

renting its courses out because of a previous inability to make expenses.

Politics must be the answer because anyone who couldn't show a profit with the play the West Park courses get, and legitimate operating expenses, could be given some very uncomfortable moments during cross-examination by people who know something about park course operation.

\* \* \*

**MAC SMITH**, being in a position where he can speak his mind without club politics kicking him out of a job, has started them arguing and chattering on the Pacific Coast. Mac maintains there are not enough first class golf instructors to do the clubs much good. He gives as a reason the unwillingness of clubs to pay instructors the money that will arouse and warrant a man's ambition to be a master instructor.

With more people playing better golf, the clubs will be in better shape because of increased interest in the game, so Mac reasons. It listens logical.

\* \* \*

**CONFLICT** between St. Paul Open and National Driving Championship dates at Keller Course, June 1, 2, 3 and 4, and a driving contest scheduled for Soldier Field at Chicago, June 4, puts some of the star pros in a tight spot.

The St. Paul people, who have put up \$29,000 in the last three years for Open tournaments and taken beatings ranging from \$3,500 to \$5,700 on each of the tournaments, figure they must have the gate of a Sunday finish to warrant the expense of this year's tournament. The PGA is promised a percentage of the gate on the event at Soldier Field which comes on the first Sunday of the Century of Progress exposition.

St. Paul date was announced first and was fixed to give some of the field at the National Open an extra chance to pick up expenses.

Efforts of the PGA to get the Chicago event promoters to switch to some date around the Western Open when a big field of name players would be available or to get St. Paul to relinquish the Sunday date originally granted have been unsuccessful to date.

\* \* \*

**SECTIONAL** difficulties of the PGA seem to be clearing away. The main reason for the withdrawals of sections, and

threatened withdrawals, has been the abandonment of the PGA brands of merchandise confined to pro-shop distribution.

Undoubtedly, practically all of this misunderstanding could have been avoided if the members had been acquainted with complete details of the deal prior to the Chicago meeting between the PGA officials and manufacturers.

There has been more battling and misunderstanding follow in the wake of the closed sessions of pro gatherings or their confabs with manufacturers than from any other source. What the gentlemen discuss could be broadcast over a national hook-up, with benefit to the pro cause, practically all of the time. However, so long as these matters are handled with the slightest inference that there is something very secretive and so important the ordinary muggs can't be trusted with the inside dope, there will be a bad backfire.

\* \* \*


**SOME OF THE** clubs that are having hard going are getting kids for pro jobs at no salary at all. The clubs figure there is enough in pro-shop profits and lessons to make the spot a good one for the pro. On the other hand, if the shop looks like it is making good money, the hard-up club wants to take it over.

Clubs and pros who have been through these experiences have learned that it takes smart merchandising by a well trained, substantial operator to make a fair living out of pro-shop operation.

It is our observation that after all costs of shop operation and instruction are figured up, most pros are lucky to end ahead by the sum of the club-cleaning charges.


It looks like a good, live, competent pro this year will be more of an asset than ever before to a club because of the effect first class pro department operation will have in the membership competitive situation. On this account, the club that tries to get by with a pro who lacks qualifications is neglecting one of the important details in membership solicitation.

**WHERE** A portion of a fairway near a green is higher than the surface of the green, weed seeds from the higher ground are certain to be washed onto the putting surface with every rain unless steps are taken to divert this run-off water. The simplest way to eliminate this source of weeds is to construct a depression between the green and the higher fairway.



*These new*  
**Bobby Jones\* Irons**  
*are a final blow*  
*to hoarding*

This year Spalding and Bobby Jones strike the final blow to that old devil "hoarding" by introducing more new clubs and features.



**PUNCH NO. 1** is the new Rob't T. Jones, Jr., Clubs for Women—the first clubs ever to be designed especially for women's play. They'll help to cut every woman's handicap because they recognize the different game that women play.



**PUNCH NO. 2** is the new Triple S Steel Shaft which makes the Jones Clubs even harder to resist. This shaft makes approach shots easier to control than ever before because in the approaching irons it is a *stiffer* shaft.



**PUNCH NO. 3.** Hickory Shafts. These shafts will help you to make sales among those players who like the Jones Irons but who have previously held back because of a preference for hickory shafts. So here you are with *another* selling point.



**GENTLEMEN, K. O. PUNCH NO. 4!** Spalding now offers steel-shafted registered irons at the lowest prices in Spalding history! Sets of 9 clubs now retail for \$60; sets of 6 for \$40! These reduced prices surely ought to bring customers out of hiding.



While the band plays "Happy Days Are Here Again" . . . we'll await your orders!

\*Robert T. Jones, Jr., a Spalding director, collaborated with Spalding experts in working out his ideas of perfect clubs.

*A. G. Spalding & Bros.*

© 1933, A. G. S. & BROS.



First tee at Radium Springs, Ga.

**R**ADIUM SPRINGS has just completed one of the best tournaments I have ever had the pleasure of being connected with. We had many noted players, and I must say the boys went over big. Our members are still talking about them and the wonderful golf they gave them while here.

The players were especially nice to the members in answering questions and giving advice to different ones in the gallery, also in explaining the different shots while in practice, and showing them and letting them handle their clubs; in fact, as a whole, there is a big change in the tournament players from a few years back. They seem to be friendlier and seem to encourage the amateur players and the local pros who play with them through the tournaments. In the end this is going to prove a big boost to golf.

### Tourney Boosted Local Interest

Since the tournament I have noticed a big increase in play and in sales of equipment at Radium Springs. Lessons have increased and there seems to be a better spirit among the members; we have added quite a number of new ones. I am quite sure every golf club should hold a tournament, if possible, once a year, especially through the South where the weather permits. Many small cities below the Mason-Dixon line could put on a \$1,000 tournament and make a little money if all of the good players would participate. Remember, there are many golfers who have not had the opportunity to see these crack players perform. It would also give the pros an opportunity to make a little money through the off season.

Hotels and the people should see to it

# Tournament Is Builder of Golf

By HUGH C. MOORE  
Pro-Supt., Radium Springs, Ga.

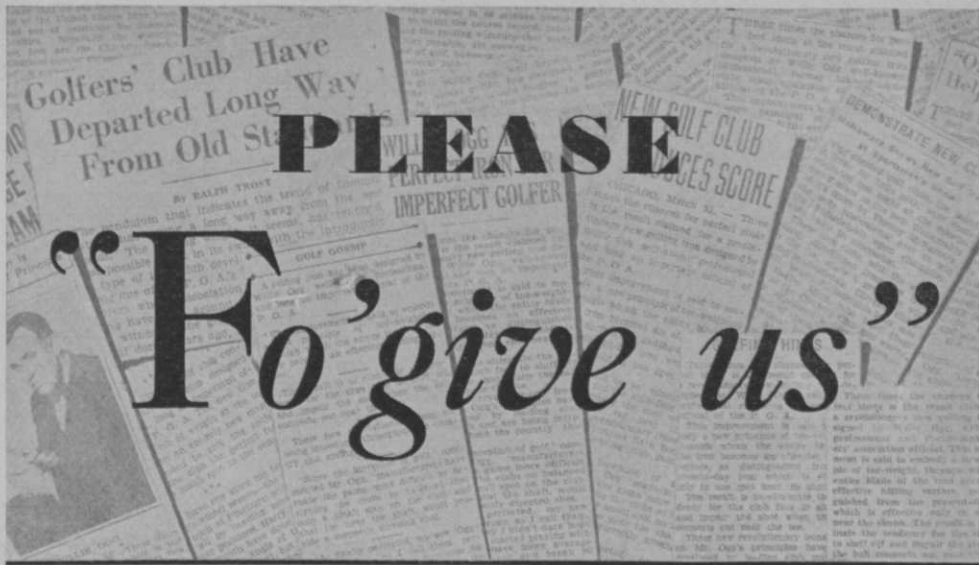
that the visiting players are not overcharged for rates, and there should be more prizes—twenty instead of ten or twelve. This would give the high-70 shooter a chance to make expense money, and would also encourage more pros to enter the tournaments.

I was very much impressed with another angle of our tournament. There was no knocking. Everything was a boost for the golf course and the way the tournament was run. I am quite sure most of this was due to the fact that we had perfect greens, which goes to prove that a player, whether he is a tournament player or a local member, can be made happy by having good putting surfaces, even when fairways are bad and traps lack sand. Therefore, there should be perfect greens at every golf club, and I will guarantee that the play will be much greater and there will not be so much bellowing about financial conditions. A golf course without perfect greens is not up to standard and the play is bound to decrease.

### Found Tramp Caddies a Nuisance

There is one thing I want to discourage and that is "traveling caddies." This is not fair to the local caddies, who look forward to the arrival of men like Horton Smith, Harry Cooper, Craig Wood, Walter Hagen and other star golf players. Before the tournament they have been promised the honor of carrying the bags of these star players as a reward for extra duties performed around the club. Most of these local boys would caddie for nothing just to say that he had carried the bag for Sarazen or some other noted golfer.

Therefore it is not right for the "traveling caddie" to come in at the last minute



WE KNEW the new Ogg-mented irons were sound in principle and that the professionals of the country were smart enough to see their real merit. We knew that they were news and that the press of the country would tell the world about them for that reason. But, even in our enthusiasm, we had no idea that they were going to take hold with such unprecedented speed and firmness.

Deluged is a big word but, boy, that's what has happened to us. Orders have poured in to such an extent that as an Englishman once said, we are sure having to "walk on the petrol" plenty. So, if you have experienced any slight delay, please forgive us and know that we are doing our best to arrange it so that all of the boys can cash in on this public demand for the iron that has revolutionized golf club design, the Wilson Willie Ogg "Ogg-mented" iron.

We are determined to take care of all of you just as fast as it is humanly possible, but we are also determined to keep the irons up to the highest standard of manufacture. If your order has not yet been placed, better get it in right away as we are anxious for you to enjoy the benefits of some of this business. Naturally we will take care of requests in the same order in which they are received.

# Wilson

## OGG-MENTED IRONS



*Mail this Coupon*

Wilson-Western  
Sporting Goods Company  
2037 Powell Ave., Dept. G  
Chicago, Ill.

Please send me details regarding the new Wilson Ogg-mented Irons.

Name.....  
Address.....  
City..... State.....  
Club.....

and make the extra money which the local caddie is entitled to. I am quite sure if the players would discourage the "traveling caddie" they would be better off. I know the local pros would.

At my club during the tournament golf balls were sold as low as \$3 per dozen by "traveling caddies." Somehow, I cannot blame the boys, because the majority of them were hungry. They travel on very little, sometimes get into trouble, yet if the tournament players would not use them they would stay at home.

I made a rule that there would be no "traveling caddies," but I had to break it because some of the boys pleaded so hard for a chance to make a few dollars, saying that they would go directly home if I would accommodate them. But these same boys went on to the next tournament and no doubt gave the same amount of trouble. I hope that no one will get offended at this suggestion, as it is only meant to help all concerned.

## Ohio Pro Organizing National Blind Bogey Tournament

**F. B. PADGETT**, pro at East Palestine (O.) C. C., is organizing the American Golf League, which will have as its first event a blind bogey, with each member of the League playing at his own course. Dues, which include the bogey fee, will be 50 cents a year. Bogey first prize is to be split 80% to the winner and 20% to his sponsor in the organization. The pro at each course will be admitted to the American Golf League free and will be sponsor for all of his members who join.

Trophy prizes will be given to sectional winners, and trophy or cash prize, as player desires, will be given the national winner. Amount of prize money or value of trophy depends on number of players participating.

Padgett, who was active in organizing the Tri-State scotchball tournament, will be glad to forward details of the new League. His address is 152 N. Walnut st., East Palestine, O.

**C**OMPLIMENTARY guest playing privilege cards are sent to the presidents of all Arkansas golf clubs by the club at Paragould, Ark.

## ASSISTANTS AMBITIOUS

### Pros' Helpers Studying to Better Themselves and Aid Shop Service

**D**URING THE past few weeks GOLFDOM has received letters from a number of assistants indicating that these fellows are right on their toes planning to qualify themselves for the good jobs that will be open when golf, like general business, comes back to a husky commercial standing. Live young fellows like Al Boyer, R. O. Soderquist and Art Tangen, to mention a few of the assistants whose names come to mind, have written us recently to get copies of GOLFDOM for their individual use.

The letters run about like this one from young Tanger, who is assistant at Riverside G. C., Eau Claire, Wis.:

"I would appreciate it if you would send me your wonderful magazine. I have been borrowing GOLFDOM from pros and greenkeepers in town and I find I learn many interesting and valuable pointers by reading your magazine."

With GOLFDOM's circulation policy restricting free circulation to pros, presidents, green-chairmen, greenkeepers and managers and each mailing of GOLFDOM to one address for a year costing us well over \$2.00, it's not in the books, financially, for us to add the assistants for personal copies as much as we want to help these ambitious fellows.

Their interest in their own business education is the assistants' tip-off to their employers that the master pros are fortunate with kids like these in their service. It's something that doesn't often happen in retail selling. Usually the employer has to drive, urge and lure store retail salesmen into merchandising education. The assistants' development is going to figure as one of the important and profitable phases of golf's business betterment and it is up to the P. G. A., the master pros, the clubs and manufacturers to encourage these alert young workers in every possible way.

The only text book available on golf pro business operation is the *Golf Professionals' Handbook*, which the assistants can get free by writing to the Golf Ball Sales Dept., United States Rubber Co., Providence, R. I.



# THERE IS A WAY TO INCREASE GOLF CLUB SALES

Like every Pro, you'd like to see your golf shop pay a bigger profit in 1933. And MACGREGOR has a plan that will help you get your wish. This Plan is designed to bring you three important benefits. (1) Larger sales. (2) The carrying of smaller stocks. (3) Faster turnover. The only requirement is that you concentrate this summer on MACGREGOR Clubs. Here's why it pays to do this.

**1.** The MACGREGOR line is *complete*. There's a club for every buyer *at the price he wants to pay*. When you can give every member of your club exactly what he wants, *sales are bound to grow*.

**2.** While the MACGREGOR line is *com-*

*plete in every detail*, it contains fewer models than ever before. Thus, you can carry *smaller stocks*—tie up less money in inventories.

**3.** With *smaller stocks and larger sales*, turnover is automatically speeded up. Extra profits follow naturally.

In addition, every member of your club holds the name "MACGREGOR" in high esteem. So MACGREGOR Clubs are easier to sell than those bearing a name less favorably known.

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.

### 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. Facts about these money-makers sent upon request.

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



THE CRAWFORD, McGREGOR & CANBY CO.

DAYTON, OHIO

# MACGREGOR

THE GREATEST NAME IN GOLF



THE CRAWFORD, McGREGOR & CANBY CO.,  
Dept. A-33, 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.....

# Build Up Pro Standing With Instruction Uniformity

By GEORGE JACOBUS

President, Professional Golfers' Association

**F**OR THE protection of our profession and its high standing, it is absolutely necessary that we eliminate from our ranks the man who is without teaching knowledge and ability and has no right to the title "professional." We must make certain that we are represented only by the highest type of professional, with all of the qualifications necessary to make him a first class teacher and a specialist in every department of the profession.

Merely because they play a fairly good game some men will call themselves "professionals" and apply for a position as such, when they are in no way qualified to teach or handle the other duties of a professional. It is regrettable that they are often successful in securing such positions. It is not long, however, before their members realize how little they know and lose confidence in them. Unfortunately, such an experience tends to shake the confidence of a player in the profession in general. Every one of us knows a number of so-called professionals who are every day doing their bit to create a feeling of mistrust and shatter the confidence of the golfing public in the entire profession. It is quite alarming to think what the result would be if such a situation were allowed to continue.

## Justify Pupils' Confidence

It seems to me that our only salvation lies in our Association sponsoring a movement to standardize teaching so that PGA members hereafter would be looked upon as thoroughly trained, competent teachers, and golfers who are interested in improving their game would consider it as unsafe to consult or receive instructions from anyone but a PGA member as we would to consult a doctor or dentist with no training or knowledge of his profession other than he picked up in daily practice. It is true that golf is merely a game, but it is played for recreation and exercise, both of which are vitally important to

health and well-being. When a player consults a professional he pays for the services rendered, just as he pays fees to his doctor, dentist or lawyer, and he expects and is entitled to receive advice and assistance based on thorough knowledge of every phase of the game, which can only be gained by intensive study and training.

When a player seeks the aid of a professional, pays for his services and then finds that the said professional knows no more about the game than the average golfer, he feels, and rightly so, that he has wasted both his time and money and will hesitate about seeking further assistance from any professional and probably never does so again, merely struggling along and missing the satisfaction which comes from playing the game well. We all know a number of golfers who do not give the professional credit for having sufficient knowledge and ability to help them. While a great many of such people are the type who can never be satisfied or pleased, in many cases, however, such opinion is based on an actual unsatisfactory experience.

I believe that our Association should strive to raise the standard of the pro who stays on the job by building up his reputation as a teacher, particularly now when his volume of shop business has been so reduced that he is being forced to depend on his teaching for a great part of his income. This can only be accomplished by making available to every PGA member a standardized method of teaching, worked out along the most modern and scientific lines and incorporating the methods of the country's best teachers. When this has been done, no professional need lack a thorough and complete knowledge of the best in tried and proven teaching methods.

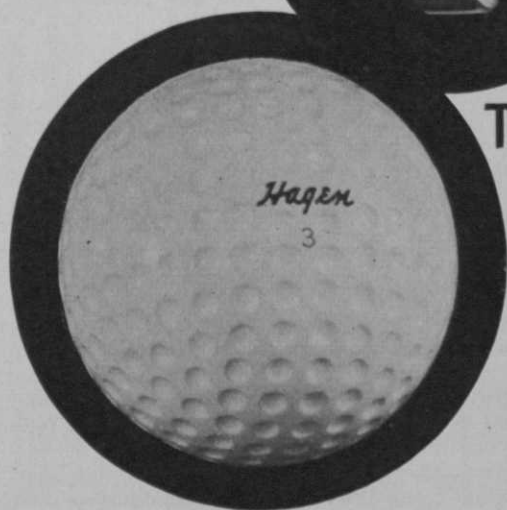
## Teaching Plan

I have given the matter a great deal of thought and have come to the conclusion that such standardized method can best



GET YOUR SHARE OF THE PROFIT OF THE NEW HAGEN

"Congealed  
Liquid Center"  
Ball . . . and



TOM BOY  
Irons  
and  
Woods

The secret of the ball . . . . is the "Congealed Liquid Center." It's a new ball from center to cover but it's the center that insures longer and far more accurate life. The pep stays in. The congealed liquid in the center insures greater distance and absolute accuracy—at all times. If you've tried the new Walter Hagen ball, you'll agree with us. If you haven't, be sure to try it soon. It's the real 1933 sensation.

. . . . and the TOM BOY Irons with the exclusive Biflector Back are selling as fast as we can make them working day and night and the Tom Boy woods are also making new sales records. The International Tom Boy Irons with solid Stainless Steel heads are probably the finest iron clubs ever made. As a running mate, the \$5 Tom Boy is one of the sweetest selling iron clubs ever sold by professionals.

*For real profit, sell the Hagen line—woods and irons  
from \$2.00 up—golf balls to sell at 65c, 50c, 35c and 25c.*

The L. A. Young Golf Co., Detroit, Mich.  
**HAGEN PRODUCTS**

be worked out by a group organized as follows:

Each Section represented in our Association to select from among its members a professional who is considered the outstanding teacher and on whom it can rely to ably represent it and contribute some valuable knowledge and theories to the perfection of the selected method. This will give us the benefit of the experiences with proven methods of 25 of the best qualified teachers throughout the country. We could not very well permit just a few chosen professionals to pass on and select a teaching method to be adopted as a standard one by our Association for the reason that the few thus chosen would be subject to accusations of favoritism, whereas, by permitting each Section to have a voice in selecting the theories and method to be adopted, such accusations and any adverse criticism may be foregone. It is natural for all of us to feel that we have a tremendous amount of knowledge and ability, and we like to feel that we are outstanding teachers in our respective sections, but for the good of the profession let us be open-minded in this matter.

### Consult with Others

Each sectional president could call a special meeting for the purpose of selecting representative teachers, at which meeting the members could also select an outstanding doctor in their section who would be willing to contribute to this cause his knowledge as to the benefits derived by the body from playing the game, the muscles used in swinging and how these benefits are increased when using the correct swing and playing the game as taught by a capable professional.

It may also add to the effectiveness of this plan and aid in working out a sound, constructive teaching method to secure, in addition to the services of the doctors, the services of a few engineers to advise on the physics of the game.

It seems to me that it would be quite possible to work out successfully a plan along the lines outlined above. Bear in mind that we cannot afford to go into this thing and cause controversy over the various methods suggested. If we select and receive the benefit of the knowledge, experience and ideas of 25 of the country's foremost teachers, giving each Section the opportunity to have the theories and methods of its own representative incorporated in the method finally worked out

and decided upon, there should most certainly be no room for criticism or complaint. Any method devised and considered sound and efficient by such a representative group cannot help being as near perfect as it is possible to conceive.

In my opinion, the most valuable, important and practical step that the PGA could take at this time would be to improve the quality of teaching, as it would benefit all golf club members by giving them the advantage of the best teaching knowledge available and, when this fact becomes known and the golfing public is assured that when they apply to a PGA member for instructions the methods used will be those devised and used by the country's best teachers, only then will confidence in the professional be restored and our teaching show a tremendous increase.

### Confusion at Present

I do not wish to infer that the golfing public is not receiving the proper instructions, but the methods used are so diversified that they tend to confuse the average golfer. Most golfers are ambitious and desirous of improving their game by learning as much about it as possible and when they meet they compare the methods used by their respective professionals. Then the player who is not doing so well begins to doubt the ability of his teacher.

I believe that every professional has adopted the particular method he is now using because he feels that it is the right one and that it has sufficient merit to warrant its use, but if the methods of doctors, dentists and other professional men varied as widely as those used by the golf professionals, we would have little or no confidence in them and their ability.

Golf, of course, is a game and the work of a golf professional is entirely different than that of a doctor or dentist, but nevertheless this variance of teaching methods is undoubtedly confusing to the golfer who is unable to stay with one professional. If every golfer could remain with the professional who started him off, providing this professional is ambitious, has a thorough knowledge of teaching and loves his work, there would be little need for making an effort to standardize teaching. But as we all know, this is seldom if ever the case.

During my teaching experience I have found no two teachers who use exactly the same methods throughout. Of course,