

Pros Only
 can give an
\$8 Putter FREE
 with 36 Silver
 Scot Wrappers

★



Only from Pros Can Golfers Get the Silver Scot Habit to Boost Your Ball Volume

Nobody knows better than you Pros that it's just as easy to groove a good golf swing as it is a bad one. In other words, *a good golfing habit is hard to break.*

That's why MacGregor is glad to pay a premium to your members and authorize you to give them FREE an \$8.00 Silver Scot Iron Master Putter just as soon as they turn over to you the wrappers from 36 Silver Scot Balls.

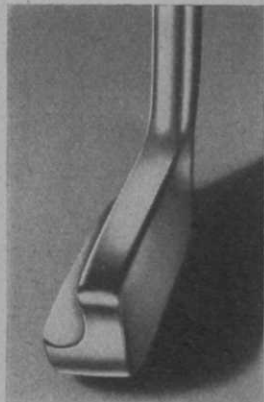
We know that after your members have played 3 dozen of these great balls they will have the Silver Scot habit. Your members will like the simplicity of this offer. There is no red tape—nothing to send in.

So tie-up with the advertising of this offer which is now reach-

ing 400,000 golfers who read *Golfing*, *Pacific Coast Golfer*, and *National Golf Review*. Display in your Pro Shop the poster featuring it—and rush us your order for ball stock and *Free Putters* and be set for steady profitable ball volume.

CRAWFORD, MACGREGOR,
 CANBY CO., DAYTON, O.

Branch Offices: *New York, 11 Park Place; Chicago, 23 E. Jackson Blvd.; Los Angeles, 714 S. Hill St.; San Francisco, 655 Alvarado St.; Seattle, 1107 Second Avenue.*



Macgregor

**MAKERS OF SILVER SCOT BALLS, WOODS AND IRONS
 SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS**

• Use QUICKMAIL coupon No. 4 to answer this ad •

we sometimes handle as many as 600 in one day.

"The players spend hours looking at the action pictures of the big professional players that decorate the walls of my shop and I have to do a lot of explaining this grip and that stance to them.

"I believe every pro-shop should be decorated in this way as it creates added interest to the general surroundings and keeps your prospective customers mighty close to the things you want to sell him. Of course in fine weather our business is made good because of the fact that I carry in stock everything a golfer needs and there is no need of his having to visit a down town store for anything.

How Cut-Price Competition Is Met

"Stores don't bother us in the Long Beach district. We've beaten them to that and I'll tell you how we did it. Up to three years ago these big stores did most of the golf business and the pro-shops were well nigh starving. I gave the matter much serious thought and one day I told Larry Gleason and a lot of my brother pros that I thought I had an idea that would lick store competition for all time. We formed the Associated Golf Professionals of Long Beach and took in 21 pros in and around the district. A sort of protective organization, you understand. We were out to give fight to the downtown stores who were muscling in on our game. And here's how we operated.

"If a certain store advertised or if the information came to our ears that said store was going to sell, or had sold, a set of irons made by the Goofy Manufacturing Co., for any cut-throat price, the Goofy Manufacturing Company's merchandise was out of luck in pro-shops right there and then. That at once killed off stores' loss-leader and price slashing competition with the result that the pro's business increased to a very marked degree in our section, and all of us are happy and contented.

They Post Other Pros on Allowances

"The case of golfers wanting to dispose of old clubs is another point our members took up with much seriousness with the result that we've also solved that dangerous business. If a player asks Larry Gleason at his shop how much he could get on his old set of clubs and if Larry told him he would allow \$20 on

them, Larry at once telephones my shop at Recreation Park regarding this bid and states the price. Being the center of the Association for our Long Beach district, we telephone every other member and inform him of Larry's \$20 bid for the old clubs so when the player goes ashopping—and they generally do—and asks the same question at Al Gruber's Palos Verdes shop some ten miles away, he gets the same bid as he received at Larry's Virginia shop, maybe only twenty minutes intervening. In this way we protect one another and are on our guard against any chiseling, and it helps a lot to create a fine spirit of comradeship amongst our local pros.

"Much business is created in our district by staging amateur-pro competitions twice each month throughout the year. And we also team up with the women players in the same manner. Prizes taken from stock of the member whose club we happen to be playing at are put up for competition. Usually it means that the pro sells somewhere in the neighborhood of \$60 worth of stock at each event. If any pro absents himself twice in succession from any of these events, we will not play at his club for a period of months. That is the punishment for want of interest.

Teaching Youths Pays Dividends

"I am a great believer in teaching the youth of our country even if it has to be done gratis. When any of our district pros are slack at their clubs it is an understood fact that he must offer his spare time to teaching of public school boys and girls without fee. This pays dividends in the end.

"No less than 70 juniors I taught some years ago are now to be counted among my best cash customers and my most loyal word-to-mouth salesmen and women. There's money—and good money—to be made in the golf shop if you treat your golf shop as it deserves to be treated.

"Carry reputable merchandise made by reputable concerns who stand ready to treat you in a reputable way, pay attention to your business rain or shine, engage competent and courteous help, display your merchandise in an attractive manner, keep it fresh and new looking and you're bound to do good business.

"Business is good. I never let it get bad."

FORE..

WAYS TO PROFITS..



① A.H. PADGHAM ENGLISH MODEL GOLF CLUBS

1936 British Open Champion, uses and endorses these English model clubs. Goldsmith is sole manufacturer and distributor in the U. S.

Woods \$10.00—Irons \$8.50

ARCHIE COMPSTON ENGLISH MODEL GOLF CLUBS

Famous English Golf star . . . plays these English model woods and irons . . . with the famous Compston "Graded-Whip" shaft.

Woods \$9.00—Irons \$7.50



NATIONALLY KNOWN
NATIONALLY ADVERTISED

Flight Master^③

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GOLF CLUBS GOLF BALLS

. . . put you "in the money" with more sales and greater profits.

THREE MODELS . . . THREE PRICE RANGES

Woods	\$10.00	\$8.50	\$7.00
Irons	\$ 7.50	\$6.00	\$5.50

"Flight Master" Geer-Patent GOLF BALLS . . . 75c

Exclusive Pro Golf Clubs^④

FOUR MODELS . . . FOUR PRICE RANGES

Woods.....	\$8.50	\$7.50	\$7.00	\$5.00
Irons.....	\$7.50	\$6.00	\$5.00	\$4.00



This Catalog-of-your-own . . . "FROM TEE TO GREEN" . . . bearing your name, mailed to your club members, will bring added business to your shop.

THE P. GOLDSMITH SONS, INC.
JOHN E. FINDLAY STS. CINCINNATI, OHIO U.S.A.

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TELLS GOLF'S FUTURE IN SCHOOLS

By HERB GRAFFIS

HIGH school golf instruction provides an ideal answer to the problems of character-building and physical development with which the modern high schools' athletic directors have to contend, says Forrester W. (Pop) Pierce, veteran authority in New York state inter-scholastic athletics. Pierce has enlisted expert pro services for years in getting his own school golf teams to keep the Long Island high school competitive situation well under control.

Helen Hicks was one of the youngsters who first broke into golf prominence as a member of a high school golf team hailing from Pop's bailiwick. The amateur boy stars that first took a keen interest in competitive golf as a result of Pop's push, are legion. Many of them now are members of first grade private clubs.

He Pioneered High School Instruction

Pioneering high school golf in his section was a job that Pierce found tougher than the promotion of any other division of school athletics. He attributes the success of his teams and the great growth of golf interest to the whole-hearted cooperation of certain Long Island professionals. Other high school sports have had their coaching developed by athletic directors and faculty members until the general standard of high school football, basketball, baseball and track coaching now is higher than was the collegiate standard fifteen years ago.

But golf had to depend for its introduction into high schools on the vision and energy of professionals who were enlisted by school physical educators.

Jack Mackie, who has been Pierce's golf confidant and chief counselor for years, introduced us to this high school golf enthusiast and authority.

For three hours we listened to Pop pop-off about the function, operation and possibilities for golf in high schools, and the guy never repeated himself. Any pro who has the slightest doubt about golf being due for a tremendous future via the high school promotion route ought to listen to Pierce, who is a fellow who knows what he's talking about. He also knows the pro

side of the situation because of his frequent and long acquaintance with a number of the soundest professionals on Long Island.

Pop, when he was an active competitor in athletics and in the earlier stages of his coaching career, was known as Pep. His husky family roster accounts for the change in the nick-name. Pop knows kids, he knows physical education and he knows the golf problem in high schools. He is positively of the conviction that golf in high schools, if properly attended to by professionals, will mean an extension of revenue that pros now would consider only a beautiful dream.

"But," Pierce reminds, "it's something that the pros will have to plan and work out instead of leaving the development entirely to the school authorities. If the pros miss this and the schools take the initiative in hiring pros, it shouldn't be a surprise to professional golfers when the pro group wakes up and finds that schools have established the habit of getting merely a reasonably good pro instructor for as little money as possible. The pros have to step into the present situation and establish the principle of employing recognized pro tutors at fitting salaries, for this sport.

Golf Teaching Is Different

"Golf instruction differs from the educational work in most other sports. In golf the instruction has to be general because every kid who is not seriously handicapped physically can, and should, have golf tuition. In other sports the candidates quickly make evident natural and somewhat rare physical qualifications. Therefore the coach begins with some promising material. After a good many years of high school athletic coaching I know what a coaching problem the golf pro has with his adult and junior pupils.

Something the pro can really depend upon:

PENFOLD'S **PRO ONLY** POLICY



The sensational
"Rabbit" ball in American size
Penfold AUTOGRAPH

This is the sensational ball that "ate up" the long holes of Hoylake with a "drive and an iron" during last year's British Open. The AUTOGRAPH is far and away the "longest" ball Penfold ever built. Chemo-weld cover.

\$1 the ball

The new, faster and longer

PENFOLD '75'

The "long" Penfold '75' has been stepped-up to even greater length! Winding tensions have been increased—a new, smoother finish has been developed to cut air-resistance. Chemo-weld cover.

75c the ball



A brand new ball, the

PENFOLD '35'

A new addition to the Penfold line. This new '35' has the long flight characteristics of the better grades—but a hide almost tough enough to dent a niblick.

3 for **\$1**



The new
even longer—even tougher

PENFOLD '50'

The Penfold '50' has been long favored by so many men and women golfers because it has "length" and toughness never before known in a 50c ball. Chemo-weld cover.

50c the ball



Send for 1937 catalog

PENFOLD GOLF BALLS, INC. • 11 PARK PLACE • NEW YORK, N. Y.

Chicago: Currier & Lee
427 West Erie Street

Cleveland: Distribution Terminal
2000 West 14th Street

San Francisco: Poinsett & Co.
121 Second Street

ASK OLD CLUBS FOR KIDS

In May, pros will receive a poster for shop display inviting members to contribute their old clubs for use by youngsters.

Clubs turned in will be reconditioned by the pros and given free to school kids who are in golf classes, or to caddies who do not have golf clubs.

This detail of the PROMotion plan has been suggested and approved by pro authorities who see in the campaign a definite impetus to more golf by youngsters, and pulling out of the market old clubs that are getting to be used too much as bargaining levers for trade-in allowances.

The old clubs in most cases are so obsolete and well-used that they have no actual trade-in value. However, the trade-in allowance evil in some sectors has been growing to the extent that pros recognize it must be retarded or net profit will slump from club sales.

"Any pro who is afraid to take part in high school golf promotion because he fears the high school athletic directors may eventually cut into his field, or that new pros may be developed from the ranks of high school students, implies that his profession is easy to master. Reluctance to take part in high school golf development, on that basis, doesn't identify such a professional as one who can do the kids much good, if he feels that his kind of golf tuition is something that could be learned by high school coaches or faculty members, quickly and competently, as an addition to the other duties of the school man or woman.

"Such an attitude does not show the intellectual calibre necessary to make a success of golf instruction in schools.

"I have watched the pros who have trained high school kids really take these youngsters, and through the grace of golf solve problems in behavior and attitude that have baffled many educators and parents.

For Show-Offs

Golf Is Great

"Take the youngster who is a show-off at wild driving or drinking, for instance. In most cases this youngster is physically deficient. His impertinences and exhibitionism are reflexes of an inferiority complex. He never gets the tingle of applause or even of wholesome and limited notoriety that comes to the high school athlete. He doesn't compete because he is afraid of invidious comparisons.

"You can't get that kid into football,

baseball, basketball, swimming, boxing, wrestling, track or field sports, but you can get him into golf and because of golf's handicap system and its requirement of disciplined, coordinated exercise of muscle rather than a demand for weight, strength and speed, that kid gets a chance to shine and win something, even if it's a match in a tenth flight team match.

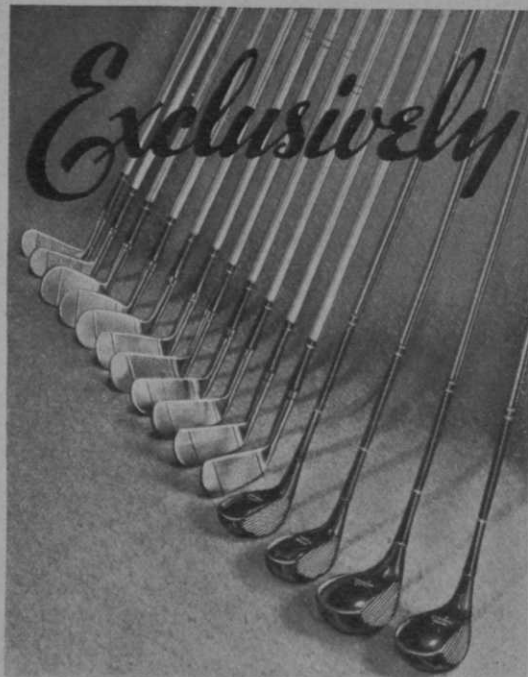
"Physical education authorities all over the country have seen hundreds of thousands of cases of youngsters such as the typical instance I have described. Men and women in our field probably have a keener appreciation of what golf can do for the younger generation than do the pros, although in my own experience I have been extremely fortunate in having been associated with a pro group having foresight and a clear conception of golf's physical and mental education values.

"To the professional golfers who have taken an interest in putting golf into high schools, the thanks of leaders in physical education, and, in fact in every phase of junior education is due.

"Eventually, if the pro group as a whole arises to the opportunities in this field, we will see an expansion of golf never before considered possible in the United States, and a consequent increase of qualified professional employment opportunities and earnings. There is a very logical possibility of pro golfer earnings and employment security, far ahead of that now seen in college football, but it is the professionals' job to see that school authorities themselves are educated to the job that golf can do for the youngsters and the nation.

Sarazen to Visit Schools—Gene Sarazen this year is continuing golf lectures and demonstrations at prep schools and universities. The Roving Roman began this work in earnest about four years ago and now is in keen demand at institutions of the higher learning. He opens at the Taft school, May 7, and will be at Colgate May 7, Swarthmore May 11 and Princeton May 12, in getting his school schedule under way.

Metro. GA Cans Stymie—With the sanction of the USGA, the Metropolitan Golf Assn. this season will not play stymies in its events. At the end of the year a report on the effect of the temporary ruling will be sent the USGA to assist the latter body in its current investigation regarding the stymie.



Exclusively Yours....

the clubs that
can make you
Bigger and Better
Profits in 1937

If you're out to get your share of prosperity this year—then you'll certainly want to get aboard the *Louisville* POWER-BILT band wagon. This sensational line of distinctive clubs is geared to set a new high for pro club sales in 1937.

Louisville POWER-BILTS were designed by leading pros to give the average golfer a club that will actually improve his game.

Try *Louisville* POWER-BILTS yourself . . . feel the extra wrist power and perfect balance. Note their beauty of design and "eye appeal" . . . inspect their finished workmanship. Then you'll know why *Louisville* POWER-BILTS should be your featured line for 1937.

Send today for a supply of the new 1937 catalogs and complete details on the H & B PROTECTED PROFIT PLAN available only to pros.

Louisville
POWER-BILT
Golf Clubs



HILLERICH & BRADSBY CO., Incorporated, LOUISVILLE, KY.

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SHOULD CHAMPS OKAY STORE CLUBS?

By JACK FULTON, Jr.

MARION B. SCOBELL, pro at the Baton Rouge, La., municipal course, brings up a subject that has given many a non-tournament pro, the playing stars, manufacturers and the PGA grey hairs in trying to do the right thing. Scobell asks for an answer. What the answer is, Scobell has a right to know because he is an outstanding pro businessman in his section, and not one of the fellows whose queries are made or received lightly.

He questions the endorsement of a club by a PGA champion when such a club is featured in the advertising and sales campaign of a large mail-order house.

Viewing the situation from his angle Scobell comments:

"For the past several years the golf pro has had a real tussle trying to keep the golf business in the golf shop where it rightfully belongs.

"It is true that chain store competition still has somewhat of a death grip on the business. However, by real salesmanship and with the cooperation of a large group of the manufacturers, the pros have been gradually gaining back a large amount of this lost business.

Endorsement Disturbs Him

"During a recent radio broadcast I heard that a certain national champion had personally endorsed a club sold by a large mail-order house. At first I thought there must be some error and decided to look over the daily paper. As you can see from the enclosed clipping, I found it to be true.

"One argument the pro has been able to use so far is that store clubs were not endorsed by national champions. However, it would be hard to convince the public of the fact in this case, as you can see that the endorser is a PGA champion."

The clipping Scobell enclosed is an illustrated free write-up of the sort that large advertisers push into the newspapers especially in the smaller places. The larger city newspapers throw these "puffs" into the wastebasket. The radio ad mentioned by Scobell was paid advertising.

Now let's go into an analysis of the situation Scobell mentions, because such cases have been coming up for years and pros have been worrying and complaining

about them. Frankly, it looks to us like the situation will continue—as long as there is a market for golf clubs pros will have competition that will try everything to overcome the advantage the pro enjoys because of the pro's intimate connection with the club's buyers, and the pro's strategic selling location at point of use.

What is there to Marion's statement that "chain store competition still has somewhat of a death grip on the (golf) business?"

"Death Grip" Is News to Us

As near as we have been able to dig up the figures covering the last ten years—which includes good, bad and average times—chain stores have had no "death grip" on the golf business. Facts indicate that the chain stores run a poor fourth in club sales, both in number and in total retail sales volume, to pros, department stores and sporting goods stores.

In a town like Baton Rouge the gravity of chain store competition is over-emphasized because local merchants, in many cases, were unable to gear up their merchandising to meet the newer competition and lost out. However, advertising and selling magazines repeatedly present tales of smaller town merchants who have beat the everlasting hell out of stiff competition from chain stores, by careful buying and sharply localized, persistent and resourceful merchandising and advertising.

Maybe some of these stories point out the answer so far as Scobell and other pros confronted with chain store competition are concerned.

It does seem that one flaw in the merchandising relations between pros and manufacturers is a neglect to get together on offerings of lower priced clubs to meet store competitive situations. The manufacturers have grown so accustomed to thinking of pros only as retail outlets for the better grades of clubs that they haven't acquainted the pro trade with the

Line up with HEDDON for MORE PROFITS

Here's why . . .

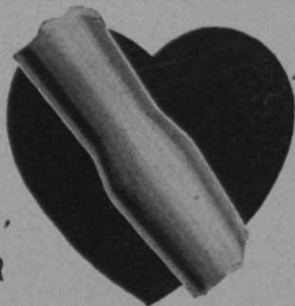
Heddon Shaft advertising, with powerful, eye-catching illustrations, is dramatizing the fact that in a golf shot, "feel" is the vital factor in Timing, Power, Accuracy, and Distance . . . and that "feel" can only be transmitted to the hands through the shaft.

On that foundation, this advertising is featuring the Heddon "Repeat Taper" or "Double-Whip" Power Shoulder as the reason why Heddon Shafts give maximum "feel".

Also it is pointed out, that Heddon Shafts are found only in the top line clubs of

WILSON SPORTING GOODS CO.
A. G. SPALDING & BROS.
HILLERICH & BRADSBY CO.

Follow through to enjoy a record year selling better golf clubs



The
"Double-Whip"
POWER SHOULDER

"THE HEART
OF THE
SHAFT"

H E D D O N

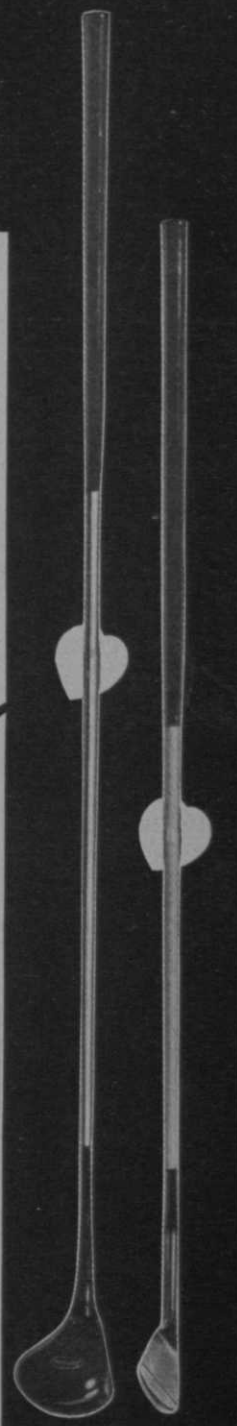
"CUSTOM DRAWN"

STEEL GOLF SHAFTS

JAMES HEDDON'S SONS

Steel Golf Shaft Division • DOWAGIAC, MICHIGAN

"The Shaft of Steel with the Hickory Feel"





In Green Lakes State Park, a few miles out of Syracuse, N. Y., the CCC boys whose camp buildings can be seen in the background have built the 18-hole Green Lakes GC. Photo shows the sixteenth green of the layout. Robert Trent Jones was the architect.

availability of clubs in cheaper prices for battling the price competition of stores. This competition hits especially hard at municipal and fee courses.

Manufacturers' close-outs of discontinued lines should be more often bulletined to pros of first grade credit standing. Scobell and other pros can pick items from the lists of lower-priced clubs that will run chain store price competition dizzy. There have been numerous instances of pros at fee and public courses, especially, who actually welcome competitive newspaper advertising. They display the ads on bulletin boards at their shops and alongside these ads list bargains in their own stock that beat the store offerings.

Regarding the endorsement of store clubs by national champions, so far as we can recall, there is only one line of clubs bearing a champion's name that is pro-only. The plain truth is that the tournament pros who hope for some financial return from their efforts and success in advertising golf haven't been able to depend enough on exclusively pro distribution of their name-goods to keep them in shirts.

Home Pro More Important Than Brand

The reason for this possibly contains the answer to Scobell's question. To the players at Scobell's course, Scobell should be (and probably is) far more important in club purchasing than Shute, Manero, Armour, Sarazen, Burke, Cooper, Jones, Little or any other champion whose name appears on golf goods.

The home club pro, properly established as an expert in the opinion of his members, is the fellow whose word carries

final and heaviest weight in the purchase of clubs. So it is up to the home club pro to keep his players constantly reminded of this fact. Advertising activities that will cost him nothing in cash, will do the job for him. Most newspapers in the smaller cities and towns will welcome a series of weekly golf instruction articles and notes, and the majority of radio stations are glad to get alert and dependable pros to furnish them with a weekly golf talk.

Use Publicity to Out-Sell Chains

Pros who put their minds to it can get a large amount of effective selling publicity through newspapers, radio, luncheon club and other addresses and golf demonstrations. Solution to the problem of out-slugging the chain stores on local publicity is within the pros' grasp.

The tournament pro is in a rather tough situation. His fame is difficult to attain and transient unless it is maintained by wins against fierce competition and by strong advertising. There must be wide markets to warrant strong advertising, so the tournament pro himself wonders how much market his fellow professionals will allow a line bearing a tournament star's name.

The champion wants royalties on the sales of as many clubs as reasonably can be sold. He figures he can't pay the groceryman with reputation, and too many times when a fellow has won tournament glory he finds himself mainly in possession of reputation and debts. He, naturally, wants to get out of hock. At the same time he wants to have proper consideration for the interests of his comrade professionals who are not in the tournament field.