

Give the professional powerful sales ammunition and he is bound to sell more merchandise . . . This is the theory back of the Wilson policy for increasing professional business and it has proved its soundness—professionals must have outstanding features to sell—here they are:

# Best Selling Opportunities

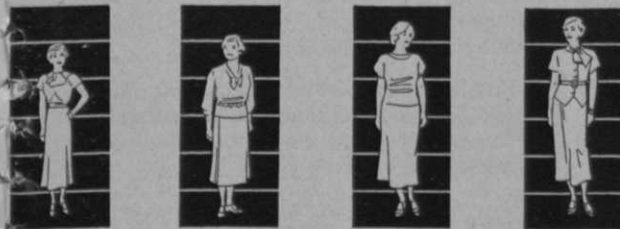
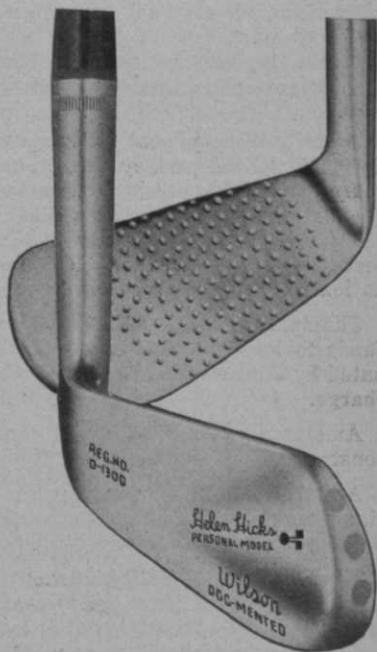
## HELEN HICKS GOLF CLUBS

These clubs introduced last season proved to be one of the greatest sensations that has ever been created for golf club manufacture and sale.

The name of Helen Hicks has as enthusiastic acceptance as any known to the game. Miss Hicks has proven her ability as a player. She has definite ideas about construction of golf clubs for women. Her charming personality has won her unlimited friends. In short, there is no player to whom the buying public is more ready to listen than Helen Hicks. This is a tremendous sales advantage for any golf merchandise bearing her name.

Her form-matched clubs, built to fit every figure, have a new and interesting theory of design. The whole plan is a natural on which you can capitalize handsomely this season. It will pay you to get full details concerning it.

There are Helen Hicks woods too, built with extraordinary precision to specifications stipulated by Miss Hicks herself.



### FORM-MATCHED TO FIT EVERY FIGURE

- If you're about five feet in height, with a small girlish figure, you'll get better results from the single crest clubs.
- If you're moderately stout, medium height of five feet four inches, the single crest clubs will be most satisfactory.
- If you're well built, fairly large in frame, about five feet six inches tall, the double crest clubs are the ones you want.
- If you're the tall type, five feet eight inches or more, the triple crest clubs will give you the best performance.



By this mark you shall know fine golf equipment

**GOODS CO.**

**CHICAGO, NEW YORK AND OTHER LEADING CITIES**

When you mention GOLFDOM, the advertisers know you mean business

# GOLF MARCHES ON

London, Eng.—George Duncan gets Mere G&CC (near Altringham, Ches.) pro job, reputedly at the highest pro salary in England.

Syracuse, N. Y.—Bellevue GC installs fairway watering.

Colony, Kan.—New golf club started. Instead of initiation fee, members must work on course construction tasks.

Rochester, N.Y.—Play on Genesee Valley and Durand Eastman public courses was 108,702 in 1934 compared with 130,770 in 1933; drop caused by late spring, unpleasant summer and Durand course being torn up for remodeling. Receipts fell off \$375.35 to \$25,176.50.

Madison, Wis.—Park commission considering purchase of Black Hawk CC (private layout) to replace Glen Way muni course which may be used for cemetery.

Detroit, Mich.—Local newspaper tells of \$120,000 FERA money spent on 9-hole course and clubhouse in Keweenaw county (population 5,076, of whom 3,045 are on relief rolls.) Project reported 60% complete. If dope is true the \$200,000 will be nation's top for 9-hole course cost.

Champlain, N. Y.—FERA and 25% local funds to build \$12,000 course on land donated by Andrew Weston. Ed O'Connor in charge.

Amsterdam, N. Y.—Council considering construction of muni course.

Assining, N. Y.—During the late depression, County Park commission made money on every one of its public courses.

Harvey, N. D.—FERA money building new muni course. First rock out of course site was gilded and displayed in local store window as "golf gold" nugget. As a concession for work being done on the \$6,000 course, the local golf club which will operate the plant has agreed to let all boys and girls 18 years old and under play free of charge week days until 4 p.m.

Chicago, Ill.—Sports goods makers and dealers committee decides not to petition for abolition of 10 excise tax of athletic goods. They figure all industries must stand rap for financing recovery and pork barrel gravy to congressmen.

Buffalo, N. Y.—Cazenovia muni courses to be enlarged to 18 holes of championship calibre and renamed Ganson Depew memorial course, honoring late USGA official and famous sportsman.

London, England.—Fred Pignon, noted sports expert of Daily Mail, says Britain's average pro lucky to make \$1,500 a year; many of them not making half that amount. Australian average pro's salary stated as \$5.00 a week, with all pro shop income in addition, of course.

Quotes club officials and prominent amateurs as pushing policy of members buying all playing merchandise at pro shops so good men can be attracted and held in golf profession. Lacking good pros, clubs and players suffer, Pignon points out.

Indianapolis, Ind.—Hillcrest CC (formerly Avalon) puts a practice net in the pro shop during the winter as an inducement for members to come out to the club and get limbered up for spring.

Falfurrias, Tex.—Directors of local course decide to turn over caddying rights to Boy Scouts.

Washington, D. C.—Recommendation that municipalities of 8,000 or more inhabitants should provide recreational areas on a minimum of one acre to each 100 persons, is made to President Roosevelt by National Resources board.

Portland, Ore.—The Backswing, house organ of the Alderwood CC is conducting a successful campaign for business reciprocity among Alderwood members.

Mineral Wells, Texas—To boost winter tourist traffic, local G&CC votes to invest up to \$8,000 changing greens from sand to turf.

Houston, Texas—Cost of 18-hole course and \$40,000 clubhouse under construction at Memorial Park, shared by city and Texas Relief commission.

Reno, Nev.—New courses, possibly on site of Reno GC, considered for PWA work.

# PRO BALL SALES

## Official 1934 Sales Figures Show- Pro Hold on Profitable Price Level

**T**HERE are some interesting angles for pro study in the official report on golf ball sales in 1934, as compared with 1933. Sales for 1934 up to August 31 of the leading makers' balls were 2% ahead of the entire 1933 sales, with the fall business going a bit stronger than in 1933. Private brand sales fell off, authorities estimate, more than 15%. The smaller manufacturers didn't do any better in 1934 than they did in 1933, which wasn't much.

The grunt comes when the 1934 figures are compared with the 1932 ball sales figures. The drop was more than 35%. Weather accounted for a lot of this and you can also figure in that 1934 was the worst year of the depression so people were wearing out the brushes on ball washers rather than following the practice of buying at least one new ball a round as in brighter years.

Percentages of sales in 1934 went about as follows:

|                       |     |
|-----------------------|-----|
| 75c balls .....       | 56% |
| 50c balls .....       | 14% |
| 3-for-\$1 balls ..... | 21% |
| 25c balls .....       | 9%  |

The picture then looks O.K. for the pros because the big percentage class, the 75 cent ball, is where the pros do by far the greater part of their business. That is, the pros can see some consolation in the picture even though 75 cent ball sales were off 25% from 1932. The 75 cent ball sales in 1934 jumped about 10% over 1933. The only other price class to jump in 1934 from 1933 was that of the 3-for-\$1 ball which hiked about 12%.

The pro who doesn't sit down and study these figures, comparing them with his ball sales in various price classes, is missing the best tip-off to correct business policy in his shop operation. In normal years the ball business is about 50% of pro shop income and if a fellow really wants a check on how he is handling his business or how his members finances stand, he can compare his ball sales for a few years past with the number of caddie tickets issued at his club. It is to be supposed that a business man pro has his

ball sales segregated by price classes in his books. If he hasn't, he'd better make that one of his resolutions for the new season.

### What Do Figures Prove?

The old gag about figures lying and liars figuring can't be put in as a rap against this yarn because its author is not so sure what the figures do prove. He gives only his conclusions which seem logical to him. If you have another conclusion, write us. It may help you and the other pros, too.

In the first place the national figures seem to indicate that the pros would be suckers to do anything to cut down the acceptance of 75 cents as price of the popular standard first class ball. The folks who keep playing golf through the depression periods and who play the most of it when times are good, obviously show in these lean year figures as the greater part of the golf market. Since the pros can't have it all they might as well take the most of it and make sure that the most is that part of the market where some dough can be made. It is no secret that the 3-for-\$1 balls give the manufacturers just a little more than an even break; on the two-bit ball, the chances are the manufacturers are out dough. It takes a lot more ball sales in the 3-for-\$1 class and the quarter class to make up the pro profit that's made on the 75 cent ball. The customers can benefit on the cheap balls just so long as the manufacturers are willing to lose dough and the pros lose dough to make it possible for those with very small incomes—the kids for instance—to become exposed to the golf bug. One of the manufacturers has made some interesting tests on the life of a 75 cent ball as compared with that of 3-for-\$1 and quarter balls, under actual playing conditions at private, daily fee and municipal courses. On the basis of cover life, the quarter balls stay in playable condition only one-fifth as long as the 75 cent balls. The 3-for-\$1 ball remains in fair condi-

# Spalding puts New Business

NOW you can offer in a golf club definite help in overcoming hooking, slicing and scooping. You can offer this help in Spalding's new Jones 'Form Grip,' the grip scientifically designed to fit the hand—and already the sensation of southern golf.

### *Three new features*

This new Jones 'Form Grip' is ridged, recessed and flattened in a way to curb faults in the average golfer's game, to promote a freer grip and better direction . . . and thus reduce tension and improve control.

If all this sounds involved, *try* the Jones 'Form Grip.' Try it *blindfolded*, and as your

hands slip almost automatically into a perfect grip, you'll realize that this is a *definite* golf club improvement.

### *On Bobby Jones Clubs*

Have your customers make this "blindfold test"—close the palms of their hands over this new grip—and open *your* palms for their orders. The Jones 'Form Grip' is available in Bobby Jones Irons and Woods\* already endowed with Spalding's cushion-neck construction, and the famous Jones head.

\*Bobby Jones, a Spalding Director, collaborated with Spalding experts in working out these—his idea of perfect golf clubs.

## *A. G. Spalding & Bros.*

ROBERT T. JONES, JR. GOLF CLUBS  
WITH THE NEW JONES 'FORM GRIP'

into the

palm of your hand



**RECESSED...**

for heel of hand to prevent forward slip during down-swing—and thus reduce scooping!

**RIDGED...**

where fingers crease over it to help prevent sidewise twist at top of swing—and thus reduce slicing and hooking!

**FLATTENED...**

along right side to telegraph direction!

---

The advertisers pay for your GOLFDOM; deal with them



tion one-fourth the number of rounds the 75c ball stays in good condition.

On the basis of those tests, the customer is away ahead financially, barring loss of the ball, if he buys the 75-cent product. So the pro is not strong-arming the customer when he pushes 75-cent ball sales, providing he does so without scaring the trade that hasn't got the dough. If a customer wants steak and hasn't got much jack, he will have to eat hamburger.

The other angle is that 3-for-\$1 hike in sales last year. It was enough to warn the boys that while their main play is to protect their 75-cent ball market, they don't want to be blind to a price range that lets the customer know the pro can take care of them. Drug stores and department stores gave the 3-for-\$1 plenty of push last year and it was surprising how well this priced ball sold in pro shops at a number of top grade clubs. Some pros report they sold almost as many 3-for-\$1 balls in dollar and cents volume to certain players as these players used to spend for 75-cent balls, but these cases are few and far between.

In the news, the other day, that one of the most astute of the department store sporting goods buyers had gone over as sporting goods buyer with one of the big drug chains, there seems to be a threat that there will be hell to pay in cheap ball retail competition this year. That guy is smart. His chain is big and they murder prices although the expert who "shops" their stuff and compares prices often sees that their offerings are excelled by standard brand merchandise at the same price. The pro isn't the one who has to fear this promised increase in competition. That will just cut the downtown buying up into smaller hunks and while the downtown boys fight it out among themselves the pros should be working wisely and persistently as sales missionaries among the folks who come out and play their courses.

Possibly one of the brightest indications that the pros either have the inside track on whatever good business is available or are improving as merchandisers comes from comparing the ball price class percentages of total volume in 1932 with the 1934 figures. The 1934 figures are given earlier in this article. In 1932, sales by classes were:

|                       |     |
|-----------------------|-----|
| 75c balls .....       | 49% |
| 50c balls .....       | 19% |
| 3-for-\$1 balls ..... | 12% |
| 25c balls .....       | 20% |

Therefore it looks like the pros increased their percentage of business (represented by the 75-cent ball class) 7% while the entire volume of ball business slumped off more than 35% in 1934 as compared with 1932.

So brethren, the box score doesn't show you up as dummies. Maybe you really are as good as we have been proclaiming. Well, if you can hike your percentage standings this year in the price classes where you can make some real dough and the customer gets a fine break you stake a firm claim to being the master minds and controlling powers of golf goods merchandising. If ball business in 1935 comes back even to the 1932 figure and the pros keep that 75-cent ball sales percentage of theirs up to 56% it will mean \$336,000 more pro profit than there was in 1934, or about \$100 profit average per pro retail ball outlet. And one part of all this figuring you can't deny is that \$100 is \$100.

### Big Attendance Expected at Massachusetts Conference

**A**NUAL recreation conference and exhibit of the Massachusetts State college is to be held at Amherst, March 15-17. Success of the initial event last year was such that this year's sessions should be very well attended.

A main feature of this three-day session will be the annual Greenkeeping conference. This affair winds up the famous annual short course in greenkeeping conducted at MSC under the direction of Prof. Lawrence S. Dickinson. The exhibition of greenkeeping equipment and students' work together with a number of other sports equipment exhibits again will be held in the institution's large indoor athletic field. An increase over last year in the number of exhibits will be permitted by the college authorities and available space has been in keen demand.

Taking prominent parts in the conference are New England Greenkeepers assn., Massachusetts GA and the New England PGA.

Last year's conference proved to be of great benefit to golf club operating officials in view of the definite trend toward extending the field of country club sports facilities. It was brought out that the recreation business is New England's second biggest industry. The country club operating men got close-ups on general athletic policies and heard authorities in various fields of sport tell of the problems and possibilities of their particular sports.

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*Streamline*



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## PUSH PLAY

### Golf Makers Cheer Pro Plan to Build Play Volume; Promise Aid

**R**EPORT of pro plans to push for more golf play in 1935, as set forth in February GOLFDOM, stirred lively comment from the manufacturing end of the business. Evidently the pros by following thru on the idea of promoting play are registering with the manufacturers as the motive power of the golf business.

Comments A. C. Link of Wilson, Sporting Goods Co.:

"The article 'More Golfers Urged by Pros' in February GOLFDOM is a timely reflection of clear, foresighted thinking by the leading business-men professionals. The figures presented indicate future playing possibilities that the industry should note with hope. The pros are wise to take action in this direction. Later may be too late.

"There is a decided trend on the public's part, toward participating in sports rather than being content to observe them. Golf with its next-to-nature aspect has a great chance to take advantage of this trend.

"The pro plan I hope will be organized and vigorously pushed as a national benefit, to say nothing of the commercial benefits to the pros, their clubs and other interests in the industry. Lasting benefits of golf to its players and the opportunities it affords the young men and women to form associations of pleasant and profitable character make it logical for the pro to push his campaign of making more youngsters golfers for their own good.

"Pro efforts really are the keystone of any plan for golf promotion. Without them any promotion effort would be a flop. There has been a regrettable lack of golf promotion activity organized on a national basis and if the pros can get together and promptly do something effective in this direction they will be asserting a right to leadership in the golf business that can not be denied them by any who share in the ultimate benefits of the pro promotion efforts.

"Details of a plan based on the GOLFDOM article might be presented to every educational factor concerned with the development of youngsters into happy and healthy citizenship."

From E. C. Conlin, golf ball sales mana-

ger of the United States Rubber Co. comes other pertinent, thoughtful comment. Says Conlin:

"The pros who act individually and collectively on the tip given in the golf promotion article in February GOLFDOM need not worry about the future of their business or wonder whether they would be wise to stay in or get out. They will be in a big business inside of 10 years—the biggest sport business in the country—and will be in a commanding position if they follow an intelligent and persistent campaign in developing the possibilities among the youngsters.

"It should be unnecessary to urge any thinking pro to action. He has seen golf play suffer in the last five years because of a slump in one part of golf that previously always could be depended on to bring many new players into the game. This is the caddie angle of the business. Due to reduced rounds of adult play during the depression the demand for caddies has slumped. Unemployed adult workmen have replaced the kid caddies to a marked degree in metropolitan communities. The Boy Scouts and others of fairly well to do families from which the most active crop of new golfers normally comes, have not been getting many calls to caddie jobs since 1929. These caddie jobs are going to the youngsters to whom caddie income has been a desperately needed item in the budgets of their families.

"When conditions changed so the kids aren't coming to golf as they once did, the obviously wise thing to do is just what your article says the smart pros are going to do, take golf to the kids."

Robert Cowdery, director of the sports dept. of the American Fork & Hoe Co. lauds the pro interest in this market development by saying to GOLFDOM:

"We certainly were tickled to read your opening article in February GOLFDOM, as it hits the nail right on the head, and our advertising this year will be keyed up exactly to this sort of thing, i. e., 'More Golfers'.

"In fact we are going to devote quite a little attention to the development of more play by women, and I think our work this year will be more helpful to the industry in general than in any year in the past.

"We certainly want to congratulate you and the pros on the helpful character of this work, and will be glad to have any suggestions."



# The New LOUISVILLE POWER-BILT Golf Clubs

**NEW  
H & B  
POWER-BILT  
BLADES**

Experience has proved that the best design for a golf club is a *plain* head; the best weight distribution is *equal* distribution and the best lines are those that make an *attractive* ensemble.

THE NEW BLADES featured on the new Power-Bilt clubs were designed by leading professionals —PLAIN, without freak weighting, and perfectly balanced.

THE NEW SHAFTS, drawn to H & B specifications by Heddon, provide the double whip action of well seasoned hickory plus the strength, power and endurance of steel.

The story of good golf club design was written 30 years or more ago, and the fundamental features developed then you will find emphasized in the new Power-Bilt clubs. From the moment you pick one up you'll like it!

**HILLERICH & BRADSBY COMPANY**  
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**NOTE TO CLUB PROS**

Watch the mail for your Power-Bilt Broadside which will give you the full story.

**NEW  
DUO-FLEX  
HEDDON  
SHAFTS**

**THEY  
LOOK  
RIGHT**

**THEY  
FEEL  
RIGHT**

**THEY  
PLAY  
RIGHT**

# DEALERS AIR WOES

## Annual Sports Conventioneers Admit Pros Hold "In" in Golf

**A**FTER the Sporting Goods Dealers convention and exhibition ended in Chicago, the manufacturers and their salesmen sat around expressing some post-mortem opinions that are worthy of pro notice.

Orders booked at the convention indicate the panic is over. Advance bookings are big on dealer business. The manufacturers are confident 1935 will be the first year of good sales for some time. Development work in the sport's market has been started by the Athletic Institute, a promotion organization with headquarters in the Republic Bldg., Chicago. C. O. Brown, formerly of the municipal recreation commission at Cincinnati, is the managing head of the athletic promotion organization.

Brown is a good friend of the pros. His work with "Red" Strauss, Cincinnati muni pro, in taking golf to office and factory workers by the group class method, identifies Brown as a fellow who knows what the score is in the golf business and who is competent to organize and direct a great golf promotion campaign when the Athletic Institute gets around to it. In the meanwhile the pros had better go ahead with all the promotion work they can think of, because a revival of hard baseball is the first job the Athletic Institute is tackling and there's, no telling when this body will get around to golf.

### Sports Dealers Air Woes

Pros think they have troubles. Well, the sporting goods stores and manufacturers, to hear them talk informally during the evenings of the Sporting goods convention, can spot the pros five bisques on trouble before it's an even affair. The dealers are over the barrel in two ways so far as the golf business is concerned. The pros have a natural "in" on the higher quality golf business and are getting smarter and more energetic every day; so the dealers' problems in this respect are weighty. On cheaper stuff the competition that stores must meet is brutal. Here again the pros are showing great improvement. Muni and fee courses now have a number of first class business men pros who know what their players will go for

in price classes and are selling it to them by aggressive merchandising and advertising methods instead of sitting on their sterns and howling when the buyers don't come up in droves and lay it on the line.

Added to this competition the dealers have the institutional sales buyers (about which the pros also have squawked), the drug stores, the filling stations, the mail-order houses that are increasingly strong and active by mail and their own stores, and the premium business, whereby golf goods is given as added reward to commission or other salesmen. Even the distribution of golf balls as punch board prizes is giving the dealers a little woe, although as long as humans are humans there will be enough phoney punch boards so the guy who buys the board and its key will get most of the balls.

### PGA Ball Forces Margin Boost

The business of selling at discounts to company employees holds some hope for dealers under the new jobber arrangement, so it was spoken softly around the convention. Some dealers will take on jobbing functions and get themselves enough margin to sell companies for their employees. The jobber list extension, Sporting Goods convention comment ran, was forced on the manufacturers as an outcome of the PGA ball deal. It was argued that if pros get an extra dollar a dozen for selling golf balls that are not of the manufacturers' own Number 1 brands, the manufacturer in fairness to all legitimate outlets and in protection of his own brand sales has to make an equalizing concession to non-pro outlets.

When the pro angles responsible for the PGA ball deal are presented in arguing with the dealers, the dealers laugh in ribald manner. They are of the opinion that the pro weakens his case by over-emphasis on squawking instead of on selling. They further state that the reason the manufacturers nowadays are standing on their heads to do right by the pro is because the pro has done a much better selling job during the last five or six years, and not mainly because our boys have lifted their voices in bellyaches. Without sales, the squawks wouldn't have meant any-