Favored by Prominent Pros for 1939 Sales Honors!

In these two new, modernized woods, the Aerflo (Gallagher Turf Rider model) and the Strata-Face, Wilson gives you values that can't be duplicated at the attractive prices for which they sell.

Everything about these new, modern woods, including a streamline beauty that is the last word, is designed to create desire and make selling easy—at popular prices that the average golfer can pay.

Unquestionably, according to those who have seen this new merchandise, these new woods will ring the bell for sales honors in 1939.

Add the new improved K-28 Ball (see below) to the new Wilson Aerflo and Strata-Face Woods and you have three up-to-the-minute items that have everything to make selling easy for you.


Wilson Golf Equipment

By this mark—you shall know fine golf. IT'S WILSON TODAY IN SPORTS EQUIPMENT

The New Wilson K-28

New liquid center! New type winding! An amazing new, thin cover and new paint job! A higher compression—a sharp, staccato click and amazing carry. Wonderful "feel" off both woods and irons. The new cover, while thinner, bonds so completely with the new type winding that it's harder to cut. For a tougher, more durable cover—K-28D.

For Pro Shop Selling
likelihood of a price war because of pro competition in the manufacturing field. Such a struggle would be costly to both camps, but eventual cost would be heaviest on pros, prominent pros and manufacturers agree, because of other distribution factors making a bottom price proposition to the players and destroying the quality part of the market.

Letter to Members Helps Pro Income

L
e
EE HARRINGTON, Advertising Director, Wilson Sporting Goods Co., and the veteran Willie Hoare, worked out a letter which Harrington has been supplying to some pros for mailing to their members. Harrington suggests that each pro who uses this letter employ it only as a guide and rewrite it in his own words.

The letter is helping the boys pep up their shop business.

It goes:

"A brief message from the owner and operator of your golf shop.

"You are probably familiar with the fact that your golf club maintains and operates—under my supervision—a golf shop. The profit on the merchandise sold through this shop constitutes a portion of the income I receive from this club.

"For some time past there seems to have been some misunderstanding relative to this shop. I have sensed a feeling on the part of some of you that it is impossible for me to offer golf equipment to you at prices that are competitive with those you can secure on merchandise of equal quality through retail stores. This is not a fact. It is my endeavor to carry in stock everything you need for a greater enjoyment of your game. The equipment I purchase for your needs is, to the best of my knowledge and belief, the finest, most modern equipment being manufactured and offered for sale.

"Further than this, I can guarantee that I can supply you with any piece of equipment at a price equal to or better than you can secure an article of equal quality from any other source. Further than this, I can afford you a great deal of assistance in the selection of your clubs, since I am familiar with your game and believe I have the knowledge to advise you on the type of equipment you should buy.

"There are advertisements in the newspapers during the summer months offering golf equipment at seemingly very low prices. I wish to make this definite statement: if you will give me an opportunity—which I believe I merit—I will demonstrate to you that I can supply you with equipment of equal or better values at prices equal to or below those you can secure from these stores!

"May I please have an opportunity to demonstrate these facts to you?"

Golf Clubs Take Up Fight on Gamblers

GOLF clubs and associations finally are overcoming a false pride and tackling the professional gambling operations at tournaments. Making book on the tournaments is the least of the dangers, although it's about all that gets reformers' attention.

Major trouble comes from professional card and craps sharks who get into the locker-room games and trim the tournament contestant and guest suckers. The Oklahoma Golf Assn. has boldly called attention to the trimmers' activities at its tournaments and warned that the sharpshooters, as well as the pseudo-smart suckers who offer themselves as sacrifices, will be handled without finessing.

Clubs that have engaged pro gamblers to conduct games at invitation events, usually reap a harvest of squawks from trimmed members and guests. Usual club practice is to try to hush the complaints. Not so, the way at the Western Springs CC (Chicago district). In its house organ, bold comment is made: "The only dissenting chant to reach the ears of this paper was that the professional gamblers were a bit too professional. We believe it would be better for all concerned to eliminate this feature on all parties to come."

Golf has been quite lucky in not having a gambling-house dirt story break in the newspapers, showing how professional gamblers move in on the clubs. One prominent tournament on the winter circuit is rapidly losing prestige due to rumors and appearances of a close tie-up with a gambling establishment.
Sell the Club that will keep Your Customers Happy . . . KROYDON'S!

BUILT-IN not BUILT-UP
The only drawn-steel shaft with the shape and feel of hickory.

NICK-PROOF SOLES
Another exclusive Kroydon feature—Irons with hardened, nick-proof soles.

RHYTHMIC SHAFT
One model to fit the "hitter"—another for the "swinger."

NO RIVETS
Rivet-less construction means shock-proof Heads—anchored for all time.

MATCHED SETS
In 3 degrees of power—with individual clubs graduated as to action.

Kroydon has pioneered so many improvements in Golf Club construction that it's no wonder they are known as "America's No. 1 Golf Club."

The Kroydon "Firsts" listed at the left were innovated by Kroydon and are still exclusive with these clubs.

That's why more and more golfers are going for Kroydon Clubs in a "big way."

Further, Kroydon's National Advertising in magazines is stressing these Kroydon "FIRSTS."

For full information, write:

THE KROYDON COMPANY
Maplewood, New Jersey

Kroydon
CLUBS FOR BETTER GOLF
TELL ME, MR. MAKER

By Myles Coen, Pro
Scarsdale GC, Hartsdale, N. Y.

national work along these lines.

One of the many indications of success in keeping members sold on modern equipment. Many of his members are in automotive business, hence are interested keenly in all examples of mechanical skill. Al sells the clubs as finest mechanical devices for assisting in the job of golf making.

A suggestion as to how manufacturers can take a very helpful course in investigating the possibilities of this selling point comes in the accompanying "Letter to An Imaginary Manufacturer." It's a tip-off to pro sales study, too. (Ed.)

Dear Mr. So-and-So:

This is written in no spirit of ill-will. You and I have too many problems in common to waste time in quarreling. I am a golf professional trying to make a living for myself and family and perhaps set up a little surplus for future security. You are another human being trying to do the same thing in another phase of the golf business.

My duties consist of playing, teaching, maintenance of the members' clubs, supervising the caddie situation, tournaments, handicaps, and conducting an establishment for the sale of golf merchandise. My main sources of income, apart from a hypothetical salary, are club cleaning, lessons and sales. My operations in club cleaning and lessons are reasonably stable and my income therefrom is only variable within narrow limits. The chief variable item is in sales and that is where you and I have a community of interest.

It is for your benefit and mine to see to it that I sell as much merchandise as possible. With the wide divergence of my activities and with my average background I have no time to function effectively as a merchant and probably no training or inherent ability for the job. You employ large staffs of expert technicians in selling and advertising and my sales department is as much your job as mine. Now, I don’t think you have been doing a good job for us. Almost all your advertising, whether direct from you, or indirectly through those outlets which can afford to advertise, is aimed at the general public. It could be better.

Most of your advertising comes under the heads of price or prestige. Either something is being sold at an attractive price as compared with a previously established price (usually established by the pro) or on a prestige basis through tying up the product with the name of some temporarily famous player. The general public doesn’t buy golf merchandise. The buyers in golf are a minority of reasonably intelligent and reasonably prosperous people who coldly appraise the price and prestige appeals. The balance of your sales talk consists of references to “click”, “compression”, “balance”, dynamic, symetric, compact and whatever other technicalities you deem to be attention-compelling, but which, usually, are merely words to those we hope will be moved toward the purchase of new golf clubs by advertising of the equipment.

Now you can do me a few favors. You know as well as I do that if the professionals don’t maintain prices the whole market will be shot to hell:

1. Through your general advertising impress upon the public that professionals only make a normal profit. When people see prices on merchandise in stores they often get the idea that 200% is our minimum rake-off.

2. Tell the public that when they buy
from the pro that, in addition to the merchandise, they are getting the benefit of advice from a man who is an expert in his own line and who has the further asset of being intimately acquainted with the physique and golfing potentialities and peculiarities of the buyer.

I also wish you would give me a few specific sales points:

1. Is it true that a golf ball deteriorates in distance under continued play? If this is true why don't you draw up a graph showing the comparison in distance between, let us say, a new 75c ball and a new 50c ball. Give me the dope on the average effective life of a 75c ball and tell me when it becomes the equivalent in effectiveness of a 50c ball. Give me the curve illustrating the diminution of distance for any given number of impacts.

2. Is it true that the fibres in the face of a wooden club deteriorate under the wind and weather condition of play until the club face loses its resiliency? If this is true, draw me up a nice little graph showing the average deterioration in the distance-producing qualities of a wooden club.

3. Is it true that the molecular structure of steel in any steel shaft is such that there is a tendency for the steel to crystalize under the repeated shock of impact and that the shaft will finally lose its "snap" and become either flabby or brittle?

4. Is it true that through a natural process of seasoning the head of a wooden club loses an appreciable amount of weight each year? If this is true, please tell me. I might be able to tell a member that the 13½ ounce driver he bought two years ago isn't the same instrument any longer and that he should either allow me to make a slight profit by putting more weight in
it, or else he well might buy himself a new set of clubs.

There are a lot of golfers in this country but it is Father who pays the bills. In order to be able to pay these bills he has been in there swinging and he is no softie to be pushed over by advertising generalities. If I suggest that he or the Mrs. or one of the children needs a new set of clubs and he turns around and says "Why?" I would like to have the answers and I expect you to supply me with them. It will help us both.

The automobile industry has convinced the public of the obvious fact that a car depreciates with use. Give me some convincing figures (and authentic) to prove that balls and clubs depreciate with use.

Very truly,
Your Pro Partner.

Nine Former PGA Champions Exempt from Qualifying

FORMER PGA champions who will be eligible to compete in the National PGA tourney, to be held at the Pomonok CC, Flushing, L. I., July 9-15, without qualifying in their sections are Jock Hutchison, Sr., Walter Hagen, Gene Sarazen, Leo Diegel, Tommy Armour, Tom Creavy, Olin Dutra, Paul Runyan and Johnny Revolta. This ruling honoring past PGA champions was voted at the last annual meeting of the association.

Joe Sylvester, pro at Pomonok, will have the honor of being the first professional to be exempt from playing the sectional qualifying round for the reason of being the resident pro at the club where the PGA championship is being played. The rule was also passed at the last annual meeting.

The Metropolitan, New England and

FULNAME

BALL MARKING SERVICE

FULNAME ball marking service brings players into your shop, not just once, but frequently. Speeds up play on course by preventing mistakes, gives better supervision over caddies — and makes money for pros. Thousands of installations in this and twenty other countries. No club shop is fully equipped without FULNAME ball marking service. Write today.

THE FULNAME COMPANY
STATION O, CINCINNATI, OHIO
Illinois sections take the lead in the number of members who will attempt to dethrone Paul Runyan, defending champion. The first two named are entitled to eight places in the qualifying rounds, and in addition, the Metropolitan has three exempt players and the New England, one. The Illinois section will send ten men to the tournament, seven through qualifying and three who are exempt.

June 19 is the final day on which sectional qualifying rounds may be held. Checks covering entries in the sectional rounds and the names of qualifiers and exempt players must be forwarded to the office of the secretary, PGA, 14 E. Jackson Blvd., Chicago, on or before June 24.

Officials Predict Greatest Canadian Open in 1939

The 1939 Canadian Open championship, to be played on the Riverside course, located just a few miles outside St. John, New Brunswick, promises to be the largest and most successful of all the previous Canadian Open tournaments. The course, truly of championship calibre, provides an ideal setting for such an event. Nearby are many scenic and historical regions, and contestants and their friends on hand for the Open, can easily have the 'time of their lives' while in the St. John, N. B. region. Too, August is one of the most delightful months in the Maritime Provinces, widely known to Easterners for their hospitality to visitors.

Excellent train service from Chicago, Detroit and the Middle West is available for contestants and visitors. Canadian Pacific trains leaving Chicago at 8:00 p.m., for example, arrive in St. John at 12 o'clock noon on the second day following. From Chicago and other points in the Middle West, visitors may include a steamship trip between Toronto and Montreal on the St. Lawrence River via the Thousand Islands, at nominal additional cost. At St. Andrews by the Sea, but a short distance from St. John, the Canadian Pacific organization operates the justly famed Algonquin Hotel, and two championship golf courses.

Entries for the Open should be mailed to B. L. Anderson, secy., Royal Canadian Golf Assn., 357 Bay St., Toronto, Canada. The fee is $5.00. Defending champion is Sam Snead.
**BENT GRASS SEED**

Piper Strain
Velvet Bent
Native Grown
Rhode Island Bent

Purchase with confidence, direct from the grower, guaranteed seed of highest quality.

A. N. PECKHAM
Kingston, Rhode Island

**LEWIS WASHERS**

At Every Tee!

- **MULTI-BALL ROTO**
  - New Washer...ea. $15.00
- **PADDLE TYPE**
  - The proven single ball washer.
  - 1 to 10..........ea. $6.00
  - 11 to 20.........ea. $5.50

G. B. LEWIS CO.
Dept. G6 Watertown, Wis.

**CLOSE-TO-NATURE TEE-SHELTER**

Tee-Sherter provides cool shade as well as storm protection, on golf courses. Top of Circus Tent Twill, water repellent, in Orange and Black stripes; also all Khaki. Tubular steel frame heavily enameled. Sets up in a few minutes. Storm curtain (optional) rolls up when not in use. Remove canvas top for storage out of season and leave frame standing—or knocked down and stored. Width 8 ft., Lengths 8 ft., 10 ft., and 12 ft. Inexpensive, practical, exclusive. Write for illustrated circular and low prices.

THE MONROE CO., 25 Bridge St., Colfax, Iowa

**"The LINKS"**

Robert Hunter's
famous book on golf architecture

This recognized authority—a "best seller" at $4.00 — offered to GOLFDOM readers postpaid for only 75c! A valuable addition to your greens library. Send check with order—today! No. C.O.D. orders accepted.

GOLFDOM BOOK DEPARTMENT
14 E. Jackson Blvd. Chicago

**Pro-Developed Junior Stars Advertise Pro's Teaching**

**JUNIOR** instruction is revealing to pros some great potential talent, and is resulting in swell advertising for the pros whose genius is discovering and developing the kids.

Catherine Shuster, 17-year-old youngster who has been hitting around many of the southern California courses in figures barely over men's par, is a class find. Harry Bassler, widely-known pro who's at the Recreation Park course at Long Beach, Calif., noticed the Shuster lass in one of his juvenile classes three years ago. Harry paid special attention to tutoring her, inasmuch as her keen interest and quick grasp of fundamentals tipped him off that the kid merited close watching.

He has high hopes of a Woman's National championship for this girl. Four years ago Harry began giving free class lessons to school children in the summer. Average number of students is 125.

Last fall he started a night class for adults. He had a turnout averaging 90 for each of a series of 8 lessons, given twice a week. First four lessons were given in the Long Beach ball park, on the fundamentals. He used the PROmotion instruction sheets, with satisfaction to himself and pupils, in this stage of his teaching. The latter four lessons were at Recreation Park's range, hitting balls.

**300 Attend Ohio GCSA Equipment Demonstration**

More than 300 golf club officials and course superintendents, representing Ohio and four adjoining states, attended the 4th annual outdoor equipment and material demonstration staged at the Brookside Country Club, Columbus, Monday, May 22.

This event, sponsored by the Ohio Golf
Superintendents Assn., was presented in a different manner than past outdoor shows. Every manufacturer and supply dealer was assigned a complete fairway from tee through green to exhibit his products. No competitive demonstrations were scheduled and visiting turf experts were at liberty to view individual units in actual operation at their own convenience. Thirty-three different manufacturers and material agents took advantage of this opportunity to show their wares. Proof of the success of this experiment lies in the fact that, despite a hot sultry day, the clubhouse bar was about as popular as a three putt green.

More than 200 remained for the informal banquet held in the clubhouse after the equipment parade. Thanks to the assistance of Toastmaster Fritz Howell, the State A.P. sports chief, the guests were able to hear one of the finest story tellers that ever graced a festive board. This gentleman, Ed Penisten, ex-sports editor of the Columbus Dispatch, kept the party alive until the wee hours with his droll stories about golf and related subjects. As a spinner of fables Ed Penisten is in the same class with Irvin Cobb and Wilson Mizner.

**Iowa Greenkeepers June Meeting at Des Moines G&CC**

REGULAR June meeting of the Iowa Greenkeeping Superintendents will be held June 13 at the Des Moines G&CC, Des Moines. Bill Keating, who is the host greenkeeper, has announced the manufacturers of course equipment and supplies plan to put on a real demonstration at the meeting.

The June meeting of the group will be an open affair, and invitations have been extended green-chairmen and green-committeemen of clubs throughout the state. A feature of the event will be Keating’s demonstration of the proper way to topdress a green.

April meeting of the Iowa greenkeepers was held at Iowa State College, Ames, and the superintendents spent a good part of the day on the ISC golf course. George Veenker, director of athletics, and S. W. Edgecombe, extension horticulturist, explained construction and maintenance problems of the course.

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**OTHER DU BAY BROWN PATCH FUNGICIDES**

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<th>Product</th>
<th>5 lbs.</th>
<th>25 lbs.</th>
<th>100 lbs.</th>
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<td>Regular SEMESAN</td>
<td>$9.90</td>
<td>$45.50</td>
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<tr>
<td>NU-GREEN</td>
<td>$6.30</td>
<td>$29.00</td>
<td>$109.45</td>
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For free Turf Disease Pamphlet, write BAYER-SEMESAN COMPANY, Inc. Du Pont Building, Wilmington, Delaware
ilomel and Corrosive Sublimate, as recommended by U.S.G.A. authorities. It comes in standard grade, for dry application, and in SUSPENSION CALO-CLOR for liquid application.

Finest courses keep their greens smooth and green with CALO-CLOR. Order CALO-CLOR at once from your dealer.

Write for information on other Mallinckrodt Fungicides: CALOGREEN for small brownpatch. AURAGREEN for faded greens. CORROSIVE SUBLIMATE, regular U.S.P.XI grade.

It contains both Calomel and Corrosive Sublimate, as recommended by U.S.G.A. authorities. It comes in standard grade, for dry application, and in SUSPENSION CALO-CLOR for liquid application.

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*Trade Mark Registered U.S. Pat. Off.

slowsky, a graduate of the Engineering School of the then University of St. Petersburg, Russia.

“In construction this ball differs radically from the present accepted type in that it contains no "pill" or independent "centre" whatever (whether liquid, plastic or solid) but is wound under tension from the geometric center to the periphery.

“Obviously, apart from increased energy, the Coreless ball has very distinct advantages. The wound ball body with the same specific gravity throughout has a centre of gravity which cannot be displaced, or distorted, and, as a result, it provides the assurance of a true flight and perfect putting properties so far as the wound ball body itself is concerned. Whatever covers are employed will remain the problems of such manufacturers as may secure licenses under the Coreless patents.

“This ball has been developed with the co-operation of the PGA, which through an incorporated subsidiary, has entered into a contract with the Coreless Company under the terms of which it has adopted the Coreless ball as the exclusive PGA ball and has also acquired the right to license all golf ball manufacturers. Bogoslowsky's U. S. patents, machine, process and product issued April 4, 1939.

“In order to meet established specifications the new Coreless ball is wound with specially compounded Para rubber and the weight is distributed uniformly throughout the entire wound ball body. In present practice the weight of the pill itself is a determining factor.

“Control of increased distance can be secured through reduction of the tension employed in winding. Through the courtesy of the PGA and with its approval, the Coreless Company is co-operating with the USGA in an effort to harness the distance in the interest of Golf as a game.”

Calvert Distillers Corp., New York City, will distribute this summer, at no charge to members of golf and country clubs, a new golf instruction book by Paul Runyan, "Golf Is A Game." Runyan, who won the 1934 PGA championship and repeated in 1938 when he defeated Sam Snead in the final match, gives his advice in the book that will probably be the most widely read book on golf, following its distribution, free, by the Calvert organization.

Runyan, who shows his own swing as he is clad in bathing trunks, points out how the small golfer, the tall one, and the fat one, as well as the aver-

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Try This New DOUBLE ROTARY Sprinkler On 10-DAY FREE TRIAL

See for yourself how it gives greater coverage—two nozzles instead of one for greater distance, volume, adjustability. One stream hits the wheel and is broken into rain-like drops which are delivered in a rotating line, turning as the sprinkler head turns, to cover a large circle evenly. The second stream starts when the first leaves off, adding yards more in every direction.

HEAVY DUTY Model H

$12.50

Try it on your course. Write now!

DOUBLE ROTARY SPRINKLER CO., Dept. A

1200 Candler Bldg., Kansas City, Mo.