

Speaking Ball to Ball



First Ball: "Travel much?"

Second Ball: "And how! My boss has a set of Kroydons, and when he laces out, you ought to see me sail! We leave everything else behind. After that it only takes a couple of easy taps, and I'm in the cup!"

First Ball: "I wish my boss would get wise! He has a set of antiques for clubs, and the way he smacks me all over the lot cuts me to the core!"

Second Ball: "Tell him to see the Pro. He's the guy who sold my boss his set of Kroydons—and, believe me, my boss thinks the Pro is the greatest guy in the world ever since!"

When your players discover the advantages of playing Kroydon Hy-Power Steel-Shafted Clubs—when they learn for themselves the added distance and control this remarkable Golf Club brings—they will need little urging on your part to buy a set! Kroydon Clubs literally *sell themselves!* Also, they sell your players on the soundness of your advice, and the wisdom of spending their money at your shop!

Remember—Kroydon's Policy of Pro-protection prevents price-cutting by anyone, anywhere, at any time . . . assures you a full profit on every sale. For details, ask your Kroydon representative to call, or write The Kroydon Company, Maplewood, N. J.



Illustrated in the circle at the left is the reverse tapering principle, an exclusive feature of Kroydon's Hy-Power Steel Shaft. This principle gives to Kroydon Hy-Power Shafts the whip and feel of a perfect hickory, and permits longer drives and greater accuracy.

PROFESSIONAL BY

Kroydon

CLUBS

Winter Tourney Success Stirs Talk of Summer Golf Circus

By HERB GRAFFIS

PRIZE MONEY of the 1931-1932 tournament circuit clinked in the pockets of more pros than during any previous winter schedule according to records compiled by Robert E. Harlow who was in charge of tournament promotion and management for the PGA.

Harlow's figures show 132 pros shared in the allotment of the prize money. Twenty-five of the tourists won more than \$1,000 apiece.

Gene Sarazen, who represented the playing pros at the PGA Boston meeting, demonstrated his qualification for leadership by taking in \$7,859 to head the list of collectors. Second was Fred Morrison with \$5,708 of which \$5,000 was won at Agua Caliente. Others of the major money winners and their winter swing winnings:

Harry Cooper, \$3,896.

Paul Runyan, \$3,523.

Wiffy Cox, \$3,517.

John Golden, \$2,933.

Olin Dutra, \$2,540.

Walter Hagen, \$2,460.

Tom Miyamoto, Japanese star who made his debut on the American pro winter circuit won valuable seasoning and \$253 in cash. Expense factor did not bother the oriental performer as he had the financial backing of his government, in a sportsman-diplomat act arranged by Harlow as a boost for the tournament gates. Miyamoto, amiable and competent, was successful as a good-will emissary.

Little Slump in Prize Money

Prize money slumped only \$4,000 from the \$87,000 mark of the previous season, much to the satisfaction of the PGA and the players. Use of the first-aid fund contributed by the manufacturers was made in maintaining two of the Texas tournaments which were necessary to eliminate long and profitless jumps from Caliente to the True Temper open. Harlow worked these affairs so the gate income was sufficient to keep the use of the manufacturers' fund down to approximately \$900.

Harlow's contract as manager of the PGA tournament bureau having terminated April 1, activities of the bureau will be handled by A. R. Gates, business administrator of the association. One of the problems now confronting Gates in connection with tournament affairs is that of removing the conflict of July 1 and 2 dates for the playing pros. As the schedule now stands the Western Open and the Distillers' \$5,000 tournament at Montreal call for each ambitious star either being a twin or passing up half of some gold and glory as July makes its debut.

Necessity of vigorous tournament promotion as a booster of golf interest, player income and sale of equipment probably will result in one, or a group, of the golf goods makers engaging Harlow as impresario of tournament and exhibition events inasmuch as the PGA budget has been forced onto a diet.

Absence of expert management and publicity is sharply reflected by meager gate receipts at many of the casually conducted exhibitions in which club virtuosos have appeared since the close of the 1931 summer season. Prima donna temperaments in tournament golf now are quoted at a dime a dozen and plenty of bears in the market even at this price. Influenced by several of their analytical comrades some of the hitherto self-sufficient laddies are admitting the necessity of lively promotion and business-like conduct as journeymen artists whose public deserves prime consideration. They now are convinced it is John and Jennie Public who put on the line that stuff which it takes to pacify the vulgar trades people.

Consequently the stars whose arrangements still permit them a certain amount of roaming are anxious to have the business get the benefit of Harlow's master-hand as a golf showman. The home guard pros and the manufacturers also are craving action in exhibition and tournament golf as they are of the opinion it will be a healthy stimulant for golf interest and

WANTED! THE PROFESSIONAL WHO WILL RECEIVE A FREE TRIP TO ST. ANDREWS AND GLENEAGLES, SCOTLAND.. FOR ANSWERING THESE QUESTIONS

"The new construction Silver King gives 7 to 12 yards* more distance on the average drive or second shot. How many strokes should this new ball reduce the score of the average player on your course? On what holes will the average player benefit from this extra distance and why?"

*Shown by tests made in England.

AWARD!

To the professional submitting before June 15th, 1932, the answer which is chosen by the Judges of this contest to be the best answer to the above questions, we will award a free trip for a week's golf at St. Andrews and Gleneagles, Scotland, with traveling, hotel and golf expenses paid from his home and return.

Here is some Pro's opportunity to go to Scotland free. The patented* inner lining in the new construction Silver King gives this amazing ball seven to twelve yards more distance than ever before—stamping it conclusively the world's longest driving ball. This extra distance is going to help the game of every golfer who uses the new King. ● Ask some of your members who are playing the new construction Silver King to keep a record of, or to tell you, how many strokes this new ball reduces their average score on your course. On what holes they benefit from this extra distance and why? ● Then write us your answer to the above questions before June 15th. ● To the professional, whose answer is chosen by the following Judges: Grantland Rice, Jack Kofoed, Nan O'Reilly—to be the best, we will award a Free Trip for a week's golf at St. Andrews and Gleneagles, Scotland, with all expenses paid. In case of ties each will receive the award. Get busy and mail us your answer now.

*British Patent No. 325590.

Tell your members how they, too, can try for a Free Trip to St. Andrews, Scotland. Give them the booklet describing our contest. If you need additional booklets write us for more.

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Sole Distributors in the United States for

The New
Silver King
KING OF THEM ALL



Now
80¢
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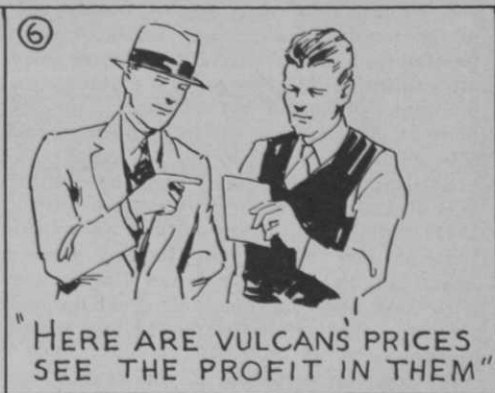


WHEN the Vulcan salesman shakes your hand, he means it. When he slaps your back, you'll like it. When he shows you the Vulcan line, you'll be glad he came. When he talks turkey, points out the values and explains Vulcan policies, you'll be glad you welcomed him. And when you balance your books at the end of a successful season, you'll know you used good judgment in giving him some of your business.



VULCAN GOLF COMPANY

9 SECOND STREET, PORTSMOUTH, OHIO



THE VULCAN LINE

For Men—14 woods and 6 lines of irons.

For Women—4 woods and 2 lines of irons (specially designed.)

For Youngsters—Complete Sets of woods and irons, specially designed. — Vulcan JUNIORS (9 to 13 years) — Vulcan LADS (14 to 16 years)

And a P. G. A. line of 5 wood models and two lines of irons, stamped with the official P. G. A. emblem.

VULCAN FREE SALES HELPS

Display Cards — Display Racks

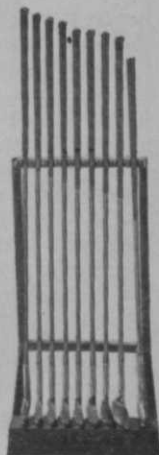
Consumer Literature — Special Price Tags

Pro-tags — Wall Hangers

(Right) A set of nine registered Parful Irons—on Free Display Rack.

VULCAN

CLUBS OF CHARACTER



sales under conditions of the 1932 season. Realization that approximately half of the golf players are public course pastimers, most of whom never have seen an exhibition by the game's eminent exponents, is another factor figuring in the plan to put the heat on in exhibition golf this summer.

Skillful planning and ballyhoo genius may figure in diverting the golfers with a 1932 summer exhibition activity exceeding that of any other year in the game's American history, even when Hagen and Kirkwood were making their great demonstration that there's money in them meadows.

So don't be surprised if you hear a caliope playing in front of the clubhouse this summer and on wandering closer are greeted by rotund Robert Harlow howling to the peasantry, "Hurry, hurry, hurry neighbors, the Hotsy Totsy Boys are now about to put on the big show at the first tee, with a mastodonic, marvelous performance by the peers of America's pastures. As an extra, added attraction for you alone, good people we are dragging out of his cage the prowling, pouncing pride of the pampas and household pet of the proud Prince of Wales, the great Jurado, and the mysterious Miyamoto, captured by a detachment of the United States Marines in the deep, dank, dark jungles of far-off Japan."

Circus day always brings the folks to town and it looks like golf is going to try it.

Instruction Returns as Prime Pro Requisite

GOLF INSTRUCTION is returning to favor. Maybe it's the way in which well tutored women have been showing up men golfers who have casually acquired what loose knowledge they have of golf, and maybe it's the depression that makes men want to know enough about playing to really get their money's worth.

Despite the late spring, pros who have featured their ability as instructors are getting a pleasant surprise in the number of lessons booked.

If the trend develops it may help to solve the unemployment problem with which qualified pros are having to contend because of an unfortunate tendency of clubs to engage fellows who claim they are pros and who will work for practically no money, net.

One of the viewpoints on competent instructors as club assets is presented by George Trevor in the *N. Y. Evening Sun*. Trevor writes:

"Few golf clubs can afford the luxury of a non-teaching professional this year—one of those barnstormers who gets paid a fancy salary merely for advertising the organization he theoretically represents. A lot of these "sandwich-men" are going to be out of jobs. They'll have to free lance on their own or go back to teaching golf—a phase they regard with something like condescension.

"The old, established golf clubs, with exclusive Park avenue memberships, never did go in heavily for this form of window dressing. They don't desire nor require any sport-page publicity of that vicarious type. They do want gifted golf instructors who don't assume swanky airs—men who aren't too proud to fashion clubs and correct slices.

"Organizations like Garden City, Apawamis, Sleepy Hollow, the National, Engineers, Nassau, Meadowbrook, Greenwich and so forth make a point of hiring old-school professionals—men who have served apprenticeships at the clubmaker's lathe and who would rather develop reasonably competent golfers from among their pupils than win the National Open. Such professionals have an inborn loyalty to their clubs and an abiding pride in their courses. They seek no personal laurels. They are neither obsequious nor imbued with a false sense of their own importance. Eventually they become as much a part of the institutions they represent as the bunkers and buildings."

From Trevor's statement it is not to be inferred that some of the best instructors aren't included among the playing stars of the game. To name just a few of the ace performers who are among the country's leading instructors we'll call the roll on Tom Armour, Horton Smith, John Farrell, Harry Cooper, Al Espinosa, Joe Novak, and Mortie Dutra. And each one of these fellows likes to teach!

ACCORDING TO Bill Lowell of Reddy Tee Co., average cost of sand box maintenance at 100 clubs prior to adoption of patented tees, was \$540 annually. Giving away tees, a practice followed for a time at some clubs, cost about \$250 a year. Discontinuing free tees resulted in no complaints.

MACGREGOR

P R E S E N T S

Stan-By Irons

A Revolutionary Golf Club Construction

To many true golfers, hickory is the "old stand-by" for iron-headed clubs. That's why we've named our newest creation "Stan-By."

Developed by Macgregor, proved in play by Macgregor Golfer-craftsmen, the new Stan-By irons are the ultimate in hickory shaft clubs. Typical Macgregor clubs with the "feel" built in.

And the happy thought about them for pro's is that Stan-By irons are sold only to and through professionals.

You'll find plenty of the "old guard" that have just been itching to get back to hickory shafts.

Let them play Stan-by's—and your sale is clinched. You'll like them, too.

Stan-By irons may be had with Pro name or Registered Macgregor trade-mark stamping, as you please. You'll want to know more about Stan-By irons. Write us.

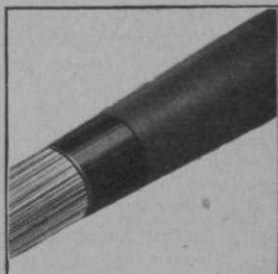
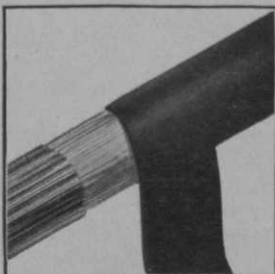
CRAWFORD, MCGREGOR & CANBY COMPANY
Dayton, Ohio



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The finest air-seasoned hickory is selected for Stan-By shafts; trimmed to preserve the slender, graceful lines of shaft and neck. And there is no "hump" where the black calf leather grip wrapping ends. A special patented "notch" in the shaft makes sure of this and accentuates the remarkable "feel" of these clubs.

You can be sure too, that Stan-By irons won't warp or crack. They are finished with MAC-OID, an exclusive Macgregor process which seals against the ill effect of moisture and the resultant weakening of wood tissues and fibres.



Pro Job Today Must Headline Membership Campaign

By JACK FULTON, JR.

I T USED TO BE that a pro job was just a pro job and a fellow who was reasonably good at instruction and club repairing and a fair sort of supplier of the players' needs of equipment could get by comfortably. That day has passed and the survivors are the old-timers and youngsters who are active in competently handling the promotion of club interest and patronage by every conceivable means. Now it has to be the club first, or the pro finds himself slipping.

To the credit of pro golf it must be said that there are plenty of the fellows who are getting right in and pitching so they are highly valuable factors in solving today's golf club problems. One pro who is handling his 1932 job in a noteworthy way is Ray Hughes of the Portland (Me.) C. C. Ray is a graduate of the University of Illinois and deliberately chose pro golf as a good business career for an active and thoughtful young fellow. Maybe that's the tip-off. He is a good and studious greenkeeper too, for he believes that even if a pro hasn't the greenkeeping duties as part of his job he should know what it's all about and be a helpful comrade to the man in actual charge of course maintenance.

Let's get a load of the Hughes boy's ideas, for there are plenty of them that club officials, as well as other pros could use to excellent, timely advantage. Says Ray:

"I believe that the smart pros in every part of the country have come to recognize the women golfers as an important part of the golf business. In my shop I have a corner for women. Here there is a table with a vase that always has fresh flowers, a few chairs and some magazines. A dollar a month spent on the fashion or class magazines helps to get the women staying in the shop and get the buying urge. Right by this corner where they can wait to meet their friends is a display of women's golf goods. They can shop around in this stock and not have to ask 'Is this a woman's club or a man's?'"



Ray Hughes, Portland (Me.) pro who works to get members

This play to the women has a double-barreled action. Ray points out that although the women golfers are not organized to the same extent as the men they have a great influence over men's golf and can do a lot of helpful talking.

"Working on this theory," adds Hughes, "we get the women to bring members into the club. It seems to be a fact that you can get women organized for group action better than you can men. Consequently, in co-operating with the club and the membership committee, I send a letter to each woman member inviting her to the club for free class instruction providing she brings a woman guest with her. This in-



*ANY WAY
YOU PLAY IT
IT'S A
SUPERIOR BALL*

UT DRIVES

UT PUTTS

UT LASTS

