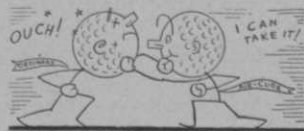


Shop Talk

ONE of the world's largest newspapers ran an advertising campaign a short time ago based upon the slogan, "The more you tell, the more you sell." That statement may or may not be correct, but it is a proved fact that the more a salesman knows about the product he is presenting, the better able he is to put up a convincing sales argument.

Following this reasoning, there are certain interesting facts concerning Wilson Vulcanized golf balls that should be of real sales value to the professional in securing an increase of golf ball business. Wilson Vulcanized golf balls are vulcanized by a special slow "mild heat" "Air-Cure" process. Only mild heat is required in the Wilson process because certain



chemical accelerating agents are used which continue the vulcanizing process after the ball has been taken from the mould and subjected to the air. Only enough (mild) heat is used to start vulcanization. The major portion of vulcanization is brought about through curing in the open air.

The result is that neither the inner winding, nor the cover—unsurpassed in toughness and durability—is robbed of its vitality by excessive heat.

The new "Pli-o-Tex" cover, patented, which Wilson is now placing on its vulcanized ball, has proved itself ideally suited to the special Wilson vulcanizing treatment. Its properties of elasticity, durability, and liveliness have been proved by long testing in other manufacturing fields. This is an exclusive Wilson feature found



From our chemical and physical laboratory comes a new iron and a great golf ball that add sureness as well as length to golf shots.

in no other make of ball.

★ ★ ★

The new Off-set Irons are making friends everywhere. There is little doubt but what they represent the finest placement and balance of metal ever forged into a club head.

Looks like we are on the threshold of a great year for golf. After the long, cold winter, players should be anxious to get out early—and the best of all—they will have more money to spend on golf this year.



George Aulbach, professional at the Dallas Country Club, was in at the plant a short time ago and dropped some pretty smart ideas on ways and means of promoting business. One that has netted him a good return is to place a rack holding an assortment of putters in the center of his putting green every Sunday morning. Over this rack is a sign that reads—"You wouldn't have missed that long one with one of these putters. Help yourself." There is a small ticket on each putter for the player to turn in to the pro shop if he decides to keep the putter after trying it. It's amazing the number of putters George disposed of with this little scheme last season. Thanks for the tip, George, it's a good one. We know you won't mind our passing it on to the boys.



By this mark you shall know fine golf equipment

WILSON SPORTING GOODS CO.
CHICAGO, NEW YORK—And Other Principal Cities

It's been done for years—but often without rhyme or reason. The pro has every reason to become a successful merchant of sports apparel. The pro-shop is the most logical place for the sale of distinctive sportswear designed for golf. The pro has every advantage—his overhead expense is low compared with the expense of running a store. He can turn his stock quickly on a small investment. He enjoys the respect and personal contact of his members. He can earn a reasonable profit and meet competition.

But—he must tackle the problem in the light of modern requirements and as a business—not merely as a convenience to members. In the end, he will be serving his members best, and will earn worthwhile profits for himself.

First, a presentable place in which to display goods must be provided. Without great expense, it can be done in a modern manner. Aside from balls and equipment, a modest stock of sportswear can be displayed to profitable advantage. Through display cards, locker notices, statements and letters, as well as through personal contacts and prize offers, the membership can be acquainted with the merchandise offered by the pro.

Many pros are definitely augmenting their income through the sale of sportswear. Fellows who really make up their minds to go after this business are amazed at the results.

To be successful in this field you must analyze your own situation in the light of modern merchandising methods. Look about you and see what successful merchants and business houses are doing. Realize that you are in a field full of opportunities, and simply make up your mind to go about the job with hammer and tongs.

Golf Instruction In Schools Reaches New High

ALERT and diligent leaders in pro golfing ranks are giving the game assurance of development far beyond its present status by work they are doing at high schools. Indoor golf instruction was introduced into many high school systems this winter for the first time, and further extension of the school lessons is planned by many sectional PGA officials and members.

As examples of this sort of work, note what is being done in Detroit, information taken from an article by Ned Warner,

Jr., sports writer son of the veteran Detroit district GA official; and by a writer in the Paterson (N. J.) Evening News.

Warner writes that golf is now receiving a share of attention along with football, basketball, track and baseball in the high schools of Detroit. In accordance with a plan set up by the Michigan PGA, a five-week instruction course at 15 of the city's high schools is now in operation.

Outstanding golf professionals from the Detroit district such as Al Watrous, Joe Belfore, Clarence Gamber, Orm Beaupre, Ben Pautke, Charley Hilgendorf and Stanley Hancock are handling the instruction at the various schools. Motion pictures showing the golfing form of Bobby Jones, Joyce Wethered and Harry Vardon are one of the features of the course.

Pros Charge Nothing to Get It Started

The professionals are giving their services free of charge to do their bit in building up golf interest among Detroit's youths. The Michigan PGA is cooperating with the board of education, whose representatives, Vaughn Blanchard, supervisor of health education, and George Mead, head of high school athletics, arranged the details of the program. The Detroit district GA, through its president, Norval A. Hawkins, also had a hand in framing the program.

Detroit high school athletic heads realize, according to Mead, that football, basketball and track can be indulged in only a few years after graduation, while a game like golf can be played through life. This prompted their whole-hearted cooperation with the PGA.

Featuring a three column photograph of a girl's high school class taught by Myron Kniffin, pro at the Passaic County (N. J.) municipal course, the Paterson News story goes:

More than a score of attractive young ladies who are pretty sure that hitting a birdie is simple once you get on to it, eagerly practiced their follow-through this winter in the gym of the City Hall Annex under the expert direction of Myron Kniffin, well-known local golfer. The class was but one of many such groups which took advantage of a six weeks' series of lessons sponsored by the Passaic county park commission.

Six high schools in the county subscribed to the new program, which was begun by George R. Jacobus, pro at the Ridgewood CC and president of the PGA. Both boys and girls enrolled for the free course.

IMPORTANT NEWS

FROM BRISTOL

★ Big things have been happening at Bristol! So—read this announcement. Here's news of first importance to every professional.

★ As you probably know, Bristol was the first to develop a steel golf shaft. Back in 1921. And now—Bristol offers another new and revolutionary development—*Bristol "Equi-Tuned" Golf Shafts and Clubs*.

★ But—what does "Equi-Tuning" mean?

★ Previous attempts to produce "matched" sets of Woods and Irons have only been moderately successful. The

trouble has been just this: clubs have been "matched" or "balanced" by weight, but little thought has been given to the matching of the shafts. True ratios of shaft flexibility have never been established.

★ Now—Bristol has solved this important shaft matching problem! They offer you controlled flexibility.

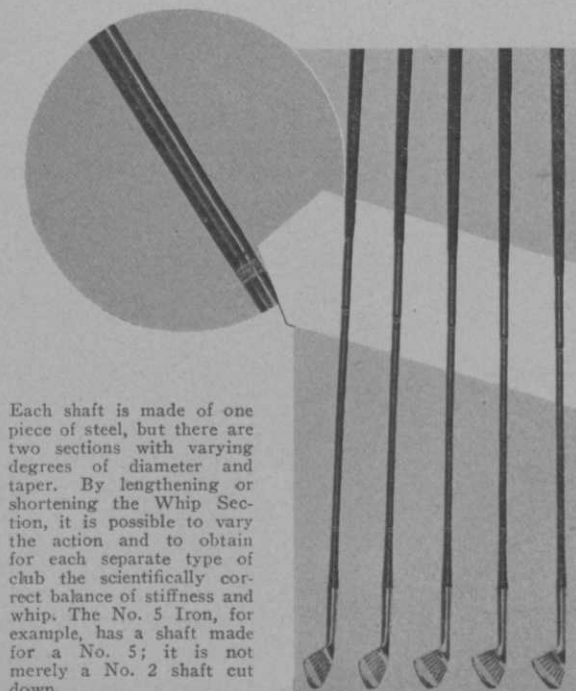
★ Every Bristol "Equi-Tuned" Shaft is scientifically constructed and graded in flexibility to the next shaft in line. Every set of Bristol "Equi-Tuned" Woods and Irons is perfectly matched—perfectly "tuned".

★ Interesting facts regarding these marvelous new clubs are contained in a folder "Important News for Golfers". Send for it *today*.

★ And when the Bristol representative calls on you, don't fail to ask for information regarding the new Bristol Bags and Balls. They'll *move out fast* this season. There are models and prices to win every sale.

**THE HORTON MANUFACTURING
COMPANY**
384 Horton St., Bristol, Conn.

Bristol
"EQUI-TUNED"
GOLF SHAFTS AND CLUBS



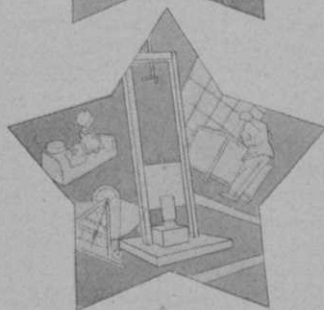
Each shaft is made of one piece of steel, but there are two sections with varying degrees of diameter and taper. By lengthening or shortening the Whip Section, it is possible to vary the action and to obtain for each separate type of club the scientifically correct balance of stiffness and whip. The No. 5 Iron, for example, has a shaft made for a No. 5; it is not merely a No. 2 shaft cut down.

Why
this
tremendous
swing to
Acushnet





POLICY—The Acushnet Process Company is the only golf ball manufacturer in America whose entire factory output is sold "exclusively through the Pro".



PERFORMANCE—The Acushnet is the only golf ball which the driving machine — the guillotine — and the X-Ray tests show to be as long as any, tougher than most, and — "the best putting ball on earth".



PROMOTION—The Acushnet newspaper and magazine advertising, counter cards and timely displays, plus the wonderful driving machine demonstration at your local club, will make more of your members interested in Acushnet than any other ball on the market.



PROFIT—The Acushnet plan of selling only through the Pro shop, insures the Pro against cutrate competition by elimination of chain store, sporting goods, department stores and all other retail outlets.

**ACUSHNET PROCESS COMPANY
NEW BEDFORD, MASS.**

PROS PLAN EARLY FOR

"PICT - REV" TOURNEY

PGA sections conducting the Women's Golf Championship, sponsored by Pictorial Review Magazine, are convinced the event will create interest among the women golfers and add to the prestige of PGA members by enabling them to offer their women members an opportunity to play in a championship of national scope. The event will be played on a handicap basis, with many valuable prizes offered.

Each PGA member will conduct the qualifying round at his own club. In order to obtain the full benefit of this event every PGA member should start immediately to interest the women golfers at his club in this tournament advises George Jacobus, PGA president. There is no entry fee and it is open to all women golfers who are affiliated with a PGA member's club.

"In order to keep up the pros' end of the bargain we must have the entry of every PGA member's club, so if you have not sent your club's entry, do so immediately," adds Jacobus. He continues: "We must have an adequate list of entries. Pictorial Review is paying for national publicity for the event, besides paying for all prizes, which will be numerous and valuable, in addition to the gold medal to be given the winner of each sectional championship. Money is being furnished to the PGA to purchase these prizes.

"Division of the money will be based on the number of clubs entered from each section; therefore, sectional officers will do well to see that every member of the section sends in the entry of his club so that the section may obtain the largest possible number of prizes."

Following are details of the event:

1. Qualifying Round to be played at each PGA member's club entered, on Thursday, May 7th, 1936.

2. Four women to qualify for the finals from each club.

3. No entry fee will be charged.

4. Play in both qualifying round and finals to be on handicap basis. Regular club handicaps are to be used and at clubs where no handicaps are available, the pro will obtain five attested scores from each player wishing to enter, on which he will base and issue a handicap.

5. The qualifiers from each club will receive the proper credentials from their

pro and participate in the sectional finals on Thursday, May 21st, 1936.

6. A bronze medal will be given the low qualifier in each section.

7. The qualifying round will be eighteen holes.

8. Immediately following the qualifying round, the pro will send the names and scores of the qualifiers from his club to the sectional secretary so that the section may be able to make and announce early the complete list of pairings and starting times for the finals.

9. The section is to select a course for its finals and send its description and photograph to PGA headquarters for use by the sponsors in the publicity to be released from time to time.

10. The finals will be eighteen holes of medal play.

11. The winner of the finals will receive a solid gold medal, and other low scorers will receive valuable prizes of golf merchandise to be purchased by the sections with funds supplied them by sponsors for this purpose.

12. The section will conduct and be responsible for the finals and will report to PGA headquarters names and scores of the winner and low scorers immediately upon completion of play.

Jacobus says to PGA members: "Let's get behind this event and show the golfing public that the PGA can conduct a national amateur event in a highly efficient manner and make it a complete success from start to finish.

"This event places a heavy responsibility on each PGA member and if one falls down in carrying out his end at his own club, it will reflect unfavorably on him, the entire profession and on our organization."

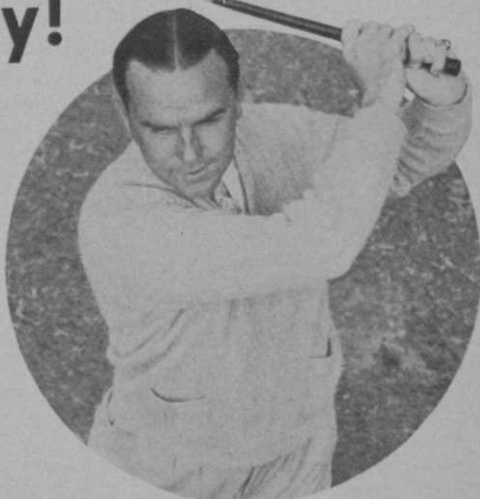
Earl Blakeley in Fatal Motor Accident

Golf lost a man well known to pros as a designer of golf clubs with the death March 17 of Earl D. Blakeley, more familiarly known as "Dave," following injuries received in an automobile accident. Dave, who was 41 years old, had designed Louisville Power-Bilt special clubs for many outstanding professionals. He is survived by the widow and a 14 year old daughter, Evelyn.

An Increase in the BURKE Family!

**Billy Burke himself
and the new lines of
Clubs and Balls that
bear his name . . .**

Billy Burke "*Recorded*" Woods and Irons—designed by and named for the great Professional who won the American Open after the longest playoff on record! Your customers will clamor for these Clubs. Be prepared for a "sweet" selling season on them. Precision-built to the highest standard. *Recorded* Clubs—as the name implies—can be *exactly* duplicated on re-order, from careful records. True Temper Shafts, in a pattern designed by Billy Burke,



*Billy Burke, National Open
Champion, 1931*

add both accuracy and power to all the shots.

Billy Burke Custom-built Woods and Irons reach a new high in *balanced accuracy*.

New Burke Balls have Vultex (vulcanized latex) covers and Exonite cores—they'll "take you to town" this year.

The PAK-RITE Bag



The hood of this wonderful new bag fully protects *all* the Wood Clubs *all* the time. No zippers—no stays—no fuss—no "red tape" in getting any of the clubs in or out. Don't miss out on this new selling sensation. Boost your business with the fine line of Burke Bags!

THE BURKE GOLF CO., NEWARK, OHIO

BURKE
Clubs • Bags • Balls 

"I'M STUMPED!" PRO MOANS

I'VE been reading GOLFDOM for years (said the small club pro). It's a fine magazine and worth a lot of money to professionals, greenkeepers, managers and officers. Being interested in my job and wanting to make it worth as much as possible, I read all the articles in GOLFDOM that have to do with what various professionals are doing to make money in their jobs. Yet the things those men do cannot apply to my position, which has some factors that have me stumped.

For instance, I have been in the business long enough to understand the importance of offering well known brands of golf merchandise in attractive fashion. I know the value of a clean, orderly shop. I know I have the personality to be a good salesman and to make friends and I think constantly of ways and means to make my shop lure buyers.

But consider some of my problems. I am professional at a small club located in a town of about 12,000 population. The nearest big city is 35 miles away. We have a membership of 150, but it's not active. The membership is filled with older men who are pretty well satisfied with the club and are set against any changes in policy which are needed to attract younger men.

We have 18 holes and it's really a sporty layout on hilly country. One nine has bent stolon greens and the other, seeded, but the entire course putts well when we have the money to spend for upkeep.

Now we have the condition whereby the course is not in excellent shape and as a result some of our more regular golfers maintain memberships at clubs in the large city near us. As pro and greenkeeper I have immense problems. I can't maintain a large enough staff to keep the course in good shape and I can't pay the men I do have anything but low wages. Why, I have men working for me for \$12 and \$15 a week; and that's for a ten hour day which sometimes stretches to twelve. I have to juggle my small crew around from mowing greens to cutting fairways and fighting rough. No wonder I get kicks that the greens are too long or the rough is too thick.

We have a clubhouse, but it's old and needs repairs and there is no money available for the purpose. We serve golfers' luncheons and sandwiches, but we don't

get enough patronage to enable any one to make a profit from the dining room.

Turning to the golf end of the thing, we haven't any really good golfers. Club tournaments are jokes around my club because I can't get any one to play in them. The tournament committee chairman comes to me and says, "Fred, I'm too busy to do much work on this. Will you run the thing for me?"

Baffled By Lack Of Members Interest

If I decline, he's sore at me and the chances are that no tournaments will be held. If I do run them, I get kicks from the membership about various angles. The chairmen of the other committees also turn over their duties to me, and the result is that there just isn't any member interest in what is done. I mean member interest of a constructive sort; let things go wrong and there's plenty of member interest!

I don't give many lessons because no one cares about improving his game in that fashion. My older members are interested only in playing once or twice a week in their particular foursomes, and if they can't improve themselves they just won't come to me for help. The younger players don't have the money for lessons.

Now when I do come across an occasional member who is interested in building up the club I have to sit by and see him lose interest for the sole reason that he can't get any one to help him. The next thing I know, he has either left the club for one in the city or he's just another member.

I don't like to complain like this, but I wonder if some of the boys who write for GOLFDOM have encountered problems like mine and if they've solved them? I would think the fault lies entirely with me if it weren't for the fact that my two immediate predecessors on the job had the same conditions.

I have been puzzling over these things all winter and keep hoping I'll find some ways to improve things.

Only WORTHINGTON COULD Build The New 1936 SWEET SHOT



It required new machines, new materials and new processes to make this new SWEET SHOT . . . already recognized as the peer of all . . . a still finer golf ball for 1936 . . . you can push SWEET SHOT sales safely . . . it is built to protect your reputation.

1. VULCANIZED LATEX COVER

This exclusive feature . . . the combining of *Vulcanized Latex* with the cover stock . . . gives unbelievable toughness without sacrifice of distance.

2. LAMINATED WINDINGS

New machines . . . developed by and exclusive with Worthington . . . operate on a new principle, mechanically center the ball and give perfect balance.

3. PATENTED LIQUID CENTER

Greater distance, maximum effective pressure, and perfect balance result from the famous Worthington patented moulded liquid center.

TUFFBALL

A distance ball with a cover built to take great punishment.

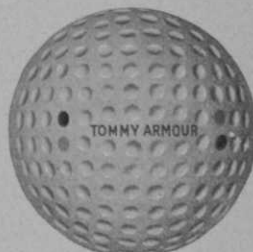
75c



TOMMY ARMOUR

This great favorite is still tougher and longer for 1936.

50c



Sweet Shot and Tuffball are sold only by Golf Professionals.



WORTHINGTON

world's largest exclusive maker of
GOLF BALLS

Les Strokes Says: Get 'em to play a new ball oftener.

THE WORTHINGTON BALL CO., ELYRIA, OHIO

Thank you for buying from GOLFDOM advertisers; they are O K

A LITTLE PLANNING PAYS BIG

By LEW WALDRON
Pro, Mohawk CC (Chicago district)

ONE OF the surest signs of a lively revival and big extension in golf is seen in the attention pros are giving to the problem of stirring up playing and entertainment interest at their clubs.

The pros at northern and central clubs who do not devote a fair amount of their time this spring to planning so they will have their schedule at their own clubs well set prior to the time when the officials start to plan have only themselves to blame if the coming season fails to show a profitable increase in member interest and sales.

We pros are always at the mercy of the weather, but by planning to make most intensive use of the good weather conditions that are allowed us we can do much to offset the bad weather breaks that we get. Improvements in course conditions always give the pro opportunities that should be energetically followed up according to well-laid plans. At my own club a fairway watering system was installed last year. This set the stage for more play but to make certain that this course betterment resulted in a permanent increase in play I had to sow the seed for more play while the novelty of the watered fairway turf was still new to the members and attracting them out to the course.

One thing every pro should do during his off season is to make a careful study of his club's schedule of events for the past year. By picking up ideas from articles in GOLFDOM, from other pros and from the PGA tournament book, the pro who knows his business usually can cast up a program of men's and women's events that will create great interest in play at the club.

I have noticed in cases where pros are worrying about a falling off of golf interest that the schedules of club events are almost the same from year to year. Only the dates are changed. A drastic revision of the schedule, which is something that most men and men golf committee heads will welcome from the pro, is the first step toward livelier playing interest, which in turn means more members and more income for the clubhouse as well as the pro. If you have not been studying this angle of your business during Janu-

ary, February and March, you have been overlooking a most important angle of the pro business.

Junior lessons have demonstrated that they are highly important at most clubs. To many pro temperaments these junior classes are trying and tedious affairs but the reward of developing a few keenly interested kids, getting the parents conscious of the extent of pro service and demonstrating to club officials the pro interest in all departments of club welfare, justifies the work with the juniors. With the juniors as well as with the seniors, pro attention to competitive angles is vital to the development and maintenance of interest.

At Mohawk I give junior free class lessons every Saturday morning from 9 to 10. The age limits are 9 and 18. I am convinced that the juniors learn better when they are allowed to hit balls. They have a suppleness and imitative instinct that makes them better golfers quicker than adults, if the instruction is properly planned and conducted. When one of the junior group has a fault I work with him or her. The rest of the class stands around in a semi-circle while the live model goes through the swing. Each pupil pays five cents into a caddie fee for shagging balls. I have developed a girl and boy who have won some championships. These two and the other better youngsters are paired with the novices for practice and play.

Our youngsters also have their own club within the club, electing their own officers and conducting their own social and playing events. They make a great job of this.

In 1936 I am going to take slow motion movies of the youngsters and show these pictures not only to the kids but to their parents during the Sunday evening clubhouse parties we hold. I'll give a golf lecture along with the showing of these pic-