



No More of *this!* — when you supply Sani-Treads

Constant fear of "athlete's foot"—the struggle to dress without exposing bare feet to infection—wear on towels used to scrub soiled feet—these are unknown in club locker rooms where SANI-TREADS are provided for members' use.



SANI-TREADS—the original club bath slippers of soft, tough fibre—fully protect bare feet. The tapered toe, broad sole and one-piece construction enable them to fit *any* foot comfortably and snugly. They won't cramp, chafe or pinch—they won't shuffle off. And they are so inexpensive that they can be worn once and discarded—a sure safeguard against re-infection. SANI-TREADS are a *necessary* part of the equipment in the modern club. Write for trial offer to Sani-Tread Co., Inc., 567 Washington St., Buffalo, N. Y.

SANI-TREADS

THE ORIGINAL CLUB BATH SLIPPERS

Pros Big Market Is Surveyed

—Plenty Room for Sales

A GOOD DEAL of illuminating dope on the golf market and the pros' status in it is to be had from the field survey made by the Curtis Publishing Co., publishers of the *Saturday Evening Post* and the *Ladies' Home Journal*.

The study was confined to pro-shops in Cleveland, Columbus, Indianapolis and Chicago, to player interviews in Indianapolis, Cleveland and Columbus and to sporting goods stores, department stores, hardware stores and wholesalers, drug wholesalers, miscellaneous wholesalers and miscellaneous outlets in Ohio, Indiana and Illinois. The survey was made late in the 1931 season.

Bags inventoried at the private clubs showed an average of 2.6 woods and 7.8 irons per bag. The largest class of irons was in the 9-iron sets which constituted 27.30 of the private club total. About 87% of the players carried 6 or more irons. Special irons, such as approach and trap clubs were only 3.9% of the iron contents of the bags.

About 38% of the irons and 13% of the woods were in brands almost entirely confined to pro shop distribution. Players questioned replied that 88% of the private club players and 79% of the daily fee and public course players had bought their newest clubs in 1929, 1930 and 1931. Replacement accounted for 60% of the sales at private clubs and 50% at fee and public courses.

At the private clubs matched irons made up 75.5% of the inventory and matched woods 75.2%. Bags with both matched irons and woods were 65.7%. Steel shafts were in 61.17% of the 29,275 clubs inspected in the survey.

Pros Stocks Varied

The Curtis survey figures blast one of the general ideas about pro shop deficiency in range of stock. Only 2% of the pros carried but one brand of clubs while 36% of other retail outlets carried only one brand. Outlets handling only 2 lines were: pros, 8%; other outlets, 16%. In the pro field, 20% handled 3 lines, 20% 4 lines,

12% 5 lines, 20% 6 lines and 12% 7 lines. Among the retailers, 25% handled 3 lines, 13% 4 lines, 2% 5 lines, 4% 6 lines and 2% 7 lines. One pro handled 8 lines of clubs and another 12 lines, but no retailer handled more than 7.

Reasons why clubs sell best, as given by the pros: 26%, player demand; 20%, advertising; 34%, because they are pushed; 20%, because clubs are good; 20%, because pros and leading players use the clubs; and 8%, because the clubs are not sold in stores. Reasons given by other outlets: 4%, demand of players; 2%, advertising; 29%, because store pushed them; and 27%, because store has exclusive sale. Slightly more than 10% of the pros advanced exclusive pro-shop sale as a reason for clubs selling better. On price as a sales factor, 2% of the pros and 29% of the other retailers responded naming the selling figure as a major item.

Pros and other retailers have decided differences of opinion as to who makes the best clubs. Pros said that 77% of their customers come in asking for a certain brand of club; other retailers said 89%.

1931 Sales Prices

Pros interviewed said that about 30% of their 1931 business was in irons selling for \$10 and more, and 52% of their wood sales in this class. In 23% of the pro shop irons were sold within the price range of \$6.00 to \$7.00. The most popular price for irons at the other outlets was between \$5 and \$6, at which price about 42% of the sales were made. Next biggest class was under \$3, at which price 20.93% of the store irons were sold. The most popular price for store woods was between \$5 and \$6, this price accounting for about 23% of the total woods. Next came 20% of sales in woods between \$7 and \$8 at the stores. In the \$3 and \$4 class there was 13% of the store wood business done and an equal amount under \$3. Pros sold only 8% of their woods under \$5.

That the pros are doing a rather good selling job is indicated by the fact that 67% of the pros had sold more than half of the clubs they were servicing, but room for

Faces that laugh at weather *are shaved* with *Barbasol*



So this Spring
Shave Without Lather!

Barbasol — a cream — keeps the face soft, smooth, pliable. Prevents dry, harsh, weather-roughened skin, chapping and windburn



BRED to the open and the sky, this keen modern world of out-of-doors, men have learned a trick worth knowing in all-weather facial protection.

THEY SHAVE WITHOUT LATHER—that's the secret! They use BARBASOL. Increasing millions of users have made it the fastest-selling shaving cream in the world.

Because it is a cream, and free from harsh, biting alkalis, it leaves the skin soft, smooth and pliable. The natural oils are kept in. Skin-drying air is kept out. And the wonderful unguent properties of Barbasol supply added protection and balm-like healing power.

This smooth, cool cream softens the whiskers instantly. It holds them erect. And your razor,

gliding on a thin film of cream, zips them off like magic.

Now use Barbasol right. Follow these directions and you'll follow the crowd:

1. Wet your face and leave it wet.
2. Spread on Barbasol. (No need for vigorous rub-in.)
3. Wet a good blade—and SHAVE.

That's all there is to the finest shave in the world. It's simple, easy, quick. Try it today. Generous tubes at all druggists', 35¢ and 65¢, or large jar, 75¢, will quickly make you a Barbasol Believer, too.

Barbasol recommends TEFRA TOOTHPASTE

In every 30¢ tube there is a free Tefra toothbrush refill, to fit a lifetime Tefra refillable toothbrush handle. For full information, tune in Barbasol radio programs listed below.

Record the progress of your game with The Barbasol Golf Progress Chart. A complimentary supply has been sent to your club. Be sure to get your copy.

BARBASOL RADIO BROADCASTS

Singin' Sam, the Barbasol Man, in songs you can't forget. Every Monday, Wednesday and Friday evening, at 8:15, Eastern Daylight Saving Time, over an extensive Columbia (WABC) Broadcasting hook-up.

The Old Singin' Master and his singers—mellow old hymns and ballads the way you like them. Tune in every Sunday night at 10:15, Eastern Daylight Saving Time, on the N. B. C. (WJZ) Blue network, coast to coast.

Consult radio page of your local newspaper for stations



considerable pro sales expansion is plainly indicated by this figure.

The survey asked pros and other dealers whether they felt there would be a swing back to hickory with 87% of the pros and 89% of the dealers replying negatively.

On golf balls, as in the case of woods and irons, the pro shop carried a larger variety, as compared with store extent of stock. More than 20% of the stores handled only 1 brand of ball. More than 25% of the stores handled only 2 brands of balls, while only 4% of the pros handled as few as 2 brands. Number of makes carried by percentages of pros interviewed: 3 brands, 18%; 4 brands, 18%; 5 brands, 22%; 6 brands, 18%. In stores, 3 brands were carried by 23%, 4 by 11%, and 5 by 16%. About 70% of the pros said that the buying trend was for the 75c ball, but only 32% of the stores declared for this price of ball. One-fourth of the stores said the trend was for a 50c ball and the same number of stores were for 3 for \$1.00 balls.

Women's and Junior Play Greater

Substantial increases in women's play over 1930 was reported in the majority of cases. Eighteen per cent of the daily-fee courses said women's play in 1931 was 75% greater than in 1930. The average increase at the private clubs was around 25%. Women's play at the municipal courses was reported as being about the same as in 1930. Approximately the same figures prevailed on junior play. Seventy per cent of all the outlets reported an increase in women's club business, but only 9% reported an increase in juniors' club business over 1930, showing there still is a big market among the kids.

One of the discoveries of the Curtis survey was that 73% of the pros in the districts covered were under 40 years of age.

It will be surprising to many of the pros to learn that while 79% of the pros said golf ball sales represented 50% or more of their total volume, 85% of the other outlets said balls were less than 50% of their volume. This seems to indicate that despite stiff cut-price competition, the convenience of the pro-shop remains the strongest element in ball selling.

Stores that had an increase in golf goods sales during 1931 attributed most of the increase to more interest in golf. Sales push and special prices came second. In the cases of decreases in 1931 sales, 25% of the stores and 13% of the pros blamed "greater and more unfair competition."

Cut price was rated as "hardest competition" by 55% of the stores and only 22% of the pros, showing the pro that reducing his prices is not the answer to his merchandising problems. Wholesale selling to customers, "gyp" stores and purchasing departments of large corporations were prominent in this "hardest competition."

Players reporting on why they bought clubs said "pro's advice" in 22% of the cases at private clubs and 5% of the cases at fee and public courses. Those reporting the places where they usually bought clubs said "from pro" 57% of the times at the private courses. At the fee and public courses 52% of the clubs were bought from sporting goods stores and 17% from pros, the rest of the purchases being made from other outlets. Private club players bought balls from the pros 67% of the time, and from the sporting goods stores in 14% of the cases. Pro ball sales were 28% at the fee and public courses, and sporting goods store ball sales at these courses, 27%. Rest of the balls were bought from other sources.

"No Caddies for Cash" Is Hoosier Club Policy

MERIDIAN HILLS C. C., Indianapolis, will not permit members to pay caddies in cash. Not only does this prevent caddies making excessive charges, but club and member are protected against suit.

Members are advised of this policy by cards on which appears:

The Club Will Not Furnish Caddies for Cash! You must sign charge tickets.

Why? Because of Insurance. These service charges must get on our books to protect members and club.

If you pay your caddie cash, and later he claims injury, neither you nor the club is protected. Yet the club is liable. One such instance cost an Indianapolis club \$2,500.00 last year.

Therefore, the club insists that you sign tickets. Otherwise no caddie.

Thanks for your co-operation.

HERE IS something to cheer up pros who are worried about cut-throat price competition: B. H. Weiss of Gimble Bros., big merchants, says, "Nobody ever won a price war."

IT'S FREE!

to
PROS



for the

REDDY TEE

Your customers know you have the tees they want when REDDYS speak for themselves from this specially designed REDDY counter stand. If you're a Pro . . . it's yours, FREE with REDDY'S compliments, an attractive adjunct to your Pro-Shop equipment that really SELLS.

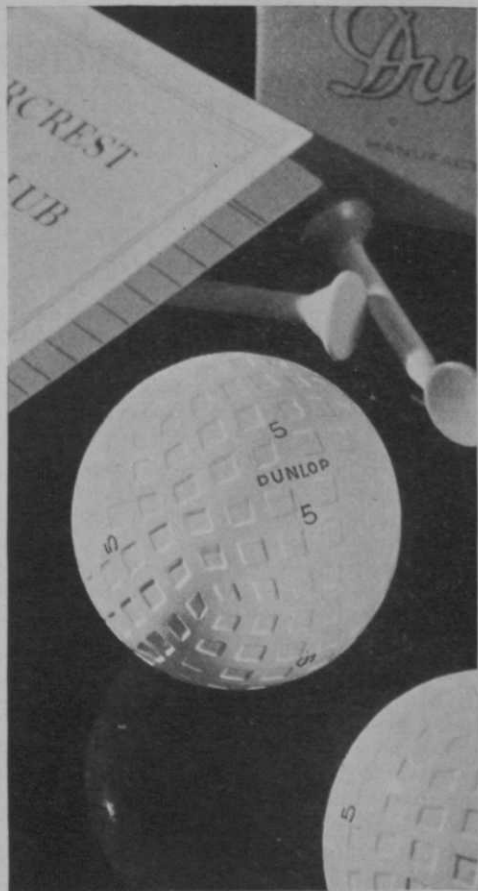
Made of 26-gauge steel . . . lithographed in bright durable red, black, yellow and green . . . this REDDY TEE Display Stand will hold four dozen boxes of REDDY TEES. Make a new low score in sales resistance, and make REDDY SALES and REDDY PROFITS for your Pro-Shop by making it convenient for your customers to serve themselves with REDDY TEES.

The Reddy Tee Co., Inc.

Executive Office

38 East 23rd Street

New York



IMPORTED

DUNLOP

now retailing at 85¢

THE famous Dollar Dunlop, retailing at one dollar for years and years, now only 85¢. The same Imported Ball, same high standards of workmanship and materials. What a chance to increase your volume. If a representative hasn't called, write the Dunlop Tire & Rubber Company, 3111 Empire State Building, New York City.

NEW WEIGHT (1.68-1.62)

Make Members Forget Grief Is Pro 1932 Keynote

By HERB GRAFFIS

ONE OF THE smartest pros in the country was in GOLFDOM's padded cell the other day, telling about his plans for the 1932 season. This fellow is one of the pioneer American homebreds, having graduated into a pro job with his first pair of long pants.

He is at one of the country's wealthy clubs, where the folks are high society. Too obvious pepper in the pro department would cause upward tilting of the nostrils and refined snorts of disapproval. The folks are good sportsmen and sportswomen, but not of the type to run high temperatures on any pep-up ideas.

So, what this man is going to do to handle the situation is to submit to his chairman and to the head of the women's committee ideas for tournament events that would fit nicely into the club's character and have things made livelier in that fashion.

Another thing he is going to do is something that every pro in the country ought to do. He says his members, even though they are rich men, are getting business hell on all sides down-town. When they come out to the club they are out there to forget and be refreshed. He is going to talk nothing but golf and get their minds off of troubles and the "repression." He says—and he's right—that one of the pro's most important duties in depression periods is to get the members to forget themselves.

He said one of his members gave him the tip-off last summer. This member expressed the conviction that if a fellow had his health everything else was "velvet."

The Sunshine Boys

The power of pleasant suggestion should be employed by every pro each time he gets a chance to talk to a member. The reason the member comes out to play often is to forget his worries and to be cheered up. What happens when the pro greets the worried brother? Well, here's almost a verbatim report of a dialogue overheard at a club last July:

Member—Hello Bill. How's things?

Pro—Not so hot, Mr. Züch. The people ain't buying.

Member—The hell they're not? They haven't anything to do at their offices, they might as well come out here and play.

Pro—Well, that may be the way it looks to you, but my business is away off.

Member—How much?

Pro—Oh, I don't know. I had a pretty good business at the start of the year, but this month stinks.

Member—Well how much behind for the year?

Pro—I guess about 10%.

Member—Well what to hell! We are losing money at our plant. We wish we were only 10% off from last year. But I guess things all over are tough.

Pro—Yes, sir, and are gonna get a lot tougher.

So the member shied away from the pro shop, went to the first tee, picked out a plentifully hacked old ball and glumly put it in the ball washer.

The incident aptly showed how belly-aching the blues scared away sales and probably ruined the afternoon of a fellow who belonged to the club for fun.

What the pros ought to be singing for the good of their own business and service to their clubs is something along the lines of a current radio ditty that runs something like, "I'll put the sun back in the sky; I'll teach the bluebirds how to fly," and so forth in cheering and confident phrases.

Somebody Has Money

As a matter of honest fact the sports business is not having nearly the cause for tears that many other industries are having. The jack is coming from somewhere. Babe Ruth signs for \$75,000 a year of somebody's dough. The pro hockey schedules paid out quite well. A few weeks ago your correspondent started out for the

Dempsey-King Levinsky pillow fight at the Chicago Stadium where all entrances were blocked with people wanting to buy tickets and no additional seating space available. En route to this exhibition that rated a poor second to a street corner contest between two truck drivers, the writer with extreme reluctance gained entrance to a speakeasy where other members of the party were to be met. The joint was crowded with people laying it on the line for terrible Scotch from the hielands of West 12th st. at a dollar a throw and bottled Canadian beer from the province of Cicero at an equal price.

Venturing into the company of people who go strong for amateur sports, a few nights later your representative of the common people counted himself fortunate to be able to get in to the wind-up of the basketball season at Northwestern university. That Northwestern-Purdue game was a sell-out two weeks before the whistle blew.

Obviously someone has money that can be lured out from its hiding place, but the way not to do it is to put on a whipped look and talk like all is lost save honor.

Maybe it will require a little poetic license for a pro to talk about business being fine in 1932, but if he must discuss business he ought to be an optimist even though it calls for undue liberties with the truth. What the player pays for is play, and if the play spirit is taken away by a sob story from the pro, there's no reason for the player to let his dough go.

ONE OF THE able pros in Michigan is located at a small club in the copper country. When copper business is sour it's not all of his troubles. His location also is a collegé town and that means the dough is played close to the chest.

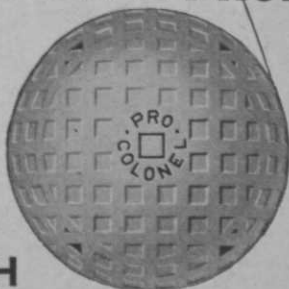
Cheap ball sales by other outlets and free private brand balls cut into his sales until he started a push on cheap balls himself. He started a backfire on the private brand ball business in the same way the Chinese put the heat on Japanese business in China and he has the players lined up on this platform for 1932. He had trouble getting club cleaning signed up for the season, but made up by shop signs and personal efforts for cleaning at 50 cents a set. This, at the end of the season, resulted in his club cleaning income being up to par.



Drive off

TO MORE

GOLF BALL PROFITS



WITH

**PRO COLONEL
GOLF BALLS**

**SOLD
EXCLUSIVELY BY
PROFESSIONALS**

Improve your selling game . . . Sell **PRO COLONEL GOLF BALLS**. Sink a neat profit on turnover.

And here's more power to your drive—on sales of a dozen or more **PRO COLONEL GOLF BALLS**, we will impress, free of charge, the golfer's name in color on each ball.

Five good reasons why you can't go wrong with PRO COLONEL GOLF BALLS

1. Golfers have known of **COLONELS** for over thirty years.
2. Golfers know the reputation for distance . . . accuracy . . . durability.
3. Pro Colonels are priced to build sales.
4. Pro Colonels are sold exclusively by Pros.
5. St. Mungo advertising is always working to sell **COLONELS** for you.



Manufacturing Golf Balls for Over Thirty Years

**ST. MUNGO MFG. COMPANY
OF AMERICA**

121 Sylvan Avenue . . . Newark, N. J.

AND NOW—by request "BONNIE"



A CELLULOID TEE TO SELL FOR 10c A PACKAGE

In ordinary times 25c would seem to be about the right price to pay for celluloid tees. This year, however, we received such a shower of letters from Pros. asking us for tees to sell at 10c that we decided to make one.

We felt that we could produce celluloid tees cheaper than anyone else but were surprised ourselves at what good value present conditions enable us to put into this "BONNIE" Brand.

You may have a sample to see it for yourself.

Most Golfers prefer the clean, smooth feel of a celluloid tee. If you find that tees do not now move rapidly at 25c a package in your shop, we suggest that you try "BONNIE" at 10c.

You may order direct from us to be billed through your favorite jobber.

GRANBY MFG. CO. Inc., KEENE, N. H.

Dallas Professionals Publish Fine Golf Promotion Guide

DALLAS (TEX.) professionals are responsible for the publication of an interesting and helpful guide to golf in their area. George Aulbach, pro at the Dallas C. C., edited the book and it's a first class job. The book gives Dallas golf history a directory of golf club officers and department heads, tournament notes, instruction dope, general golf comment and a good amount of advertising of equipment the pros handle.

The whole job is a tribute to the business promotion ability of the Dallas pros and supplies the golfers of the district with a reference work that will be read and referred to with lively interest.

S. California Pros in Club Cooperation Move

A COMMITTEE of the PGA of Southern California, consisting of Pres. Lewis Scott, Sec.-Treas. J. A. Patterson and Director Harry Pressler, was appointed April 22, to consult with officials of the Southern California Golf Assn. and of the Southern California Greenkeepers Assn. The intention is to form an inter-association committee of 3 men from each organization for purpose of discussing southern California's golf problems from all angles. It is hoped an arrangement can be effected to create harmonious feeling between all factors concerned in golf club management and eliminate the inefficiencies caused by existing instances of misunderstanding.

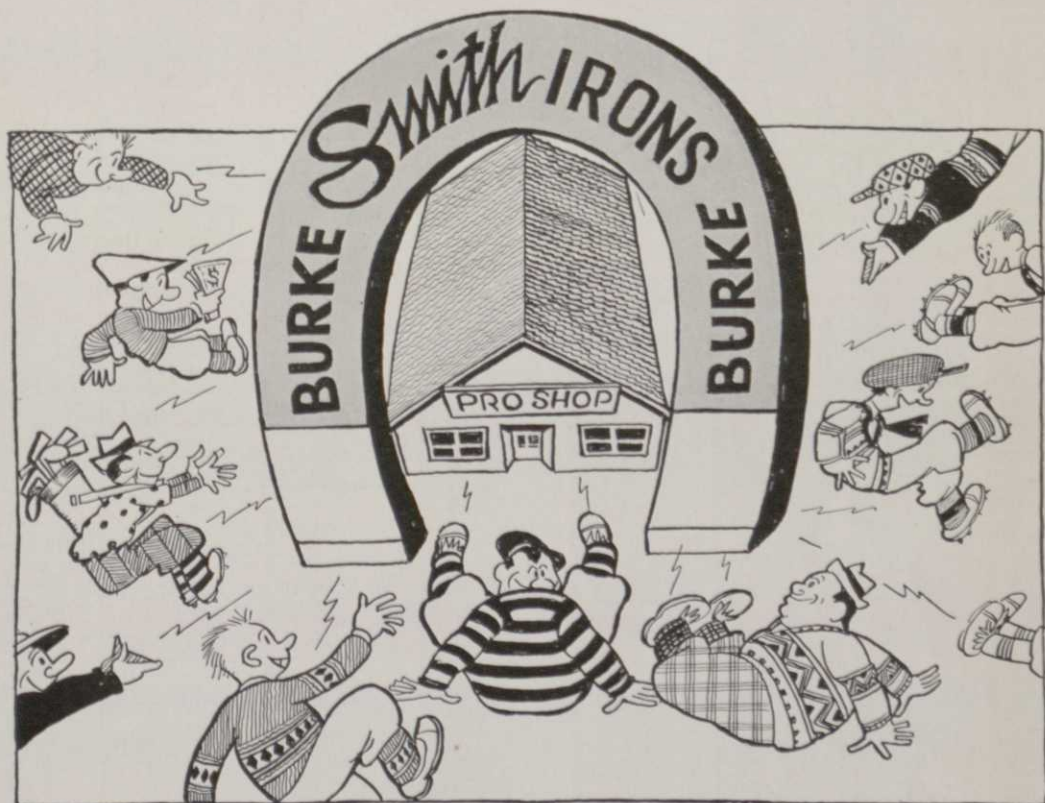
The scope of the movement will be enlarged to bring in the club managers and thus complete the cycle.

**Protecting the
PRO**
-on profits
on quality

Tufhorse Bags are not sold to cut price stores—or shops that compete with Professionals.

DES MOINES GLOVE & MFG. CO.
DES MOINES IOWA

*You need an Extra Pull
to draw them in this year!*



The New BURKE

Smith IRONS

TRUE TEMPER SHAFTED

**are the magnet
for NEW Sales and
NEW Profits!**

{See following pages!}



Most golfers can play only week-ends—their game is naturally erratic. The use of Smithirons overcomes this lack of practice to a considerable extent, permitting the once-in-a-while player to cut his "fairway explosion" shots to a minimum.

LINE UP A SMITHIRON with an old-fashioned iron. Note how the top line of the Smithiron is parallel to the line of the sole.



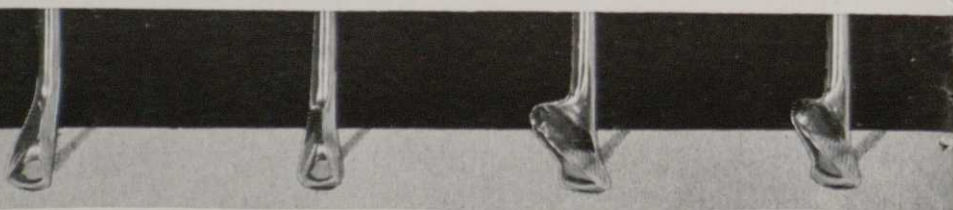
Accurate direction of shots is obtained when the bottom line of the blade is at right angles to the line of proposed flight. With the top line of the blade parallel to the bottom line, it is much easier to "line up" shot direction accurately.

WATCH RAY! W

This is the tip running up after Ray's splendid show youngster, light, slender, re famous old campaigners si generous enough to give S sively) a goodly share of



TRADE MARK
TRUE TEMPER



Burke Smithirons are available in three qualities to fit different purses—the *Deluxe*, with stainless steel heads and No-Sting, True Temper shafts;