

Winner of 41 major championships and ten years in the golf business, is Hagen's background in designing the new Lorythmically matched and balanced

HAGEN

WOODS *and* IRONS



The L. A. Young Golf Co., DETROIT



The door in the background, leading from outdoors into the shop, must be used by all golfers bound for the locker-room. This arrangement is a big aid to sales.

sort and of this magnitude the proprietor must be more than a golf instructor and a good player. He must be a merchant. If I failed to pay the strictest attention to my business and exercise up-to-date business methods in my merchandising and also in my buying, I'd go bankrupt in mighty short order. The overhead in a place like this, naturally, is terrific and I've got to be on the job every minute.

Better Merchants Is Pro Goal

Unless pros become merchants as well as teachers and players they will lose cast in the eyes of the golfers, and will be injured financially as well. The future of the golf pro looks dark unless he becomes a better business man.

Every year a professional gains more knowledge in his business, and the only way he can capitalize on this increase in knowledge and ability is by selling more golf equipment and giving more lessons.

Chiselers, stores, and wholesale hardware companies are eating more and more into the profits that rightly belong to the golf pro, provided he is doing his job right.

By that I mean if he carries a large variety of stock that will satisfy every member in his club. If he can't carry every kind of merchandise, he can at least talk to the customer courteously and sell him on the idea of getting them for him. If he keeps his stock clean, attractive and up to date, employs clean, capable assistants, pays his bills, devotes his entire time to the welfare of the members, then he is entitled to their patronage; and the manufacturers should protect his interests by making certain that anybody who is

not a legitimate dealer in golf equipment shall not be sold at less than retail price.

By a legitimate dealer, I mean a dealer who sells at the regular retail price and who has at least \$100 in merchandise in stock. Every one in business is entitled to a fair margin of profit, and the margin of profit which has been set by the manufacturers is not unfair to the dealer or consumer.

Many visiting golfers come to my place to rent sets of clubs. I charge 50 cents a day for a set that no one has to feel ashamed of using. They are all reconditioned from time to time and, even if I do say it myself, these clubs look mighty nifty after a coat of shellac and a tightened grip. Sometimes I rent out 40 to 50 sets. My assistants have to make a careful check when these clubs are turned in. Some of the drivers and brassies feel pretty sweet to many of my customers and there is just the possibility of one getting itself misplaced in some peculiar manner. That's only human nature anyway.

Refinished Clubs Sell Well

I have one room at the rear of my sales room, a department all by itself and an assistant there all of the time, where all clubs taken in on trade are reconditioned and put on sale as seconds. I never try to pawn them off as brand new. That would be doing business under false pretenses. In this section, old woods and irons that you wouldn't give tuppence for are refinished in masterful style by the expert in charge and just as long as I make a fairly reasonable margin of profit on them, I'm perfectly satisfied. Misrep-

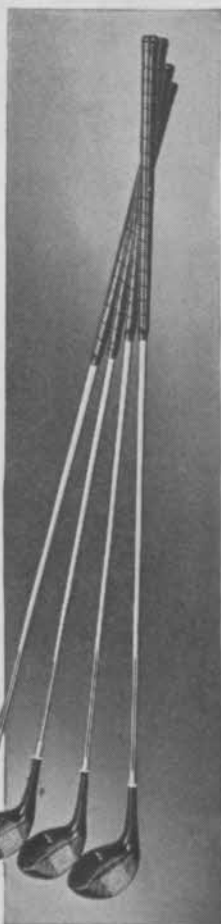
2 IMPORTANT NEW KROYDON DEVELOPMENTS

Again Kroydon steps into the Spotlight with 2 significant developments which have already been enthusiastically OK'd by experienced Golfers.

To their long list of improvements and refinements, including the HY-POWER SHAFT . . . NICK-PROOF IRONS . . . RIVETLESS



Kroydon's New OFF-SET irons are actually forged with an offset, thus assuring greater power and better control of the ball.



HEADS . . . and RHYTHMIC ACTION, Kroydon now adds OFFSET IRONS and a NEW DOUBLE-PURPOSE CLUB.

2 additional reasons you'll profit selling Kroydon's in 1938. For full particulars, write:

THE KROYDON COMPANY
Maplewood, N. J.



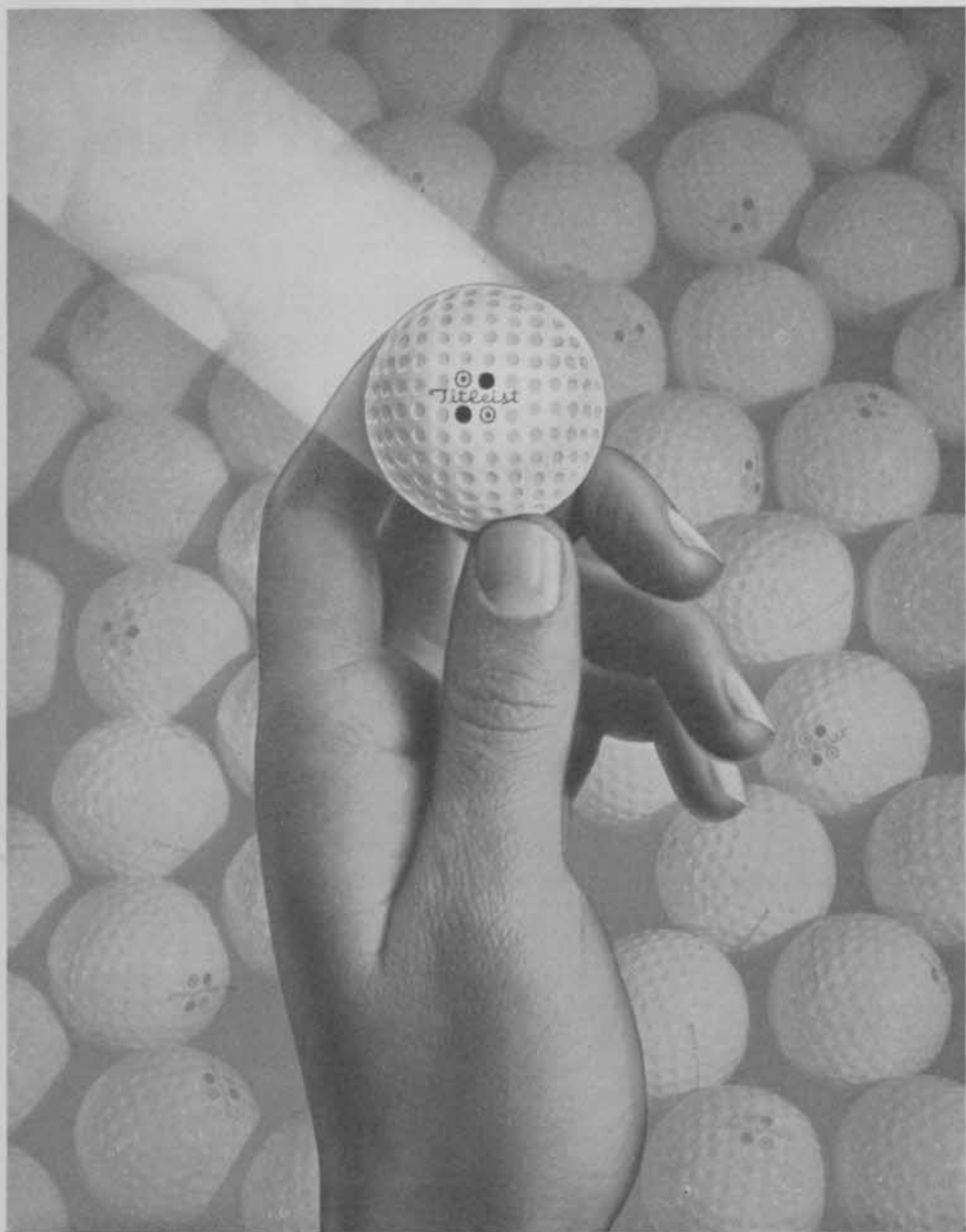
New rules for tournament play, 14 clubs to a bag. Kroydon's double-purpose iron is a two-in-one club—a great help anywhere near the green.

Have you seen our No. 632 Wood? (Not in catalog.) Smaller heads! You, too, will like them.

Kroydon CLUBS FOR BETTER GOLF

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

HUNDREDS OF DOLLARS PROFITS



SOLD *Only* THROUGH PRO SHOPS

FOR YOU IN THIS

One 75¢ Sale!

Amazing performance of new Acushnet Titleist keeps players coming back and profits coming in. And YOUR shop is the **ONLY** place where your club members can buy Acushnet balls.

JUST tell one of your club members about the new Acushnet Titleist. Tell him about the record it's made during the winter playing season down South. Tell him how it's come through the toughest tests any golf ball ever had. Tell him how the low handicap players in Florida have been going for it these past two months. Then let him play a round with the Titleist — and watch him come back for more!

What'll bring him back? — More length off the tee, crisper approach shots off the fairway, putts that take the money on the green — and an ability to take punishment that no high-powered ball ever had before.

What's more, he'll come back to *you* — and to *no one else*. He can't buy Titleists from anyone *but you*. The "downtown shops" can't sell him because they haven't any Titleists or any other Acushnet Balls to sell. You have the exclusive franchise on this wonder-ball for your own members. And that's why we say the sale of one Titleist assures *you* of profits you could not get from a ball that outsiders are allowed to offer. Acushnet Balls are sold *only through Pros.*

Send in your order for a good supply of Titleists right now. Judging by the demand for this new ball in every club where it has been introduced, you'll need plenty.

●
80% of the Pro's ball income comes from 75c balls.

●
Selling 75c balls sends your income up 3 times as fast as selling 25c balls.

●
If the 75c balls you sell are Titleists, *nobody else can cut in on you.*

●
Because Titleists can be bought *only through Pros.*

●
THE NEW ACUSHNET TITLEIST — 75c

OTHER ACUSHNET GOLF BALLS:

GOLD RAY — 75c

BLUE RAY — 75c

GREEN RAY — 50c

PINNACLE — 35c

Acushnet Titleist

THE BALL YOU'LL CHOOSE FOR YOUR OWN GAME

resentation is the ruination of any business, and I would be a fool to try to sell these done-overs as new products.

Tremendous Annual Play Volume

We get very heavy play at Griffith Park all through the year. Last year the courses were open every day of the year. Our biggest one day saw 889 customers tee off. The grand total for 1937, to be exact, was 170,040. For years we've been used to only two 18 hole courses, the Wilson and the Harding; but recently an additional nine hole layout was thrown open and since that time play has materially increased. All fairways and greens are of grass and are kept up in magnificent shape, and are usually as well groomed and conditioned as most of the private courses in the section. Green fees cost 75 cents on week days and one dollar on Saturdays, Sundays and holidays; a special monthly ticket, good only on week days, is five dollars. These charges are not unreasonable when it is remembered that our courses are luxuriously turfed and our greens are keen and as true as any to be found on any public course the country over. They are seeded to the famous Cocos strain of bent.

Directly behind my sales room I have a well equipped driving or practice range, which is extremely popular and from which I derive quite a handsome income. I give customers a pail containing 20 balls for fifteen cents; 40 balls for twenty-five cents and 90 balls for fifty cents for use at the range, which is well protected by wire netting from adjacent highways. We have splendid locker-room accommodations for our guests at Griffith Park. I have an assistant giving lessons continually, for which I charge \$2.00 for every 40 minutes. I only give lessons when one of my special pupils comes along and takes me away from my counter in the shop or my desk at the rear. I feel I am of more value to my business in my sales room than out on the tee instructing.

Caddie welfare is a serious matter with us at Griffith Park and with the Board of Park Commissioners, who are as follows: Mabel V. Socha, President; Roy S. Stockton, Frank Merrill, Henry W. Bruce, Ernest Duque, and Gilbert Skutt, who is Superintendent of Parks for the city of Los Angeles. Nowhere of my ken are the lads taken care of in such princely style. They have their own specially designed building with lockers, showers, sitting room, card room, horse shoe yard,

ping-pong tables and their very own private putting courses. Caddie fees are \$1.00 per round for single and a dollar and half for double, which is slightly higher than throughout the East and Middle West chiefly because the boys usually must travel long distances around Los Angeles to get to the park. It's a new country and a big country and bus accommodations are still in an elementary stage. In closing I would impress upon my brother professionals the great value of knowing how to buy, how to display, and finally, how to sell their merchandise. It's a serious study all by itself. But it's worth the studying. I've found that out.

FRED WHITING, pro-greenkeeper for the past 27 years at the Royal St. George's GC, Sandwich, England, and for the past 15 years official scorer for the qualifying rounds for both the British Amateur and Open, has just ended a three months visit with his son, Wallie, pro at



Fred Whiting, veteran pro-green keeper of Royal St. George's, England, who has just completed a n extended visit in the U. S.

the Pelham CC, Pelham Manor, N. Y. The elder Whiting, who is 64 years old, gave Jim Barnes, pro at Crescent AC, Huntington, L. I., N. Y., his first job at the age of 14. Barnes worked in Whiting's shop 4 years before coming to the States to take his first pro job.

Another of his proteges in this country is Jack Williams, pro at Piping Rock, Locust Valley, L. I., N. Y. Jack went to work for Whiting at the age of 15 and stayed there 10 years. He came straight from that job to Piping Rock, in 1914, and has been there ever since. The Duke of Windsor was formerly a member at Sandwich and took lessons from Whiting, who, incidentally, thinks Hagen is the greatest golfer we have ever sent to England.

Billy Burke

"54"

WOODS

Here is a set of 4 woods perfectly matched for swinging weight. They are an excellent example of Billy Burke's ability to design clubs — especially for professionals and low handicap amateurs. They represent a perfect combination of *balance* and *power*. The workmanship and professional touch are plainly evident.



Heads are pear shaped — full finished in mahogany — Billy Burke (BBW) pattern True Temper shafts, chromium finished — black skiver grips. Registered sets or single clubs — right or left hand. Only \$10.00 per club retail.

We are advertising these famous woods in May Golfing—to help you sell more of them. Be prepared—order now.



THE BURKE GOLF CO.
NEWARK, OHIO

BURKE
Clubs • Bags • Balls



Keller's pro-shop at the Illinois AC, Chicago, has on hand at all times a well stocked display of leading golf equipment.

ADVERTISE YOUR MERCHANDISE

WALTER KELLER, successful driving range operator in the Chicago District, and golf instructor during the winter months at the Illinois Athletic Club in Chicago, believes most pros overlook some very good opportunities for advertising their shop and their services, and passes on to GOLFDOM some of the methods he has found successful in reminding golfers what the pro has to offer. Keller has seen the stop-and-sock business in prosperous times, has nursed his range through times that were plenty tough, and during the last two years has seen the business hit new waves of popularity.

Keller has done considerable writing for the IAC magazine, sectional newspapers, and a Chicago daily, and recommends publicity of this kind as one of the pro's strongest means for bringing attention to the job he can do for his members. Following are some of the methods Walter employs to attract the attention of members to his shop and pro service, and which he uses effectively at his driving range during the summer months:

Has at all times an attractive well-

stocked display of golf clubs and equipment;

Obtains pictures of members as well as the top flight pros, for display in the pro-shop;

Allows guests the use of new clubs from the display racks for practice "in the nets." (Any refinishing that is needed is charged to advertising).

Familiarizes members with the shop and acquaints them with one another by necessary and proper introductions when in the shop.

Gives suggestions to members about their golf swings without obligating them for lessons.

Considers trade-ins.

Publicity (instruction, activities) in the newspapers — also in local sectional papers.

Takes pictures of the men and women at the golf course and shows the film on Party Nights at the club. This provides enjoyment as well as instruction to the members and their friends.

Keeps prompt appointments for lessons.



If all golfers were alike, all golf shafts could be alike—saving plenty of headaches for the Pro—plenty of money for the golfer. TRUE TEMPER Shafts are made in more than 35 designs and degrees of flexibility to give a shaft which you can fit to the form of every golfer, and thus help make more business for the shop. Matched in weight, in Balance Point, in temper, and in strength, to give the performance which champions require, yet varying in shape and

flexibility to fit the form, TRUE TEMPER is today accepted the world over as the perfect standard in golf shaft construction and performance.

Every golf club maker uses TRUE TEMPER Shafts on his fine clubs. Every player accepts TRUE TEMPER as the standard of performance in the golfing world. Every professional finds it easier to sell TRUE TEMPER Shafted Clubs. You will find TRUE TEMPER'S popularity is the shortest route to profits in the golf shop.

THE AMERICAN FORK & HOE COMPANY
SPORTING GOODS DIVISION • DEPT. G-8 • GENEVA, OHIO

TRUE TEMPER

STEP DOWN

The Golf Shaft of Champions

Pupils who do not cancel their appointments are charged for them.

Tries to make every member who buys, a salesman for him. The pro is discussed almost every time golf is mentioned and is either praised or "knocked" depending on how he is handling his business. The person who is talking about you is help-

ing to make or break you, though he doesn't realize it.

Keller's pro hints furnish some interesting thought which a lot of pros could put to some very good use in politely informing members that "such and such's shop is a very good place with which to do business."

WHAT ABOUT "LOST" BALLS

By KARL
SUTPHIN

Concerted action by club members can eliminate petty larceny of balls by caddies

WITH the problem of juvenile delinquency daily becoming one of the biggest sore spots on society, it might be well for golf clubs to see if there is not some part they can play in clearing up this mess with which our country seems to be so overrun. Unless the situation at your club is out of the ordinary, there is a big hand you can deal yourself—that of giving the caddie problem at your club more than ordinary consideration with the idea of helping those boys to maintain an honest perspective of their jobs, and of themselves. Caddies are of the age that is now contributing a large number of criminals to our penal institutions, and the peculiar work in which they are engaged is certainly one where they have every opportunity to learn the art of petty thievery—the groundwork needed for future big jobs in crime.

Along this line, William H. Beers has contributed some excellent thoughts.

Two young fellows were recently caught and apprehended for pilfering trinkets, which in itself is not unusual, but the real story behind this case gives a lot of interesting information of what goes on at a good many golf courses today, and which, if removed, would go a long way in keeping young fellows from an introduction to crime, no matter how small.

Resale of Stolen Balls Is Common Practice

These young caddies had been stealing golf balls and reselling them. They were caught and dismissed from the course. The money they had been turning over to their mothers had to be obtained from some other source so they went a little higher in the criminal line and stole val-

uable trinkets which were later pawned. As caddies, these boys discovered a ready market for such balls as they found on the course. The better the condition of the balls the higher the price—new balls brought fifty cents. As new balls were scarce outside of the pocket in a golf club bag, the boys followed the example of other boys and pilfered from the pockets. They found they could even resell the balls to the players from whom they had stolen the balls!

A leading daily, in commenting on this case, says that if what they have testified to is true, "the golf links of this section are making juvenile delinquents by the hundreds. The boys say that golfers never ask caddies where the balls they sell them come from, and that it is not unusual to steal balls from a player and sell them back to him a week or so later."

J. Edgar Hoover, writing on "Children in Crime," says: "Of our fourteen million petty crimes each year, a majority is committed by persons of less than voting age. To aggravate this condition, American indulgence has reached a point of insanity. And with so many parents so busy doing idiotic nothings, they soon begin to shunt their children into positions of temptation merely to be rid of them." So then, the part golf clubs can play in this move to reduce crime is this: the market for lost golf balls should be removed. There should be no temporizing!

This blight on a great game can be cleaned up quickly in three ways: 1. Players should never buy from caddies.