

WOOD shots, iron shots, in the rough or on the green—we still say that any way you play it, it's a superior ball. But don't take our word for it. Make the test yourself. Put the Hagen ball to any kind of test and be convinced yourself that it's just naturally a better ball.

Into the Hagen ball we have conscientiously built the three qualities of most importance—carry, accuracy and durability. When you sell the Hagen ball you know you are giving your players the best possible chance to enjoy the game. And what's probably more important to you, you sell it profitably. Hagen balls are sold everywhere at one standard price. Remember this and get your share of the profit by selling them the Hagen ball.



PROFITABLE PRO SELLING

WITH the Hagen line, it's possible for pro's to sell golf equipment profitably. There are four reasons—quality, policy, price and appeal. Hagen golf equipment today is second to none. The quality is built into every item that bears the Hagen name. The sales policy behind the Hagen line assures professionals of a minimum of cut-price competition and the assurance of their rightful profit. The complete Hagen line embraces a full range of models, from the best that's made to the most reasonable that still retains quality. And lastly there is the acceptance for Hagen merchandise that has been built up by a constant association of quality, policy and price—together with consistent advertising. Go after your share of the profitable business. Concentrate your sales on the Hagen line.

THE L. A. YOUNG GOLF CO., DETROIT *Hagen Products*

ALSO SALES OFFICES AT:

New York, 17 W. 45th Street
Chicago, 14 E. Jackson Boulevard
Denver, 828 Sixteenth Street
Los Angeles, 730 S. Grand Avenue

Philadelphia, 53 Long Lane, Upper Darby
Kansas City, Mo., 1218 E. 39th Street
San Francisco, 153 Kearny
Seattle, 1110 Second Avenue



ducement brings them out. I conduct these classes once weekly during the spring for 5 or 6 weeks. The women guests are treated as 'one of us' and usually they come to all of the class sessions. Whether they feel obligated to the club or to me, I don't know—and it doesn't make any difference. Because they have been out to the club, enjoyed the atmosphere and club environment, it usually gets them thinking it would be nice to belong to the club. Then they in turn bring other guests. Women are great at economizing when they want to spend more money for something else, and before they know it domestic thrift has made it possible for the first installment on a club membership to be paid without being noticed.

Selling Talk at Lessons.

"Before the lessons I usually give a short talk about the various clubs and demonstrate a few shots. Some diplomatic remarks are dropped about the objectives of golf, pleasure, health, distinction socially, etc., and the women seem to go for this. I have found that making public announcements of forthcoming events at the club during the group lessons is a good thing. It shows the guests what is going on at the club and reminds them that if they belonged they could be taking part in the festivities.

"During the 6-week free group course I usually run a little tournament for the women members and their guests. This program brings in new members and helps to show the old members that the pro department is 'on its toes.'

"To any pro who criticizes the idea of the free group lessons on the basis that it's poor business to give something away that should command a good price, I can only say the critic is kidding himself. The women get to thinking: 'If I can make this progress in a class I would improve speedily with private instruction.' That results in them making plenty of private lesson appointments.

Everybody Profits.

"Now, more than at any other time during recent years, the pro must realize that new members for the club mean profits for the pro. New clubs and new equipment bought by members and their wives in the first flush of enthusiasm at belonging to the club is going to mean financial salvation to many a pro this year.

"When you think of the results that

usually follow this spring free class lesson for women it is a wonder that it isn't general practice at American golf clubs. The club profits because it gets new members. The member profits because his wife gets free lessons, and the pro profits because it boosts his sales of playing equipment and private lessons. What more could anyone want?"

There is another spot in the membership situation where Hughes makes a suggestion well worthy of consideration. He tells GOLFDOM:

"We all know that in the winter is when the members drop out of the clubs in the north and middle west. There is no lively incentive to golf club membership during the cold months, but the dues continue just the same.

Holding the Members.

"A successful plan that might be employed by more clubs is that of dividing the yearly dues into 6 parts and billing the members April, May, June, July, August and September while the golfing fever is raging. Then, when winter comes the member is paid up and will stay in the club to get his money's worth when the season returns. This arrangement also helps to get working capital for the club when it is needed most.

A Lesson Shop.

"Some of the pros, or their clubs, may be interested in an idea I am using this year. A portable shed, with canvas roof and canvas sides that may be rolled up, is going to be used as a teaching shelter. This is on swivel rollers which can be moved around on the practice tee. Every year pros lose a lot of money by cancellation of lessons because of rain. It also is an asset during the hot summer days in protecting the pro and the pupil from sun and by its comfort will encourage the player to take more lessons. I have seen something along this line used by California professionals and illustrated in GOLFDOM, but as I recall their shelters were only for sun.

"It is not hard to figure out that such a shelter will quickly pay for itself in reducing lesson cancellation and is another attractive part of the club plant because it permits the player to enjoy and profit from instruction when the hot sun or rain might otherwise keep him away from the club."

Hughes is not the hombre to ballyhoo his own praises. He tells of his work for

his club in a bashful and blunt sort of a way, holding the opinion that he's being paid to promote the club and please the members so anything special that he can do in this field is simply what the club has coming from him. Another job of boosting for his club and the game which will constitute a part of his early season activities is a series of radio broadcasts, and at the time this yarn is being pounded out young Mr. Hughes is digging through golf lore and dusting off his public speaking technique so he can put on a radio program that will entertain and allure the golf bugs.

CADDIE BOOM IS OVER

Catch Up to the Kids in Making Golf Cheaper

CADDIE PAY, which escaped cutting in most places last year, goes on a reduced rate this year.

In a number of instances last year the youngsters who were lugging double at the Saturday, Sunday and holiday rate were making more money than experienced adults who were laboring 9 hours a day at course maintenance.

At several places the kids have protested cuts by attempting strikes, and in one Ohio coal mining district where the miner fathers were out on strike the imitative progeny did lusty jobs of beating up the strike-breakers until piped down by force of numbers and "the law." Such instances are rare as usually the fathers of caddies recruited from what used to be referred to as "working class districts," are competing with their own sons for the golf work. Situation presents a delicate sociological problem.

Clubs, in few instances that have come to GOLFDOM's attention, have solicited adult caddies as a local unemployment relief measure. Efforts of some local organizations to give local unemployed maintenance and construction work on municipal golf courses has not been greeted with three cheers by many of the unemployed. In one Illinois city men who were supported by the city during the winter under an arrangement involving working off the credit on the golf course when weather permitted, ducked out on the deal when an attempt was made to acquaint them with shovels and rakes.

Representative clubs in the New York metropolitan district have cut Class A cad-

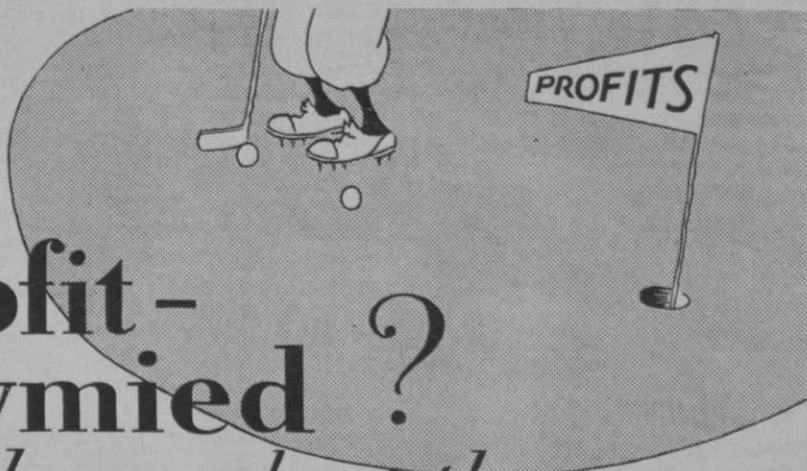
die rate to \$1.00 for 18 holes instead of \$1.25, the 1931 scale. Tipping means the caddie is barred from the course. Fairness to grown men employed on the course is given as a reason for caddie cut.

In some instances clubs are providing soup and milk for kids at a cost of 5 cents,

CADDIE No.	
Name	_____
Nickname	_____
Address	_____
City	_____
Phone	_____
Age	_____
What Size Cap	_____
School	_____
Church	_____
Condition of Health	_____
Experience	_____
Caddie Knowledge Test	%
Eye Test	%
Date	_____
<input type="checkbox"/> I Have Read and Understand The Caddie Rules	
Signature	_____
Remarks	_____

Chicago District Golf Association recommends use of this report card on each of the youngsters engaged at its member clubs. On the reverse is space for the kid's monthly record

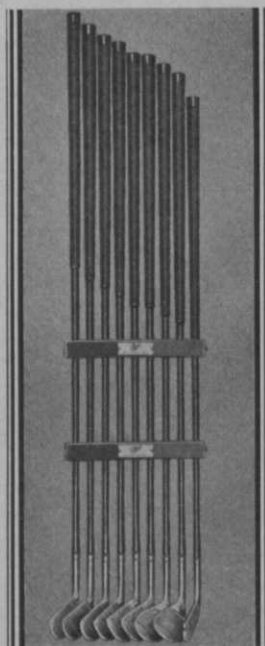
in order to encourage the kids to eat nourishing food. The stunt, which was suggested by caddie-masters whose boys come from the poorer districts is one of the finest, unsung deeds of spontaneous and unselfish good sportsmanship any commercial phase of sport can boast, as a good part of a caddie-master's income in many cases comes from profit on soft drinks and candies. Generally the caddie-masters themselves have a hard time getting by with their own family requirements and to deliberately knock off some of their own little dough that the kids may be certain of having their bellies correctly and inexpensively stocked, is an action



Profit - Stymied ?

... learn about the

ALLIED EXTRA PROFIT PLAN



If you're up against tough competition in selling golf clubs and bags, you'll be interested in Allied's franchise for pros.

It offers you woods and irons of exclusive design at discounts that put you on an even basis with the department and sporting goods stores. The Allied Plan is the answer to the question "How is the pro going to compete with these sharpshooting merchandisers?" You can show golf equipment that cannot be purchased anywhere except in Pro shops.

There are no strings tied to the proposition. It's an out and out effort to give the pro a square deal. Write us today for details of the PRO-Allied plan.



ALLIED GOLF Corporation

CLUBS...BAGS...BALLS

14 EAST JACKSON BOULEVARD, CHICAGO, ILL.

that should make golf proud of the fellows who are in charge of the caddies.

Chicago District Golf Assn. caddie committee, presented the following recommendations at its annual caddie meeting:

Caddie Rates— 18 Holes 9 Holes
Week days:

Class A	\$1.00	\$0.60
Class B85	.50
Sat., Sun., Hol.:		
Class A	1.15	.75
Class B	1.00	.65

Double—1½ times regular rate.

Holdover—\$0.25.

Practice per hour—\$0.50.

NO TIPPING.

All caddies to be "A" class except beginners and those reduced for disciplinary reasons.

Discourage caddies congregating at club early in morning or loitering late at night.

Caddie draw: "A" and "B" class draw together and go out in order drawn. Drawing at 7:00 A. M. on Saturdays, Sundays, and holidays, at 8:30 on week days. Numbers of late comers added to end of list. Carry over list from previous day for caddies employed before time of draw. Number may be again added to end of list for re-employment.

No private caddies.

No outside caddies at events. Clubs may interchange caddies. (C. D. G. A. Caddie Masters' club will do this.)

Keep a record of your caddies, both during the season and what he does the rest of the year. (C. D. G. A. record card is shown herewith.)

Caddie uniforms: good but must be inexpensive. Purpose: for encouraging a boy to take more pride in his appearance.

Transportation: ever a problem and must be worked out in some manner by each individual club.

Caddie leadership. Weekly caddie instruction.

A caddie with an avocation will not be as likely to get into mischief as one with nothing to do. Encourage hobbies, caddies to keep own quarters and yard clean. Club to reward them in a small way.

Caddies to play course one morning a week. (Monday is good.) Annual Caddie-Member Tournaments, composed of caddy-member teams and staged by member clubs for the caddies. Caddies to qualify for team competing in C. D. G. A. Championship. Caddie Chairmen invited—Oak Park C. C.—August 15th.

Soup kitchens: not needed at every club,

but check should be made so no caddies need go hungry. This year will offer clubs the need of looking after their boys.

Your Association now has on file the names of several experienced caddie-masters available for positions. Also other club help with or without skill.

Special attention to be given to small boys so they are not required to carry bags that are too heavy.

Immediately following this meeting the caddie-masters remained for the formation of the Chicago District Golf Assn. Caddie-Masters' Club. The officers elected were:

President—Frank Collins, Evanston.

Vice-President — Sgt. Timothy Shea, Ravisloe.

Secretary—James Peabody, Nordic.

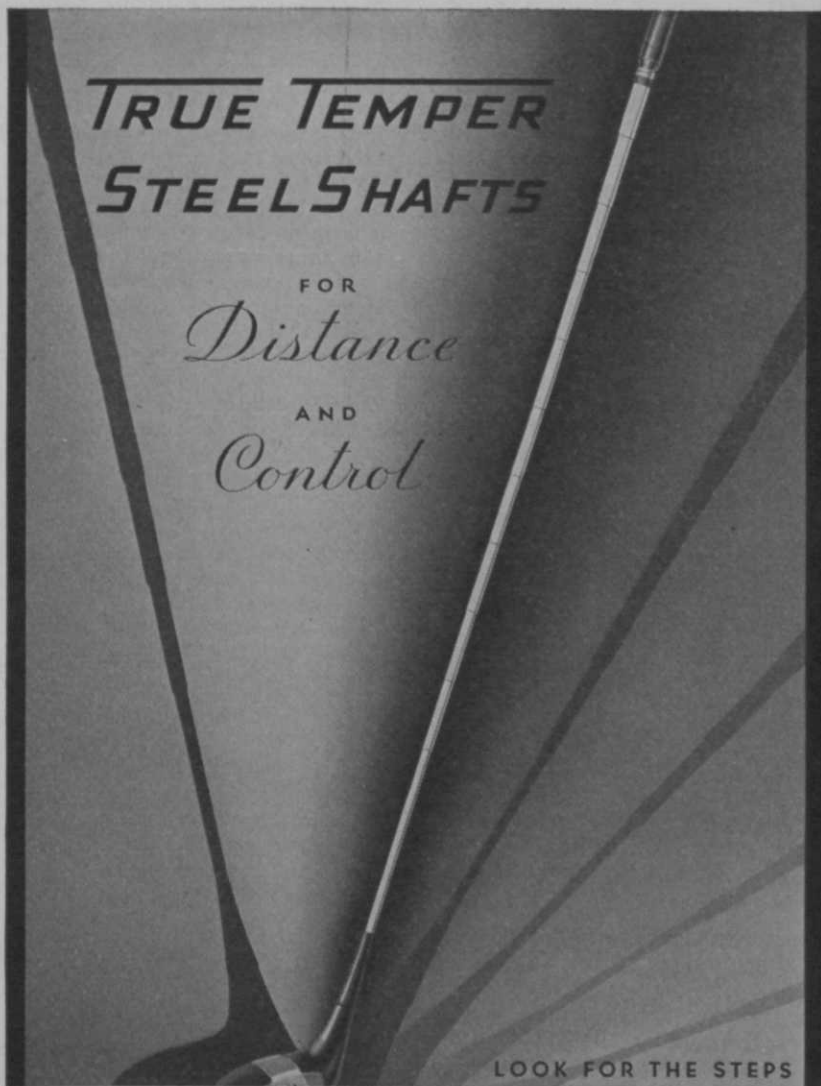
HURRAY! AN ARGUMENT—

New Playmate Says GOLFDOM'S Thoroughness Is Wrong

RECENTLY GOLFDOM sent to some of the club managers a form letter asking for advice on how we might jar loose enough advertising on house equipment and supplies to warrant retention of the house managers on the list to get GOLFDOM free each month.

The managers responded with a flock of definitely practical dope that will help us to work out the answer if there is an answer. These answers paid tribute to GOLFDOM for its constructive help to the managers in their constant efforts to better house operation. Just why smart advertisers in the course maintenance and playing equipment fields should profitably make GOLFDOM the backbone of their advertising campaigns and the house equipment and supply advertisers turn tin-ears to our logical tale is as much a mystery to most of the managers as it is to us.

Anyone who knows the club publication business will realize what prompted our entreaty for advice. These magazines for the club business, with the exception of GOLFDOM, are a long way from carrying the advertising the extent and activity of the field warrants. The young men who are responsible for black figures on GOLFDOM's monthly statements are not going to toss \$7,500 each year off the premises without \$7,501 coming back. We all can understand each other when that fact is



TRUE TEMPER
STEEL SHAFTS

FOR
Distance

AND
Control

LOOK FOR THE STEPS

THE SWING to "True Temper" is definite and conclusive all over the world. It is due to but one thing — the accepted value of this shaft. Made from costly alloy steel by our exclusive "step down" process, the "True Temper" Shaft is a mark of added value.

A beautiful reproduction of the above illustration in counter card size mailed free on request to, The American Fork and Hoe Company, Sporting Goods Division, Cleveland, Ohio.

We furnish "True Temper" Shafts to leading club makers, in various finishes including chromium plate or with Pyratone sheaths.

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division • KEITH BUILDING • CLEVELAND, OHIO

kept in the cerebellum of any one who is at present unacquainted with our policy.

Club managers, who are no strangers to the problem of whipping losses in some phase of their operations know exactly what we are up against on this matter of manager circulation without advertising. Publishers of club manager papers ought to know from past history how agonizing it can be to accept a persistent loss as inevitable. In one instance, at least, inability to wrestle with the fact, threw one good boy.

Welcome, Stranger.

But there's one of the new buddies in the cause of the club managers who obviously doesn't get the picture yet.

That respected and talented gentleman is C. A. Patterson who now is publisher of *Modern Club*, via what the baseball writers call "the waiver route."

Pat, who confesses an abhorrence of "conceit and ego," makes the following frank statement as part of his editorial debut: "Its success (referring to another of his magazines) was due to my own ignorance of the field, *** I hope that this will be a saving grace with me in *Modern Club*."

Well, you can't quarrel with a fellow like that, and Pat on any and every score is a grand guy. But, in his ingenuous confirmation of his maiden flight remarks, Pat takes a slug at GOLFDOM's letter to the managers with the unfortunate result that he knocks himself out shadow boxing.

Is Thoroughness Wrong?

He says of GOLFDOM: "True they have given some editorial consideration to the club manager, but the effect has been like that of carrying water on both shoulders. * * * You can't publish one magazine for individuals whose interests are too diversified."

An interpretation of the interests of the department heads of golf clubs as being "too diversified" is exactly one of the main reasons why there is such a heavy turnover of club department head jobs. When there is more realization of co-ordination's need between managers, course superintendents and pros it will be better for the golf clubs and their players. And what is better for the game and its players is good for the managers, course superintendents, pros, Patterson and your humble servants, GOLFDOM's publishers.

On every hand there is evidence that the foremost department heads at golf clubs fully appreciate that the interests of each

competent and confident operating chief must be broad so he can bring to the service of his club and his own personal progress a working knowledge of the troubles and triumphs of his associated executives. Pat's reference to department head's interests being "too diversified" infers that his predecessor was wrong in advocating general management of golf clubs for, if it is a false alarm to cover golf business operation in one magazine, then it is wrong to have one man attempt to cover the operation.

But that's something for Pat to explain, and after all, what we were talking about was how to get some more advertising, in case the gentle readers are interested.

This is set down not as a case of mean and picky rag-chewing with a fellow whose ability and character we admire and whose kind words about our own layout we reciprocate. What we do want to get across, though, is that co-ordination and co-operation rather than diversification is the keynote of the policy for clubs and their department heads this year of all times.

"Pro-Gram" Is Pro's Own Club Paper

FRANK SPROGELL, pro at Kent C. C., Grand Rapids, Mich., has begun the publication of "Pro-Gram," a bright little four page club magazine telling of the pro department's operations, facilities and plants. Frank's paper can fit in a small size envelope along with the bills the club mails to its members.

Contents of the first issue include introductory editorial in which Sprogell tells of his efforts to please each one of Kent's 325 members. He has good copy in the paper on his shop stock, the new ball, club-cleaning and children's group instruction. He also tells how the Kent course compares with the courses he visited in Florida and Philadelphia during the winter. The latter dope is pleasant news to the club members and spurs their interest in play. He writes the copy so it will appeal to women players as well as men.

All through the editorial matter Frank handles the copy so it promotes the club's interest and shows that he is deeply anxious to serve for the good of the cause.

Chicago, Ill.—New, reduced prices on wood sole bathing sandals are offered golf clubs by Chicago Lumber & Box Co., 122 S. Michigan Ave.

Why refuse a fattened Purse?

JUST suppose that the G. E. TEXTOLITE Head Golf Club had come FIRST.

And you had been accustomed to a club that would give **10 to 40 yards SUPER DISTANCE.**

That would not break, chip, dent or absorb moisture. That was so resilient and tough that wood was dead and brittle by comparison. That offered SUPER CONTROL, moulded uniformity of balance, moulded-in steel shafts giving practically one-piece construction . . . eliminating rivets, vibration.

Then a wooden golf club were introduced.

Would you thrill over wood-head mediocrity? Would you enthuse over its handicaps and admitted deficiencies? Would you try to sell a club you knew had twelve specific reasons why it was NOT up to the standards set by G. E. TEXTOLITE Heads?



Then, this year, why not push this club . . . the club that has NO limitations . . . the club that is new, different, better . . . in fact, the only kind of club that today appeals to the golfer's pocket book? Why refuse a FATTENED purse?

The TEXTOLITE Head is made exclusively for SCHAVOLITE by General Electric Co. Shafts by True Temper. Approved by U. S. Golf Association. Write today for prices, terms and catalog.

SCHAVOLITE GOLF CORPORATION Long Island City, New York

Chicago Office and Warehouse
218 South Wabash Avenue

Minneapolis Office and Warehouse
General Sales Co., 124 No. 4th Street

Pacific Coast Representatives: CURLEY-BATES CO.
LOS ANGELES SAN FRANCISCO SEATTLE

CREATORS AND PIONEERS OF MOULDED HEAD GOLF CLUBS



This stock and display in a corner of the locker-room at the Maketewah C. C. (Cincinnati district) is an emergency shop that members find so valuable they buy approximately \$5,000 worth of sports apparel here annually

Free Group Lessons Are Not 100% Joy for the Pro

By BEN KNIGHT

Pro. Winona (Minn.) C. C.

I HAVE BEEN reading a great deal recently about free group lessons. I have tried it many years and sorry to say it did not help me the way it seemed to help the other fellow. Some kids are very attentive; then again you have the kids who are a nuisance to themselves, to the kids who want to learn, and to the pro. This free idea doesn't seem to be appreciated. It seems to me when the mother is paying, the kid usually is told to pay attention, because it costs money. I think this free business is being overdone, or someone is blethering. Why not charge for lessons, group or otherwise? That is how the pro makes his bread and butter.

Group lessons, I have found, work out fine with grown-ups, by each one paying so much, and believe me they all pay very close attention, partly because they are paying a small sum. The pro who has to give lessons for nothing to be a good fellow lacks something otherwise. You have plenty of ways to give the members good service; for instance, a smiling face,

good merchandise, an attractive shop, and being on the job when expected. That's very, very simple—and how many do that? "Pay and they pay attention and learn something," that's my experience.

Put Deposit on Badges to Assure Caddie Interest

WHATEVER form of identifying badge a club uses, the caddies should be required to make a deposit before having a badge issued, to them. This deters boys from registering with the caddie-master, caddying a few days and then quitting.

The Denver C. C. follows this practice. Otto Hebestreit, manager, writes:

"Each boy coming here to caddie is required to wear a badge as identification to our members that he is registered with our caddie-master. The boy must deposit 50c for the badge; if he decides not to caddie any more, he turns in the badge and his deposit is returned to him.

"Late in the fall, most of the boys turn in their badges and are given their 50c, although quite a few keep their numbers from year to year. Incidentally, I have never penalized a boy who has lost his badge."