

Corner of the French Lick lower course shop. Woods and irons are out where golfers can handle them, get the urge to buy.

# MR. AVERAGE GOLFER

By MEL SMITH, Pro.,  
French Lick Springs, Ind.

**MR. AVERAGE GOLFER** generally is a capable and successful man in business. Mentally and physically fit, a fine sportsman, 100% loyal toward his club, an ardent fan of the game. He follows exhibition matches, reads articles written by experts about golf and all in all is just about as enthusiastic as a person could be toward the game.

A successful fee-course owner, for many years a private club official, recently commented: "If we had been able to increase decidedly the percentage of players who shoot under 90, the depression would have touched the golf business and golf clubs but lightly—and there would have been thousands more golfers to lighten the blow."

Mel Smith, experienced pro coach, infers that the official was right.

Smith goes at the problem of increasing and protecting golf from the instruction angle—the start of golf interest, club success and pro-shop profits.

As instructor and golf superintendent at the famed French Lick Springs (Ind.) resort, Smith has the opportunity to make close-up studies of numerous cases of Mr. Average Golfer. He reports his conclusion in a way that will stir pro thought and probably give a clearer idea of the pro hiring problem to many club officials.

However, his own game is far from what he would like it to be. His club handicap indicates that. Surely so loyal a supporter of the game should not have to struggle, season after season, with the same handicap, unable to lower his score. Every consideration should be given him.

Strong effort is being made to encourage new players to take up the game, but the consideration Mr. Average Golfer receives is too little. Mr. Average Golfer loves the game, really wants to play a better game. Don't let him fool you about that. He would give most anything to trim his business partner or his pal in the locker room. Mr. Average Golfer may think he is too old, naturally awkward, or impossible. What is to be done about remedying the condition of Mr. Average Golfer?

The first step should come from the directors at his own club. But the officials may give Mr. Average Golfer very little

consideration, when a professional is being hired. They may secure an incompetent so-called "pro," because his compensation will be little or nothing. Therefore, the expense of the professional and the club is cut down.

I more than appreciate the conditions various clubs have been up against during the depression. But why cut down on the professional end when it can be the most important item to keep the membership intact?

A "pro" who has either just turned pro from the amateur ranks because he has won local tournaments somewhere, or can fairly consistently break eighty, may have no knowledge of golf instruction. He can't have or no one else can have unless schooled under a full fledged master professional for a few years, to acquire the knowledge and the art of teaching the game. Well then, Mr. Average Golfer is handicapped from the beginning and must do the suffering. He knows no better. He places his confidence in club officials who hired the so-called pro. Mr. Average Golfer always with that desire to improve, starts taking lessons, hoping that this new pro can give him the inside information that he has longed for. But this so-called pro is only picking up what little experience he can at Mr. Average Golfer's expense.

#### **Pro Must be Competent Instructor**

A full-fledged master pro, who has served his time as an apprentice, is not going to render his services to any club for nothing. His professional knowledge of club duties and the art of teaching cost him good years and plenty of good cash. He rightfully demands fair compensation, along with the full privileges of the pro-shop, which undoubtedly belong to him. It seems, however, during these past few years, some club officials who should have Mr. Average Golfer in mind at all times, hesitate to hire a professional because of his ability as a golf instructor.

After a season or two of incompetent instruction, Mr. Average Golfer gets steadily worse. He is disgusted with himself and thinks he is impossible. He decides after these two seasons of trying his level best, and faithfully following these impossible instructions, to quit the game and his club, take up some other sport. The game and his club is about to lose a good, loyal, enthusiastic member for no logical reason. This situation should never exist and I assure you it never would had this

unfortunate Mr. Average Golfer been under the watchful eye of a competent instructor.

Sometimes, after hearing from Mr. Average Golfer his sad story and his attitude toward the game, his playing partners (who play a much better game than he, and who were fortunate enough to begin their golf under a competent instructor), suggest he go to this man whom they know and assure him this fellow can do something for him. So Mr. Average Golfer, still with that spark in him which prevents him from being a quitter, concludes after some tall thinking, as rotten as he is playing now, this pro who was highly recommended can't make him any worse, and decides to give himself one more chance.

The qualified pro encourages him to stick with the game and start now on the right path. So Mr. Average Golfer puts himself in the hands of this pro and I promise you he will soon be back at his club with a steady improvement in his score.

#### **Correct Address Cures First-tee Jitters**

From my own experience—and I have given lessons to all types of golfers—too many of them have very little knowledge of addressing the ball. I know if they cannot at least address the ball intelligently they have absolutely no chance ever to execute an orthodox golf swing. If they acquire knowledge of addressing the ball they will not have that first tee complex.

You surely should not have to drive off any tee from under cover. How many times have you watched players driving from the first tee while you were waiting your turn to play? Notice Mr. Average Golfer going through a thousand different movements, getting all tied in a knot, out of position and off balance. Finally he swings at the ball from this awkward position with no result and many times a complete miss. After walking off the teeing ground he says to his caddie or anyone close by, that he can never make a decent drive from that first tee, with all those people standing there. This is a poor excuse. If Mr. Average Golfer had the knowledge of addressing the ball instilled in his own mind, this never would have happened.

Why is it such stars as Lawson Little and Bobby Jones stand out so far superior and ahead of the many thousands of

golfers today? Simply because they were schooled by competent instructors who instilled in their minds the fundamentals that must be had before a proper swing can be executed. I assure you that orthodox golfers of this type just mentioned will not fall apart from season to season, but will continue to play the brand of golf they are playing today for some time to come.

If our up-and-coming young boys and girls are to take the places of our present champions, which they most certainly will have to do, the handicap which Mr. Average Golfer has to contend with will have to be eliminated. I cannot see many, if any, champions in the making unless they are instructed by pros who know instruction.

### Jersey Pros in Merry Matches for Gaffney Bucket

**P**RO golf reached a new high in good fellowship at the Crestmont GC, West Orange, N. J., when some ninety pros of the state turned out last fall as players and spectators for the first annual competition for the "Gaffney Bucket." Event will be held again this fall.

The "Gaffney Bucket" is an old oaken bucket donated by Edward J. Gaffney, president of the Crestmont club, as a perpetual trophy for an annual team match between the foreign-born and the home-bred pros of New Jersey. The event is to be played on the first Monday of every November at Crestmont.

The homebreds, captained by Jim Dante, pro at the Braidburn CC at Madison, won the opening contest, 29 to 4. Dante's men scored 19½ points in the singles matches and 9½ in the foursomes. The foreign side, captained by Jack Forrester of the Hackensack GC, garnered 2½ points in the singles; 1½ points in the foursomes. Following the competition a dinner was served in the main grill room.

Hal Sharkey, sports editor of the Newark Evening News and dean of New Jersey golf writers, was toastmaster. The committee, a permanent one appointed by Gaffney, is made up of Robert N. Pryor, golf writer for the Newark Sunday Call and former executive secretary of the New Jersey PGA, chairman; Joseph M. Byrne, Jr., secretary-treasurer of the New Jersey State Golf Assn.; Johnny Farrell, Baltusrol pro and former National Open champion; Jack Jolly, veteran golf ball manufacturer and dean of New Jersey



Edward J. Gaffney, left, president of the Crestmont GC, presenting the "Gaffney Bucket" to Jim Dante, right, pro at the Braidburn CC. Jack Forrester, center, captain of the foreign born team, looks on.

pros; and Sharkey, who was tournament manager for the winter tour a few years back.

### Allotments Made of PGA Places at Pinehurst, Nov. 16-22

**M**ORE THAN 1,600 PGA members—the largest membership in PGA history—are eligible for 36-hole sectional qualifying rounds of the 1936 PGA championship which will be played at Pinehurst, N. C., Nov. 16-22. Qualifying dates for the 28 districts have not been set, but must be played not later than October 27.

The championship field will have 121 starters, 105 of whom must qualify sectionally. Fifteen players are exempt—Manero, Revolta, Hagen, Picard, Runyan, Horton Smith, Sarazen, Wood, Laffoon, Olin Dutra, Armour, Dudley, Watrous, Zimmerman and Schultz.

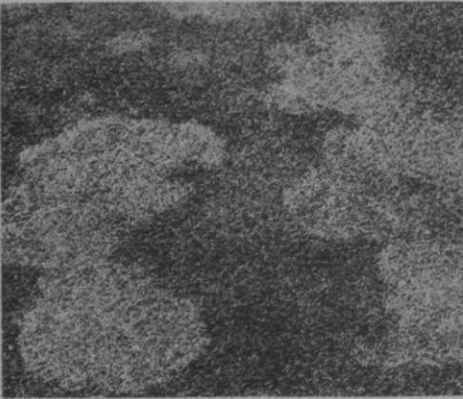
The number of qualifying places allotted each district follow:

Central New York, 3; Connecticut, 3; Eastern Missouri, 3; Illinois, 7; Indiana, 2; Iowa, 1; Kentucky, 1; New York metropolitan, 9; Michigan, 6; Middle-Atlantic, 3; Mid-West, 2; Minnesota, 3; Nebraska, 1; New England, 8; New Jersey, 6; Northwestern New York State, 4; Northern California, 5; Ohio, 7; Oklahoma, 1; Pacific Northwest, 2; Philadelphia, 7; Rocky Mountain, 1; Southeastern, 5; Southern California, 4; Texas, 3; Tri-State, 3; Western New York State, 2; Wisconsin, 3.

**Pro Tourney Early in '37**—Date and site for the national PGA 1937 tournament have been announced by George Jacobus, PGA head. The Pittsburgh (Pa.) Field Club will be the scene of the pro's big show which will be held May 24-30. A \$12,000 guarantee gave the tourney to the Pittsburgh club, Jacobus said.

Dr. John Monteith, Jr., technical director of the USGA Green Section has prepared the accompanying notice which GOLFDOM presents in form so it may be clipped out by the greenkeeper and displayed at the proper time on the locker-room bulletin board.

## • NOTICE TO GOLFERS •



**BROWN-PATCH**



**DOLLAR-SPOT**

**O**UR PUTTING GREENS recently have been treated with fungicide to check the development of fungi which cause diseases of turf. The two most common diseases that attack our greens are brown-patch and dollar-spot. The same fungicide serves to control both of these diseases.

After using the mercury fungicides the grass often appears slightly discolored for a few days. It will soon recover, however, and in the meantime the putting surface has not been affected. Without careful continuance of these treatments much of the grass might have been killed and the putting qualities of the turf greatly impaired.

# Every GOLF COURSE NEEDS GOODYEARS— the tires Greenkeepers Prefer!

One after another, golf courses the country over are adopting Goodyear Tractor Tires for their tractors and mowing machines.

Greenkeepers prefer them—have found that these big, rolling cushions not only enable them to do their work faster and easier—but to do it BETTER and AT FAR LESS COST as well.

Goodyears save time—enable you to do more work. They save considerable in

fuel costs. They protect your equipment from jolts and jars—save in repairs.

With Goodyears, you can drive over walks, bridges, roads—on greens, lawns, fairways—without injury to turf. That scientifically designed tread grabs hold without digging in.

Goodyears are easier on you and your equipment—on club grounds, club funds. The Goodyear dealer near you will be glad to arrange a demonstration.

THE GOODYEAR TIRE & RUBBER COMPANY, INC., AKRON, OHIO



**GOOD YEAR**  
**ALL-TRACTION TRACTOR TIRE**

# SALES LED BY PROS

**L**OOKING at the scoreboard, it appears the pros have turned in by far the best performance of golf retailing during the depression. Now that the depression looks to be ended and the golf business is on the climb, thoughtful pros are beginning to discuss among themselves and with manufacturers the future of golf merchandising.

Perhaps the beating administered to the golf goods manufacturing and selling interests has been sufficient to impress deeply several essential lessons, among which might be mentioned:

(a) that pros are the most logical, profitable outlet for golf merchandise of dependable quality,

(b) that, for the preceding reason, pro business should be strengthened,

(c) that the golf business has been heir to several ridiculous and extravagant merchandising practices that can, and should be, eliminated.

We can start with the definite statement that store selling is mainly price selling. Comparatively little promotion of golf play ever has been done by stores. Pros know that on comparable quality they can meet store prices. Therefore, whatever price concession is made on golf goods doesn't mean a genuine bargain for the public. However, price cuts made by stores do usually come out of the manufacturers' incomes. But on this count you have to figure in the PGA ball deal which has put the PGA in enviable financial shape and proved to be a highly successful expedient in bringing the pro organization safely through the depression. As the ball deal now stands, a pro who is at a club where he can sell any appreciable quantity of golf balls can pay his association dues, insurance and other benefits, and have an additional profit from this PGA ball arrangement.

## Balls Last Longer Today

The ball business is in peculiar status. Golf balls, which used to represent about half the income for pros, now are being used almost twice as long as they were in 1928. Tougher covers that keep white despite hard play account for the reduction in ball sales per rounds played. While working harder to keep up their volume of ball business, the pros have been forced by the

ball situation to give more attention to sales of clubs, lessons and bags to maintain their incomes. How the future is going to be effected by the recent improvements in golf balls no pro is prepared to say, although some hazard the guess that the golf ball business will turn out to be like the tire business. Fifteen years ago a set of tires that would run 10,000 miles was considered great. Now, a set is expected to last almost the life of the car.

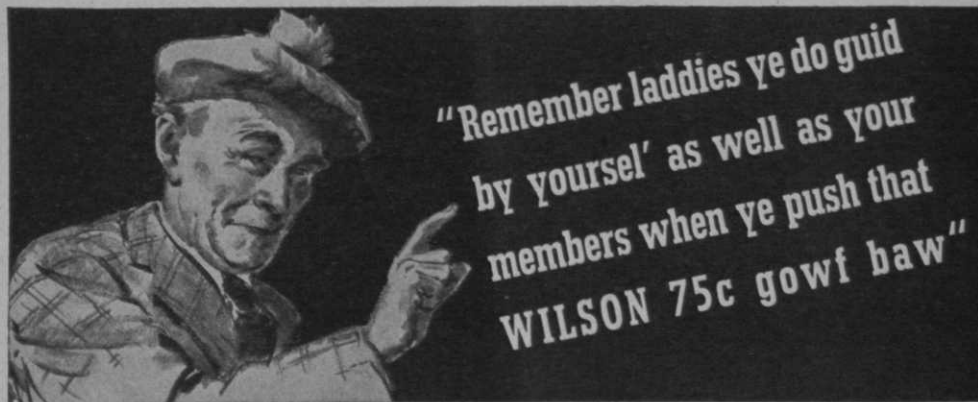
Several pros have told GOLFDOM they educate members from playing with golf balls until lost by making ring tests of balls that have been used a round or more. If a ball has been injured in play so it is slightly out of round as shown by the ring test but not apparent to the player's eyes, that player is a willing buyer of new balls and content with a fair round's service from a ball.

## Volume Up in Bag Sales

Application of pro pressure on bag sales has been an interesting success for two reasons. One is that the boys have sold good bags because the store ads on cheap bags this season have been light. The stores so nearly ruined the bag business that there wasn't much chance for store fireworks in bag sales this year. The other reason is that the pros have set their improved merchandising methods to work in the bag sales push this year.

However, it is in the sale of golf clubs that the pros have taken command of the golf goods merchandising this year and given the manufacturers plenty to think about.

Manufacturers generally have been in the habit of thinking that golf club selling is over by the middle of July. Pro performance this year has definitely demonstrated that idea is the bunk. Logically there could be no foundation for the idea that golf clubs couldn't be sold after that



## THIS CANNY SCOT IS SURE SAYING A MOUTHFUL!

● He knows that a pro's sale of golf balls and golf equipment is practically limited to the club membership, of three hundred—more or less. Therefore, he advises pros that the *only* way to make more money is to sell members on the superior qualities of higher priced merchandise.

This not only makes more profit for the professional, but is a real service to the members whose games you are trying to improve.

When you sell Wilson Vulcanized P.G.A. golf balls you are accomplish-

ing this very thing. They offer genuine economy because of their added durability and a greater playing value because of their superior performance.

The secret lies in the Wilson exclusive process of "mild heat" slow "air cure" vulcanizing which makes the cover of maximum toughness without any excess heat to rob core, windings, and cover of their vitality.

Push these great golf balls and do both your members and yourself a good turn. It's better business.

### Vulcanized Cover

The Wilson exclusive "mild heat" slow "air cure" method of vulcanizing under the Geer patent combines toughness with extraordinary performance in the following Wilson Golf Balls:

P. G. A. • HOL-HI • REVOLTA • HELEN HICKS

# Wilson

## GOLF EQUIPMENT

By this mark  
fine golf

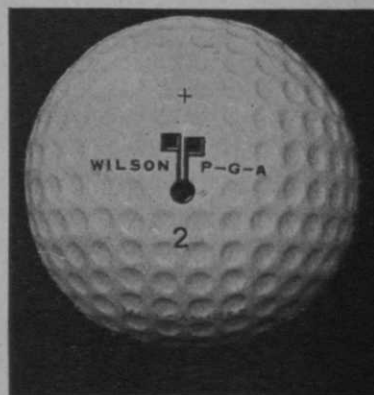


you shall know  
equipment

### WILSON SPORTING GOODS CO.

Chicago, New York and Other Leading Cities

*"It pays to play"*



time, inasmuch as over 40% of the year's rounds of golf are played after August 1. People don't buy new models of golf clubs every year and they don't hold off after July because they are afraid radical new models will come out next year. Even at good clubs the average life of clubs in bag storage is above four years.

But the practice in the club manufacturing business generally has been to stop all consumer advertising selling effort after July first. If the pros had followed that lead the golf business would be in a hell of a fix trying to stage a good comeback. Pros did not follow the example of the majority of manufacturers because pros have to live during the winter on what they can make during every possible day of the entire golf-playing season. The reason pros are able to live is because they can, and do, sell.

During August and September this year the pros will again demonstrate what they are doing to command the golf business and the earnest commendation of first class manufacturers. Pro business up to mid-season caught most manufacturers unawares. Production schedules are closer to sales than they used to be. Consequently many deliveries were late and shipments of clubs dropped in on pros after the first rush was over and manufacturers' help on consumer advertising had eased off. The pros are going the rest of the route on their own and during this month and next you are going to see the finest pro jobs of selling service to both player and manufacturer you have seen since golf has been a business.

### Season's Start No Time for Clearances

By disposing of these late shipments the pros are giving notice that one of the most unique and idiotic practices in golf goods merchandising has about run its course. That practice is the time-dishonored and deadly one of starting off the season with "clearance" sales of discontinued models through stores. The manufacturers have stated, and not without plenty of foundation in truth during times past, that returns of pro shipments late in the fall have stocked them with this merchandise for next spring disposal through stores.

Lately, though, manufacturers have been commenting favorably on pros growing up as businessmen to the extent that an order means an order for which payment must be made. Rarely now does a first class pro businessman show ignorance of

common business practice to the extent of shipping back merchandise he ordered but couldn't sell. That improvement on the part of the pros, and the closer co-ordination of manufacturing operations and sales in the clubmaking plants (in evidence from delay in shipping unexpectedly large orders) pretty well disposes of the excuses for clearance sales in the spring.

To be a business, like any good business, golf must have whatever clearance sales are necessary late in the season. The smart pros are operating on this basis already on slow moving stock and doing well by it. It's a lesson that the manufacturers and stores can learn to the advantage of all concerned.

Pros have been strenuously engaged in market development for golf and in this direction their work is increasing rather than diminishing after the first flush of enthusiasm. The pro idea of promotion is to make sales on a growing, permanent basis rather than be content with temporary interest. The pro effort in this direction not only warrants, but demands the fullest co-operation and protection of manufacturers. Fortunately, the leading manufacturers are aware of the value to them of this pro promotion service. No trick discount store cards passed around to school kids, who the pros have taught golf for nothing, are going to be allowed and any store circulating such cards will be unable to act as dealer for any of the first class golf lines, so representative manufacturing officials pledge.

Outstanding result of the depression has been that the pros, by their performance, have earned the right to be rated as leading businessmen in golf retailing. It is a position won by hard, brainy work and one that requires even more work to maintain, now that good times are coming back and the hit-and-run competition is getting active again.

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**Wheeling Tourney Dates Switched**—Acting on suggestions of pros, Jack Grimes, sec. of the \$1,000 tourney to be played at Wheeling, W. Va., as part of the Wheeling Centennial celebration, has switched dates to Friday, Aug. 21 and Saturday, Aug. 22. Tournament is 36 holes on Friday and 18 on Saturday. Entry fee is waived on invited pros. Prize distribution is as suggested by PGA tournament committee. A select field is in prospect. Pros desiring invitations should write Grimes at the Wheeling Steel Corp.



# ANNOUNCEMENT

HEDDON SHAFTS for 1937 will be confined to three of America's most prominent club manufacturers, and will be found *exclusively* in their *highest* grade clubs.

These three are:

**Hillerich & Bradsby Co.**

**Wilson Sporting Goods Co.**

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

Heddon "Custom-Drawn" Shafts are Distinctive and Exclusive, and Profitable for Professionals to handle.

**James Heddon's Sons**

*Steel Golf Shaft Division*

**Dowagiac, Mich.**

# SINCE 1893

By VAL FLOOD

*... being an outline of the history and development of golf playing equipment.*

**WHEN** Val Flood's seventieth birthday was observed at Shuttle Meadow CC last year there was a lot of publicity on the game played by the able and active Dublin lad and the other Connecticut veteran, Bob Pryde. The boys played the Shuttle Meadow course with old clubs—some of them older than either Val or Bob. The long side of the course was played with the old gutty ball and the shorter side with the earlier feather ball.

On match play scoring the contest was halved. On medal play, the score: Flood—53-51—104; Pryde—60-52—112.

The week before the birthday party, Val played 45 holes at Shuttle Meadow in 75-76-36, which gives basis for the conviction that the difference between his 104 with the relics and his regular rounds with modern equipment represents the scoring benefits of up-to-date clubs and balls.

Val himself believes in that angle of pro merchandising so deeply that he is satisfied a pro does members a valuable service by selling the latest improvements just as soon as the pro is convinced these improvements are sound. Progress in club and ball construction is persistent, although from year to year it may not be conspicuously noticeable, points out Flood. He has observed golf playing equipment development carefully since 1893 when he became pro at the Halcyon club in Dutchess County, N. Y.

For a time Bob was with Spaldings as one of that company's early clubmakers.

According to Val's experience, a historical background of golf playing equipment is a helpful factor in selling golf merchandise; and to give some of the younger fellows a picture of the developments he has written for GOLFDOM the following outline of club and ball development.

And now for Val Flood's highlight review:

**T**HE first real golf clubs were made about 250 years ago and resembled hockey sticks. The heads were made of beech, very long and narrow, in sets of five or six clubs, including the putter, which also had a beech head. They were spliced, glued and bound onto hickory shafts. The clubs had various degrees of loft, and were named "play club" for the

driver, "long spoon" for the brassie, "mid-spoon," "short spoon" and "baffy spoon," for approaching. It is remarkable how well some of the old timers did with such crude equipment.

## Cleeks Give Impetus

Later came the lofter and cleek. They formed a very great improvement to the set. Of the cleek, I think it was Sir Walter Simpson who said, "No one shall know all the glories of golf until he can play a cleek well." That saying did more to revolutionize the old type of club and bring it up to the standards of today than any other thing.

Cleek-makers became famous. Of course they made lofters, and later niblicks. Still later, the famous Willie Park goose-neck putter.

The introduction of balls began with a ball made like a small baseball, having a leather cover stuffed with feathers. These could be driven 150 yards and met great favor with golfers of that time.

Club-making and ball-making became quite a business both in England and Scotland. About 1848, the gutta displaced the feather ball. At first it was made with a smooth cover, and it was observed that it flew better after it had been hacked and chipped up. So the old masters hand-hammered their own. Later moulds were made with indentations in them, which stabilized the flight of the ball.

Club-making also improved, and midirons were added to the set as well as various types of mashies.

About 1888, golf started here in America and clubs were imported from England and Scotland in small lots. In 1895, A. G. Spalding & Bros. started as manufacturer of golf goods, beginning where Europe had left off, and cooperating with anyone whose work showed merit. They climbed the ladder of fame but still the process goes on. The sciences of chemistry, aero-dynamics and ballistics, plus mechanical skill as accurate as the finest watchmaker, have all contributed and are still contributing to the best American goods.

Consider some of the improvements in