

Pro's Wife Is Expert Shop and Clubhouse Worker

THERE'S not much said about pros' wives but those in the golf business know that to the wives must go a good deal of credit for the business success of

many of the outstanding professionals. Of these capable women probably the pioneer as an active business assistant to her husband is Mrs. Horace Fulford who has been associated with the business side of golf for 27 years.

Horace, who now is pro and supt. at St. George's G & CC, Stony Brook, L. I.



Mrs. Horace Fulford

has been a pro for more than 30 years; and it was while he was at Moortown, England, in 1910 that Mrs. Fulford made her debut in his shop.

She discovered she could paint golf balls better than the nominal head of the family, so she took over that job. She sorted out the balls good enough to repaint and repainted them, for which she got two cents a ball pin money.

Mrs. Fulford organized a club-cleaning department of the shop at Moorhead, something then not usually done on the other side inasmuch as the caddies took care of the clubs they carried. However, Mrs. Fulford soon built up this business until the shop was caring for 50 sets.

In 1914 Horace's two assistants joined the army and Mrs. Fulford made her work as assistant considerably more than an interesting affair to be carried on at her convenience. In 1916 Horace went into the war and Mrs. Fulford looked after the Moortown job until 1919 when her husband returned from the army.

Fulford came to the Belmont CC in Ohio in 1926 and Mrs. Fulford came with him to take a position as hostess at the club. When Horace went to the exclusive St. George's club in 1928 on the recommendation of Devereaux Emmet, Mrs. Fulford went to St. George's in the club office where her experience and other qualifications as a fine business woman of golf have established her as a very valuable factor in club operation and a prize asset in the pro-shop department.

Just as an indication of how Mrs. Fulford knows the pro-shop business, Horace will testify that he never has been a ball short in stock-taking since Mrs. Fulford has been checking sales and receipts.

One vital detail of policy that Mrs. Fulford follows is always remembering that each member of the club has an equal interest in the club's operations. If any one member is shown favoritism or the slightest neglect, then the club operating policy is in error, she maintains.

PGA Sections Are Signing Up for Women's Big Event

THREE PGA sections have arranged sites for the national women's event for which the Pictorial Review, Hearst-owned national women's magazine, is contributing \$3,000 in prizes.

Michigan women are to play at Pine Lake, Pontiac; western New York women at Oak Hill, Rochester; Texas women at Dallas CC.

The event should be a lively promoting factor for women's golf and calls for vigorous co-operating effort from every section of the PGA which has undertaken management of the tournament.

Other PGA sections are urged to send promptly to PGA headquarters details of their cooperation in the event, because the publicity Pictorial Review and associated newspapers intend to give the event must be prepared far in advance of the tournament, which is set for the latter part of May this year.

Agitation Against Stymie Pops Up Once More

MASSACHUSETTS Golf Assn., 50 State St., Boston, has a report on an investigation of the stymie which will make interesting reading for officials of other district golf associations.

The Massachusetts survey showed that 76 per cent of the state's leading amateurs were against the stymie, that 100 per cent of the state's golf club officials and pros were against the stymie and almost all of the average players were against it.

There has been agitation for abolition of the stymie in PGA championships for several years but the PGA policy in this matter is to get the cue from the USGA.



NEXT month we cut ourselves another piece of birthday cake. Sixty years old! Can it be possible? It seems like yesterday . . .

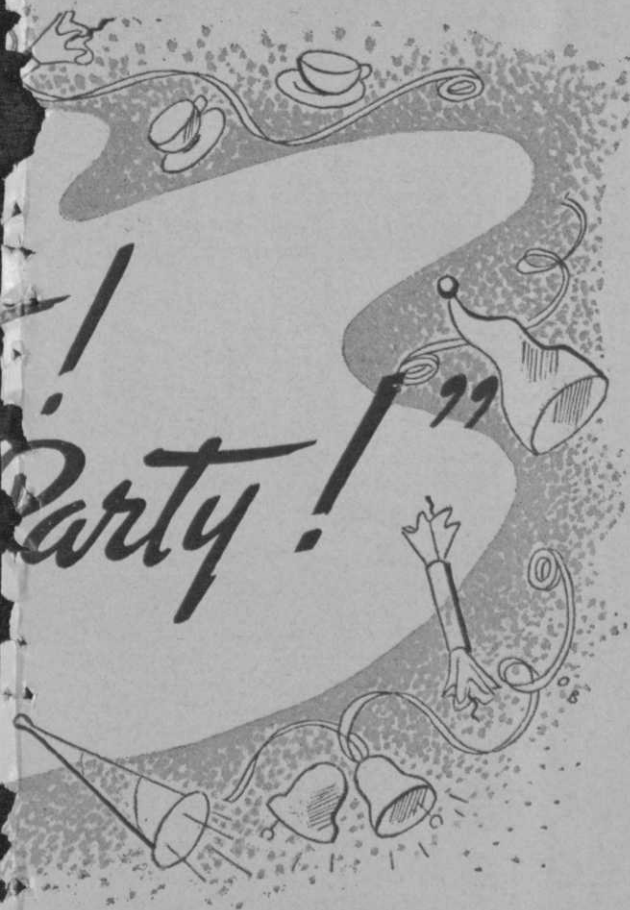
For somehow we feel younger every day. The secret? Young ideas—ideas that have won us a host of steadfast friends during the past six decades.

● Come to think of it, it was way back in 1892 that Mr. Curtiss, of Spalding's, fell under the spell of golf while traveling in England. On the chance that Americans might like the game, he brought back several hundred dollars' worth of clubs and balls.

Grotesque equipment it was, but gradually the game took hold. Three years later, still feeling our way, we produced the first made-in-America golf clubs. Then, as time went on, our ideas grew still younger. We originated such equipment as the first matched and related sets.

● The first golf ball made in America was born under the Spalding roof, too. And did local ball make good! For the past 21 years, the Spalding ball has been played by the winners of the U. S. Amateur 18 times and by





the winners of every U. S. Open, with but two exceptions, since 1913.

● With all signs pointing toward a bigger and better season for our friends and for us, Spalding Bobby Jones Clubs, available in both men's and women's models, and embracing such developments as the Jones Head, the Cushion Neck and the Jones Form Grip, will open the way for you to profit liberally.

● And in the Spalding line of balls, such names as Tournament, Top-Flite and Kro-Flite will go far—off the tee, and in making new friends.

● With the satisfaction of having done so much to put *your* game on the map, and with a year like this ahead of us all, no wonder we feel young at sixty!

A. G. Spalding & Bros.

QUALITY ATHLETIC EQUIPMENT SINCE 1876



LET'S HAVE A SALES PAR

By HORTON SMITH

EVERY PRO realizes that his own golf game would not amount to much if he didn't play against the score card. Shooting at par makes golf. But in the non-playing part of the pro's business he has no par as a pace-maker for his efforts. Consequently the merchandise and lesson sales suffer from lack of a pro sales par.

Pros, due to having to handle green-keeping duties at some clubs, are acquainted with the budget system whereby limits are set on the amounts to be spent for course maintenance. They realize that these budgets are founded on estimates of income. However there are very few pros who budget their own pro department operations and give themselves sales figures and operating economies to shoot at.

I have had, recently, an interesting experience that convinces me a pro business budget and an income par is something that every pro could adopt with profit and ease of mind. Before I started this winter's tournament circuit I made a careful estimate of probable expenses. I figured out that competition was going to be very tough. There are at least two dozen new or established better players who stand fine chances of finishing up at the top in any tournament; so my individual chances were not strong. Therefore I set for myself a prize money par of \$2,000 that would enable me to get out comfortably on expenses. Anything over that would be profit to me.

Fortunately I birdied my income par in the first few tournaments of the season and I have the notion that perhaps a reason why I started off so well was because I knew what my income par was and didn't have to press blindly.

Set Par for Shop, Too

It struck me that I had been overlooking a good thing when I hadn't put in a par sales system in my shop. The average careful businessman pro keeps a fairly close comparison of sales by months during his season, and I did that. But it isn't enough.

Pro business is controlled by many uncertain factors. Weather may be bad.

General business may be bad—or so good members can't spare time to get out to the club. There may be a baseball team fighting for a pennant. There may be greens out of commission or some internal disturbance at the club. Still, the pro to make a living and progress has to overcome these adverse factors and increase his income.

The bad part of it is that the pro often doesn't know how hard he is being hit until the damage is done.

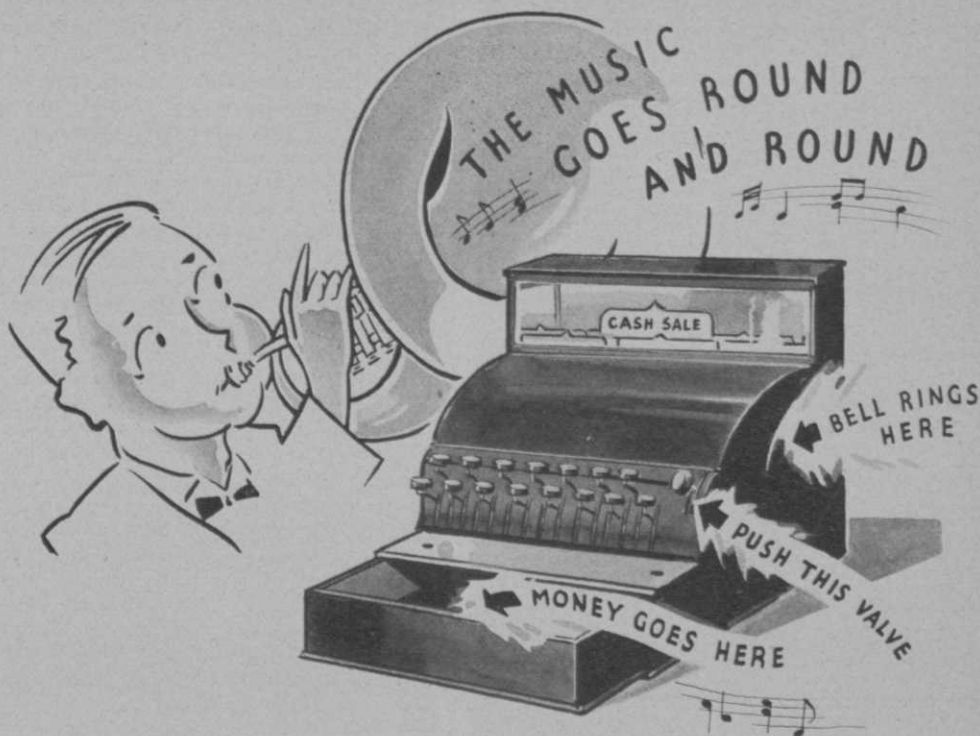
You don't have to check many records to learn a close connection exists between the number of rounds played and pro sales of merchandise and lessons. If these figures are not about parallel then the pro will be doing himself a good turn to think about his sales methods.

Caddie Tickets Offer Information

Thinking along these lines I have come to the conclusion that one of the good business ideas a pro could put into action for 1936 is to get the figures on caddie tickets by months, or even by weeks (which would be better) for 1935 and set them up as a par for 1936.

If the pro gets these caddie ticket figures and makes up his mind that he is going to increase play 10% each month at his course during 1936 I believe that he will increase his net income far more than 10%. In the first place he will have the same fixed expenses as he had when he was doing a lesser volume of business and in the second place the mere fact of having a sales par will spur him to beat that par far more than 10%.

I have set 10% increase over last year as a figure that most pros can hit if they go right after it. Even if the weather is wet, play can be promoted by the pro playing himself and demonstrating smart and comfortable rain apparel that he has in his shop. There should be a shelter at the lesson tee of every first class club so



WHEN SELLING THE HAGEN LINE

The Hagen line offers greater possibilities for money making to the professional in 1936, than ever before in the history of this Company.

That is simply because every item in the line is merchandise your club members are going to want—and will buy.

Two brand new top numbers in the ball line—the Walter Hagen and the Honey Boy—are, in our opinion, the finest golf balls it is possible to manufacture.

The Walter Hagen gives utmost distance along with considerable durability, while the Honey Boy has both distance and a tough vulcanized latex cover, built to withstand terrific punishment.

The new Walter Hagen American Lady woods and irons have caught the fancy of the public like wild-fire. Here is a ten-strike if there ever was one!

New Hagen wood models are all that the heart of any golfer could desire, while Hagen Imperial Crown and Crown irons, with Bi-Flector Flange and modified De-flector Sole, are due to repeat and increase the great success scored by Hagen irons last season.

The Hagen line is going places—and how! —in 1936. It's a great line to tie to! !

If you want to keep the music of your cash register going "round and round," stock up with Hagen balls and clubs.

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FUTURE TOURNEYS

- Feb. 14, 15, 16—Thomasville, Ga. open, \$3,000.
 Feb 20, 21, 22—St. Petersburg open, \$2,500.
 Feb. 29-March 1—Bellevue-Biltmore open, Bel-leair, subscription.
 March 3, 4, 5—Hollywood, Fla., \$2,500.
 March 8, 9, 10, 11—Fourball, Miami (invitation), \$4,000.
 March 11, 12, 13, 14, 15—Amateur-professional match play, St. Augustine, \$3,000.
 March 18, 19, 20, 21—Tournament of the Gardens, Charleston, S. C., \$3,500.
 March 24, 25, 26—North and South open, Pinehurst, \$4,000.
 April 2, 3, 4, 5—Master's open, Augusta (invitation), \$5,000.
 April 28—Entries close, National Open.
 May 11—Qualifying rounds, National Open.
 June 4, 5, 6—National Open, Baltusrol GC, Short Hills, N. J.
 Aug. 12—Entries close, National amateur.
 Aug. 25—Qualifying rounds, National amateur.
 Sept. 2, 3—Walker Cup matches, Pine Valley GC, Clementon, N. J.
 Sept. 14-19—National amateur, Garden City (N. Y.) GC.
 Sept. 28-Oct. 3—Women's National, Canoe Brook CC, Summit, N. J.

that lessons can be pleasant despite rain or burning sun and I suggest that pros look into this while the club is making its usual spring improvements.

In some instances it might be a good idea to offer a reduction on lessons if taken in unbooked time on rainy days, but I am offering that only as a suggestion, inasmuch as the idea only recently occurred to me and I haven't had any actual experience along that line.

An interesting schedule of club events, personal encouragement by the pro, placing of the tee-plates and holes—on Saturdays especially—in spots that don't discourage the duffer, are a few of the things that I have found increase play at a club.

The main idea is to get a par for your sales but if you first get a par that you have to beat on the number of rounds played per week at your club you are pretty sure to do better than you might do trying to make pro profits on a hit-or-miss basis.

VINNIE RICHARDS, head of Dunlop sports division, recently was made a deputy sheriff of Westchester County, N. Y. It will be a dare-devil desperado who spits on the sidewalks, or parks without lights in Westchester County while law enforcement is entrusted to Richards.

EARL RUBY, sports writer of the Louisville (Ky.) Courier-Journal, and Courtney Noe, enterprising young pro at Cherokee, Louisville muny course, have started one of the most interesting instruction ideas in golf.

Ten local dubs are to practice two hours a day, six days a week from Dec. 4, 1935, until June 1, 1936, on which date Earl and Court declare the ten specimens will be shooting par golf. Earl is writing sport page stuff on the class work during the schedule and making it a feature that's attracting considerable attention.

Noe has a lot to gain if his students make good and Earl has a fine feature in his idea, so the tie-up is one which pros and sport-writers elsewhere can use to advantage.

Among members of the class now are a clergyman, a transmission man, an architect, an engraver, an insurance man, a hardware salesman, a postal clerk and the sports writer, Ruby. With Lawson Little turning newspaper man maybe, Ruby has an ambition of graduating from Noe's class as a National Amateur champion just to keep things balanced.

TOURNAMENT bureau statistics compiled by Bob Harlow for 1935 show that the tourney players' prize money slumped far less during the depression than did golf playing equipment sales. The 1935 prizes were off less than 20% from the tournament bureau's best year.

The \$135,000 prize money if divided evenly among the 227 pros who played in the 1935 tournaments would have meant \$594.71 to each of the pros.

Revolta led in the number of tournaments played. He figured in 34 tournaments to lead the field in prize winnings with \$9,543, which made his golf (estimating his strokes in match play) bring him \$1.17 a stroke. Picard with \$8,417 for 30 tournaments was second; Horton Smith with \$7,790 in 26 tournaments was third; Harry Cooper with \$7,132 for 24 events was fourth; Ky Laffoon, Radix cup winner for lowest medal average for the year, with \$6,185 for 22 events, fifth; Paul Runyan, was sixth with \$5,498 for 21 tournaments. There were 23 boys who won \$2,000 or more, and 17 others who won \$1,000 or more during the 1935 season.

Prize money distribution was wider than ever before.

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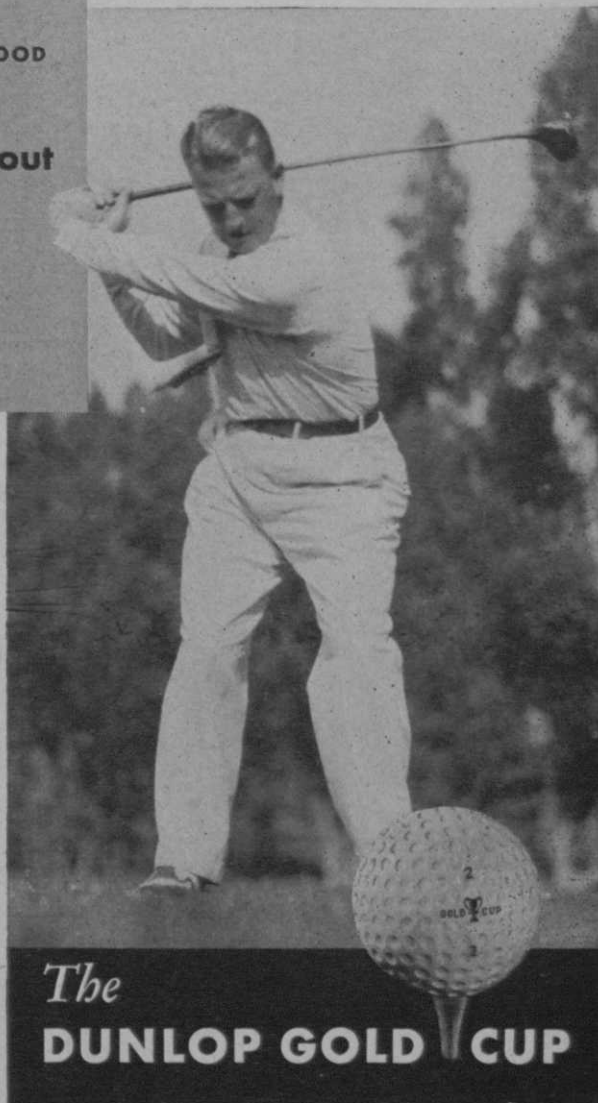
SAYS CRAIG WOOD

... and he bangs it out
a mile with his
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with the patented vul-
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with maximum distance.

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The
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GOLF or TRICK SHOTS?

By HERB GRAFFIS

THE USGA has made a cautious statement about limiting the number of clubs carried by players and if that works out like the 1929 edict on the larger and lighter ball the public will respond by yowling loud protests to offset the imperial mandate. As usual, the public will do as it jolly well gives a damn whether the matter concerns golf or general government.

So there need be no fear that the golfers will be compelled to sneak up an alley, press a secret signal button and when the panel slides open whisper to a guy named Gus:

"Say, how about a No. 6 $\frac{1}{2}$ iron? I am a friend of Pete's. You know, the little fat fellow with a wart on his ear, who was here when they had the laundrymen's convention in town."

After going through such preliminaries as we learned when we were acquiring internal leaks in the belly dike, Gus would let the stranger in and sell him a 6 $\frac{1}{2}$ iron for \$15, representing \$3 worth of club and \$12 worth of prohibition legislation.

Is USGA

Comment a Feeler?

The USGA obviously wants none of that as you will note from the careful manner in which the implement and ball committee comment on club limitation was worded. Said the report:

"For some time the Committee has noted with concern the increasing number of clubs carried by players. It is the opinion of the Committee that the carrying of so many clubs attends to minimize the skill of the game and makes it too mechanical as well as increase the cost.

"Aside from the above important features, it creates an unreasonably heavy burden for a caddie to carry. The Committee is not inclined to recommend at this time any change in the rules which would restrict the number of clubs the player might carry but it earnestly expresses the hope that manufacturers and players alike will agree with our thought that it is important to discourage present tendency toward carrying such an excessive number of clubs."

There can be no doubt of the USGA officials' unselfishness and sincerity in ef-

forts to be of service to golfers. This present instance is an example. The USGA officials knew they would be rapped from plenty of points of the compass when they came out for a reduction in clubs and plainly were willing to take the rap to find out what the score is on this matter of the extent of golf implements.

The USGA has implied that it wanted a showdown on a highly controversial point brought before it by a few and not by "the voice of the people". Therefore, the subject might as well be threshed out instead of left hanging as a threat over a business that hasn't made any money for years and which, for commercial as well as sentimental reasons, is true in its devotion to the best interests of golf.

What is "an excessive number of clubs"? You could putt with a brassie. Stymie putts often are made with niblicks. So should the putter be considered an "excessive" club and either ploughed under or butchered as a New Deal measure with the owners of the putters being paid off for putter non-use, unless the Supreme court rules to the contrary?

Tricky Technique Would Be Needed

Is the game made "too mechanical" when a player can use a mashie instead of playing a midiron laid back to a mashie loft, or has that a tendency to "minimize the skill of the game"? You probably would get the right answer to that from a million golfers who don't even take a few lessons to learn to use the midiron as a midiron. Most golfers play the game because it's fun trying to get the ball into the hole in fewer strokes than the other fellow and not because they want to develop as trick shot artists or jugglers.

Now about the number of clubs carried at present. Player demand and not the USGA, the manufacturers, or the pros,

They're Tough because they're

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Here's good news for 1936. Vulcanized covers on P. G. A. Golf Balls to give greater durability . . . improved construction to give better performance.

Top-grade balls are 75c . . . and an added starter for 50c.

All of which adds up to make Professional sales for 1936 the greatest in the history of the Association.

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Vulcanized Cover

rule that. Limitation of clubs on that sound basis has resulted in the elimination of No. 1 irons from many matched sets for the average golfer simply because the No. 1 iron was too hard for the average golfer to play. That discarding of the No. 1 iron took place without any official suggestion.

The amateur and pro stars carry a hefty arsenal because they want to win and not for show. They are not going to wait that for want of a nail a shoe was lost, for want of a shoe a horse was lost and for want of a horse a kingdom was lost as did the crying victim in the old nursery rhyme. The star players want the club for the shot and they will tell you of countless times when the 23rd or 24th club in their bags meant a crucial shot that counted.

Even most of those who take a long range view of golf development don't seem to realize that the unknown fellow who invented the golf bag is the one man who exercised the strongest of all influences on the implements of the game. Prior to the time the bag came into use there were more styles of golf clubs in use than there are today. The difference was that each player used what suited his individual taste and requirements best, and generally to an extent limited only by the bundle his caddie could carry under his arm. Golf books published in the 1870's list general classifications of 16 to 19 clubs and of these there were enough distinctive models in each class to bring the total up to more than today's array of golfing armaments.

Golfer's Army Will Settle It All

So it seems that golfers for the last 60 or 70 years have been demonstrating that golfers will use the clubs they want and they can afford. The sleight of hand experts who can play in fairly good scores with five or six clubs are entitled to play with only five or six if they so desire. Because they are a small minority, they never have been able to revise the entire scheme of the game solely to their own liking. For that reason, among others, golf has grown.

It might as well be conceded that carrying as many clubs as a fellow thinks he needs and can afford is not a "substantial departure from the traditional". Even if it were, what of it? This year the USGA bluntly said that it was prepared to make a most violent "departure from the tra-

ditional" in "disqualification, if necessary" of unconscionably slow players in championships. The departure from the USGA tradition of having women's national championship matches in the morning resulted in the 1935 championship afternoon play having galleries "larger than ever before".

On the matter of the heavy burdens lugged by caddies, mentioned by the USGA, it often strikes one in the golf business that the trouble is not with the weight of clubs carried as much as it is with the poor distribution of the weight for carrying. There is room for great improvement in the balance of the load in golf bags in such a way that it will not be injurious to the caddies. During the depression there has been a noticeable trend toward larger and older caddies, but the average golf player when he does draw a small kid to lug a big pack is sportsman enough to cut down the load for the boys.

Clubs Cost Less

Reference to limiting the number of clubs carried to reduce the cost of the game is vague because at present there are no reasons other than the need, the desire and the money controlling the extent of the armament in any player's bag. Manufacturers' and retailers' competition has cut down the cost of golf clubs until golf as a business probably would be very unattractive to USGA officials as good businessmen.

In the cost of golf playing equipment, there has been a most amazing reduction effected by economic conditions and by toughening the ball cover during the last four years. Figures indicate that the present ball remains perfectly playable for about three rounds, considering the play over the nation's 18- and 9-hole clubs. That is about double the figure for 1930. This makes it appear that manufacturers' competition and progress is so dependable a factor in reducing the price of golf that it must be a source of costly pain to the manufacturers themselves.

There will always be fellows with yachts cruising around the world in luxury and there will always be fellows with row-boats, fishing contentedly in ponds. We might as well realize there always will be fellows playing with 20-some golf clubs and others playing with a spoon, a mid-iron, a mashie and a putter. Why try to deal ourselves a hand in what Allah wills?