers and a myriad dealers burned down their market playhouse, put their club concessions on the spot and took the pro's profits for a ride from which the walking back has been hard going. No, not all, but enough, frankly to lead some manufacturers to believe that the game was growing too fast for the pro, that adequate volume was not to be reached through the pro as a sales

NORTH BRITISH

A Remarkable Sales Success in 1931
when the Price was \$1.00

NOW—



A Ball with an
Established Record of Performance

15 YARDS LONGER

than the next best ball in driving test!

SELDOM—if ever—has any golf ball achieved such widespread popularity as rapidly as the new North British ball!

In test after test—impartially conducted by well-known professionals in different parts of America—it has triumphed. Its margin of *extra distance* over leading competitive balls has consistently been from 15 to 20 yards.

The ever-increasing number of professionals who recommend the North British Ball has resulted in such increased volume that now production costs can be cut without altering one single detail of this super-fine imported ball. At its new low price of 75c thousands of golfers will recognize in North British the greatest value in golf balls for distance, accuracy and durability.

Golfers are talking about the North British—reading about it in leading golf magazines, receiving direct mail literature. So be ready to profit by their interest. The ball itself will live up to its reputation and make them steady customers.

The North British policy of price control eliminates cut-price competition. Over 98% of North British sales are made through club professionals.

Official size and weight. Order from nearest distributor.

Made in Scotland by

THE NORTH BRITISH RUBBER
CO., Limited
Castle Mills, Edinburgh

Atlantic Seaboard:

THE REDDY TEE CO., INC.,
38 East 23rd St., New York, N. Y.

Middle West:

THE BECKLEY-RALSTON CO.,
42 W. 22nd St., Chicago, Ill.

Pacific Coast:

CURLEY-BATES & CO., INC.,
San Francisco, Los Angeles, Seattle



Fred Moore, professional of Dunwoodie Country Club, Yonkers, N. Y., testing North British and three other leading balls. The North British averaged 267.3 yards for 12 drives—15, 17, and 19 yards respectively, better than its competitors.

DISTRIBUTORS:

NORTH BRITISH

GOLF BALL

Made by the World's Foremost Designers of Golf Balls

outlet. These manufacturers were both right and wrong.

Go back to our cake slicing story for a moment. Those engaged in the slicing a few years ago found to their joy and surprise that no matter how many slices they cut, the cake seemed ever to grow larger. And then one day, wonder of wonders, there were two big cakes instead of one and then finally five or six. One was the "high hat" angel food cake which we'll call the "Country Club Market." Another tempting looking chocolate cake, which had been overlooked for a long time, we'll call "Public Fee and Municipal Market." A nice caramel layer cake came out of the oven which was tagged "College Golf Course Market." Then a tremendous, fluffy-looking mixture assumed huge proportions. It was a queer tasting cake which despite its rather puffed up size was called "Miniature Golf Market" cake. Alongside this hybrid concoction were various other cookies such as "Driving Range Market," "Indoor Golf Market," and finally a delicious looking spice cake called "New Ball."

One would naturally suppose that manufacturers held a funfest all their own, what with so many cakes going the rounds and each one seemingly getting larger and larger. But the manufacturers, too, have their competition—some 10, some 50, and some 100. In the cake-slicing orgy that followed the discovery of the tempting dishes just mentioned, it was a case of too many cooks spoiling the baking. Some wanted to do the slicing before the icing cooled. Some wanted to *sell*, others *give*, and still others *throw* the cake away.

Few manufacturers, if any, bore any ill will toward the golf professional. Competition came headlong as the direct result of the singularly rapid growth of the game of golf itself. There are ten times as many golfers in the U. S. today as were here ten years ago. There are likewise ten times as many manufacturers and ten times as many channels of distribution.

"All even, so far," says the pro, "but I still don't know the *why* of my own competition." "Why," he asks, "is my competition greater today than two years ago when you have just said there are ten times as many of us in golf all the way down the line?"

Panic Touched Pros, Too

The answer to that one lies in the 1929, '30, '31 stock panic. The weak-kneed all climbed aboard a cheap price, poor quality

band-wagon on which the pro could only sit in deepest dejection if he chose to ride at all. The pros looked as nonchalant as possible, smoked whole packs of Murads, played golf with the same gang of sharpshooters day in and day out. And many pros waked up with their market shot steward and a hang-over even more serious than a compound fracture of the 18th amendment.

Competition! We know *what* it is, *when* it is, *where* it is, *who* it is and *why* it is. What then, can be done to overcome it? There may not be a royal road out, but I say in absolute sincerity that opportunities were never better to make real money in golf merchandising.

Most manufacturers whose high grade products are sold by pros would not only rather have the pros as customers in preference to other outlets but would gladly continue to go even farther than at present to protect them and their market from price-cut peddling by stores. They would also be willing to go much farther than at present in protecting the pros, if in turn the pros would cooperate more willingly along the two main lines which are vitally important if the pro is to handle the volume of merchandise to which his position entitles him. I refer to salesmanship and credits.

A pro can be a good sportsman and yet use real honest-to-goodness business salesmanship methods in soliciting his members. He can develop tact, be unobtrusively helpful and sell his members without offending them no matter how ritzy his club, if he will just make the effort. Try it and see how it works.

Secondly, a pro must pay his bills to merit protection from manufacturers. I know that credit is a touchy topic of discussion but it is vital. The pro's credit was never so good as today. It has improved tremendously, but there is still an occasional back-spin on checks. There are still too many past-due accounts. Take discounts on time, and save money; saving it these days is earning it. On the manufacturer's side, unless he can collect he can't manufacture. Credit is a courtesy and should not be abused. I am a great booster for pros as the *big business golfers* of the future. If they play business as fairly as they play golf they can achieve wonders.

Here's Where Pro Has Edge

The pro, despite all of the dark clouds on the sales horizon, is in a peculiarly ad-

The
"TRUE TEMPER"
 COMPENSATOR

DO YOU KNOW a single golfer who doesn't like to play with something **NEW**? Especially when he can **SEE** and **FEEL** its advantages for himself.

The "True Temper" Compensator Shaft is the latest member of the "True Temper" family. It can be secured only on the finest clubs and is not accessible to the price cutters. Its advantages can be **SEEN** and **FELT**.

Good times or bad, many of your members will buy the clubs they want—when they want them—and with the shafts they want, if you show them something new and better.

When you pay the price for the finest clubs you have a right to expect them to be fine in every particular—to have the finest shafts—the Compensator. It's the shaft itself—not its overcoat—that produces fine results. Ask for the "True Temper" Compensator descriptive folder promptly mailed on request.

THE AMERICAN FORK & HOE CO.
Sporting Goods Division
 Keith Building CLEVELAND, OHIO



P.S. We do not make golf clubs but furnish "True Temper" Shafts to all club makers in various finishes, including chromium plate or with pyratone sleeves.

3 Slightly enlarged sections from a "True Temper" Compensator



From the grip end



From the middle



From the tip end

These show how the channeled walls of the "True Temper" Compensator Shaft provide the perfectly compensating torsional action that means happy hands, lucky shots, satisfied golfers.

The **TRUE TEMPER**
 Compensator Shaft

vantageous position to pitch in and win back the merchandising market which downtown competition has been "selling short." The pro can do it because he can offer what the dealer cannot. I'll mention a few ways:

1—*Know your members.* Spend more time with the dubs. If they have "stage fright" when you are around, get friendly and overcome it. Make a friend of the stranger and a customer of the friend. Don't play too often with the same clique. Play the membership list as often as you can. The better you know the players at your course the harder it will be for them to buy elsewhere.

2—*Shop service.* Furnish a type of shop service that is so good your members can't help but notice and comment on it. Never let them forget that it is their club and that you are *their* pro. Appeal to their loyalty. Loyalty is an old-fashioned virtue but it is still in vogue.

3—*Lessen competition* by absolutely refusing to stock the clubs of any manufacturer whose clubs are being constantly sold elsewhere at slaughtered prices. Don't be afraid to write a manufacturer if you think you are getting a raw deal. That will do you lots more good than airing ill will and all your troubles weeks or months later at a district tournament.

4—*Sell through the eye.* Keep a neat looking shop and put up plenty of signs. Use home-made signs for "Specials," keep your racks in attractive shape, label prices plainly and post a placard to the effect that you stand back of what you sell and that service just begins when the sale of goods ends. These things will make selling easier, will stimulate a desire to own, will win confidence in your favor.

5—*Do not be misled any longer by the cry for price buying.* Have nerve to stock quality merchandise and you can sell it. The in-born desire for quality goods is coming to the front again with a vengeance. Be ahead of the others in your community to sense that desire. The American consumer is still basically a distinctly sterling article. He likes to buy where the standards are highest. Men and women like to have you over estimate their incomes and spending capacities—if you do it tactfully. They will try to live up to what you take them to be.

6—*Be the golf "doctor" at your club, but be sure to feel your members' pulses, not*

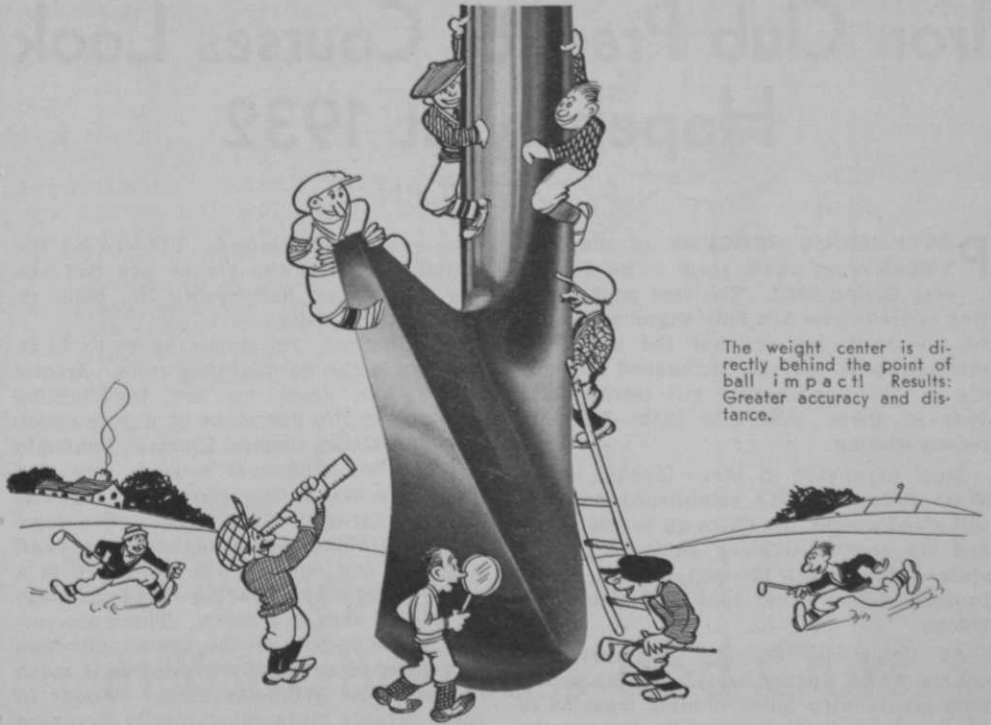
your own. Stock and sell what you feel sure will suit *their* needs. Too many pros are loading up with equipment which fit their game but which do not fit their customers. Don't be afraid to have honest opinions and express them about the type of equipment a member needs. Without being a kibitzer you, because you have the knowledge your competitors haven't, can have your say and give your reasons. The take-it-or-leave-it attitude has sent many a prospective customer in to call on some frizzled headed clerk who never saw a golf green but who will tell him that "Woozit" clubs are just like the ones Bobby Jones uses. And the clerk makes a sale that you should have had.

7—*Develop the women's and youngster's markets every day.* They will both be big money makers. Also it might be well to give more attention to occasional group lessons for men, women and children. Perhaps one out of five of these lessons could be given free. You are the exponents of the only sport that is enjoyed by both sexes from age six to the 90's. Why not make a few suggestions to parents that their children learn golf.

8—*Keep close in touch with new developments in equipment.* These are constantly being brought to the attention of the golfing public. Your club membership has the right to expect you to investigate new products, try them out, recommend them if they are good and reject them if they fail to make the grade.

"BUY IT WHOLESALE" is misery to all American retailers. So the pros have no reason to think they are the worst sufferers. A. E. Ward, Kansas pro, tells how far this wholesale buying evil reaches, in reciting the case of a salesman asking him what sporting goods store in town was run by Mr. X. Ward replied that X was not in the sporting goods business, being in a line just about as far removed as one could imagine.

X had written in for quantity prices, intended to buy for himself and a few friends, alleging he was a dealer. Ward suggests that the manufacturers make closer investigation of these inquiries from unknown parties and thus give the pros and other retailers the protection due them and which is necessary for the maintenance of manufacturers' legitimate distribution channels.



The weight center is directly behind the point of ball impact! Results: Greater accuracy and distance.

They GRAB the GOLFERS' INTEREST!

The new BURKE

SMITH IRONS

They're exactly what you need this year to awaken the buying power of your golfing prospects. Everybody wants "something really new" . . . and Smithirons have it!

Smithirons present the only radical-but-rational change in golf irons in a hundred years. The weight at the club base and the rounded sole are such sensible changes that they make an immediate appeal to golfers. And the way these features result in lower scores confirms their sensibility.

Smithirons will lead you to a new and sure profit this season because they escape cut-throat competition. No prospective customer can get "something of the same sort" elsewhere at cut prices. There simply isn't anything like them—they're "out of competition."

If you haven't yet heard full details of this new profit-making line, ask us for full information.

The sole is rounded! Results: Ground contact is prevented from lessening the power of the stroke. AND . . . no divots!



THE BURKE GOLF COMPANY, NEWARK, OHIO

Iron Club Practice Courses Look Hopefully at 1932

By CARL HORN

POSTHUMOUS PROGENY of the Tom Thumb craze again seem to be due for play during 1932. The vest pocket putting courses now are only vague memories to the early settlers but the ambitious pitch-and-putt courses, introduced the middle of 1931, apparently got through the year in shape that sets them for 1932 money-making.

Most expensive of these layouts is the West Wilmette (Ill.) established with its full sized greens for shots up to 165 yards and its special lighting equipment. Despite a late start the job showed sound probabilities of profit that 1932 should develop.

At Columbus, O., the Elmcrest golf course which opened last July 5 as an 18-hole layout with holes ranging from 58 to 120 yards and stock night-lighting equipment, had a satisfactory first year, although it did not play any sensational symphonies on the cash register.

The layout covers about 20 acres and has a covered double-decked practice-driving tee arrangement in connection. There are 6 practice tees on both levels. The American Aggregates Co. owns this course, which is on property adjoining one of its plants. Because the Aggregate plant's big current requirements earn a low rate, the cost of night lighting the course is low. This company also owns the Dublin Road full size 18-hole daily-fee course in Columbus. Herb Vance is manager of both golf plants and had as his assistant at the lighted course a live youngster named Geo. Smith, who was active in getting business and conducting tournaments.

About \$40,000 was spent in installing the Elmcrest establishment. This included clearing, course construction and lighting. Greens were sodded with creeping bent and shortly after their installation the sod webworm did one of its devastating 1931 jobs of playing hell. As a matter of fact both the West Wilmette and Elmcrest course business probably suffered on account of the establishments being opened before the greens were in the condition

they eventually attained. Players get the initial idea that the greens are bad and shy away from ballyhooing the place or from return visits.

At Elmcrest, 100 standards 30 to 40 ft. high carry the floodlighting units. Around \$7,000 was spent for the floodlighting equipment. No one make of unit is standardized. Giant, General Electric, Benjamin and Ivanhoe equipment is used. The pipe standards are set in concrete. Lighting bill runs around \$12 a night. The topography at Elmcrest is rugged for so small a course and some of the holes are in a valley from which playing egress is made by a blind shot to a green. There are several wooded spots on the course, although by no means as heavily wooded as is much of the West Wilmette plant. Woods in these layouts mean substantially increased costs of lighting installation and current.

Lights and Scenery Ads

There are 5 water hazards in the layout. These are artificial and are supplied from an illuminated cascade that faces High road, one of the main highways in the Columbus sector. It makes attractive advertising.

The lighting units have electrical devices for killing bugs and although this equipment is not used throughout the course it is kept busy.

All holes on the course are par 3, with a 689 yardage out and 729 yards in. The Hole yardage runs: 83-65-74-79-85-68-107-36-92, out; and, 58-70-64-120-66-100-105-62-84, in.

Rates for play are 50c in daytime and 75c at night, with 25c for each additional round. The average time for playing a round is from 1¼ to 1½ hours. There are no charges for club rentals but 50 per cent of the players bring their own clubs. Very few cases of club loss have been experienced.

The course is not located in the part of town where most of the golfers live but part of this disadvantage is overcome by a strong play for hotel business. The course opened with newspaper ads and an exhibi-