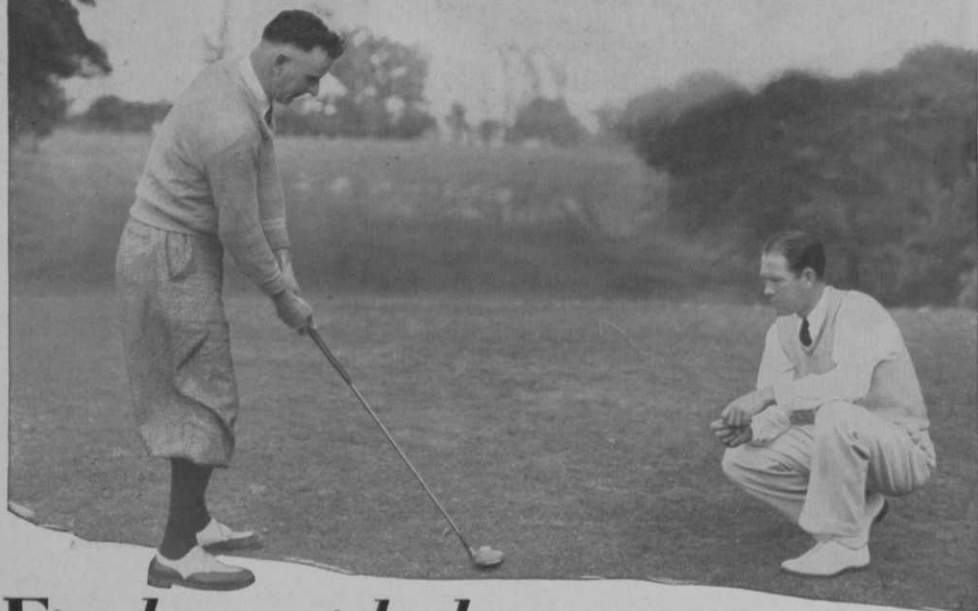


*They depend on YOUR  
ADVICE . . .*



*Fit them with the proper*

## ***TRUE TEMPER SHAFTS***

*We furnish TRUE TEMPER  
Shafts to leading club  
makers, in various fin-  
ishes including chro-  
mium plate and col-  
ored lacquers, or with  
Pyratone Sheaths.*

EVERY GOLFER who seeks your expert advice on clubs, presents an individual problem. The solution is ever so much easier when you know there are 19 different shaft patterns. For example—very WHIPPY patterns—MEDIUM—EXTRA STIFF—and TORSION when desired . . . in fact any pattern in any weight. There is a TRUE TEMPER shaft for every golfer.

You'll also want to tell your customers about the great strength with light weight and dependability of these shafts—the uniformity—no warping—no drying out or loosening.

**THE AMERICAN FORK & HOE COMPANY**

*Sporting Goods Division • Keith Bldg., Cleveland, Ohio*

***TRUE TEMPER  
STEP DOWN  
STEEL SHAFTS***



## ONE OF THESE FELLOWS PLAYS KROYDONS

When you see two players going 'round a course, and one of them struts along as though he invented the grand and glorious game of golf, all by himself, you can be pretty sure that that gent is playing Kroydon Hy-Power Woods and Irons.

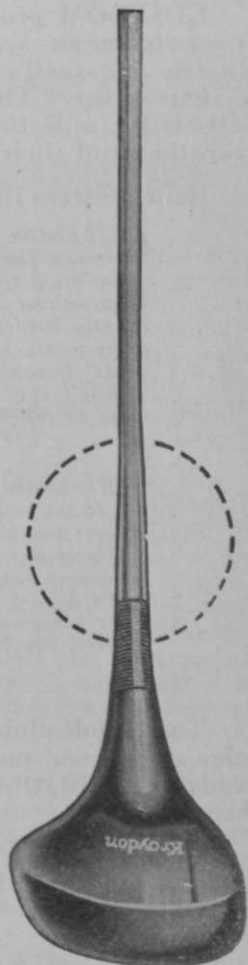
Why? Because Kroydons cut strokes off ANY player's score, be he "dub" or professional. The reverse tapering principle of construction used exclusively in the Hy-Power Steel Shaft gives added power and better control over the ball—greater distance and accuracy.

That's ONE REASON pros all over the country find it so easy to build up good business selling Kroydon Clubs. ANOTHER is Kroydon's Policy of Pro-Protection, which prevents price-cutting and unfair competition.

For further information see your local Kroydon representative, or write The Kroydon Company, Maplewood, N. J.

PROFESSIONAL BY

**Kroydon**  
CLUBS



The Kroydon Hy-Power Steel Shaft has its greatest diameter where it joins the club head, with its narrowest diameter well up toward the grip. This principle of design moves the whip up nearer the hands, thus permitting greater distance and accuracy.

# 2 letters that tell 2,000 sales stories!

**B**Y February 2,000 golf clubs will have held elections of officials responsible for the buying and operating policies of 1933.

GOLFDOM promptly gets the names of the new presidents, green-chairmen and department heads. Many of these new officials are starting from scratch in presiding over the destinies of their clubs. Their experienced associate officials know that GOLFDOM tells the new men about the problems of golf club operation and their solution.

Hence letters like these:

**G**OLFDOM for October is the best issue I have read in these many years you have been kind enough to send it to me. "A Fresh Look at the Old Job", by T. E. Dougherty, should be broadcast over a national hook-up and every golfer in the country handcuffed to his radio and made to listen. Our golf clubs would be 100% better off and some of the "crabs" and "nuts" turned into regular guys. The article is a knock-out.

Won't you send me 3 or 4 extra copies as I want to use them to enlighten some of our new board members?

J. H. A. (Ohio)

**T**HE writer has just finished reading October GOLFDOM. It has so much in it that should be brought to the attention of our Board of Directors I would like to have 14 additional copies of this issue for these men. Will you please send them to me and send me your invoice?

We have 5 new directors coming on the first of November. They know very little about running a country club and, in my opinion, should read every article in this October issue.

C. H. L. (Illinois)

To get golf club business you must tell these *new* officials your sales stories and put new life into the old officials and department heads. GOLFDOM advertising is the only advertising that reaches them all.

Budget-making for 1933 is starting now. Put on selling steam with advertising in December GOLFDOM and get a head start on 1933 sales.

## **G o l f d o m**

THE BUSINESS JOURNAL OF GOLF

**205 W. Wacker**

**CHICAGO**

# Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 6

NOVEMBER, 1932

No. 11

## P. G. A. Annual Meeting to Face Urgent Business Problems

**W**HEN THE Professional Golfers' assn. holds its 1932 meeting at Hotel Pere Marquette, Peoria, Ill., November 21-23, officials and delegates of the organization will spend three days endeavoring to hack out of the toughest business traps they have encountered during the entire round of pro golf commerce.

Pro business certainly has not been immune to the general disturbance and unsatisfactory condition of industry and trade, but when you take an extensive close-up of the pro situation you find that the pros are comparatively better off than other retailers of sporting goods have been this year. Whatever bright spots there have been in the pro picture have been of the direct making of the pros themselves. In the third year of the depression the pros for the most part have realized that defects in pro merchandising were primarily the result of a negative psychology. Many of them, despite the counsel of their leaders, got into the habit of thinking they were being "picked on" by manufacturers, players and other retailers.

When the boys threw that idea overboard and began working on a platform that considers the pro to be master of his own destiny, a definite improvement was registered. Manufacturers, recognizing the change, adopted strong policies in behalf of the professionals. "Off with the bellyache and on with the business" became the pro slogan.

Now let's see what the result of this

change in spirit has been since it became widespread among the pros, for this betterment is one of the major factors that President Hall, Business Administrator Gates and the other officials and members of the association have as foundation for whatever advance of the pros is planned at Peoria.

### Manufacturers' Figures

Testimony to the improvement in the pro situation is most impressive when it comes from the manufacturers' own records, so we give herewith a comparison of the delinquent account analysis set forth by the club and ball manufacturers' associations. The July 1931 report gave a total amount outstanding delinquent 6 months or more as \$432,654.14. By July 1932 the report of this amount had fallen to \$288,800.19, an improvement of 33 per cent in the amount. Pro delinquency fell from 88.19 per cent to 80 per cent in a year, an improvement of practically 10 per cent, whereas the dealer and store delinquency in a year went from 6.56 to 14.00 per cent, which simply means that the dealer credit picture, as observed directly by the manufacturers and set forth in their own figures, was 57 per cent worse than the preceding year's mid-season.

Judging from these figures, the pros have been coming on as desirable outlets while the other dealers are sliding back fast, for the manufacturers' report does not include delinquent reports from jobbers who do a considerable part of the

business with stores. By far the greater part of the business with the pros is done direct by the manufacturers.

If these figures are accepted as authoritative—and there is no logical reason to believe that the manufacturers would withhold information tending to solve one of their most serious problems—then Charley Hall and his P. G. A. band can credit themselves with a marvelous achievement under the worst possible conditions. Pros are apt to be impatient and wonder if they are getting anywhere with their association work, but this financial showing plainly indicates progress.

### Work Just Begun

It is very obvious to any professional who knows the first thing about the extent of the annual business in golf goods and about business operation that the July 1932 report of \$288,800.19 delinquent 6 months or more is short of the actual figure of delinquents. As a matter of fact, reporting on a 6 months' basis of delinquency shows a financing strain on the manufacturers that can't be handled if a profit is to be made.

Competition in the manufacturing business has been responsible for credit looseness that finally has reached the point where any manufacturer who survives has to agree with other manufacturers that it is fatal business to increase the limit of pro or store indebtedness in 1933 to pros or stores who have not been able to show an improvement during 1932, as hard as 1932 has been.

That will mean the pro or store not being able to get good and attractive merchandise to sell will go out of business and in the pro case, with keen competition for jobs, the clubs are going to hire pros who are able to give the members what they want in the shops.

The retailers, both pro and store, will offer the excuse that times have been unusually hard in 1932 so they couldn't cut down their credit delinquencies. The manufacturers might reply that more private golf clubs made money during 1932 than during any other year of the past 10. They can point out that if a private golf club with its previous policies of casual operation can switch to an earning basis, the retailers surely should be able to show a sound basis for credit and pay off some of the outstanding accounts.

That argument could go on to no decision for an interminable time were it not

for the fact that not more than 3 of the well known manufacturers in the golf field did any better than an even break financially this year and they simply can't afford to carry slow accounts.

As the manufacturers must deal through outlets where the bills are paid promptly, the pros and manufacturers are compelled to work together in getting the pro credit situation and volume of business improved to a status that will enable both of them to survive.

### Returned Goods Pro Backfire

One phase of the pro-manufacturer relations that must come in for a great deal of corrective effort at the PGA meeting, and at the group session of pro and manufacturer officials, is the returned goods evil. Far too many pros who find themselves with unsold stocks of goods at the end of the season consider it O. K. to ship this material back to the manufacturers and expect to receive credit against the balances they owe. The manufacturers, who have sold on what they were confident was the usual business-like procedure of rim orders, find themselves with excess stocks of merchandise instead of the cash they need to finance winter manufacturing operations.

The back-wash of that merchandise must be disposed of at distress prices the first thing the following season. As pro grade stuff, it has a superior marketability. It has come back from the pros once so the manufacturer naturally sells it to some retailer who will pay cash for it, and keep it. This retailer then makes a drive for early season business at cut prices and takes away from pros sales that ordinarily would be pro shop business, if this costly ignorance of returning merchandise did not prevail too generally among the pros.

Consequently the returned goods costs the pros and manufacturers a share of possible profit that, according to GOLFDOM'S findings this fall, is disastrous.

It's like most of the pro's business problems in that it is tied up with the manufacturers' problems so intimately that both are losing money and opportunity. The pros and the manufacturers realize this; harmonious effort and planning between the two factors this winter is expected to reach an extent never before thought possible. If it doesn't, it certainly will be just too bad, and the pros can't stand the delay any more than can the manufacturers.

# Student Market of FIVE MILLION



These young ladies comprise the golf team at Penn Hall, exclusive Pennsylvania prep school. From groups of this age today, many a life-long golfer will emerge.

## Awaits Golf Promotion

By  
HERB  
GRAFFIS

**M**ARKET development work done by the energetic pros who have taught, sometimes without cost, group classes of high school students, may be greatly extended when certain plans for the promotion of golf now being considered in high places mature.

The depression put an end to the growth of golf on the "craze" basis. Whether the return of prosperity will renew the golf-rush is something that the pros, manufacturers and fee-course owners must not leave to chance. They realize this and in some sections have begun to plan promotion of the game instead of leaving this

matter up in the air and eventually finding themselves out of luck, as did the baseball people.

Some of the professionals have been picking up dollars and publicity during winters past by instructing high school classes indoors. Credit is allowed the students for the time spent in receiving this golf instruction. When the spring comes these youngsters rush out to the courses and the fee-golf establishments in particular have made some profitable solicitations for this business. One of the fee-course owners in the Chicago district tells GOLF-DOM that special morning play week day



rates to students brought in a welcome volume of business. He especially commented on the number of girl students who brought their mothers as playing companions.

In several instances private courses have taken up this matter of encouraging students to play golf. Eddie Garre, pro at La Grange (Ill.) C. C., who was one of the pioneers in developing golf play among students was aided by club officials in inaugurating his course for the La Grange high school students. Garre has found that the youngsters provide a quick and fairly large market for reconditioned clubs that he takes in as credits on new club sales.

### Courses for Students

A number of the larger universities already have their own courses. The experience at these courses indicates that an investment in a golf course is a sounder financial deal for the school than the expensive stadia that frequently now are proving agonizing burdens.

At the smaller schools golf is beginning to get in strong. Some of the girls' schools have their own courses that, while not of championship calibre, are popular and adequate recreation facilities. The exclusive Penn Hall, preparatory school and junior college for girls at Chambersburg, Pa., has a 9 hole course with a yardage of 2,255, running 226-100-366-228-284-248-350-117-336. The course is well trapped and has two water holes. It is a good test of golf.

The Penn Hall golf team of 18 girls includes one youngster, Catherine Hardin of Fort Smith, Ark., who was 1932 winner of the Women's Two States (Arkansas and Oklahoma) Golf league championship. Alexander H. Nelson, business manager of the school, is considering a schedule of matches between the Penn Hall team and teams from other eastern schools for girls. Planning such a schedule is made difficult by lack of information about other girls' school teams. Compilation of such a list should be part of the PGA's work or of whatever group may be formed for promotion of the game.

There is room for another national championship, a girl student's event along the lines of the Intercollegiate championship which dates back to 1897.

As additional recent evidence of how girl students are taking to golf note the following item from the New York *Herald-Tribune* of October 18, in which the ener-

getic George Jacobus, chairman of the PGA Ways and Means committee, is shown doing his stuff for the promotion of golf:

*Golf was added yesterday to the elective courses in physical instruction for girls of the senior class of Ridgewood High School, and almost all of the more than 125 girls in the class immediately elected it.*

*The board of governors of the Ridgewood Country Club has lent the services of the club professional, George Jacobus, as instructor and the use of the links on Thursday afternoon. Mr. Jacobus began work yesterday with a classroom lecture of an hour to each of four sections of his class. There will be an hour's lecture every Monday and an hour's field work every Thursday afternoon.*

*The field work comes after school hours, but the students seem to regard it as no hardship. Elizabeth Sellier, physical director of girls at the school, is co-operating with Mr. Jacobus in the course.*

### A Big Market

The youngsters afford one of the most logical and readily available markets. There are around 2,330,000 active golfers in the United States between the ages of 20 and 64, according to figures determined by GOLFDOM after extensive research. This is 1.9% of the total U. S. population, 3.8% of all U. S. whites between 20-64 years of age, and 6.7% of urban white residents between 20 and 64.

U. S. 1930 census figures give the following figures on school attendance by ages of white students in urban localities:

14 and 15 .....	2,002,506
16 and 17 .....	1,334,926
18 to 20 .....	792,373
21 and over .....	1,314,779

This makes a total of 5,444,584 young people out of whom, during the next five years, there should come enough active golf players to practically double the golf market. That volume warrants some thoughtful, forceful and prompt attention. The youngsters are in school, where they can be reached easily, and they are responsive to any play appeal. The public and daily-fee course facilities available at low cost for these students are amply sufficient to handle almost any volume of play that might be developed.

During 1931 the fee and public courses, comprising 27% of the country's layouts, handled approximately 36% of the 93,519,000 rounds of golf played. This year, with more courses operating on a daily-fee basis, the play probably was split almost 50-50 between the fee and private course plans of paying for golf.

This division means that golf at low cost may be played by a much larger percentage of the population than previously played prior to the depression. Youngsters now can play a round of golf in many localities for just about the price of a movie ticket. Low cost of golf equipment these days also is proving a factor in getting the youngsters active on the courses.

Golf's "in" on this juvenile phase of market development already has been furnished by the caddies, but strange to say, nothing has been done on a planned basis in making use of these bag-carriers as insurance of the preservation of the golf market.

But permitting the caddies and other youngsters to be the forgotten men and women in golf market development is a condition that won't be continued much longer according to statements made by those who are earnestly engaged in planning a campaign for promotion of the game.

## Border Cities Greenkeepers Finish Hard Season

**H**ERB SHAVE, chairman of publicity committee of the Michigan and border cities greenkeepers' organization, and greenkeeper at Oakland Hills C. C., reports that the greenkeepers in the Detroit district recently concluded their outdoor schedule of meetings in a joint session with chairmen, greenkeepers and salesmen. Golf preceded the technical discussions.

Shave remarks that the 1932 season was brutal for the greenkeepers in his part of the country. Budgets reduced to a point below the healthy minimum in some cases and the worst brownpatch summer in years combined to give the boys misery. By ingenuity, good luck and constant vigilance the greenkeepers brought their courses through in good shape.

Bunkers and rough were not kept up to the standard of former years, due to the opportunity for savings afforded at these spots.

Play was off at fee and municipal courses. The fee courses fought a severe cut-price war among themselves, about as was done in the Chicago district. Cut prices didn't increase the volume so the price slash proved to be a fallacy that has left some deep and possibly fatal wounds in some of the fee course operations.

## WINTER MONEY \$40,000

About Half of Last Year's  
Tournament Prizes  
in Sight

**P**RIZE MONEY for the 1932-33 winter season now in sight is expected to reach around \$40,000 if the 75 per cent of gate receipts at the two Pacific Coast events, which have such a percentage agreement, runs up to \$2,500 in each of these tourneys.

The Southeastern events will provide \$11,800 of the prize money, the Pacific coast the rest, according to Francis Powers, tournament bureau director of the PGA. Moving the Miami-Biltmore \$10,000 open up to November 27-29 in order to launch the Florida season with the top-money golf event has altered the usual movement of pros via automobile, train and hoof, but the boys have been very happy to change in order to get a stab at the 10 G's during these days when the major All-American gallery attraction is the soup kitchen.

Powers is in negotiation with Greensboro, N. C., about an event that is tentatively scheduled following the North and South at Pinehurst. Present plans, \$3,000 prize money.

The San Francisco match play open to be played at Olympic club, Dec. 7 to 12, inclusive, starts with 2 days of qualifying play (18 holes each day), runs two 18-hole rounds on Friday and has 36-hole matches Saturday, Sunday and Monday.

Prize minimums are: winner, \$500; runner-up, \$330; two losing semi-finalists, \$165; four losing mid-finalists, \$100; eight losing in second round, \$50, and the 16 losing in the first round each will get \$35. In addition, 75% of the gate receipts will be divided among the pros as follows: winner, 20%; runner-up, 13 $\frac{1}{3}$ %; two losing semi-finalists, 6 $\frac{2}{3}$ %; four losing mid-finalists, 4%; eight losing in second round, 2%; 16 losing in first round, 1 $\frac{1}{3}$ %. The committee expects the 75% of the gate to be about \$2,500.

Agua Caliente will stage its fourth annual "open" Jan. 11 to 14, with \$7,500 to be fought for. Entry fee of \$5.00 will be collected from both pros and such amateurs as enter.

Winter tournament prize money in the 1930-1931 season was \$87,000 and in the 1931-32 season, \$84,000.



# Expert Clubmaker's IDEAS and TOOLS

## Aid P. G. A. Members

By J. P. GALLAGHER

**M**Y WORK as club-making instructor for the P. G. A. golf clinic at first found many of the leading pros skeptical as to what reception the golf clinic would receive from pros of the old school, who have made and are still making wonderful clubs. These experts were handicapped in many ways by the introduction of steel shafted clubs and this is where the golf clinic comes to their rescue.

In the first place, they had no tool to cut a steel shaft but a hacksaw or a grindstone. Now we have a shaftcutter that cuts a shaft clean in 10 seconds, also a riveting block with new type of punches that will drive out chromium or stainless rivets, and, with the aid of filing shields makes a finish that many manufacturers would envy. It has been the pros' lot that when a steel shaft broke in the hosel to send it to the manufacturers and wait from 2 to 3 weeks for its return. Now, any broken steel shaft can be extracted and a new one put in on short notice. This also applies to broken steel shafts in wood heads and I may say many pros are taking advantage of these tools.

There is also a gripping tool that will hold a club to make this job quite simple and also to put whipping on wood clubs.

I have found that many pros and club-makers have got the wrong idea on shafting steel shafts to

iron heads, i.e., grinding small end of shaft to fit hosel of iron head which as many know has been the cause of 75% of the breakage in steel shafts. Now, we ream out hosels of iron heads to fit the shafts. Steel shafts are always weak at small end. We have also two reamers that will bore out hosels of wood heads to fit any steel shaft on the market. The above tools together with screws for wood heads and also stainless rivets for iron heads comprise the new P. G. A. Tool Kit. I find that one demonstration of this kit will satisfy any pro that he cannot compete with his fellow pro without one.

### New Tools

In the clinic we have a tool called the bending fixture that will take any iron club in four ways. That is, to put loft on or take it off, to make it upright or flat. One can readily see the many uses a tool of this type can accomplish for members who are getting stout and others that cannot get the ball up. In many shops a flat rate is charged on altering a set of clubs and a first class job is always accomplished.

There is also an adapter remover to remove adapters on steel shafted clubs and an adapter assembly to put on adapters when making up new clubs or to use when repairing clubs.

There is also a

---

**T**HIS is the first complete story of the work of J. P. Gallagher, who is the traveling club-making expert for the PGA.

In the choice of Gallagher and the results of this work the PGA has scored a valuable, direct hit. The pros who have been visited by Gallagher and learned his methods are unanimous in endorsing the club clinic as one of the finest ideas for member service and business training ever introduced to American pro golf.



Gallagher stands here alongside the tools needed for efficient club-making. In the middle background is the new "deflector-board" he recommends all shops installing.

new tool that many manufacturers would envy. It will drive an iron head off a steel shaft that has not been fitted up properly. Many pros and club-makers know this job of driving a head off a shaft is quite detrimental in regard to lie of heads, i.e., when a mashie is tight on a shaft we have used a club or part of baseball bat to knock off the head with the result that we alter the lie to a number 4 or 3. Many use heat or a torch to expand hosel but this takes temper out of head and spoil finish on same.

There is a deflector board to give the deflection or whip in hickory or steel shafts and I may say is valuable in making up matched and balanced sets. In making up matched sets of hickory or steel shafted clubs, the advantage of this deflector board is the fact that one can get the right deflection in hickory or steel shafts to a much better degree than by the hand test. When a man has bought a set of woods, this board will tell with accuracy the deflection as to their matched and balanced qualities and we find that when a

man cannot play with one of his woods or iron clubs, this board tells with unfailing truth that this club is not matched to its fellow clubs. As you can readily see a board of this kind has many advantages over the old methods now in use and I believe that in the future every pro shop will have this deflection board listed in its equipment.

There is also a new face marker that will mark a wood face to compare with any manufacturers' clubs. Also new ideas for refinishing wood clubs. For many years we have used the scraper on this work and it takes a good club-maker to hold the lines and contour of a model. In this operation, we just use paint remover and find it does a splendid job and gives the member the same model and also the same weight as his club was when it was new.

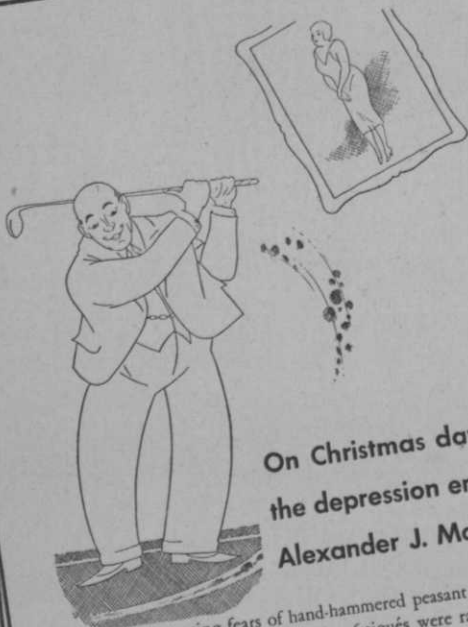
### New Listing Ideas

There are many new ideas in regards to listing such as cork, the lightest underlisting on the market, which will not

GAME & GOSSIP

GOLF ILLUSTRATED

The American Golfer



On Christmas day, 1932  
the depression ended for  
Alexander J. McWhinnie

Haunting fears of hand-hammered peasant ware, new art neckties and purple robes fatigued were rapidly reducing that well-known golfer to a "state." But Mrs. McWhinnie, recovering in the nick of time, presented her so-called lord and master with a matched set of Wilson Clubs.

Ee-magine his relief and gratitude as he fingered those Reminder Grips (while his wife swept up the glass) and contemplated new vistas of distance. Sarazen indeed! Forgive him, friends, for he had been trying to get up nerve enough to throw away his old scuffers all season.

And by the way, Mr. McWhinnie, maybe the lady feels the same way! What do you say?



HOL-HI—And on every good morning McWhinnie, from Alexander J. down to little Marj, Sarazen's reputation for swiftness keeps a good number peering when they find Mr. Club Busters are distributed. Our famous Championship performance, each individual is \$2.50 both with the will to win.

**Wilson Clubs**  
**HOL-HI BALLS**

WILSON-WESTERN SPORTING GOODS COMPANY  
Chicago • New York • Denver • Los Angeles • San Francisco • Portland

One of the club the out of sand. trip-subduing needed up to its dead to the pin as played with "hand m...

**A SPECIAL CHRISTMAS PRO-gram**



*Trainer*

Ten minutes a day keeps the dubbing away. Lift the curtain and you'll see that world-famous golfer, Gene Sarazen, swinging this extra heavy war club ten minutes every day. Why? Even the smoothest, growniest swing in all golf can forget itself without constant, daily training. If nobody else thinks to give you a better swing for Christmas, \$10 why not present it to yourself? Only \$10



And here is what Mr. McWhinnie, fortunate fellow, saw on Christmas morning—a bagful of matched Wilson Clubs. Duplicate copies of the marvelous put-busters swung come of the marvelous Gene in his championship by the mighty Gene in his championship. Some prouder on either side of the Atlantic. Some pay more and some pay less. You select your choice, from \$15 to \$76.50

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New York • Chicago • Los Angeles • San Francisco • St. Louis • Portland • Denver  
Kansas City • Minneapolis • Dallas