

BY NOW, YOU KNOW!

- that the Burke Forespot is the ball sensation of the year
- that its greater resiliency makes lower scoring that **FORCES** repeat purchases
- that its protected price permits you a proper profit-per-ball

To our professional friends who pioneered in selling this exceptional ball we promise that **IT WILL KEEP ON BEING GOOD.** To others, we suggest rapid action in ordering.

Orders in limited quantities now filled in one week's time.

BURKE

Forespots

Retail at **65c ea.**

This year's Burke 50-50 is better than ever, yet it sells at 3 for \$1,—a high quality ball at a 1933 price.



ANNOUNCING THE NEW

paintless

KRO-FLITE

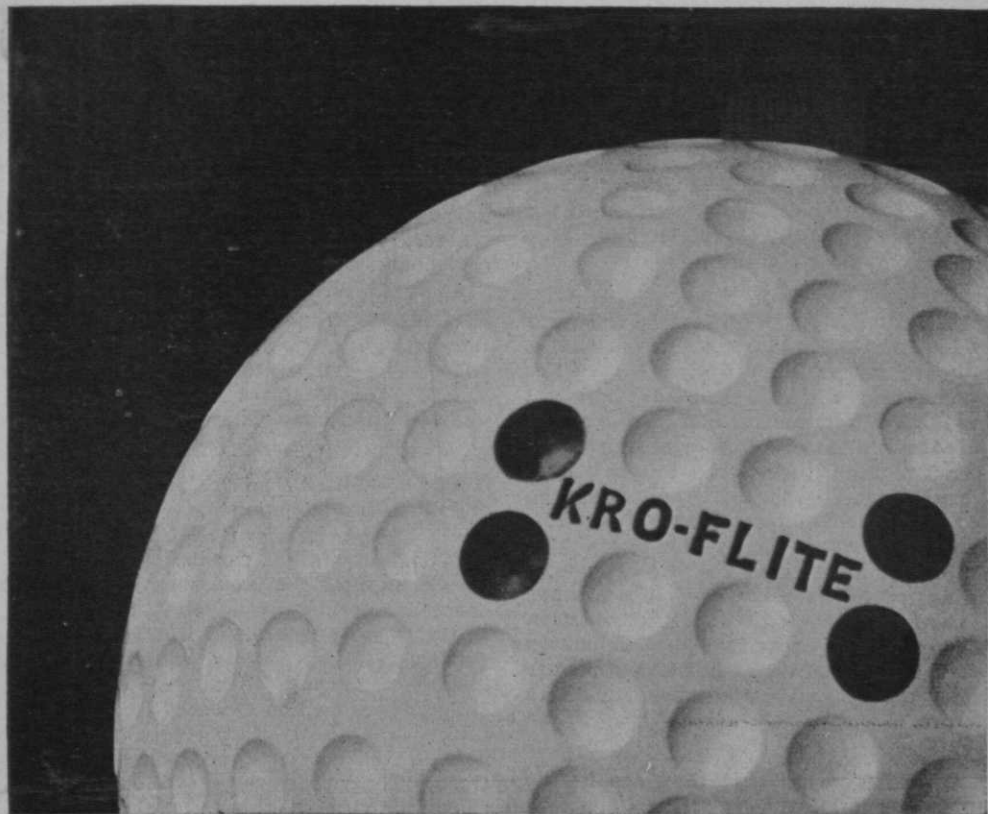


THIS YEAR YOUR old friend the Kro-Flite comes to you in a new dress—comes to you with a cover that *stays* white despite the fact that it's *paintless!*

The advantages? The ball stays clean and attractive longer because

there's no paint to chip. This has more than a merely aesthetic significance. It increases the life of the ball and makes it, more than ever, the world's most economical golf ball!

The paintless cover also gives you a ball as perfect as the mold from which it comes. Paint does not get



a chance to impart little imperfections nor to alter the depth of the scientifically designed marking.

This new cover does not change the fact that Kro-Flite is the toughest ball in the world and one of the longest.

And here's more good news! Both of the great Spalding balls — the

Kro-Flite and its famous brother, Top-Flite—have been reduced to retail at 65c each... 2 for \$1.25... \$7.50 a dozen!

Your customers will want this improved Kro-Flite. Be ready to meet the demand. Order now for prompt delivery.

© 1933, A. G. S. & BROS.

Spalding

KRO-FLITE

a selling point, rather than letting the market run hog-wild on cheapness is bound to be the main hope of manufacturers and pros for an early restoration of a chance to make some money. This is what the True Temper man points out to the trade. To the player the theme song is that a club with a first cost of about \$2.50 but with a soft shaft that costs the player \$20 a season in two-bit bets is no economy and no pleasure.

* * *

CLUB-CLEANING was doubled this year by Benno Pautke, excellent business man pro at the Plum Hollow G. C. Net income from the club-cleaning was about one-third larger than in 1932.

Reduced rates on club-cleaning, payable in advance at the start of the season brought Pautke the increase. A special rate was made on man and wife club-cleaning. Advantages he cites over monthly billing basis are avoidance of billing for full month when clubs are out of shop for a couple of weeks; elimination of bookkeeping, check tax, postage; charge added before house account items mount; supply of early season working capital to the pro.

* * *

PROS ARE aware that they are in the biggest sport business of the times. In the United States last year there were 70,000,000 rounds of golf played. In England and Scotland the 1932 estimate was 25,000,000. The American total of rounds was larger than the combined attendance of major and minor league baseball games, leading collegiate football games, leading fight gates, hockey attendance and the leading racing meets.

Close contact of the pros with this market and the pro realization of merchandising opportunities and responsibilities is a big factor in the further development of the golf market.

There has been far less complaint and much more business development work on the part of the pros since they have learned how pro income compares with that of baseball players. In the American association, for instance, the salary limit for players (with the exception of the manager) is \$400 a month for the season. Violation of this rule subjects the players to suspension for 2 years.

Pros have had the idea that all ball players were paid \$10,000 to \$55,000 a year, which is even wider of the actual mark

than the flattering guesses the golfers make regarding the income of the professionals.

* * *

American instruction is given highest rating in England; in fact it's rated so high that Golf Illustrated of London in a strong editorial on the British golfers getting "tuition-minded" tells its readers "there are just as many good teachers in this country as ever went out of it."

In an advertisement in the same issue R. Douglas Brook personally tutoring at the Purley Golf school, gives his former addresses as "Los Angeles, Chicago, Baltimore" and features "American Technique—Patient and Thorough."

* * *

THERE WILL be no pro match between England and Scotland played this year at St. Andrews because of the British PGA inability to get permission to charge gate money for the pros' benevolent fund. Whether the Town Council of St. Andrews or the Royal and Ancient was responsible primarily for refusal to grant the pros' modest request is difficult to determine.

The match will be switched to an inland course where the British pros won't be able to get competitive practice for the Open, simply because they couldn't get the authorities to agree to let the arrangements for charging a gate fee be advanced from the date of the Open to the Saturday morning on which the international matches were to begin at St. Andrews.

British golf writers and the majority of the English and Scotch golfing public seem to have expressed the opinion that the pros got a raw deal after what they have done to make the Open championship successful. Competition in the Open for the last several years has involved a financial sacrifice that many of the British and Scotch pros could ill afford.

* * *

GEORGE JACOBUS, PGA president, in his latest official communique, counsels the master pros to give careful attention to the training of their assistants in instruction, merchandising, business management, clubmaking and other phases of pro department work.

Encouraging the boy by personal interest in his welfare and by giving him the opportunity to look in on PGA sectional activities are suggested by Jacobus as foresighted ways in which the master pros



PEAK SEASON

FOR GOLF CLUB SALES NOW HERE

Be sure to make the *most* of it

When more club members than usual take to hanging around the golf shop—eyeing matched woods longingly—swishing irons in imaginary approach shots—then it's time to do something about it.

The big question is this: Will these half sold prospects for new clubs *remain* half sold? Or will you throw something onto the scales that will *turn them into buyers*?

The answer depends largely on the *kind* of golf clubs you feature this season. If you're specializing on MACGREGOR'S your chances of making extra sales are increased tenfold. For these marvelous clubs are everywhere held in highest esteem by every man who has ever heard of golf.

And besides the greatest name in golf, this year MACGREGOR brings you benefits not found in any other line.

For 1933, MACGREGOR offers you a *complete* line—yet with *fewer models than ever before*. Thus, with a smaller investment in stock, you can give every player *exactly what he wants at the price he wants to pay*.

And right there you have the secret of the extra golf shop profits you're looking for in 1933.

Both MACGREGOR Woods and the new, steel-shafted MACGREGOR Irons—built with the famous "Neutralizer" to eliminate sting, vibration and breakage—are illustrated in our new 1933 Catalog.

Mail the coupon today for a free copy and MACGREGOR'S Plan for increasing golf club sales and profits.



THE CRAWFORD, McGREGOR & CANBY CO. . . . DAYTON, OHIO

Specials for Pros Only

The "X-70," "No. 40," "Big Bap" and "P-20" Woods and "X-70" and "Stan-By" Irons are quality clubs offered exclusively to the golf pro and stamped with his own name free of charge. Facts about these money-makers will be sent to you promptly upon request.

THE CRAWFORD, McGREGOR & CANBY CO.
Dept. A-34, Dayton, Ohio.

Please send me a copy of your new Catalog and details of your Plan for increasing Golf Club sales and profits in 1933.

Name.....

Address.....

MACGREGOR

THE GREATEST NAME IN GOLF

can assure a solid future of the profession.

A great many of the assistants who advanced into professional positions "jest growed" like Topsy, and it's a credit to their native ability and eagerness for knowledge that they have made such good men. Some of the older professionals, who are graduates of the apprentice days, have done grand jobs of training assistants, but during the past several years the education of the assistant has been far too much hit-or-miss to be healthy for pro golf.

* * *

"A VISIT to Medinah," a booklet written by Tommy Armour, the club's pro, is a lively and interesting piece of literature being effectively used by the club in its membership campaign.

Tommy really wrote the stuff and it beats the usual club promotion copy 10 and 9. Armour as an author has registered plenty strong lately. His yarn on "I Can't Win if I Try" in May GOLFING has been widely quoted and pronounced the best piece of pro magazine work turned out by a professional. Tommy, also without ghosting, turned out a distinctive series of instruction copy in which the instruction was tied in smoothly and strongly to tales of brilliant incidents in championships. This series appeared in the Chicago *Tribune* early in May and it aroused much comment. Many sports editors judged it beyond question the best newspaper golf feature that any paper has run.

* * *

WHEN a pro does a good job of talking before any organization he is helping his club to get members and making customers for himself. Lew Waldron, pro at Brookside C. C. (Barberton, O.), has put on a Will Rogers combination of chatter and golf lesson before the local Rotary, Kiwanis and Lions clubs and recently before the Shrine. The Shriners recently were given the privilege of playing at the Brookside course for 75 cents a round. Lew got close to them by his tabloid golf lesson at their meeting and encouraged a lot of them to come out to the course.

* * *

A MOST difficult pro credit situation is connected with GOLFDOM's classified advertising, so when we hear howls about pro credit we can counter with our own experience. The bills are small—about \$5 is the top. Many of the fellows who write

in are out of jobs but we take a chance with a lot of them, although our published terms on classified ads are cash with order because the rate is so low there's no profit in it for us, let alone any edge for book-keeping expense.

We clean up the unpaid accounts quarterly. The record for the 1933 first quarter collection letter was:

Got the dough.....	34
Answered but broke and S.O.L..	2
Undeliverable	2
Delivered and no answer.....	0

This credit problem could be cleaned up easily if the manufacturers would be more careful about selling, watch the delinquents closely and have the salesmen help the delinquents get straightened away before it's too late, and go after the guys with some letter that doesn't read like a pansy's rewrite of the ten minutes of meeting of the House of Morgan's directors. The pros' reaction (if any) to most of the trite collection letters is "what the hell" and you can hardly blame him.

At the root of a manufacturer's credit complaints there seems to be a deep and abiding fear that if he doesn't sell some deadbeat his competitor will. Well, let the competitor do it and pretty soon you will have one less competitor and one less credit problem.

* * *

WEIRDEST tale of pro woe caused by the wet spring is that about Cyril Wagner, pro at Tam O'Shanter GC (Chicago district). North branch of the Chicago river overflowed, washed into Cyril's shop and sent considerable of his spring stock of clubs and balls on their way down the Lakes-to-Gulf waterway.

* * *

F. McKIM SMITH, pro at the Downtown AC of New York has a little house organ called "The Down Town Golfer" with which he keeps the club's golfers feverish. Smith sells half-hour lessons for \$2.00; hour lessons for \$3.50. He makes rates of \$37.50 for 30 half-hour lessons and \$75 for 30 full-hour lessons. He signed up several members for courses of 50 lessons. Lots of testimonials from his pupils appear in his little paper.

* * *

DON BUSH, pro sales manager for Vulcan, remarks: "The pros have everything the downtown stores have, plus intimacy with the customer and a reputation for knowing golf and a handiness

THESE IRONS ARE

★
Different

Above are the new Bristol PYRAMID Irons that have created so much comment this spring among golfers.

★
BRISTOL PYRAMID IRONS
Give a New
WEIGHT DISTRIBUTION

One of the most popular Bristol models is the new "PYRAMID" Iron. They are earning approval wherever golfers try them. Here is a scientific distribution of weight for iron heads, so that in long shots, a golfer gets a long, low ball; but in shorter irons, a higher ball with back-spin. Note in the illustration above, the weight distribution on the back of these irons • The "PYRAMID" weight is so distributed that the concentration of weight is in proportion to the type of shot required.

As the depth and loft of the blade increases the "PYRAMID" weight is proportionately lowered, i. e., for the Driving Iron, where long, low shots are desired, the "PYRAMID" weight on the back of the blade is high. For the Niblick, where height and not distance is essential, the "PYRAMID" weight is proportionately low.

Priced from \$5 to \$8

GET THAT CATALOG—The complete story of Bristol Individualized Golf Clubs appears in the new Bristol illustrated catalog "G." Send for it today—free. The Horton Manufacturing Company, 826 Horton Street, Bristol, Conn.

"Bristol"
INDIVIDUALIZED GOLF CLUBS

for the player. If all the pros would take care of credit, the pros would have about all of the business."

* * *

AND FROM the advertising manager of one of the big manufacturers: "I think many of the pros are much smarter merchants of golf goods than are the department stores. We were putting on a sale at a big store. One of its officials said: 'We will arrange the stock nicely in a section of the store with some fine furniture and a country club atmosphere.' I replied: 'Not at all. We want this sale to look very temporary, so the people will realize they had better buy quick before the stuff is gone. No fancy trimmings can go with a deal where price is being made the big play or the public will suspect the price isn't the quick action bargain it is expected to be.'"

* * *

ONE OF the best membership solicitation letters we have seen this year is that put out by Harry Flora, pro at the Portage Lake CC of Houghton, Mich. If you want to see how a live pro helps his club sell memberships write Harry for a copy of that mimeographed letter. The letter is Harry's own work and it's certainly a credit to every pro of Flora's type, who, unfortunately often are doing their great work for the game far away from the big ballyhoo.

* * *

SOME interesting department store advertising has been done in Chicago on golf club sales this year. Marshall Field & Co. have had in some of their ads a phrase advising that the same special models also are on sale at leading pro shops in the district. M. L. Rothschild advertises a pro line of clubs as being discontinued by order of the PGA and inserts a note to pros at the bottom of the ad advising that since Rothschild has arranged for purchase of the entire stock, pros may buy from them at the customary pro discount.

* * *

SOME HOT newspaper stuff on golf has been running lately. About the hottest was a Sarazen statement to the press service to the effect that Bob Jones ought to come back into the championships on the same terms as the rest of the pros, instead of holding out the Jones return as an inducement for awarding the 1934 Na-

tional Open to the Augusta National course in which Bob is interested.

Gene's rush of blood to the lip was killed by the wire service 10 minutes after it hit most newspaper offices but even that brief time was enough for some of the papers to print the statement.

Max Stiles has had a great series on "If I had it to do over again" running in the Los Angeles Examiner. Mac Smith drew fire by being quoted as saying that southern California has no great amateurs because it has only one great instructor. Harry Pressler in some snappy repartee names Fred Morrison, Joe Novak, Lou Berrien and himself as being homebred instructors he will stack up against Mac's pick.

Harry says if he had it to do over again he would aim to become a big playing pro instead of a famed teacher with thorough experience because the big name playing pros get the rich jobs. He cites Sarazen jumping from a caddie-master's job to a guarantee of \$10,000 a year after winning the National Open.

The controversial and critical stuff makes lively reading and may edge golf copy into the amount of space it should have in newspaper sport sections, considering that it has more circulation interest than most other sports.

* * *

HARRY KRUEGER, manager at Minnikahda club, Minneapolis, is handling one of the liveliest entertainment programs of any of the ranking golf clubs. The entertainment schedule is crowded with distinctive events and all of them are given attractive publicity through the club's own announcements and the society columns and rotogravure sections of local newspapers.

Fashion revues, floor shows and unusually good music for club events are featured along with menus in which Krueger and his chef do their stuff.

The job has been handled with superb finesse. Anything savoring of the circus would be ruled out by members of the Minnikahda type.

* * *

W. N. STAGNER, pro at the Luling (Tex.) CC, writes a fine little article of the vital necessity of caring for one's health and spirits during the depression. It's printed in the Luling *Signal*. Stagner puts in a deft plea for offsetting the cares and dangers of the depression by joining a golf club.

There's a **HAGEN GOLF BALL**
for every pocketbook!

**WALTER
HAGEN**

Congealed Liquid
Center

65¢



**HAGEN
GETAWAY**

50¢



**HAGEN
MALLARD**

35¢



**HAGEN
DRAGON**

25¢



The 1933 Hagen ball line is complete. There are four different numbers to meet the price requirements of every player. The new Walter Hagen ball with the Congealed Liquid Center is probably the finest golf ball ever developed. The Getaway, Mallard and Dragon fill in the line.

There has been so much favorable comment this year about Hagen Tom Boy irons that some people don't realize what a wonderfully complete line of Hagen clubs is now made. Tom Boy irons at five dollars have proved a real sensation but from the best that's made to the most reasonable that still retains quality the Hagen line is complete. Clubs and balls for every requirement and every price. For more profit, sell quality. The standard of true quality is Hagen merchandise.

The L. A. YOUNG
GOLF CO.
DETROIT

**HAGEN
PRODUCTS**



CONTROL SALES

Pacific PGA and Manufacturers Agree on Terms of Ball Distribution

IN ACCORDANCE with an agreement made at San Francisco recently between representatives of the Pacific Coast PGA and the leading manufacturers, a new deal on golf ball distribution now is in effect. This arrangement promises to clear up the long existing situation hampering the legitimate merchandising of golf balls and follows action instituted by the PGA and outlined by Harold Sampson, PGA official, in May GOLFDOM.

Already the Pacific Coast experiment is proving successful and has stiffened opposition to the chiseling done by prominent amateurs and the "buy it at a discount" deals. Pros were willing to do away with the free ball deals they have been receiving in return for the firm promises of the manufacturers to put all ball selling on the leading brands on a straight business basis. The pros figure they will be away ahead if the new arrangement is firmly upheld.

Action is expected by other PGA sections along the lines of the San Francisco agreement, providing there is no cheating on the deal as it has been set forth. Instances of failure to live up to the agreement are to be promptly and publicly reported with the promise of corrective measures that certainly should guarantee adherence to the agreement.

Details of the new deal, which gives the pros and the manufacturers both a chance to stabilize the market and make the ball retail price mean something.

1. A golf professional who has the sale of golf balls is no longer to receive free golf balls.
2. A golf professional who has not the sale of golf balls is to remain on the free list of one manufacturer only, and is to receive one dozen golf balls or less per month. Of course, this does not mean that every golf professional who has not the sale of golf balls, but only such professionals who may be important enough from a manufacturer's standpoint should be on the free golf list.
3. A committee of the PGA should decide who is a bona fide professional and

who is entitled to golf professionals' discount.

4. All amateurs have been taken off the list completely, and golf professionals and dealers should sell the amateur golf balls at retail prices only.
5. Golf professionals should not sell golf balls at wholesale to anyone.
6. Golf ball manufacturers should not sell golf balls to commercial houses at wholesale, for according to reports, all such balls are resold to employes at wholesale.
7. Wholesale prices on golf balls should only be extended to bona fide dealers and bona fide golf professionals.
8. Golf ball manufacturers should not extend trade prices on golf balls to managers of different mercantile houses, banks, newspapers, and other concerns.

JACK REDMOND, trick shot golfer, has returned from a world cruise as touring pro on the Carinthia. Jack not only taught the passengers so quite a few of them developed into pretty good golfers by the time the boat docked in New York, but judging from the picture postals he sent back to sports writers, he must have been an active golf evangelist in many far-off spots.

Redmond has sent pictures of savage chiefs getting instruction from him and several shots of brassiereless high-brown dames clustered around our hero club-swinging for the education of the aborigines.

A couple of years ago Redmond told us he was going to be the first pro golfer to tour the world. He haunted the steamship offices trying to make deals and was frequently turned down but he kept on trying and finally landed.

Jack as a golfer is no prime candidate for the National Open title but as a promoter and golf entertainer and salesman he has given the boys an example of how it pays to keep in there trying.

HORTON SMITH says: "I do not believe rock-piles or unkempt trees, bushes or ditches should be permitted on a golf course. A skillful player should be able to play from any position in which his ball lies. In other words, there should be no impossible lie within the reasonable playing zone of the golf course, under normal conditions."