

"Here's why I like GOODYEARS"



"Fairway or rough—Goodyears give us the kind of traction we need. They grip, but they don't dig in and mark the turf. They roll easily. They save time and fuel. They protect the machines. They save my energy. And I can drive them over greens, across lawns, walks, bridges—anywhere—without damage."

PUT THEM TO WORK ON YOUR GOLF COURSE

You'll agree. Goodyears on your tractors and mowing machines will be the greatest time savers and money savers you've ever seen.

Greenkeepers who are using them acclaim Goodyears for these reasons: All-Weather tread—traction forward, backward and on hillsides with no damage to turf. Supertwist Cord construction—greater elastic-

ity, more cushioning. Extra-strong bead construction—strength for the hard pulls. Chemically-toughened rubber in both body and tread—for durability and long life.

Put Goodyears to work on your golf course and you'll know why they're MONEY SAVERS. Ask the Goodyear dealer near you to arrange a demonstration.

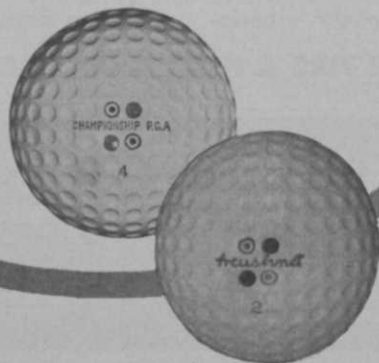
THE GOODYEAR TIRE & RUBBER CO., INC., AKRON, OHIO

GOODYEAR
ALL-TRACTION TRACTOR TIRE



Why
**this
 tremendous
 swing to**

Acushnet



**Acushnet Gold Ray, 75c
 Acushnet Blue Ray, 75c
 Acushnet Green Ray, 50c
 PGA Balls at 75c and
 50c sold to PGA mem-
 bers only.**



POLICY— The Acushnet Company is the only golf ball manufacturer in America whose entire factory output is sold "exclusively through the pro". • Because of this policy, Acushnet advertising and promotion is focussed to bring your club members into your shop where, in addition to their golf ball needs, you have the opportunity of selling them their complete accessory requirements. In addition you are protected against cut-rate competition and have the unqualified support of the manufacturer on product guarantees.



Acushnet

GOLF BALLS

Precision made for better play

ACUSHNET PROCESS CO. ● NEW BEDFORD, MASS.

players can be promised the sponsors. And this is impossible because the boys have club jobs, bar a few exceptions.

Up to this writing, the tournament manager has been obliged to advise northwestern sponsors that only a handful of name players can make the tour, and it is likely to be called off because golf is unable to put a team on the field.

Other promotion stunts may mean more in developing players, but open tournament golf, up to this moment, is the outstanding medium of obtaining free advertising and publicity for golf by keeping this sport in the sporting pages of the American newspapers. It is my opinion that it will remain the principal factor for some years.

One manufacturer brought out the point that the players who would benefit most by a long program of tournaments with substantial prize money should band together and work out this problem. There is some truth in this, but the fact is the players do not possess either the money, imagination or inclination to organize such a team. They have no particular interest in developing a team which would mean bigger and better promotion for golf, for they do not view the game in anything but a very personal manner. Their only interest would be that they would be happy that purses were larger, but they would not be willing to sacrifice their jobs as club professionals on the

prospect of bringing this about, and then winning their share of the money.

The only way a team can be successfully employed will be to put the members under contract to play, just as baseball players do. Under such a condition, and if the team was really representative of American golf, with a touch of international stars as well, great forward strides could be made in the winter and summer tournament schedules, in the publicity value of each event, and in the gallery interest. As it is now, promotions proposed for many places will have to be called off entirely, and others will not reach anything like the success they could obtain under proper conditions.

STANLEY DAVIES, pro at the Omaha (Neb.) Field club, whose golf broadcasts are definitely among the liveliest sports comment you can hear anywhere, appears in a new publicity role.

The Nebraska Power Co. busts out with a big ad in Omaha newspapers in which Stanley is pictured addressing a wood shot and being quoted: "I'd rather give up my golf than take electric service away from my wife."

Photographs of Mrs. Davies in her home and studio also are shown. She is a well known portrait painter.

TRUE TEMPER OPEN TOURNAMENT

● CURTAIN-RAISER FOR A GREAT GOLF YEAR ●

Birmingham Country Club

BIRMINGHAM (DETROIT DISTRICT) MICH.

MAY 27, 28, 29

\$3500 IN PRIZES

Under supervision of the Michigan Section P. G. A.

Letters giving complete information together with entry blanks have been mailed

you by the Michigan Section P. G. A. officials. If you have not received your entry blanks please write to Frank Sprogell, Meadowbrook, C.C., Northville, Mich.

THE AMERICAN FORK & HOE CO., Sporting Goods Division, Geneva, O.

PROS BUILD COMMAND OF MARKET

By HERB GRAFFIS

IN TWO sessions your correspondent recently had with sales managers for manufacturers there was sunshine for pros. These two fellows formerly had been doing business with store and other retail outlets. Now they have switched the big play to pros. They are fellows quite well known in golf merchandising, so the news of their conversion came to pros as a surprise. Pros have asked: "Do you think the guys really are sold on the pro market for keeps?"

The answer that I'm convinced is right is that these men and their companies now have the pros firmly in the Number One spot in their plans, for the sufficient reason that through pro retail outlets the volume and profits in golf goods distribution of the future will be much stronger than ever before.

Substantially, both interviews were the same. Both fellows started out by saying that manufacturers' profits keep getting smaller and smaller on non-pro outlets because store buyers don't go much for the better grade stuff in which there is some manufacturing profit of consequence, and that store buyers are merciless traders who work one manufacturer against the other until, in intense competition profits are eroded away.

What awakened both men to the command pros now have in the golf market was the increasing activity of good pro merchants in municipal and daily fee course jobs. Private club members' business is well in the pros' hands, but until a couple of years ago the stores were getting the bulk of business from the golfing public that was not attached to private clubs.

The way the market is divided now, about the only spot where the pros aren't in the driver's seat is in smaller towns where there are no pros.

"When you mention store outlets," said one of these sales managers, "you are too general. The outlets besides the pro are department stores, sporting goods stores, men's stores, automobile supply stores, radio stores, drug stores, premium outfits, catalog houses and even news stands and filling stations so far as golf balls are concerned. Cut that half of the golf business

up into 9 or 10 parts and in each of the parts you have a volume so small and so bitterly competed for that the pro business with its disadvantages still looks great."

From Indifference to Going Business

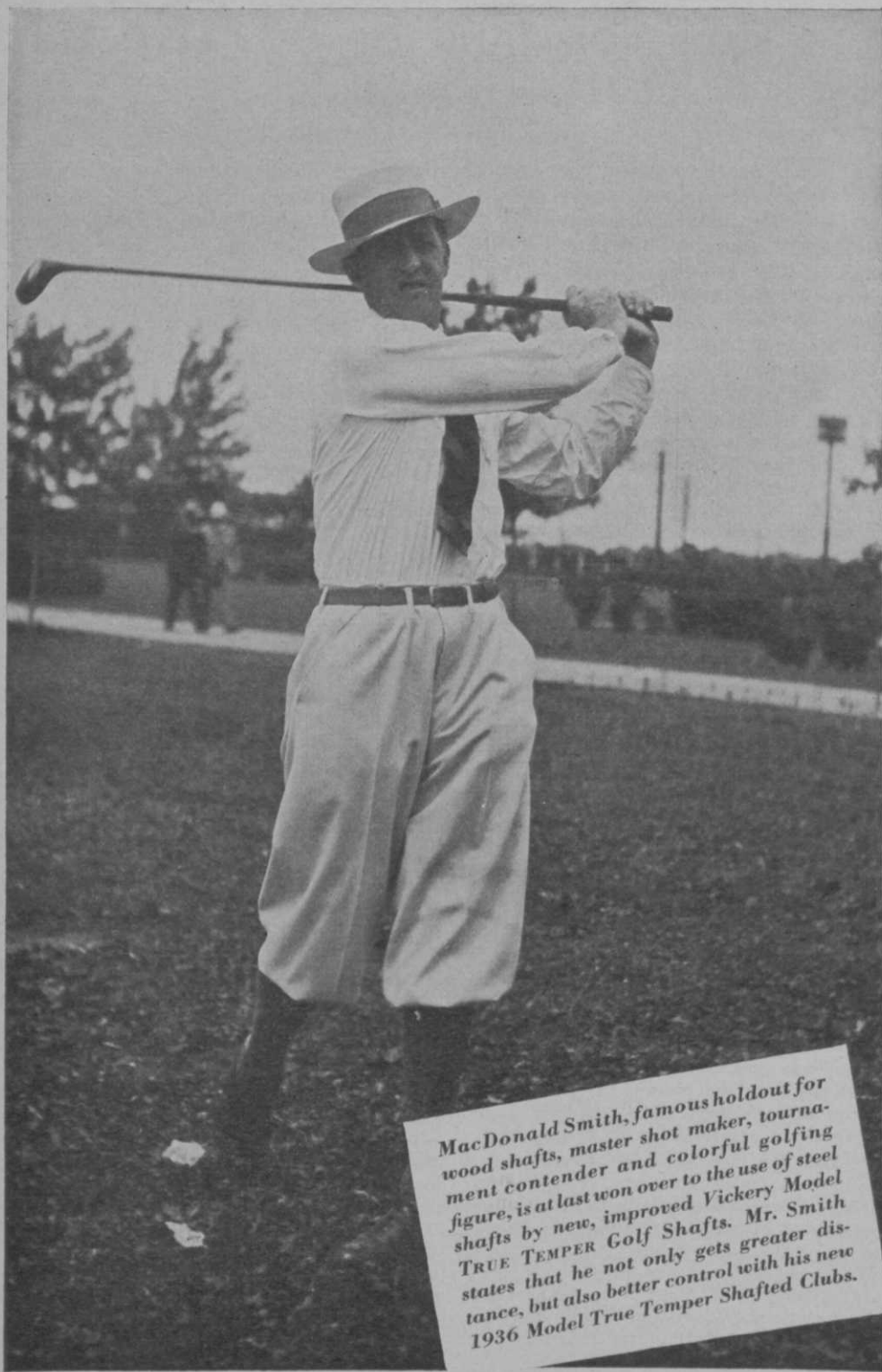
This sales manager continued: "You GOLFDOM fellows can be given credit for an assist in the pros' build-up to command of this business. I can remember not so long ago when the pro was pretty generally considered a fellow who sang the blues at everything, was completely indifferent to his credit and sold only when some one came in and insisted on buying."

"I remember reading in GOLFDOM with a shock that the pro credit rating was good for small retailers and that pros whose credit was A1 were doing their best to educate and discipline their comrades who, for one reason or another, didn't have good credit or good merchandising methods. It seems to me that there has been a pro pride in business standing aroused. This is one of the very important factors in making pros masters of the situation.

Don't Blame Woes on Makers

"Pros can beef and complain all they want to with real or fanciful complaints about the deals they get from manufacturers, but the truth is that no manufacturer ever gave the pros the short end of the deal like the pros have given themselves. The pros really got smart when they began to pay more attention to running their business, instead of trying to run the manufacturing business. Some very smart and experienced men have been losing money in the manufacturing business during the past four years, so it isn't the spot for pros who don't know what the score is in big manufacturing and distribution enterprises to mess in and try to run things."

An interesting development in these two chats was that both sales managers re-



MacDonald Smith, famous holdout for wood shafts, master shot maker, tournament contender and colorful golfing figure, is at last won over to the use of steel shafts by new, improved Vickery Model TRUE TEMPER Golf Shafts. Mr. Smith states that he not only gets greater distance, but also better control with his new 1936 Model True Temper Shafted Clubs.

MacDonald Smith

Finds the Answer in

TRUE TEMPER STEEL SHAFTS

The famous Carnoustie Scot, after a lifetime adherence to hickory shafted clubs, makes the verdict for steel shafts unanimous when he states:

"After trying many types of steel shafts, I chose the TRUE TEMPER Vickery Model Shaft in my change-over from hickory. I chose this particular model because it produces smooth power, affords me accuracy and control, and doesn't tire my hands and wrists."

—MacDonald Smith

TRUE TEMPER Steel Golf Shafts have won the preference of the golfing world because they give greater distance, more accurate control and longer service. All club manufacturers use these shafts on their better model clubs.

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division, Dept. 56, Geneva, Ohio

TRUE TEMPER



Steel Golf Shafts

marked that pro volume is beginning to look like it will be by a good margin the largest unit volume of clubs and balls as well as the largest dollar and cents volume. The pros have had the edge in dollars and cents volume for the majority of the last 10 years because of pro sale of quality merchandise, but the flood of cheap stuff in some years has given non-pro outlets the lead in units of sales.

One of the sales managers commented: "Take the situation in Chicago, for instance. Jerry Glynn and Tommy Armour have big clubs. Both of them sell considerably more good quality clubs and balls than does Marshall Field's, which is the leading high-class non-pro outlet. And Field's is doing a good store business in golf!

"The same condition exists in Cleveland, where four of the district's pros sell more good quality stuff than all store outlets combined.

"Any store that would be able to sell the same proportion of its prospective customers that the average hustling pro sells would have a tremendous volume of golf business. The stores just can't do it because the average pros are better merchants of golf goods and are in an infinitely better spot to sell."

Both men brought out the point that the usual salesman in a store golf department hasn't the training or the temperament to sell quality golf merchandise. He has been trained to take orders from people who are brought into the store by a cut-price ad. When it comes to selling something that the customer can buy with lasting satisfaction and on which the dealer and the manufacturer both can make a fair, undisturbed profit, the store salesman just isn't qualified.

That reference to the large percentage of the possible market sold by pros, as against store sales compared to the store's possible market was a new angle to us. We asked one of the fellows what he considered a pro's possible market for a year.

"I'd say that par on a pro's annual club sales," he replied, "was the number of active players divided by the number of years that the average set of clubs could be expected to rate as first-class modern equipment. For example; if a pro had 200 active players at his club he could figure on a good possible chance of selling each member a new set of clubs every four years. I say four years because the improvements in head design and construc-

tion and in shafts are so steady and pronounced that clubs four years old are costing the average player plenty of strokes and pleasure. The pro doesn't need to think he is pushing the buyer too strong to sell him a new set every four years. He's doing the buyer a favor. As a matter of fact, the way clubs have been improved in the last two or three years, a set every three years wouldn't be out of line. Well, on the four year basis that makes an annual sales par of 50 sets for the pro at the 200 player club. It may look too high for you, but think it over and you will be able to name plenty of pros who are doing about that well or better."

Holding the Lead

All of this listened so good to GOLFDOM that we began asking where the sour places were or if the pros were set in the lead for keeps, in the judgment of these sales managers.

The answers gave the pros something to think about. What the commentators had to say was virtually this: "The leaders always have more responsibilities than the followers, and the pros are going to be no exceptions. They will have to continue minding their own business to protect and extend their lead.

"We see that some of the sections of the PGA are having meetings where the manufacturers can attend and display merchandise to the pros. That is a good thing because the cost of getting to pros and selling them is heavier than that of reaching the downtown stores whose buyers are in the habit of coming around and inspecting the manufacturers samples. Sectional PGA educational work and supervising work on pro credit will have to be continued and some help given pros in collecting their own bills from members.

"There is no doubt of the pro making the market and making a brand so desirable that the stores want it. No store has been able to do the same thing in golf. Therefore it does look shortsighted for pros to try to work up local private brands for competition in the price market when the pros already have available nationally known merchandise in the lower prices which can be sold without confusing their members with a flock of brands, thus leaving the stores a better opening for pushing some private brand stuff.

"The quality market is well in the pros' hands because it exists mainly at the better clubs where the best pro business men are."

OFFER MEMBER-INTEREST HUNCHES

PUZZLE of the young pro who confessed in April GOLFDOM that he didn't know how to stir golf interest at his small town club aroused considerable interest among readers. Several letters from club officials say the problem is a long way from being entirely a pro problem and that it should concern club officials even before it worries the pro.

From several quarters the suggestion is advanced that the pro consult with officials who are active golfers and submit his suggestions for putting some life into the club, but that the pro do this on a confidential basis. Let the initial and noticeable push come from club officials for the good of the club rather than for the improvement of pro business, say several men who have been through the same situation.

The matter of having progress stopped by elder men who have been playing together for years and resent any action to increase and modernize the club's appeal is not unusual, comment officials of other smaller town clubs. Someone has to sell the elders of the congregation on the idea of being leaders rather than selfishly content has-beens. It has been done before.

Sports Writers Can Help a Lot

Another suggestion comes from a pro who was up against much the same conditions as the young man complained of in April GOLFDOM. He suggests that the pro make friends with local newspaper men who probably have solved a worse problem of big city competition 35 miles away than the pro has to deal with. Between them the matter of club publicity and golf news can be handled so residents of the community become aware of activity at the golf club. Even the older and deader members will respond to seeing their names in the paper.

One pro suggests that the pro join the local Rotary or Kiwanis clubs or through some fraternal organization make contacts that can be developed into livelier golf interest. Still another pro at a flourishing 9-hole club in a town of 10,000 population suggests that the pro give free class lessons at the local high school several hours a week and stir up the adults through their youngsters.

Jimmy Anderson, pro at Pine Lake (Mich.) CC and a veteran in PGA affairs,

advises that the boy would do well to snap out of his discouragement and take the bull by the horns. If the young man does succeed in stirring up the club then everything will be O. K., and if he takes energetic steps and fails with the result that he is penalized for his energy by being fired, he is better off by being out of a hopeless job.

Anderson expresses the opinion that probably things look worse than they really are. Such dejection, he remarks, is not uncommon in the pro business during the winter but usually eases up when the grass gets green and there's a chance to do something.

Adds Anderson:

"It is hard to understand why out of a membership of 150 people there are not some men who want to better their golf by taking lessons. Out of a town of 12,000 persons there are generally more golfers than 150, and it is hard to fathom why play should not be good, seeing that the nearest town is 35 miles distant.

Pro Should Mix With Golfers

"Has the young man ever attempted to break up the foursomes he talks about by arranging a game with some of them? He also talks about young golfers in his club who have not enough money to take lessons. How about giving a few of these young men group instruction for say 6 lessons? He says he does not give many lessons, but if he has given any at all it surely must have been an indication that there are people in his club who do want to improve.

"Tournaments may pay dividends. Let him run one of his own. First prize, six lessons; 2nd, one golf club; 3rd, three golf balls. This may cost him a little but should be one of the best indications of how his members react if prizes are worthwhile. If this does not work the young man should seek pastures new.

"Not knowing the territory this is a hard subject to write about, but it is still my belief that with the will to win, a

THE HAGEN GOLF BALL PLANT..

the newest and most up-to-date in the Industry



L. A. YOUNG

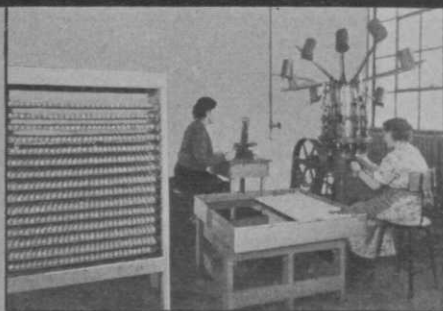
Here are views of a few of the progressive stages in the building of Hagen golf balls.

In this brand new Hagen ball plant in Detroit, we have evolved machines and methods that build a golf ball better, we believe, than it was ever done before.

In certain operations, allowable tolerances run as low as five-thousandths of an inch. You can readily conceive what distance and accuracy can be built into a golf ball under such rigid methods of manufacture.

Working two shifts a day, we are finding it hard to keep within shouting distance of the demand for the various balls bearing the Hagen name.

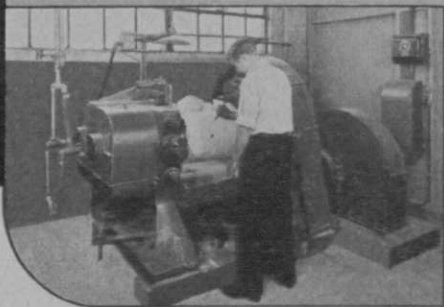
*Filling
Honey
Centers*



*Ball
Winding*



*Mixing
Balata*



*Milling
Balata*

