

g makers use the patented

HY-POWER SHAFT

making golfing history! Its
akes for more power and a
been found in a golf club
standing makers feature it
r finest clubs today.

CRAIG WOOD LINE
with Hy-Power Shafts

DUNLOP TIRE & RUBBER CO.,
New York City



Craig Wood

WILSON GOLF CLUB
LINE with Hy-Power Shafts

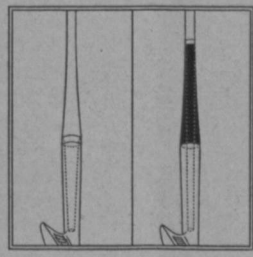
WILSON SPORTING GOODS CO.
Chicago



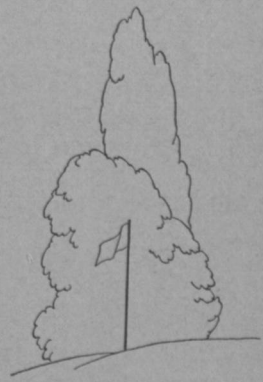
Denny Shute

KROYDON LINE
with Hy-Power Shafts

THE KROYDON COMPANY,
Maplewood, N. J.



Built-in not Built-up



As explained in the diagram at the left—the HY-POWER SHAFT, due to its triple-taper and a special method of drawing steel, swells out into a big, sturdy shoulder just above the hosel. The extra strength and power are BUILT IN—not simulated by a “false” neck or built up shoulder.

U. S. A. USING HY-POWER SHAFTS:
ade Golf Co., Ltd., Vancouver, B. C.; The St.
otland; Slazengers, Ltd., Syndey, Australia.

dren, news and statistical information that has been presented in golf's time on the air.

Maybe some local newspaper fellow helps Davies with this; I don't know, but regardless the Davies information, his close-ups, his reportorial energy and nose for news, his judgment on what the golfers and non-golfers want to know about the game stand out as a strictly Davies factor.

With all the local time that's being given to golf on the air GOLFDOM submits to the PGA that one of the smartest things the PGA could do right now in its publicity work is to get mimeographed copies of the Davies broadcasts and send them to every radio station in the country as samples of radio handling that makes golf a radio program topic of keen general interest—something that will get the people tuning in when the golf talk is on.

Some day—perhaps not long in the future—golf is going to come in for a good piece of radio program money so far as the playing stars are concerned. When that time comes the whole games can thank this Davies for tipping off how to handle broadcasts.

PLAN BUSINESS

Illinois PGA Meetings

Focus on Pro Profit

A PRELIMINARY conference of Illinois PGA committee officials paved the way for a general meeting held a week later, April 22, and which was pronounced by veteran PGA officials the most interesting meeting in Illinois PGA annals.

Among ideas adopted by the Illinois PGA for this year are playing of pro-boy and pro-girl contests at public parks in the Chicago district as a junior development; pairings for pro-amateur and pro-pro events being "hat-picked" so the same fellows won't always play together and younger pros get a chance to play with stars, and a conference dinner with men and women officials of sectional organization as guests.

Golf promotion among school-age youngsters is to be a featured part of the Illinois PGA work this year. Pro notables of the district are to contribute their services gratis in this work. The association has engaged the services of one of the smartest publicity men in Chicago, Ted Sills, who is working with Pres. Hor-

ton Smith, Sec. Tom Walsh and other officials in bringing the details of pro service and pro value before the public.

At the April 22 meeting, Douglas Tweedie, prominent and widely known Spalding official counseled the pros with some sound, inside advice on handling club relations, personnel, merchandising and manufacturers' relation problems. W. E. Hall, credit manager of Wilsons outlined pro handling of accounting. He presented a simple system described elsewhere in GOLFDOM. Larry Rutherford, an official of the Medinah CC, told of the forthcoming Medinah \$3,500 Open, proceeds to go to the Shrine Hospital for Crippled Children, a non-sectarian operation in which pros naturally should be enthusiastically interested.

Herb Graffis of GOLFDOM spoke briefly of a proposal that was to be made to the PGA for filming a golf promotion picture on the order of the highly successful baseball movie.

SHIPE AT "PRO-ONLY"

Bootlegged Stocks of Pro Balls Obtained for Store Sales

ANY effort inclined to cast doubt on "pro-only" sales of certain brands of golf balls always receives a warm welcome from unscrupulous or sharp-shooting stores, but one of the latest enterprises of this character has been nipped through the cooperation of the PGA, Penfold Golf Balls, Inc., and a golf club whose pro unknowingly figured in the deal.

Discontinued Penfold LHS balls sold to a club in the Chicago district for distribution to the profit of its professional were re-bought by a discharged employee of the Penfold organization and sold to Field & Co. Through information from PGA sources the ball maker was advised that other of the discontinued LHS balls intended for pro-only sale were being offered to stores by other former employees of Penfold.

Acting promptly Penfolds were able to buy up some of the stocks bootlegged into stores in large cities and through PGA cooperation were able to warn pros against making themselves parties to a scheme to ruin a pro-only policy.

GOLF clubs in Minnesota are active in movement to get daylight saving adopted during May to September, inclusive.

LEADING

THE 1935 PARADE!



Hagen

HONEY BOY BALLS
(Casehardened Cover)

Hagen

**DEFLECTOR SOLE
IRONS**

If you're not cashing in on these two sensational developments write at once for catalog and prices.

L. A. YOUNG GOLF COMPANY, Detroit

GOLFDOM advertisers know the golf field; write, they'll help you

SEES RED!

By HERB GRAFFIS

... but drug-store chain head doesn't mind hammer- and -sickling pros on golf balls. Some lessons in this

IT may be very impolite to laugh right in a guy's face but one can not help doing that to Mr. Charley Walgreen, who is a nice fellow and a prosperous owner of that chain of 500 drug stores selling such drugs as golf balls, radios and little books of comic pictures for the kiddies.

Mr. Charley Walgreen comes out with a big blast in the papers about his niece learning to be a communist at the University of Chicago. Charley does a lot of newspaper advertising so this stunt, which some press agent probably told him was a swell idea, rated a good many columns of space in which the glorious tale of Charley from pill roller to president and defender of American institutions is told in an inspiring manner. After reading Charley's dope you would be afraid to answer the doorbell for fear you would be met by the Red horde, headed by Charley's niece, her hair messed up very revolutionistic, her beautiful eyes blazing and with a red banner having the sickle and hammer on it slapping you right in the pan.

Things quieted down when President Hutchins of the University of Chicago replied to Charley, "Nuts. Don't bother us by popping off unless you have some facts. We are having a hell of a time trying to teach these kids the regulation stuff without detouring into left field."

The whole affair died away quickly and fortunately for Charley. Charley's chain of 500 drug stores probably implanted profound communistic impulses in the minds and muscles of more adult druggists and their employees, by virtue of their having been steam-rolled out of business by the Walgreen chain, than there are impressionable and changeable college kids who have shown any interest in communism even as a historic, economic and sociological subject. The kids that do go for communism handle it in about the same way and in the same spirit as the young write dirty words on alley fences, so it's not a hell of a lot for Charley to worry about.

A Tip-Off to Pros

The incident has in it a lesson for the pros; especially for those pros who de-

pend to a reasonable important degree on ball sales for their living, and whose sales are reduced by drug store balls.

The Chicago university president sent Charley back to minding his own business—to attending to something Walgreen knew about—by the simple process of calling for a show down on facts.

If the pro suffers from cheap ball competition he also can call for a show-down in a plain and convincing manner. Let him make a display of any competitive chain store price ball construction cut up and mounted on a display board, with the pro's ball in the same price class also cut apart for the player's inspection. The pro can sell better balls in any price class than any other outfit, even if it's necessary sometimes to sacrifice part of the profit margin. It is better to sacrifice some of your legitimate margin for a time in a campaign to win back ball customers you have lost, than it is to keep up the margin and see the business go elsewhere. But before you plan on any campaign like this on the cheaper balls make sure that the volume of cheaper ball business among your members really warrants a special drive. You have the 75 cent ball volume and profit standard to protect. The chain stores simply want to go after the cheap business.

It's a good idea to check on the ball contents of your members' bags once a month. With data thus obtained you will be working on a basis of certainties instead of hunches.

Don't Fumble This Stunt

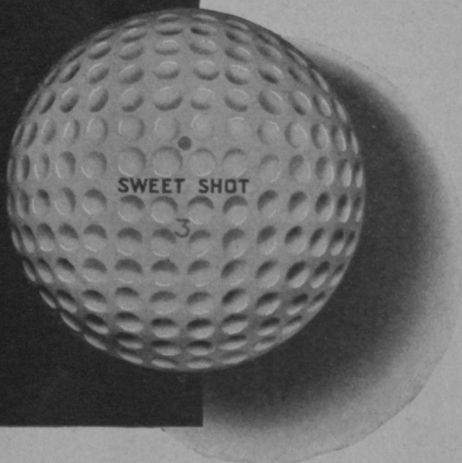
This ball and club inventory angle seldom is worked enough by pros. They have in this inventory the sure way of keeping their fingers on the pulse of sales. They can find out from the bags exactly why they are not getting the volume of business they think they should. The fault may lie in the pro's stocks or something about his method of presenting his merchandising story and his merchandise may be at fault.

Seldom need a pro become discouraged about his merchandising prospects. By and large the pros are developing quicker and more solidly as small merchandisers

GOLF'S FINEST

now

**TOUGH!
TOUGH!
TOUGH!**



● The Sweet Shot for 1935 gives extra distance, finer accuracy, armor plate toughness and exclusive Pro protection.

**WITH NO CUT PRICE
COMPETITION**

The Sweet Shot is sold only to Golf Professionals—you need not worry about cut price competition from other classes of outlets on this great ball.

In the armor plate model it's as long as the longest and tough as the toughest. The distance model is even longer. It's time to get acquainted with the Sweet Shot—write us today for complete information.

FREE Rules of Golf for 1935—write today on club letterhead for a supply to distribute to your members.

**THE WORTHINGTON BALL COMPANY
ELYRIA, OHIO**

WORTHINGTON
world's largest exclusive
GOLF BALL MAKER



Deal with GOLFDOM advertisers; they pay for your subscription

than any other group of small retailers in the country. He has an ideal point-of-use selling location. He is—or certainly should be—closer to his customers than almost any other small retailer.

On this subject of intimacy with his customers, a nationally prominent and successful business man recently told this writer he believed the pros made up one of the most influential groups in the country, but very few of them knew how to use their influence. It was his suggestion that the pros, instead of telling sorry tales of cut price competition with lower quality goods and referring to lack of member patronage, go about the solution of such difficulties by diplomatically detailing the superior values of pro shop merchandise, and the dime-for-dime edge pro goods have over the cheap stocks of the "bargain" stores. He might then get his business men members interested in giving the pro advice and assistance in putting the pro story over. The influential member then would feel himself partially responsible for the success of the pro's business operations. It was this man's opinion that pro complaint of lost business encourages members to sample the goods of competitors.

Why Mess With Alien Worry?

This all gets around to the sound advice of minding one's own business first instead of expressing lively concern about the practices of competitors. It's a mistake fairly common to all civilized humanity. Some rather ridiculous and weakening inconsistencies come out of this eagerness to run the other guy's business instead of devoting the energies to one's own affairs. Maybe—but we hope not—players may have reason to call attention that while pros have registered some perfectly legitimate squawks against co-op buying at "wholesale" prices of golf goods by corporation employees or other groups, several of the same pros proclaim loudly the merits of co-op buying for the pros. If that *reductio ad absurdum* of co-op buying were carried through the entire populace there would be no need of pros selling and serving members, and eventually not many club members with the ideas of profit for service rendered and an American freedom of buying choice eliminated.

While the old gag, "the customer is always right" has plenty of holes in it, there's still enough good sense to it for the pro to consider carefully whether the pro himself is wrong when the customer is not

doing the buying he should at the pro shop, or whether the customer is willfully and stubbornly ignorant.

At any rate, while the pro is trying to figure out the answer to his merchandising and policy problems for this season, we hope that he won't go about it on the Walgreen plan of blaming somebody else in a case where he is not entirely free from guilt.

Willie Hoare, Pro Vet, is Convalescing

WILLIE HOARE, vet pro and pro golf salesman, is winning the battle to regain his health. Doctors advise that Willie will be able to tour his neighborhood in a wheel chair this spring but won't be up and around on his legs for some time. Willie suffered a sunstroke and complications during the 1934 Illinois Open that has kept him bedridden for nine months. He is still too weak to acknowledge the many thoughtful and welcome letters he has received from his pals and wants the boys to know that he appreciates their notes and would like to hear from them all when they get in the mood, at his home address, 4879 N. Paulina Ave., Chicago.

IT LOOKS like there must have been something to that tale GOLFDOM carried, quoting an insurance authority's high rating of golf pro salesmanship. Read the following Associated Press item:

"General insurance agents have approved an agreement prohibiting golf professionals from selling life insurance in Indianapolis 'on the side.'

"Many of the larger life-insurance companies are said to be behind a movement to stop professional athletes from augmenting their earnings in the insurance business.

"Theodore M. Riehle of New York, president of the National Association of Life Underwriters, says agreements to eliminate 'obviously unqualified' persons from the business is one of the biggest steps taken by underwriters to set up standards in the field.

"Tennis players and amateur athletes who participate in sports as an avocation and not for the purpose of earning a living are not affected by the agreement, says Riehle."



THE new Burke PUNCHIRONS are backed by a quarter century of experience. The constant improvement of Burke Clubs—Bags—Balls has been our concentrated endeavor during this rather long time. Burke has never been prouder of any product than the new Punchirons—weight centered behind point of impact for added power.

BURKE
Clubs·Bags·Balls

THE BURKE GOLF COMPANY, NEWARK, OHIO

You save time and money by depending on GOLFDOM advertisers

WATCH CREDIT

By FRED NEWMAN

WHEN a serious-minded group of pros get together—especially in the larger centers—the discussion often gets around to gossip about store competition. Somebody laments that downtown stores are copping off business which rightfully belongs to the pro. The pros complain that chain stores, including the drug outfits, are cutting in especially on ball business—the principal source of pro sales revenue. These stores, and the manufacturers who sell them, are cussed out aplenty, but seldom do pros discuss the credit phases of the situation.

When the depression hit the country, it struck the sport industries (including golf) a particularly hard blow from the credit angle. Manufacturers took it on the chin to the tune of millions. They were obliged to pull in their oars and coast along. And now that sailing is becoming a bit easier, those operators who survived the storm are pretty cagey about granting credits. By the same token, with a brighter business outlook they are more willing than ever to go along with the outfits or individuals whose credit standing is unquestioned.

The big stores and jobbers, and especially the chains whose names still appear on ticker tapes, are in a strengthened position to command any market they choose to conquer. While this has been going on, the substantial pros have had some severe handicaps in trying to improve pro credit standing these past few years; the most serious being lack of cooperation from less careful members of the fraternity and club failure to investigate credit habits of pros before hiring.

The pros field influences the finest purchasing market in America. People who belong to clubs are undoubtedly the cream of the moneyed people of the country. The pro has this class group in the palm of his hand. The daily news columns provide free publicity in abundance to strengthen the pros' grip on this class of spenders. But the pro is failing to cash in on his power when he lacks credit in sufficient proportions. Few realize how enormous is the volume of merchandise

It's most important factor if pro is to keep his job, his profit, and his present command of the golf market

sold through pro shops. The trouble is that too few of the pros themselves, realize how much greater this volume could be if the credit problem were solved.

This article offers no cureall for crippled credits. But it is hoped that some guiding spirit will lead the way out of the credit wilderness. At least, each pro can resolve to keep his own credit standing in high order; to assume an attitude of strict observance to terms rather than a laxness in payment of bills to earn his discounts whenever his capital permits. He can watch credit more carefully not only in what he owes, but also in granting charges to his own membership. It's the order of the day to "tighten up the screws" a little.

The basis of all credit granting is in confidence as well as in a financial statement (the former often means more). Honesty, reputation, position, habits, income, and especially one's record of payments, count in determining a pros credit rating. Also, a clear understanding with the creditor at the time obligations are first incurred, is of vital importance. A creditor will be far more lenient with a man who acknowledges his debts through frank correspondence, than one who ignores repeated reminders of delinquency.

The banker's hard-boiled slant on credit would never get by in the pro field, but the banker has his good points just the same. Before he lends money, he wants security and a signed, legal promise to pay on a certain date. Merchandise is simply money in the form of goods. When a firm sells goods on terms of thirty days, that firm is really loaning so much money for the stipulated period. This loan is based on confidence in the recipient's good faith and ability to pay. When there is failure to pay as promised, there is a breakdown in confidence.

An important little book recently published, entitled "Inflation Ahead," points out that we are all in for a period of credit inflation—not the kind of money inflation Germany experienced after the war, but a tremendous expansion of credit in all

Craig Wood CRACKS PAR

WITH THE
**NEW DUNLOP
GOLD CUP**



● Blasting his way through the all-star field of the Masters Tournament at Augusta, hard-hitting Craig Wood posted *six under* perfect figures for 72 holes to tie for first place. Superlative golf . . . and his Dunlop Gold Cup ball did its full part. Craig himself says: "How my Gold Cup did help! Plenty of golfers are calling it with me, 'the new ball they're hitting a mile'."

"SLICED 5 STROKES OFF PAR" says



MAC SMITH "In the first tournament I used the Gold Cup," says Mac Smith, famous stylist. "I not only shot low medal with five under par but later won the tournament also. The Gold Cup has added a full twenty yards to my drive."

Don't guess about golf balls. The new Dunlop Gold Cup offers convincing *player's proof*. Read what two great golfers think about this new Dunlop . . . then try it a round yourself. Add the extra yards and holes of play that Gold Cups give. Write Dunlop today for Craig Wood's free book on how to play the game.

FREE GOLF BOOK MAKES SALES FOR PROS Write Dunlop today for Craig Wood's new free book. 28 action pictures of Craig in action . . . along with his own description of how he plays the major strokes. A new check-up chart invites the player to check his wood play with you. Includes detailed description of complete Dunlop golf ball line.

TRY THE NEW GOLD CUP *they're hitting a mile*

DUNLOP

CLIP AND MAIL TODAY

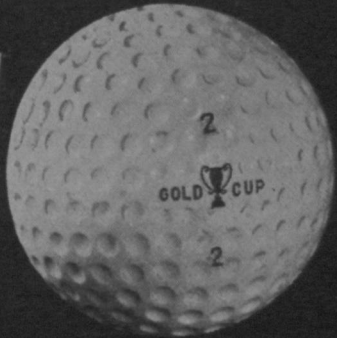
DUNLOP TIRE & RUBBER CO., DEPT. 145,
SHERIDAN DRIVE, BUFFALO, N. Y.

Please send me free copy of "Swinging Thru", 16-page golf book by Craig Wood.

Name _____

Street _____

City _____ State _____



lines. This is to start presently, bolstered by the New Deal, and is supposedly destined to bring on a new and greater boom that will grow to a new peak in 1941. If this is the case, and it seems logical enough, then the fields of endeavor which are able to expand their credit facilities are the ones which will prosper the most. This, then, is a logical time for the pro to give sound thought to his credit standing. At any rate, it is food for thought, and something ought to be done about it. At least, let's be broadminded and give credit where credit is due!

HANDICAP SHEET

St. Louis Pro Devises Handy Method of Recording Handicap Data

BEN RICHTER, pro at Triple-A club in St. Louis, has worked out a system of recording handicaps that is meeting with great success at his layout.

A printed form is used. In the first column at the left will be found the various scores ranging from 120 down to 64. When a game has been played and the

score turned over to the pro, he has only to locate the player's sheet in his loose-leaf book and place a dot in the first square alongside the number corresponding to that man's score. The date the game was played is also recorded at the bottom of the sheet, and the original scorecard is then filed away, according to date. This is done so as to settle any little differences that may come up at a later date, as to whether or not the member did or did not ever make such a score.

As each game is played and the score turned in, a dot is placed on the sheet opposite the number of strokes taken. When the time comes to compute the handicap, it takes only a glance to see the five best scores, and from them draw an imaginary line between them over to the handicap table at the right of the sheet, to determine the correct handicap number. In fact, the handicap may be determined almost as fast as one can turn the pages.

The Triple-A course has a par of 70, so on this sheet the zero or scratch is placed opposite 70 with the handicap numbers running consecutively above and below it. On other courses, where the par

RECORD OF GAMES PLAYED DURING SEASON		HANDICAP TABLE	NAME _____
SCORES		50	ADDRESS _____
120		49	BUSINESS PHONE _____
119		48	HOME PHONE _____
118		47	
117		46	
116		45	
115		44	
114		43	
113		42	
112		41	
111		40	
110		39	
109		38	
108		37	
107		36	
106		35	
105		34	
104		33	
103		32	
102		31	
101		30	
100		29	
99		28	
98		27	
97		26	
96		25	
95		24	
94		23	
93		22	
92		21	
91		20	
90		19	
89		18	
88		17	
87		16	
86		15	
85		14	
84		13	
83		12	
82		11	
81		10	
80		9	
79		8	
78		7	
77		6	
76		5	
75		4	
74		3	
73		2	
72		1	
71		SCRATCH	
70		+ 1	
69		+ 2	
68		+ 3	
67		+ 4	
66		+ 5	
65		+ 6	
64			
DATE PLAYED			REMARKS: _____