

7 POINTS MAKE TOMMY ARMOUR IRONS A



● Hot Dice! . . . and they're yours. Those who shot their first orders in scored on the "Seven." It's a "Natural" . . . because MacGregor and Tommy Armour . . . with iron-clad protection and big, easy profits, are things even a duffer can understand. The lads who have scored already didn't even wait for a salesman. Just wired their orders . . . and how!

Here are the 7 reasons why:

1. *Exclusive Pro Sales*—both the Tommy Armour Woods and Irons will be sold *exclusively* through golf professionals.
2. An Outstanding Profit! That's the reason for you to sell these clubs.
3. Tommy Armour has had a million dollars' worth of free publicity on his iron play and your members know it.
4. MacGregor's Publicity Manager is actively keeping Armour in the public eye.
5. National magazine advertising will create a tremendous interest in these clubs. You can cash in on it.
6. In California and in Florida many of the boys who saw these clubs ordered sets for their own use. We know of no finer com-



pliment to their perfect balance and appealing design.

7. Retail prices are far below what you might expect. Woods furnished in three grades—\$9.00, \$7.50, and \$5.00. The irons—\$8.00, \$6.50, and \$4.50.

This 7-Point MacGregor-Tommy Armour program is a 1935 Natural. Your members will want to see these new clubs. Write today for illustrated catalog and price list. Then order your display stock.

THE CRAWFORD, MCGREGOR & CANBY Co., DAYTON, OHIO

IN CANADA, ADANAC GOLF CLUBS, LIMITED, TORONTO

Thanks for telling the advertiser you saw it in GOLFDOM

goofey. The sucker pays. Even the sucker crop gets a blight now and then. The suckers either run out of dough or, more rarely, get smart. Therefore it is sweet news to the racing racket to learn that pro golf contributes some bell-wether suckers to lead others to the slaughter.

The little corner groceryman sometimes is more philanthropic than smart. He lets the folks get on the cuff to him because he has a kind heart and hates to see the kids go hungry. But this small tradesman is an intellectual giant alongside the pro who encourages horse-racing interest at his club. The little groceryman along with the big people in the community who struggle with the current human miseries, are putting up a howl against race betting.

It is reducing the buying power of their neighborhood. That reduction of golf buying power apparently is something never considered by the pros whose enthusiastic and thorough attention to horse betting induces susceptible members to play their money on the ponies instead of the pro shop.

What makes the whole thing laughably silly if it were not so sad to those poor pros is the simple arithmetic. Say that there is a 10% cut on the pari-mutuals. That merely means that by the tenth race the folks, even if every one won, would be playing with only a little over 30% of their original investment.

Maybe that's not a bad idea, taking 70% of the customers' money in well short of twenty minutes running time, especially when you see figures like the nearly \$20,000,000 as the amount handled by the totalizer at Rockingham Park, Salem, N. H. during its 1934 season. It all depends on who ends up with the money. One thing that stands out clearly now is that the pros who are neglecting their own business for the ponies are not getting any of that 70% profit in ten races.

LAUDS PRO

Teaching Is Keystone of Pro Value to Golf

By PAUL HARGRAVE

I HAVE stood off and watched the exchange of verbal combat between various parties concerning the professional golfer for many months without feeling any urge to reinforce either side with my support. On one side he is upheld, while the other side pushes him down.

In my opinion, the instructor—or pro—is about the best appeal the game has for

the masses that go to make up the golfing world. Of course there are rolling fairways and luxurious clubhouses, but where would these be without a pro, the one man on the premises who can teach the game without necessarily having to boast of a consistent sub-par game.

The low handicap club member who is eternally willing to improve the game of the gentlemen whose locker is adjoining his own, means well but he cannot put over an idea without employing the "watch me" method. He hasn't the patience, moreover, to stay with his subject until the latter's coordinations of mind and muscle in some fashion emulate his own. Why should he? He cannot accept monetary remuneration for his efforts. He is what Webster calls an amateur, although he is may be referred to by various other names when he blows up on the ninth hole of a pro-amateur event.

Male for Co-ed Teaching

That the game is best taught by a male instructor is a statement that would never be made by me without sufficient reason and basis. The golfing public and the citizenry of the nineteenth hole in this country decided that. Before I knew any better I used to wonder why a club that offered memberships to both genders did not retain the services of a male and a female professional. I was told that such a plan was once tried with disastrous results to the marital relationships inside the club, because the male members were prone to confine their training to instructions from the female teacher, and the female members, vice versa. Naturally, complications arose as complications will. Possibly that is one of the reasons why a club north of Chicago, which does not operate on a co-educational basis and limits its membership to men only, does not salary a woman professional.

I have yet to see a pro connected with a well-known club who does not embrace the good-will of the members at large. His business experience may not always be high enough to rate him an official's job in the U. S. mint, he may owe money to golf manufacturers and think they are dispensers of unjust form letters, but he is still the kind of a creature a man with a good social standing will pay money to for a golf lesson.

While the pro is not necessarily the highest paid employee on a golf club's staff, the fact still remains that the good pro has proved he is requisite, at every first class club.

THESE 2 FEATURES make H & B clubs GREAT

What makes a good golf club . . . some manufacturers say the head, emphasizing various freak weight distributions; others talk about the shaft exclusively. *We say that both are important.* In blades, experience has proved that the best design is a *plain head* and the best weight distribution is *equal weight distribution.* And experience has also proved that the best shaft is a *steel shaft* with the sweet feel of the finest hickory.

You will like the new Power-Bilts from the moment you pick one up. They LOOK RIGHT because of the great simplicity of their design. They FEEL RIGHT because they have perfect balance. They PLAY RIGHT because of the new H & B heads and the new Duo-Flex shafts which provide the double whip action of well seasoned hickory plus the strength, uniformity and endurance of steel.

HILLERICH & BRADSBY CO., INC.
Louisville, Kentucky

Shafts, Duo-Flex by Heddon, built to H & B specifications.

Ask for catalog and prices and also about the attractive free display rack.

Blades, the new H & B Power-Bilt.

LOUISVILLE
POWER-BILT
Golf Clubs

HILLERICH & BRADSBY CO., Incorporated, LOUISVILLE, KY.

When you mention GOLFDOM, the advertisers know you mean business

Pro Makes Thursday Big Night With Member Team Tourney

By BOBBY DE GUIRE

Pro, Whiting CC, Stevens Point, Wis.

Here's a smart hunch for the aggressive pro who wants to do something to increase golf interest at his club. Bobby DeGuire's league of members held a sixteen-week tournament, and liked it so well they made Thursday evening play almost as big as the week-end patronage.

DURING the seven years I have been at the Whiting CC, I have tried to arrange some sort of tournament every week-end, including team matches with six or seven close-by clubs. During the last four years the members showed less interest each season in these inter-city matches, so we cut them down to only two clubs a season, Wisconsin Rapids and Marshfield. It is a home and home affair, with the members calling each other by their first names, and with cold meat, cheese sandwiches and beer following the games and enjoyed by all. So much for the inter-city matches.

I noted that it was quite a job to get a good crowd out every week-end. About half the time a good many members were away over the week-end; it seemed as if I never was going to get a real big crowd out at one time. One night four or five of the members who play in a twilight baseball league came out to the club after the ball game, and it was then we got the idea of a golf league within our club.

With the help of Ed Kotel, the college coach, I ruled up a sheet and put eight men on a team. I happened to have just ten class-A golfers in the club, so I made each one captain of a team. That made eighty golfers, just about all the male members we had. For the first half of the league schedule I arranged the matches so that captains played each other, number 2 men played each other, number 3 men played each other, etc. That meant that each player always played a man in his own class. I didn't like this method, so in the second half of the schedule, each member made up his own foursome, and it was a lot more fun. The scoring was as follows:

The low five scores of every team were posted each week, and the team with the lowest total at the end of eight weeks won the tournament. The scores were very

even for teams all through the tournament. We started out by playing on Wednesday nights, but since the doctors who had office hours could never stay to the dinner that followed the tournament, we changed to Thursday nights, and this worked out fine.

By the way, we have a sandy soil here, and the tournament was named "Bobby De Guire's Sand Lot League." Few of my members missed even a single session of this tournament, and every Thursday evening it was a lot of pleasure for me to stand on the first tee from 4:30 to 6:00 and see a steady stream of golfers teeing off. After the league scoring of 16 weeks was up, we still continued the Thursday night suppers.

The club closed Nov. 1; tournaments were run right up to that date. Dinners were served on the porch because we have no clubhouse, just a small pro shop, with a large porch around it and a kitchen in the back. The last few dinners were a bit cold, but every member always had a good time.

Advises Pro Attendance at Green Section Meetings

PRO ATTENDANCE at the various sectional meetings where Green Section authorities present information on local and national turf problems is urged upon PGA members by George Jacobus, president of the pro association.

Jacobus wrote in a recent bulletin:

"No professional should pass up this marvelous opportunity to equip himself with a thorough knowledge of turf and golf course construction and maintenance, enabling him to successfully co-operate with his greenkeeper and have a better understanding of his problem."

ED LALLY, pro at Framingham, Mass., found the answer to pro idleness during the winter. Ed taught FERA groups in the Civic League building nets from Jan. 1 to March 31 this year. The lessons were individual in 20 minute periods. He taught more than 200 people, about half of whom never before had held golf clubs. Pupils had to be 21 or older.

Lally says far more people applied for the lessons than could be handled. It was one of the most popular of the winter FERA recreational activities in Framingham and, according to Lally, is something that pros ought to push strong, winter and summer.

"YES, YES, YES, a thousand times YES"

WILSON has a durable tough companion to the Championship P. G. A.

Just between ourselves: for a long time professionals everywhere have been on our necks to produce such a ball. "Sure," they said, "your CHAMPIONSHIP P. G. A. is a knockout. It's got distance, speed, accuracy, click and everything that the low-handicap player and professional could ask for. It's as fine a ball as we have ever played, but don't forget, we have a lot of members who play in the high figures. Members who abuse a ball, but still demand those great CHAMPIONSHIP P. G. A. playing qualities. Can't you build a ball with that same "aquadraulic" center, same balanced tension winding, and yet with a tough cover? We know we are asking a lot—but, brother, we want to satisfy these 'birds' who are good customers of ours."

Our answer has always been that we would. In fact that we were working on it, but we wanted to be absolutely certain that when we did bring it out, it would do just what was demanded—and now here it is—WILSON P.G.A. DURABLE COVER, the tough brother of the CHAMPIONSHIP P. G. A. We know it's tough. We have given it every conceivable laboratory test. We have given it grueling



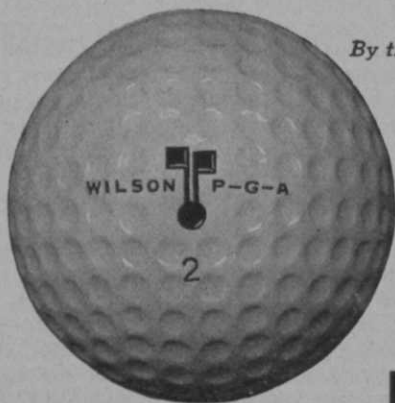
punishment on the field and, at last—after ceaseless effort—here it is.

You know the answer—which is, that this new DURABLE P. G. A. is going to be pretty sweet merchandise for you to handle. It's going to meet a great need in your golf ball business. It has the hair-trigger performance of the great CHAMPIONSHIP P. G. A. ball built beneath a cover that can certainly take punishment, and we had to sacrifice very little yardage to get this durability you fellows have been clamoring for.


This gives you two remarkable companion golf balls—WILSON CHAMPIONSHIP P. G. A. for the low-handicap player and its new tough brother, WILSON P. G. A. DURABLE COVER. A team built to your own specifications and one that will score a lot of business for your shop. Give them a play and you will have a lot of satisfied customers keeping your shop on the profit side of the ledger. (Dimple only—75c each, \$9.00 per dozen.)

WILSON SPORTING GOODS CO.

Chicago, New York and Other Leading Cities



Stamped Durable Cover on the equator

By this Mark you shall  know Fine Golf Equipment

Wilson P. G. A. DURABLE COVER

CADDIE NEGLECT?

Have We Been Paying Enough Attention to Boys' Welfare These Past Few Years?

By WALTER KELLER

TODAY A MAN can start a game of golf clothed in adequate, good-looking and above all, comfortable clothing, equipped with mechanically up-to-the-minute clubs, to a course laid out and maintained with modern equipment.

Is the picture perfect? No! There has been one angle grossly neglected! Not deliberately—but unaccountably.

Our caddies!

After many years of golf progress we still play a round of golf with (nine times out of ten) dirty, ill-kept, bad-mannered, uneducated (in golf, we mean) youngsters to carry our clubs.

A change in the personnel of our caddies is not what I advocate and I do not mean that caddies should be professional golfers; above all, I do not mean that these youngsters are at fault. On the contrary, we are at fault—we have neglected them.

Co-operation of the professional, the caddie master and the golfer will turn the average caddie we now have into a bright, clean, well-mannered youngster, with at least a working knowledge of the fundamentals of the game, with a knowledge of golf etiquette and the rules, whom it will be a pleasure to have accompany you around the course.

When you finish your game you can't wait to get into a shower and clean clothes, but what about the caddie? Nobody pays any attention to him, no one reminds the youngster to wash his hands and face, at least—no one seems to care and very often he starts out on another round with someone "as is"—dirty, sweaty, smelly and unrefreshed. We wouldn't do it ourselves—but we think nothing at all of the caddie doing the same thing.

Before telling you this, I made an actual, personal experiment. A number of dirty, loud youngsters appeared at my driving range one night recently and were a nuisance to everyone but themselves. Questioning brought to light that they were caddies. They did not have money to buy balls, so balls were provided for them and I gave each a few minutes of my time, watching his swing and giving a few words of instruction and encouragement. The

boys immediately stopped being loud. Before they went home, they were told that if they returned dirty they would not be allowed on the premises, but if they returned with clean shirts, clean faces and hands and with hair combed, they would be given balls and more instruction. Did they return? Oh boy and how! Clean shirts, faces scrubbed until they shined and grins from ear to ear. A few minutes time and a little interest has turned boys bordering on the rowdy into proud, well-mannered, clean young fellows whom it is a pleasure to have near you.

Those caddies and I firmly believe practically all caddies are starving for a little attention and encouragement. They "eat it up" and the grown-up who gives it will be repaid a hundred-fold. In most cases, the caddie is a caddie because he has an intense interest in the game. These boys are our future golfers and for obvious reasons we should give them a solid foundation upon which to build.

The player should treat his caddie as he would his son—demanding cleanliness, good manners and alertness. We all hesitate to report a caddie unfavorably—but remember, when you neglect to do so, you are doing both that caddie and the caddie who is striving for praise, a terrible injustice. Also, you are not doing your part to aid the complete advancement of golf. Likewise, be sure to turn in a good report for the lad who deserves it.

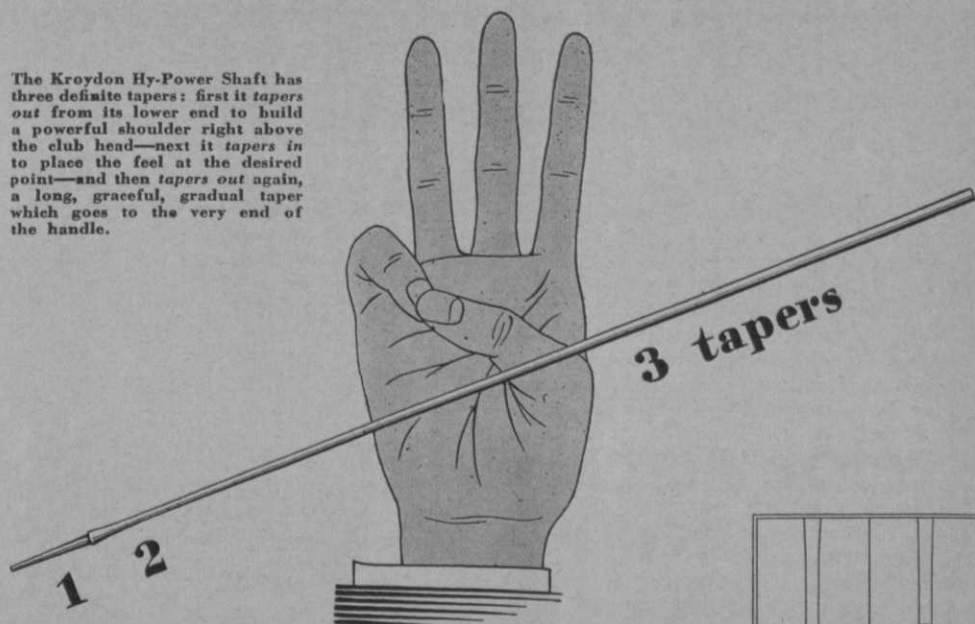
The pro has much to gain materially by devoting a little time to instructing these boys. A grateful, ardently admiring youngster can be turned into a live-wire little salesman. He will work hard selling clubs, balls, etc. for a small percentage, as well as to show his appreciation.

Uniforms are not expensive, but if entirely out of the question, at least insist upon a clean, mended shirt, clean trousers, a clean body and hair, and scrubbed hands and nails.

Books can be provided for a few pennies on the rules and etiquette of golf and a little, regular class instruction will produce caddies who will be able to produce the proper club at the proper moment, show a beginner the correct grip, and be real aids instead of distractions from our pleasure.

And the gratitude and admiration of these boys, at least, will warm hard old hearts! Our experiment is not going to be abandoned, but we need help in our work—won't you join us? Let's make the "Advancement of Golf" complete in all details.

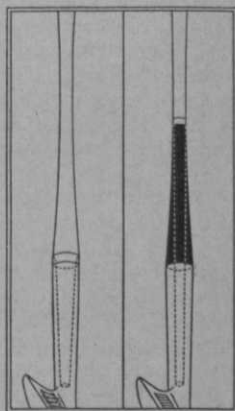
The Kroydon Hy-Power Shaft has three definite tapers: first it tapers out from its lower end to build a powerful shoulder right above the club head—next it tapers in to place the feel at the desired point—and then tapers out again, a long, graceful, gradual taper which goes to the very end of the handle.



The Shaft with the TRIPLE TAPER promotes Power - Accuracy - SALES!

Kroydon's patented, triple-tapered shaft not only adds distance through its greater power but gives this club an unusually sweet balance and feel which breeds confidence in any player and promotes accuracy.

The average golfer needs only to sight down that clean, beautifully tapered shaft and knock out a few balls with this *power-plus* club to get his *heart set* on owning a Kroydon Matched Set! Cash in on the demand this spectacular club is creating! See your local Kroydon representative or write for our new catalog and full particulars about our proposition. The Kroydon Company, Maplewood, N. J.



BUILT-IN not BUILT-UP

Kroydon Hy-Power Clubs have a drawn steel shaft with a triple taper which makes the shoulder of the shaft where it is attached to the club-head stronger than at any other point. The extra strength and power are there in plain view—they're not simulated by a false "neck" or built-up shoulder.

Kroydon



Kroydon Hy-Power Clubs—both woods and irons—are individually graded as to weight, length, balance and flexibility; are obtainable in extra-stiff, stiff, semi- or full flex.

CLUBS FOR BETTER GOLF

Thank you for buying from GOLFDOM advertisers; they are O K

IN THE ROUGH

with **HERB GRAFFIS**

NOT long along several successful and well known pro business men got to discussing why pros lose jobs. It rather surprised this writer to hear these pros put gambling with members high among the reasons for pro job loss.

Many prominent professionals in club service seldom gamble with members on more than a dollar Nassau basis; or a five dollar Nassau at the top. The pros don't often suggest the gambling themselves. They let the members do that. Tommy Armour, who probably has played more big dough gambling golf than any other pro in the country, and who still will partake, on invitation, of any part of a fancy wager on skill, played scores of friendly rounds with members last year without a nickel depending on the result. That is something that never would have happened anywhere five years ago.

Armour attributes the change in practice with respect to gambling to the smart pros' desire to play with as many different members of their clubs as possible. They often prefer that the wagering element be missing so the member will be at complete ease. Depression apparently put an end to the old days when the laddies would play \$25 Nassaus and then have even the losers be charged with a \$10 playing lesson.

An angle that the pros brought out in discussing gambling as a job peril was that too many fellows hate to lose. The losers may smile while they're paying off but may feel such deep pain inside that they'll relieve themselves at times when it does the pro no good.

AL LESPERANCE, pro at Westmoreland CC, has convincing figures to prove that teaching golf by slow-motion pictures improves the pupil's game. Lesperance has used a Filmo slow-motion picture camera in his instruction work over a sufficiently long period of time to eliminate chance results and to know that his figures are of significance.

"When I came to Westmoreland in 1926," Al says, "of our players who had handicap cards, 10% were in class A, 20% in class B, 30% in class C, and 40% were

in class D. At the end of the 1934 season the percentages were as follows: 17% in class A, 24% in class B, 34% in class C, and 25% in class D.

"About 300 of our 350 members have cards in the handicap rack.

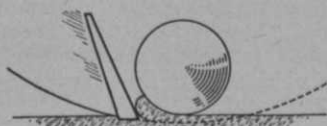
"I think you will find that the above figures will be true at many of the clubs in this country which make use of movies in instruction work."

DURING winter conversations with at least 200 different professionals in the South, a frequent subject of debate was the degree to which the boys are at the mercy of the weather. Most of them suffered through a summer so hot it knocked off sales and then ran into a wet fall that cut down play. How they can outsmart the weather-man no one knows, although one of the boys came up with the idea that kept folks coming out to his club by cutting down events from 18 to 9 holes whenever the mercury began to show signs of squirting out the top of the bulb. The clubhouses were as cool as any place in the town and the swimming pools drew well. The case of obtaining cooling, legal liquors helped, too.

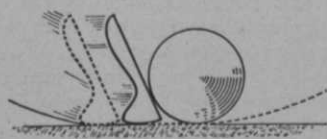
GOLFDOM'S suggestion that standard contract forms for pros be worked up, scored in several spots. Officials of sectional PGA organizations and the district golf associations have had informal conferences with a view to drafting contract form ideas.

AN interesting novelty in club literature is "The Dope Book" of Sam and Henry, bartenders at the Creve Coeur club of Peoria. Sam and Henry, by the way, were the originals of Amos and Andy of radio fame. These veterans of 30 years' service tell in this booklet how they mix drinks. Copy for the book was set without any alterations, from the pencil copy supplied by the star colored mixologists. They say in their foreword: "to make good drinks you must have good merteral. if any of these drinks are maid according to our instruction you will find them o. k." They add: "for the benefit of our friends

TWO FEATURES ON WHICH YOU CAN GET ELOQUENT



Above illustrates what happens when you hit behind the ball with conventional irons. The club head digs into the ground—under the ball—producing a terrible shot.



Above illustrates what happens when you hit behind the ball with Hagen Deflector-Sole Irons. Note how the club head slides on the ground. Result—a beautiful shot.

Hagen DEFLECTOR SOLE IRONS

Yes Sir! Those Hagen Deflector Sole Irons and the new Hagen Honey Boy ball, with honey center and casehardened cover, have talking points—genuine selling features—to warm the heart of any merchandiser.

For, just give any real salesman a few real talking points upon which he can hang his sales story and an honest-to-goodness sale results.

Hagen Deflector Sole Irons and the Honey Boy ball, possess the most convincing and easiest demonstrated features from the standpoint of the average golfer that have ever been presented.

A wall chart prepared to aid you in selling, gets the facts about Hagen Deflector Sole Irons over instantly. And everyone knows that 1935 will be a tough-cover year. The Hagen Honey Boy is tougher than tough. "It's a Honey!"



THE L. A. YOUNG GOLF COMPANY
DETROIT Hagen Products MICHIGAN

Hagen HONEY BOY

"IT'S A HONEY"

with Casehardened Cover
and Honey Center ...



The advertisers pay for your GOLFDOM; deal with them

and those who like good drinks We are given away this Book as a Suverner."

FROM Jack Jolly, veteran pro and head of the St. Mungo golf ball outfit, comes an idea that sectional PGA's might consider for development of golf play in their territories. Jack suggests that instead of playing the PGA local Monday events always at some rather exclusive private club that these events be played every two or three weeks at some municipal course where the general public can see the sectional stars in action.

The municipal courses ought to go for the idea strong because putting on a golf show for the public would far more than offset closing the course to the public for a few hours and resultant slight loss of income.

ABOUT the smartest thing your correspondent saw done by any of the pros in outwitting weather was done by Horton Smith at Oak Park CC (Chicago distr.) during the Labor Day holidays. Horton's members were anxious to catch up on the golf they'd missed during the intense heat. But it rained in thin showers during the entire week-end. Instead of discouraging the fellows who did come out, by hanging around the shop with a face as gloomy as the skies, Horton attired himself in a snappy raincoat and pleasantly greeted the members who were undecided whether to take a chance with the showers.

"This is what they call great golfing weather in England and Scotland," Horton said to them. "Just a bit of a mist. A raincoat and some grip wax while you're playing, a shower, a change of clothing and maybe a few drinks when you're through and it all beats hanging around inside." The members went for the line. Horton sold out his raincoat stock and a lot of balls. The members enjoyed their games. Horton himself played through the rain with three members after he'd seen the early rush started off.

IF some of the pros would buck the rain themselves their members wouldn't be scared away by a little shower. The same thing goes for those cool days in spring and fall. How can the pros expect their members to play if the pros themselves keep off the courses?

APPPOINTMENT of Opal S. Hill of Kansas City as head of the Women's committee of the USGA is a popular selection.

Mrs. Hill represents the Trans-Mississippi section in which territory the Women's national championship will be played at Interlachen CC, August 26-31. As an experienced and fine competitor, a great worker, and one fully acquainted with conditions and activities in women's golf, Mrs. Hill brings to the USGA rich assurance of continued progress in the women's department. Mrs. E. Gillig Betz, 18 Merion Road, Merion, Pa. continues as secretary of the committee.

PAUL WANBERG has been re-elected president of the Massachusetts State College Greenkeepers Alumni Assn. Kent Bradley is first v. p.; Joe Whitehead, second v. p.; Wm. Nye, sec.-treas. and Prof. L. S. Dickinson, counselor. One representative from each of the nine classes is on the executive committee.

Dues have been cut to \$1 a year.

The association has called off the solicitation of used balls from members. Original idea was to sell these balls to repaint company and finance turf research with proceeds. It meant possible conflict with pro ball business, so the greenkeepers threw out the stunt.

HENRY DUTTON, able young manager of the Albany (NY) CC, puts news value into house operations. When Hank sees some interesting recipe advertised heavily, he and his chef immediately put it on the club's menu. Women notice the prompt appearance of novelties and comment favorably.

IT'S a good thing that prize money isn't all the pros expect on the winter tournament because so few of the boys even make expenses. Al Zimmerman, pro at the Alderwood CC, Portland, Ore., gives you an idea of the training school aspect of the circuit when he tells his club members in the Alderwood **Back Swing**: "Along the winter golf 'Golden Trail' with my brother, Emery, I had a fine time, learned a lot about tournament golf, club duties, teaching and golf clubs in general."

HELEN HICKS starts out in April on a West Coast exhibition tour. This tour contributes the business gal golfer's expert services and showmanship to some worthy causes. She will perform with Dorothy Traung, Frank Dolf and Steve Hawley at Claremont CC, Oakland, Calif. in her Coast debut as a pro lady. It will be for the benefit of the sick fund of the