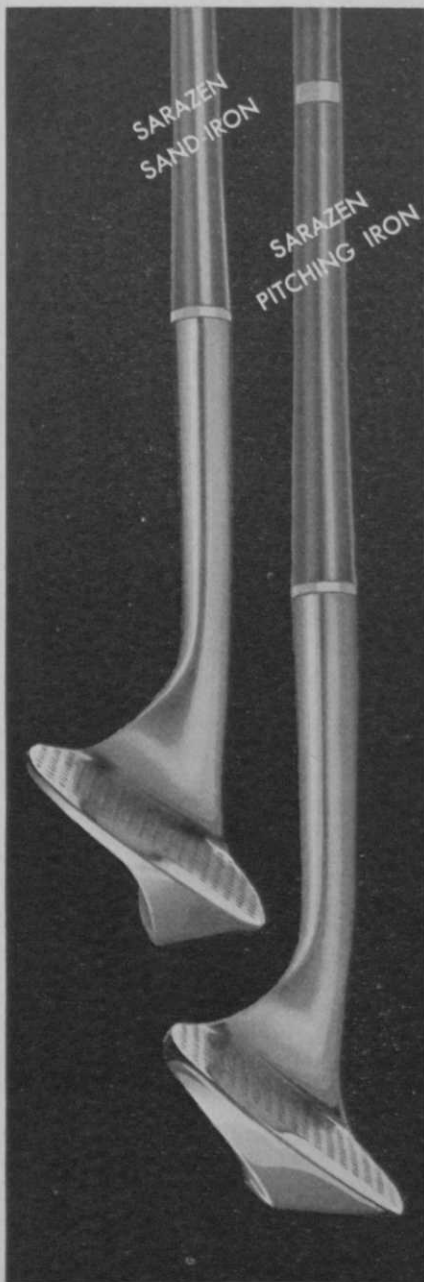


Sell these Shots

to your members

No matter what type of set your member has in his bag you can interest him in these two special shots. They supplement any bag of clubs and have proven their worth so effectively in important matches and tournament play that the golfing public is fully aware of their merit. The sale of these twin Wilson Sarazen Clubs to one of your members will result in many more wanting them. It furnishes you a fine opportunity for additional business.



SARAZEN
SAND IRON

SARAZEN
PITCHING IRON

THE SARAZEN SAND-IRON



The phenomenal performance of the Sarazen Sand-Iron has made it attractive to thousands of golfers. Its flange sole extending obliquely downward toward the back of the blade forces the club through and up. In fact, it literally rides along the sand, gathering little upon its face.

This produces a cleanly hit shot and prevents jamming or stubbing. It develops a great degree of confidence for the player so that some most amazing shots out of trouble result. (Sarazen Sand-Iron \$8.50)

THE SARAZEN PITCHING IRON



The special pitching iron which Sarazen has made so popular has its secret of success in the placement of weight well into the lower part of the blade near the sole. This extra weight is fashioned on the back of the blade in a wedge-like form that slants obliquely upward from front to back blade. This low placing of weight causes the ball to set down firmly. The club once started on a downward swing carries through almost of its own momentum. For distance up to sixty yards it is ideal. Sarazen owes much of his tournament success in the last couple of years to the remarkable firmness and accuracy of the shot it produces. (Sarazen Pitching Iron \$8.50)

Wilson
SPORTS EQUIPMENT

WILSON-WESTERN SPORTING GOODS CO.
Chicago, New York and Other Leading Cities

members of the physical education staff and arranged his schedule so that each student received a lesson a week. He confined his teaching at first to proper grip and stance. Then the students were taught how to swing. Rhythm was the keynote of the swinging lectures. Woods and irons were used during the course.

At the conclusion of the course, a check was made on the attitude of the students toward golf. Out of the nearly 1,200 who completed the work, 116 indicated that they did not care to continue. An examination of this dissenting group revealed that fifty-odd had already played golf and didn't care to practice during the winter.

Incidentally one member of the group was the winner of the C flight in the county tournament. The remaining boys and girls expressed themselves in a few words that they did not care for the game. It was conservatively estimated by the principal of the high school that 1,000 students enjoyed the lessons and were now or would be later on, potential golf customers.

The second "break" came around the first of the year when it was decided to include golf in the WERA projects which were being started at that time. Announcement was made in the paper that registrations for the class would take place at a certain hour. The enrollment was limited to adults, whether they had played golf or not. Long before the time for registration arrived, the classes were filled and a waiting list of more than 50 golfers stood ready to step into vacancies as they occurred.

250 Adults Begin.

Leonard was selected for the job and conducted classes for 250 golfers each week. Because of the popularity of the course, a rule was instituted and enforced that any member missing two "recitations" was to be dropped.

The class headquarters were established in the spacious basement of an investment company. Classes were divided into groups of 10 and were held mornings, afternoons and evenings.

As for instruction, Leonard took five at a time, gave lessons in swinging and then had each member hit four balls into the driving net. Easy contests were arranged to stimulate interest, such as giving prizes for the person who was able to ring a bell the most times. The bell was suspended over a "bull's eye" at the end of the net.

The number of non-golfers who enrolled

in the WERA classes was surprising. Of course there were the regulars who joined to keep in trim but the bulk of the enrollments consisted of persons who had played probably three or four games.

While the best authorities around Fond du Lac are hesitant to estimate how many of the high school students will take up golf this season, it can be safely said that at least 100 were regular customers on the courses. Sporting goods dealers give support to this statement on the number of sales of clubs and inquiries about golfing equipment.

The WERA classes, however, will prove the most profitable. Last year, the Takodah Springs course had a little over a score of season memberships. Thus far, 80 have signified an intention to take out a season membership or have paid the membership and the season is still a long way off.

The small number of memberships is not a fault of the course or the management of Takodah. Various stunts were tried, at considerable expense, to interest golfers in the Takodah course. Some benefits were noted but the response to these efforts was far from satisfactory.

The city, it seems, with the advantages of two excellent courses, has never been golf-minded. Other cities with even smaller populations, boast around a thousand and even more regular golfers while Fond du Lac could muster around only 400.

This year, however, it will be different. As a final climax to the "winter golf" program, sporting goods dealers are going to hold a sale of golf equipment, at moderate prices, to enable the newcomers to the sport to start out right.

The adult class idea is so firmly fixed in the minds of golfers that plans have been started to conduct similar classes at the vocational school next winter. The classes in the high school will also probably be resumed.

IS YOUR course one of the last to open in the spring? Do your fairways remain water-logged for a week or so after some nearby course has opened for the season? Perhaps the key to an earlier opening for you is to install drain pipe in the most water-logged spots. Within a season or two, increased patronage due to earlier opening in the spring will more than repay the cost of installing these lines.

CAUSING MORE EXCITEMENT THAN A MOVIE HERO IN A GIRL'S SEMINARY



IT would require an army corps of stenographers to answer the questions that are being asked in every section of the country concerning the new Hagen "Honey Center" Golf Ball.

"Does it actually contain real honey?" "Why is honey used?" "What will the 'Honey Center' do to improve my game?" "How much does it cost?" "Where can I get it?"

These are only a few of the questions that are continually seeking for answers.



The Hagen "Honey Center" is today the liveliest topic in the entire field of golf equipment.

And if you are an alive, alert and progressive pro you will want to cash in on this tremendous interest.

You will want to have Hagen "Honey Centers" on hand when your club members ask for them.

And too, you will want to have all the answers to their questions.

So-o-o-o write in today for prices on the Hagen line and your free copy of "Bees Buzz into Big Business"—the story of the Hagen "Honey Center" Ball. "It's a Honey."

THE L. A. YOUNG GOLF COMPANY, DETROIT—Hagen Products

© THE L. A. YOUNG GOLF CO.

Teaching to 5,000,000 Kids Calls for Pro Training

By "CECE" HOLLINGSWORTH

PPROMOTING golf among the five million students who are potential golfers is of timely importance. This will be done eventually as many educators recognize the value of this type of recreation and education. However the stimulus has never been sufficient to cause general acceptance in the public school program. So far as the work has been done with private schools or colleges and interscholastic or intercollegiate team play. Very little has been done about making the teaching of golf a part of the public school curriculum.

Unquestionably golf should be a part of the public school athletic activities. Nevertheless several objections arise which must be met before golf can be acceptable to the school program. To be generally accepted the teaching must not take too large a ground area. The danger factor must be minimized. The per unit cost of instruction must compare favorably with that of other accepted types of play. The cost of equipment and the maintenance of same must be within the reach of the school system.

Actual opportunity for play must be afforded, financed by the school. The administration of this activity will present a major problem. The instructor must meet the requirements of the teaching profession. These casually noted problems and many more will present themselves to be solved or adapted before the five million can be reached successfully.

Golf Teaching Space

Such a program is certainly one which is feasible. Caging would be possible in such a way as to make all wall space available and drop nets could be arranged for added space. Most play-grounds are too small now but most of them have space which could be adapted to golf instruction. Room can be found for instruction and practice nets if the activity is adaptable and it is. The per unit cost of instruction

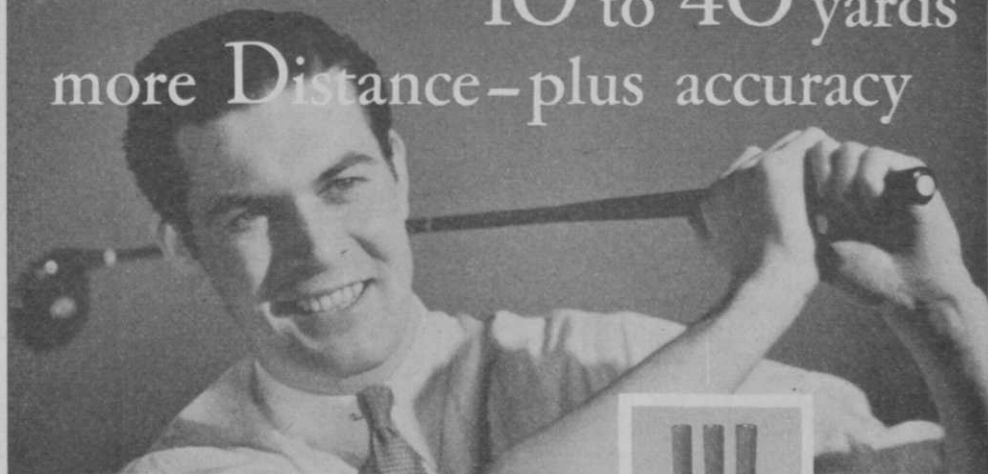
would appear to compare favorably with the cost of other play activities. Many more for instance could use the space allotted to a tennis court than can play tennis. The same might be said for basketball and certainly no more expense would be involved.

The danger factor must be minimized. From the standpoint of administration this is a major factor. The acceptance and success of golf as a physical education activity depends to a large extent on the safeness and the adaptability to mass instruction. No activity regardless of its benefits may be accepted into a physical education program without a maximum safety factor.

Practice in the golf activity as a whole is essential to maintain interest. This is true of all games. We must break all games up into their elements in order to learn fundamentals. But we must also offer the activity as a whole or we shall never accomplish our goal. The inability to offer the whole game is probably the main reason for golf never having been given generally in the physical education program. This adaptability would seem impossible. Just how this can be accomplished is a problem. However a plan could surely be arranged by which a certain number of cards could be played at the nearest municipal course as a home assignment. The actual rating for grades could be done by objective tests at the school itself.

This activity is essentially one of individual performance. In this respect golf is not unlike those activities on the track or in gymnastics. The factors of individual competition and team play are quite as present in golf as in many other accepted activities. We shall find this true especially in such events as two ball foursomes and team events. A scoring system with objective measurement is very feasible. Scoring may be arranged in the more

MACGREGOR'S TRU · WHIPS GIVE 10 to 40 yards
more Distance—plus accuracy



New Money-Making Opportunity for Golf Club Pros

Here's a golf club that's different from any other ever built. Golfers are enthusiastic about it because it gives them up to 40 yards more distance—helps them keep every shot straight to the pin—makes it easier to stop hooking, slicing and pressing.

Naturally, such a club is selling and selling fast. National advertising is telling America's golfers about it. Displays in golf shops whet buying appetites and make players eager to try these new clubs. A few practice swings do the rest

and sales keep going up—*up—UP!*

Tru-Whip is bound to "go places" this season and it will pay every pro to have a good stock on hand. If you already handle MacGregor Clubs, but haven't put in your supply of Tru-Whips, you ought to order at once. If you don't carry MacGregors in stock, write for free catalog that tells all about them. No cost or obligation in getting the facts. Simply mail coupon. The Crawford, McGregor and Canby Co., Dept. A-36, Dayton, Ohio.

MACGREGOR
TRU · WHIP GOLF CLUBS

THE CRAWFORD, MCGREGOR & CANBY CO.,
Dept. A-36, Dayton, Ohio.
Please send free catalog and details of your 1934 franchise.

Name.....

Address.....

THE GRIP IS RIGID

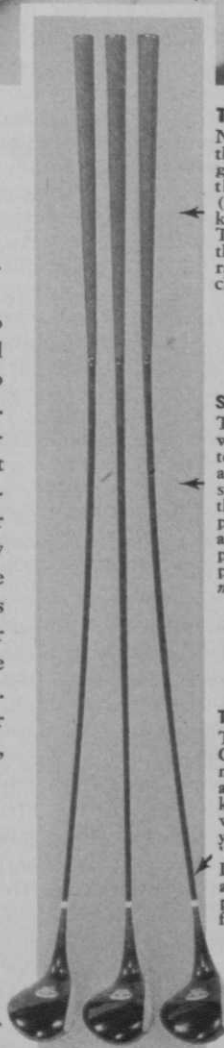
Note the stiffness of the shaft under the grip. This is because the Control Sleeve (patent pending) keeps the grip rigid. That's why you get the control and accuracy of a stiff-shafted club.

SHAFT BENDS HERE

Tru-Whip shafts whip only from grip to neck. The snap of a powerful, short spring builds up on the down swing to put "Extra Wrists" and tremendous power into the impact. The clubhead *must* follow through.

THE NECK IS SOLID

The patented MacGregor Neutralizer makes the shaft solid at the neck. This keeps the head from wobbling and lets you hit the ball "square on the nose." It also absorbs shocks and vibration and prevents the shaft from breaking.



essential phases of the game. Thus golf, it would seem, has been overlooked as an activity adaptable to the physical education curriculum.

One of the major activities in physical education is the carryover. In golf one finds more people participating from the age of the pre-school child to the feeble adult than any activity except swimming. Unlike many games and activities of physical contact golf may be participated in by two of very unequal scoring ability. In no other game can one handicap so fairly. A lack of adaptability to objective measurement renders many other activities unequal to golf as a universal game with equal appeal to young and old, experienced and inexperienced alike.

Instructor's Qualifications

The instructor must know golf and must meet the requirements of the teaching profession. The teaching has set for itself a high requirement of professional training. This is required in order that all instructors shall be well grounded in the understanding of the pupil. In teaching, the sciences, social sciences, psychology, English, foreign languages, etc., insure the profession that individuals graduating in teaching will have a good general background. These are general requirements in education. The old time ball players who got their coaching jobs for what they knew of a sport are being replaced by men professionally trained in education. The professionally trained men in education will certainly be the type of men who will qualify as an instructor in the public schools. "Pros" are passing up a golden opportunity in not preparing themselves properly if they wish to go into this line of work.

Unquestionably the field is open and the "five million" are in the "golf market's cradle." Golf is adaptable to the physical education program. The aims and objectives in physical education are highly satisfied. Golf is adaptable to all ages, to all physiques, to both sexes, and it carries over for a longer period than any other activity. Golf appeals to the introverted and extroverted persons alike. Golf participation requires no set degree of proficiency to be of interest in participation and competition. The situation is ideal but the activity must be adapted to the curriculum and the public school is the proper medium through which to promote this most ideal activity.

BRIGHT LINES FROM BRIGHT PROS

PLAY UP THE class lessons for juveniles.

A pupil who develops into a champion means much bigger earnings for his pro, and every pupil who shows interest and a better game increases your business now with pupil and parents, as well as insuring your future.

*Bobby Cruickshank,
Country Club of Virginia.*

* * *

START EARLY. You can sell a lot of goods to your members before they get out on the course. They'll give you time for inspecting and buying merchandise at their homes and offices before the season. When the season starts they are keen to play rather than to stop to buy.

*Harold Clasen,
Cloquet (Minn.) G. C.*

* * *

IF YOUR MEMBERS can get "the best" anywhere else in quality, value or service in sales or lessons, then you'd better revise your method of operating before you can boast that you are doing right by your job.

"The best" means that the hardest work has to be done. We accept that as our job. "The best" in 1933 isn't going to be good enough to rate as "the best" for 1934. We all have to advance with the years.

*The Harrison Brothers (Don and Elmer),
Algonquin G. C. (St. Louis district).*

* * *

THE MOST SUCCESSFUL idea for increased interest and business at our club in 1933 was the scheduling of more tournaments with out-of-town clubs. Home and return matches were played. During one of these matches more people played our course than ever before. More tournaments within the club helped a lot. This livelier tournament play brought me an increase over 1932 business.

*Robert Collett,
Elkins (W. Va.) C. C.*

* * *

IF THERE'S EVER any doubt, give the member the benefit. When you have your members confident that you are sincere in serving them and not after them



Seven Variations

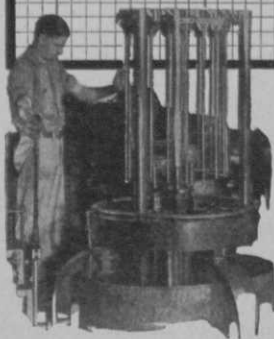
in **TRUE TEMPER** SHAFTS

TO MEET EVERY DEMAND OF YOUR TRADE

All Shafts Held in Repose - Without Weight Suspended

This is an actual chart showing repose position of all shafts, and position assumed by gripping 4" of the shaft in a vise and suspending a six pound weight at the tip of each pattern.

TTW - Regular
 MTW - Low Whip
 TWS - Stephens Model
 TTL - Ladies
 TFW - SEMI-WHIP
 LTW - True Temper
 Limbershaft
 LWW - Limbershaft



Through leading club makers, **TRUE TEMPER** Shafts are available in various finishes including chromium plate, colored lacquers or with pyratone sheaths.

In addition to the supreme quality and perfect workmanship built into **TRUE TEMPER** Shafts, think of the tremendous advantages these shafts offer you—seven variations in flexure and thirty-five patterns to meet every demand of your trade.

With these famous shafts available to you through all leading club manufacturers, you can supply your customers with clubs exactly suited to their individual requirements.

For more complete information on these various shafts, write for our new descriptive booklet where these details are carefully explained.

THE AMERICAN FORK & HOE COMPANY
 Sporting Goods Division
 Geneva, Ohio

TRUE TEMPER
STEP DOWN
STEEL SHAFTS

from a mercenary standpoint, you'll get business without having to beg for it.

When a member can actually get a better buy somewhere else be honest enough to tell him. You are hired to give him expert advice at all times.

Maintain a good stock, but don't overload. If there's something that you haven't got that a member wants, get it for him before the next week-end if it's humanly possible.

Take a real personal interest in the games of your members. If you haven't the disposition to take an earnest personal interest, try hod-carrying; no personal interest is required in that job.

Make sure that your members are reminded you will mark their golf balls with their names, free.

Make it easy for your club and your members to advertise you, by letter, club magazines or word-of-mouth.

Wolf C. Rimann,

Wood Hill G. C. (Kansas City district).

* * *

DISPLAY YOUR PRO shop merchandise where it will be seen and look inviting. Change your displays to keep interest keen.

Let your members know that you are anxious to be the best business man in pro golf and welcome helpful criticism. Some of your members have made fortunes selling goods. Their interest will help you and if their suggestions don't work they will have a greater appreciation of your problems and of your achievements.

Have confidence that the law of averages will help you if you keep on working and using your head.

Boost your fellow pros. Talk about their good points. Everyone knows what a fellow's bad points are and they don't get well if you pick at them.

If business is off, don't cry; you'll discourage people. Rejoice that you have your health and are building up and protecting the health of others. Pride in your club, brains, health, courage and work give you a position that's bound to make you enough to average a pretty good income at an enjoyable job.

Larry H. Striley,

Penobscot C. C., Bangor, Me.

* * *

PEP UP YOUR lesson selling; make lesson prices attractive. When they take lessons there is more play and more equipment sales.

Just because you haven't been getting enough lessons is no reason why you can't get members interested in instruction if you are a good teacher and will keep right after them to sign up for instruction.

Walker Pursey,

Inglewood C. C., Seattle, Wash.

THAT TEXAS PGA idea of a state all-star pro-amateur event has been adopted by the Connecticut PGA. Two matches are going to be played; one in the spring, the other in the fall. C. H. Perkins of Wampanoag is Connecticut PGA president.

* * *

THE CONNECTICUT PGA elected the president of the Connecticut Golf Assn. an honorary member.

Why the sectional PGA or greenkeeper organizations don't smart up like the Connecticut laddies and make club and association officials honorary members, is mystifying. Such memberships would get the bosses interested and allied with the boys.

* * *

ANOTHER THING the Connecticut PGA arranged is a continuance of the pro-woman events. The PGA section that doesn't put at least one of these events on its schedule this year is missing a tie-up with the fastest growing sector of golf, and the most profitable for the pros.

* * *

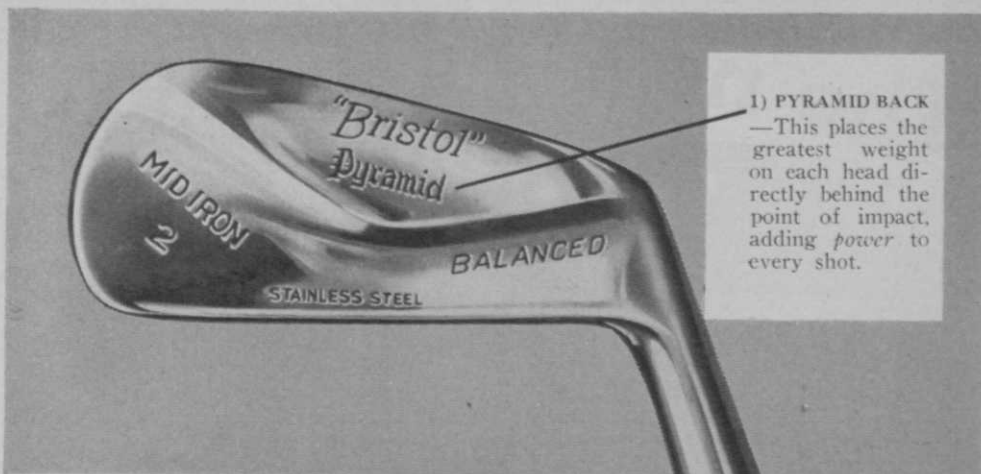
BILL KAISER, the Louisville public park player who was picked up by Frank Bradsby of Hillerich and Bradsby, as a travelling pro under the subsidy clause of the code, is a big, sunny-panned kid with a better golf game than he has exhibited since he made his debut in the big time.

We have wondered why this lad couldn't score like he hits the ball. Now we know. We have seen the poetry that was read at his farewell party at Cherokee in Louisville. What a curse that hung on him.

Let the guy who wrote it, sue us now. Even in this business, a guy gets incited to some courageous frankness.

* * *

THE NRA code with its longer play hours may give US something near the break the calendar gives golf in Scotland. From the Glasgow Herald of a June date: "The sun rises today at 4:32 A. M. (British Summer Time) and sets at 10:5 P. M." A day that long gives anyone enough time for play. You can start at 7 P. M. and play 18 holes.



1) PYRAMID BACK
—This places the greatest weight on each head directly behind the point of impact, adding power to every shot.

3 VITAL AIDS TO LOWER SCORES

All in This One Club-head

Distance, accuracy and control on iron shots. All three of these are aided by the new features of Bristol PYRAMID Irons. And *only* Bristol PYRAMID Irons have all three features.

Golfers of all degrees of skill have tried PYRAMID Irons. Already many of these players have adopted these remarkable irons.

You'll find an ever increasing demand for PYRAMID Irons if given a good display in your shop. They are backed by a strong and attractive national magazine and newspaper campaign.

Write today for the new Bristol Golf Catalog giving full description of all Bristol Individualized Clubs — both irons and woods. A mighty interesting booklet.

Also send for the new PYRAMID Iron Display Card for your shop. It will make many sales for you.

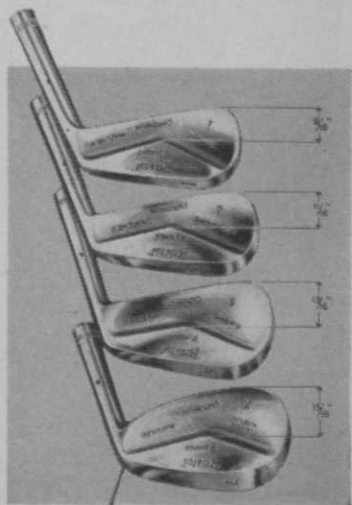
THE HORTON MFG. CO.
184 Horton St., Bristol, Conn.

NEW "WHIP-IT" SHAFT IS VERY POPULAR

Bristol recently brought out a new steel shaft, called the "Whip-It," because it provides more whip than the ordinary shaft.

This increase of whipliness does not sacrifice accuracy, because this shaft does not "wobble" under the grip.

Bristol Woods and Irons come with either the regular Bristol Steel Shafts or with "Whip-It" Shafts.



2) ADJUSTED WEIGHT

—As the depth and loft of the blade increases, the pyramid weight falls lower. This means, with long range clubs, more distance and top spin —with short range clubs, more loft and back spin.



3) WEIGHTED SOLE

—This puts the balance at the bottom of the club-head, providing a distinctly sweeter feel for every club.

BRISTOL PYRAMID IRONS

The newest
"shot" in golf...

