



ANNOUNCING

A
NEW LINE
OF GOLF CLUBS
BUILT EXCLUSIVELY
FOR SALE THROUGH
PROFESSIONAL
OUTLETS

DESIGNED expressly for sale through professionals, this new line of Hillerich & Bradsby Clubs offers an opportunity for you to outfit your club members with clubs of exclusive design.

Hillerich & Bradsby employ craftsmen and designers who know golf and play golf. These clubs are the result of ideas submitted to us by various professionals through Bill Mehlhorn's personal contact with them—contacts made with professionals all over the country. Two features of this

new line are the **POWERIZED** blades and

PRO=FLEX shafts which are masterpieces of design, workmanship and playability.

Write for further information and prices.

HILLERICH & BRADSBY COMPANY
INCORPORATED
LOUISVILLE, KENTUCKY



Sayers' shop at Merion Cricket is sunny and there's lots of room for golfers to browse around.

Sayers, Genius in Golf Selling, Works on Simple Policy

By HERB GRAFFIS

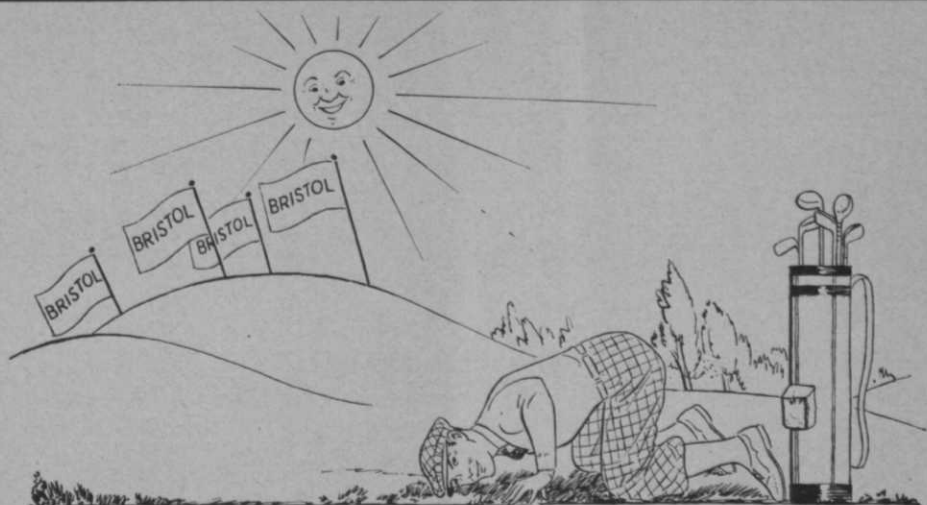
ADMITTEDLY GEORGE SAYERS of Merion Cricket club is one of the foremost business men pros in the country. However, until the National Open was held at Merion and pros from all over the country had an opportunity to get a close-up of George's operations a lot of the fellows didn't realize what a great business man this Sayers is.

Sayers seldom has a member of this large club buying golf goods any place but at his shop. There are two reasons for this, the first being that George and his assistants keep a close watch on their members' requirements and helpfully and tactfully suggest what the player wants. The second reason is that Sayers gives the Merion members a constant demonstration that he knows clubs far better than any downtown retailer could.

The Merion man, although one of the biggest buyers and most active pushers of

factory-made clubs in the country, also does plenty of club-making on his own. His workshop is in full view from his display room and that tips off the members that the fellows around Sayers' place must know clubs because they know how to make them. This bench-made club business with master craftsmen prices on clubs also helps to trade-up the members, with the result that Sayers' business on the better grade of factory clubs always is brisk. He has in stock about 3,000 iron and wood heads of his own models. Much of the club making equipment he and his men use is of his own design. His clubs are made to 17 specifications and complete records on each club he makes and sells are kept in a card index cabinet in his office. Sayers sends his own bench-made clubs to purchasers in England and Japan.

Sayers figures that Merion's players spend far more time in the neighborhood



BRISTOL *Announces* Important Events on the Horizon

Keep your ear on the ground and your eye open for the Bristol salesman. He's coming your way with big news and important surprises!

Yes sir! Bristol is planning interesting doings for the coming year, and you'll sure want to see all and know all.

The line-up is bigger than ever, and plenty full of excitement. Bristol Pyramid Irons play a big part, of course, for pros and golfers are mighty keen about them. But that's only the beginning! Bristol's stepping high, wide and handsome, for 1935.

Watch for the Bristol salesman. It's well worth your while. Let him show you what's what. And let him thank you, in the name of Bristol, for the sustained interest you've shown and for your cooperation.

THE HORTON MANUFACTURING COMPANY
BRISTOL, CONN.

of the pro-shop while their golf interest is keen than they do in the vicinity of other retail outlets. So with that as a starting point George figures if he can't get the members interested in buying it is his own fault. When he misses out on a sale he studies the case because he may learn something from it, instead of bellyaching because the member bought elsewhere. When a successful old-timer like George dopes it out that he always can learn, it ought to have some significance for younger pros.

An indication of the extent and character of Sayers' business is the \$1,000 cash register that occupies a prominent place in his shop. It is a specially made job on which there are keys for balls, woods, irons, miscellaneous merchandise, sweaters and hosiery, lessons and playing, repairs, cleaning, paid out, Merion Cricket club charges, cash, outside charges, and no sale. He keeps records on everything.

This record keeping policy applies to the members' handicaps which are kept by the graphic system. George and his boys take the scorecards from the players and keep this chart up to the minute because they have found that such a record keeps the players coming in for a look. When they are in the shop on a looking expedition they are liable to look around and see something that they need on display.

George also makes a feature of a "mograph," a little book in which there are 80 pictures of the member swinging. He sells this book for \$10.

The Merion pro is emphatic in his conviction that competent instruction is the basis of a successful pro business. He maintains that the pro is not qualified to make proper recommendations on clubs unless he is pretty well acquainted with the player's game. George carries out this policy in making clubs when the member wants bench-made equipment, even to the extent of testing with several clubs in actual play by the member until Sayers is satisfied concerning the exact specifications.

Being so much of a club-making and club-fitting genius, Sayers naturally is firm in his belief that if the pros make the most of their club knowledge and get the story of their mastery of this field over to their members, they need never have any fear of members buying down town at any price. He reminds other pros that numerous cases of serious misfitting of clubs purchased at cut prices can be pointed out

and in each such instance the player's enjoyment of the game is reduced far more than the saving in first cost meant to the purchaser.

Being referred to as a golf merchandising genius probably will stir a rebuking snort out of the modest Sayers. The most he claims to be is careful and thorough; but after all, that's about all genius is if you subscribe to that old definition about genius being the capacity for taking infinite pains.

Annual PGA Meeting to Be Held at Chicago, November 20-22

THE 1934 ANNUAL meeting of the PGA to be held at Morrison Hotel, Chicago, November 20, 21, 22, winds up one of the most active years the PGA has had and finds the pros at last in undisputed command of the golf goods merchandising situation.

This year, as in all previous years, the boys unquestionably will have plenty of loads that they want to get off of their chests at the meeting and are advised to acquaint their sectional delegates with their ideas in full detail and in plenty of time to get action at the Chicago conclave.

George Jacobus, vigorous president of the association, and his comrades in the official line-up of the national association already are going through their year's correspondence, selecting subjects that are to be presented for discussion at the meeting.

The association is in the best membership condition it has enjoyed since its start. The reduction of dues made possible by the financing of the association's expenses through the PGA ball deal with the manufacturers did a great deal toward making the benefits of the association widely available at low cost and has been responsible for putting the association in excellent financial condition.

Jacobus earnestly invites any of the fellows who have some idea or complaint that they want brought up at the national meeting to immediately acquaint their sectional delegates with their thoughts.

A golf pro named Ropp
Was proud that his shop
Every need of his members supplied,
"Whether club, bag or ball
I can outfit them all
Through the ads in your paper," he cried.

Meaning that by purchasing lines advertised in GOLFDOM, he knew he was stocking up-to-date, quality merchandise . . . and his sales proved it.

The Country's Foremost CLUB DESIGNER



Walter Hagen

DIRECTOR & VICE PRES.

Hagen's background is a "natural" when it comes to the designing of golf clubs.

His playing ability and precise knowledge of what every club in the bag should do under any conditions, along with his penchant for digging into "the reasons why" in his contacts with players everywhere, have enabled him, year after year, to design clubs that have proven outstanding successes.

In this he has had the able support of Richard Link, Factory Manager, and himself a club designer of distinction.

That Hagen's ideas are still clicking—that they are still straight down the middle, is borne out by the manner in which the 1935 Hagen line has been received by professionals and dealers country-wide. "It's a Honey"—

THE L. A. YOUNG GOLF CO., DETROIT, MICH.

*Choice alone dictates the playing of Hagen
Products by both professionals and amateurs.*

H A G E N · P R O D U C T S

Club Profits by Proper Liquor Policy to Members

WHEN MEMBERS generally make a practice of bringing bottled liquor into the club it beats the club out of a profit it has every reason to expect, since set-ups and other services are an expense for which it is difficult to make an adequate charge. Any club in this situation will be interested in the way the Sunset Ridge CC (Chicago district) has met the problem.

Sunset Ridge does a thriving bottle and case business with its members. On bottles a mark-up of 15 per cent is made and on case goods 10 per cent over the club cost is charged. Members are able to get the finest grades of liquor, which is something that is bound to be appreciated by the members of any club during times when it is not exactly easy to reconcile discriminating thirsts with the high retail prices being asked for good liquor. The Sunset Ridge "take home" business exceeds \$800 a month; this is of course in addition to the business done at the club in individual drinks. The moderate mark-up on larger quantities has practically eliminated the practice of members bringing liquor into the club, which always was more or less of a nuisance to the member and, under the system now used at Sunset Ridge, more expensive to the member.

Another idea that Sunset Ridge has adopted to serve its members and control its liquor business is to select popular drinks as leaders and make attractive prices on them. A Tom Collins in a 10 oz. glass, for instance, is 30 cents. Scotch and soda, the other top favorite, also is 30 cents. The member can name any brand of Scotch he desires, and the club is happy to serve it from its assortment of nine well known and high grade brands. Excellent brands of gin are used in the Tom Collins'.

No Swill Sold

Sunset Ridge carries in stock nine domestic and three imported gins. There are 11 brands of bourbon and rye, three brands of Irish whiskey, and the leading brands of cognac, rum and cordials; in spite of this elaborate list, the club's liquor inventory is turned over once a month.

Figuring that the members have a right to insist on the best being served at their club bar, the Sunset Ridge directors have adopted the firm policy of not hiking bar profits by using in mixed drinks the cheap stuff served by most hotel and other commercial bars. Yet bar profits during the active season have averaged more than \$1,000 a month. Margin of profit on bar sales of individual drinks is 30 per cent.

The volume of business built up by this policy enables the club to take advantage of lower prices on quantity orders and to secure for its members' club and domestic use choice offerings of responsible liquor houses.

Mutual benefits to club and members, as observed at Sunset Ridge and other country clubs where the policy has been adopted, indicate that profits on bottled liquor sold to members for holiday use and gifts can very easily make December this year a month that will show substantial black figures on the club's financial statement. In pre-prohibition days, club liquor business during the holidays was a considerable factor in the retailing situation. Since those days the golf clubs have grown so markedly in number and membership that experts figure this coming holiday season will see a large part of the better class liquor selling done through the country clubs.

Golf Clubs Do 12% of Nation's Beer and Liquor Business

ANTI-SALOON LEAGUE estimates that the first year's liquor business under repeal will be about \$200,000,000. The golf clubs during this time will do about \$25,000,000 in alcoholic beverage business.

Obviously the golf clubs are the biggest, sharply defined retail outlet for liquor. There are only about 2,000 golf clubs retailing liquor.

The happiest side of repeal is shown at the golf clubs because these clubs have made a good profit on the liquor and have further benefited by seeing the souse almost vanish from golf club locker-rooms.



Larchmont Shore Club, Inc., Larchmont, N. Y. 10-ft. bar with a 6-ft. return . . . over-the-counter Brunswick Instantaneous Beer Cooler.

MAKE IMPROVEMENTS WHERE REVENUE WILL BE GREATEST

Bryn Mawr Country Club, Tessville, Ill. 13-ft. special Rathskeller bar . . . under-counter, mechanical, refrigerated Brunswick Spontaneous Beer Cooler.



Now you know what Repeal means in Revenue. This new and extremely lucrative source of income enabled hundreds of clubs to pull out of the "red" in 1934.

But 1934 income from this source will be small in comparison with that in 1935 for clubs which open next season with modern, new service fixtures.

Appearance is a vital factor in boosting your taproom revenue. The taproom with adequate and efficient equipment that has a congenial atmosphere, inspires good fellowship—multiplies sales.

Before you do any club renovating, consult Brunswick experts about service fixtures. The craftsmen of this 89-year-old organization are past masters at building friendly atmosphere into service fixtures. They are expert at design-

ing the most efficient equipment for any size space and at low prices. Brunswick Service Fixtures can be furnished from stock designs, or specially designed fixtures to fit your particular needs at prices surprisingly modest. For instance, there's the Cortez model, a 14-ft. bar for only \$298.00 (workboard slightly extra).

The only people who think Brunswick equipment is high-priced are those who take someone's word for it and don't investigate, themselves. Tell us what you need . . . get the facts from us—and you'll be amazed at the moderate cost!

Write today for full information. Also for data on Billiard and Bowling Equipment, Lawn Bowls, Squash Courts and Toilet Seats.

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 S. Wabash Ave., Chicago, Illinois. Established 1845
Branches and Distributors in Principal Cities of the United States



Crescent Athletic Hamilton Club, on Long Island, has plenty of attendance at its model trapshooting and skeet field throughout the winter.

Proper Facilities Bring Play at Long Island Trap Layout


ONE OF THE finest and most modern trapshooting layouts of the East is that of the Crescent Athletic Hamilton Club at Huntington, Long Island. With the exception of the shelter house, which was already on the site, the entire layout was installed last year and met with instantaneous patronage from the shooting element in the club's membership. On average days, with no event on the program, the attendance runs in the neighborhood of 10 shooters. Special days, when non-members are invited, 50 or more sportsmen frequently participate.

As can be observed in the accompanying photograph, taken at the time of the club's closing shoot last spring and furnished GOLFDOM by Peter J. Collins, chairman of Crescent Athletic's trapshooting committee, the layout consists of three straight traps and a skeet field. The site is between the club's two golf courses and

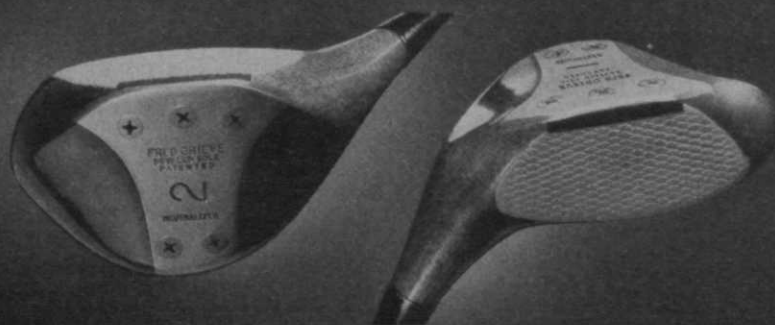
is conveniently located with reference to the clubhouse.

At the time the photograph was taken, the skeet field was not being used; instead, two squads are shooting straight traps. The third trap, in the far background, is idle. The universal appeal of trapshooting is indicated by the presence of two women at the fourth and fifth station of the squad in the foreground, and the young boy who is shooting as a member of the other squad. Interest in seeing the clay birds smashed is also apparent in the large gallery seated in front of the shelter house.

Crescent Athletic's trapshooting layout was financed partly by subscription and partly by earnings on the shooting. The club charges 3c per shot, two cents of which is for the bird and one cent is for prizes. A profit of about 12c is made on each box of 25 shells sold. That this small profit can run into fair figures is indicated



Again Macgregor demonstrates its leadership in wood club design



NEW MACGREGOR "BEVELED SOLE" WOODS ...THE GOLF SENSATION OF 1935

These new MacGregor Woods are entirely different from any clubs you have ever seen. They were developed in cooperation with Mr. Fred Grieve, pro at the Leewood Country Club, Tuckahoe, N. Y., a leading professional throughout the metropolitan New York district, and a member of the P. G. A.

Through an adaptation of Mr. Grieve's patent we have perfected a wood club design embodying three outstanding points of difference—

1. Beveled heel and toe. 2. Larger lead back-weight. 3. Scientific streamlining throughout.

These features result in increased power behind the shot—greater accuracy—reduced surface contact—better control—proper face alignment at impact—greater ease in playing fairway shots—reduction of handicap caused by cuppy lies—lessened wind resistance.

With the superior MacGregor line and MacGregor's new way to pro profits for 1935, we are prepared to offer pros the greatest profit opportunity in our history. Our direct factory representative will call upon you in the near future with full details.



THE CRAWFORD, MCGREGOR & CANBY COMPANY
DAYTON, OHIO

by the empty cartons and exploded shells around the feet of the trapshooters in the photo.

Installing a Skeet Field.

On the general subject of skeet installation costs, GOLFDOM is indebted to Chas. W. Hopkins of the Western Cartridge Co., ammunition manufacturers of East Alton, Ill. Mr. Hopkins reports:

All costs in connection with skeet shooting, both to clubs and to shooters, have been greatly reduced in the past few years through an earnest effort on the part of manufacturers to popularize this greatest of all gun sports. An afternoon at skeet may now be enjoyed for approximately the same cost as eighteen or twenty-seven holes of golf.

Any golf club possessing a plot of waste ground approximately 300 by 600 yards can put in a skeet field at less cost than the expense involved in building one creeping-bent green. Practically all skeet equipment now on the market can be installed, operated and maintained by club personnel, due to the improvement and simplification of traps and control apparatus since this fascinating game was first introduced.

The lumber required to build the two trap-houses of a skeet installation can be purchased for approximately \$75, probably for much less if the club enjoys trade discount privileges. An additional expense of \$50 will cover the pay of two carpenters to erect the trap-houses and such other woodwork as may be required. This brings the cost of permanent improvements to the field, exclusive of operating equipment, to \$125.

Match Equipment to Budget.

There are three combinations of trap and control equipment available, each possessing some distinct merit in utility or price. The two necessary traps to equip a skeet field can be purchased for as low as \$70 complete, provided economy is a factor and wire release apparatus, manually-controlled, is used.

Thus the total cost of a skeet field can be written into the club's ledger as low as \$195. It is desirable, however, to install electric release equipment wherever electric current is available. And, as a matter of fact, if electric current isn't available, equipment can be obtained which utilizes a storage battery in connection with direct current appliances.

Complete electric-release skeet equipment with alternating current appliances

may be had for \$140, which would bring the total cost of this type of de luxe installation to only \$265. The direct current battery installation is about \$15 more expensive, or \$280 in all.

Thus it will be seen that any golf club possessing the necessary waste ground can put a skeet field to work on the club deficit by an investment of less than \$300. Natural backgrounds and surroundings are always the most attractive, and except perhaps for some leveling of the ground at the shooting positions, there is little or no landscaping necessary or even desirable. For clubs with the inclination and the purse, the trap houses, guard rails and other features can be built of brick, concrete, native stone or even steel, while half-sawed logs with the bark left on have been used to produce a rustic effect in harmony with other rustic surroundings, such as benches and tables.

Cost Is Dollar per Round.

Shells and targets can be purchased by the club and sold to members, or the targets only can be handled. Both are obtained through regular trade channels, at a cost of about 3¼c each for shells, and ¼c for each target. This makes a club cost of each round of ammunition fired at skeet of 4c. Since the round consists in firing 25 shells, the club cost of a round of skeet is just about an even dollar.

The sagacity of the skeet committee or other controlling body comes into play in fixing the shooter cost of the skeet round. This is where the club gets its money back and pays a profit as well, to say nothing of the revenue from beverages and other club sources while the members await their turns. Most committees insist that the standard price of the round be placed high enough to pay the wages of the trap boys, with a little profit added to care for improvements and replacements.

There is still another increment that can be added to the cost of skeet shooting, without inconveniencing the members, which is perhaps the most important of all. This is a small assessment on targets to retire the original investment. If, for example, an extra charge of 25 cents is placed on each individual round of skeet until the equipment is paid for, each squad of five shooters will produce \$1.25 for the sinking fund in less than thirty minutes.

Figured on this basis, it would require only 212 squads shooting the course to pay for the alternating current installation costing \$265. Most skeet committees are