

# LOOS OFFERS DOUBLE PRO SERVICE

By HERB GRAFFIS

*Hires de la Torre, Competent Instructor,  
As His Assistant at Lake Shore*

**A**N arrangement rather unique in pro department operation is being successfully operated for the benefit of members of the Lake Shore CC (Chicago district) where the veteran Eddie Loos holds forth. Eddie this year has engaged Angel de la Torre as assistant, bringing him to Lake Shore from Brookside at Pasadena, where de la Torre was Loos' assistant last winter.

The engagement of de la Torre is figured by Loos himself to give the wealthy northern suburban club double the amount of expert pro service usually made available at the best of clubs, for de la Torre has competently held some first rate master pro jobs all by himself.

Angel learned his golf as a caddie in Spain under Lucien, pro at the foremost Spanish club. He won the caddie championship at that club and was sent by its members to compete in tournaments in France and England where he acquitted himself creditably for a youngster. His later service was as assistant to such well known masters as J. H. Taylor and Willie Ritchie in England and Arnoud Massy in France. From 1925 to 1932 he was pro at Timber Point on Long Island and in 1933 returned to Spain to become pro at Club de Campo, Madrid.

Club de Campo was taken over by the government at the beginning of the war in August, 1936, and de la Torre, who then was competing in the French Open, made arrangements to get his wife and two boys out of the war zone and left for the United States where he worked with Ernest Jones until Loos signed him.

There were pro misgivings when Loos signed de la Torre as an assistant. "No club is big enough or wealthy enough for two pros," was the gossip that cast pro doubt on Loos' wisdom in signing as an assistant a fellow who had held master pro jobs with satisfaction. However, the shop books and the mutual satisfaction of Loos, de la Torre and the Lake Shore members clash bluntly with the early hunches of the pros.

Loos is making money. De la Torre is making money at a good job and the Lake Shore members are showing a lively interest in golf instruction and play. The character of the keen revival of golf ac-

tivity at Lake Shore is of special interest to pros at other exclusive and wealthy clubs where the old time zip has been missing.

Let Loos tell how the proposition has worked out:

"In the past year there has been much pro talk about assistants' training. Every pro knows how valuable a good assistant should be to him. Every pro who handles his job right is compelled to put in a lot of time training his assistants. It occurred to me that I had been doing a lot of assistant training in the years I have put in at golf and had accepted this sometimes tedious and exasperating work as a part of my duty. But what about the members?

"Is it fair to let assistants train themselves on the members when the members at the best type of club expect to have every detail perfection and certainly pay enough not to be subjected to the experimentation always associated with the training of assistants?

"I decided that my clubs were paying me because they gave me the responsibility of providing them with the best that could be had. With Angel available, I grabbed him. There will always be members in every club that one pro can not teach with utmost effectiveness, regardless of that pro's ability, experience and patience. There are temperamental differences inevitable in golf just as there are in every other branch of teaching. I have yet to see a pro who could teach everybody, and I don't believe that such a genius exists. Then why should I try to mislead my members? Probably I can handle 80% of my members to the limit of any professional instruction, because I can get inside their minds and that's what you have to do to do a good job of teaching golf.

"But are the other 20% to be worn out

(Continued on Page 36)



●  
**RYDER  
 CUP TEAM**

**GIVEN  
 BON VOYAGE  
 DINNER**  
 ●

The U. S. Ryder Cup team was given a bon voyage dinner at Hotel New Yorker June 15. Our laddies had their determination fired by the assemblage of 350 who gnawed at the vittles, hearkened to noble words of godspeed for orators and ladled refreshing beverages.

Above: the heroes, all dressed up in their Palm Beaches and Florsheims, but minus Papa Hagen who awaited in England to lead the boys from the bench, are: Ed Dudley, co-captain; Byron Nelson; G. Jacobus; J. E. Frawley, vice-president National Hotel Management Co.; Johnny Revolta; Horton Smith and Henry Picard; (bottom row) Gene Sarazen, Sam Snead, Ralph Guldahl, Denny Shute and Tony Manero.

Right: Denny Shute tells Ralph Guldahl "Honest, the putt the fellow missed was no longer than that."

Below: The Laughing Latins—Revolta, Manero and Sarazen—are getting a great kick out of some tale.



# PGA NEEDS, SAYS COMMITTEE, ARE BOOKKEEPING, SALES IDEAS, BETTER BUYING

**R**ECOMMENDING a specific and constructive program "to helping pros become better businessmen," the Educational committee of the PGA, consisting of George Aulbach, chairman; and Leslie Cottrell, Dewey Longworth, Francis and Robert Smith, has submitted a report of its first quarter-year's work.

After consultation of leading PGA pros and manufacturers' representatives on pro business problems, the committee concluded "the three things 'needed most,' in the order of their importance, are: (1) simplified bookkeeping, (2) sales promotion ideas, and (3) better buying methods."

Charting a course of action based on the needs of pros, the Educational committee plainly outlined a procedure for the PGA to follow in keeping with its avowed function.

The Committee report follows:

## Simplified Bookkeeping System

After checking various booking and audit systems, your committee recommends that the PGA officially adopt the system designed by Harold W. Leatherbee, audit expert of Braintree, Mass. This sound plan of shop bookkeeping is already enjoying much success in the New England section and is highly recommended by its president, Leslie Cottrell. It appears to be the most simplified and most understandable ever offered for golf shop management.

This set of accounts is designed to assist you in an elementary manner, to record your daily business transactions in a concise and systematic way, whereby the accumulated results will reflect your business for any desired period, in total by classifications, on a cash basis.

This system is so complete and so up-to-the-minute that a special section has been set up for wages under the direction of our new Federal laws.

This year it is especially necessary for the golf professional to keep an accurate record of wages paid, for the following reasons. A Federal Law known as the "Social Security Act," of which Title VIII became operative on January 1, 1937, provides in brief that every employer of one

or more employees shall be liable for the deduction from his employees' total wages, not in excess of \$3,000.00 each, an amount equal to the following:

|                           |      |
|---------------------------|------|
| Years 1937-1938-1939..... | 1 %  |
| Years 1940-1941-1942..... | 1½ % |
| Years 1943-1944-1945..... | 2 %  |
| Years 1946-1947-1948..... | 2½ % |
| Subsequent years .....    | 3 %  |

Together with this deduction, the employer is also liable for an amount equal to the deduction from his employees' wages. At the end of each month the employer shall total the deductions made from employees, on the same basis and add a like amount as his contribution for this tax, then complete Federal Form SS-1. This tax is payable to the Collector of Internal Revenue, and should be in his hands not later than the last day of the succeeding month.

An example of this is shown as follows: "A," an Assistant, is employed by "B," a Golf Professional. "A" receives \$100.00 per month plus \$20.00 bonus for instructing pupils, or a total of \$120.00 per month. "B," the employer, must deduct from "A's" total wages 1% or \$1.20 for the employee's contribution and must also contribute 1% or \$1.20 of his own money for the employer's contribution. "B" must execute form SS-1 each month and pay the Collector of Internal Revenue, in the above mentioned example, \$2.40.

The forms included in this set under the caption of "Wages" are for the recording of total wages paid each employee and deductions to be made, together with a "Personnel Record."

## Make Further Recommendations

1. Our present PGA library of films should be brought up-to-date featuring the leading playing pros of today. They should further be spiced with a bit of humor, golf instruction and interesting

scenes of national championships. These films should be available to loan to any member in the 16mm size.

2. A series of radio talks and interviews of leading tournament players should be prepared for electrical transcription. This material should always be available to any member who may be fortunate enough to secure some free radio time. The introduction to the feature talk to be made by a home pro in person.

3. A copy of six instructive articles should be prepared in mat form and be available to any member. The home pro may have them completed by his local printer with his name prominently displayed as the author of this instruction. This material may be used as a monthly statement mailing piece or for local newspaper publication.

4. A clever series of monthly "Pro-News" should be prepared in mat form and be available for free distribution to the membership. The bulletin to contain many snappy comments on golf, a bit of humor, golf instruction and timely topics of golfdom. The home pro may have his local printer complete the printing with his own name prominently displayed as the editor.

We believe the PGA should set up an annual "honor award" for the best individual achievement by a member for the promotion of higher standards in the professional golf business. The honor to be awarded at the dinner following the annual PGA meeting each year. The idea is to encourage more thought among our membership on how to improve our business.

#### Sales Promotion Ideas Are Submitted

So much may be said about the many details and major subjects associated with sales promotion in the professional golf business that we recommend the presentation of this valuable information to the membership through the publication of a small "Pro-Profits" booklet.

A. A good display is another step toward successful sales promotion and may be covered thoroughly in the "Pro-Profits" booklet. Practical pro fixtures, correct lighting effect and cool attractive color harmony in the shop are very important. There are many high-grade fixture manufacturers who would be pleased to cooperate with the members of the PGA by furnishing drawings and other valuable information.

B. There are many methods of advertising that are especially adapted to the golf professional business. Probably the most outstanding method and the one that will bring almost certain results is a series of sales letters. These letters should be directed to the various types of members. Such as: those who need a new bag, those who need new clubs, those who use cheap balls and those who want the very best equipment. These letters followed by a personal call will go a long way toward making a definite sale. Other important information on this subject may cover much space in the "Pro-Profits" booklet.

C. There are nearly fifty different selling ideas that every pro should know. Not every one is adaptable to every pro, but some of them will help every pro. Space will not permit the listing or explanation of these valuable selling thoughts at this time. However, the "Pro-Profits" booklet could cover this subject in splendid fashion.

#### Better Buying Methods Are Required

Making profit through correct buying is just as important as good selling. The majority of pros over-buy. Many return the merchandise they are unable to sell at the close of the season to liquidate the debts. The manufacturer is then forced to dump this shop-worn merchandise through cut-price stores to reduce his losses to a minimum. Therefore, sound buying would eliminate much store competition. Every pro should understand that his inventory should never be more than one quarter of his annual sales. Or a complete stock turnover four times a season. Profit is made through quick turnover and not by holding out for a long end profit. Many pros use poor judgment in buying, frequently make large purchases because of special prices. Turnover and not price is the first fundamental of profit. Another fine subject for the "Pro-Profits" booklet.

#### Business Manager for PGA Is Recommended

The duties and necessary details to continue the work of the Educational committee to a successful conclusion are so numerous that no man or group of men working during their spare time can do this work justice. Every detail needs immediate attention and the careful consideration of a trained executive mind. Therefore, your Educational Committee



# Here's why-

## HEDDON SHAFTS OFFER YOU THE BEST DOLLARS-AND-CENTS PROFIT SET-UP

● The first reason is that the nationally advertised Heddon Shaft is the only shaft that offers an outstanding, different "reason why" to back its claim for superiority—the Double-Whip Power-Shoulder that makes the whole shaft work.

The second reason is that Heddon shafts are obtainable only on the finest clubs of

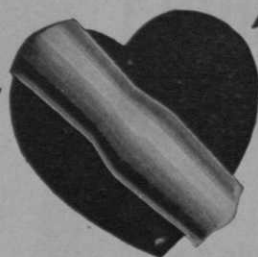
HILLERICH & BRADSBY CO.

A. G. SPALDING & BROS.

WILSON SPORTING GOODS CO.

Thus every time you sell your golfers the better "feel," greater accuracy, power and distance of this shaft, you make a sale of a club that yields you real profit.

The  
"Double-Whip"  
POWER-  
SHOULDER

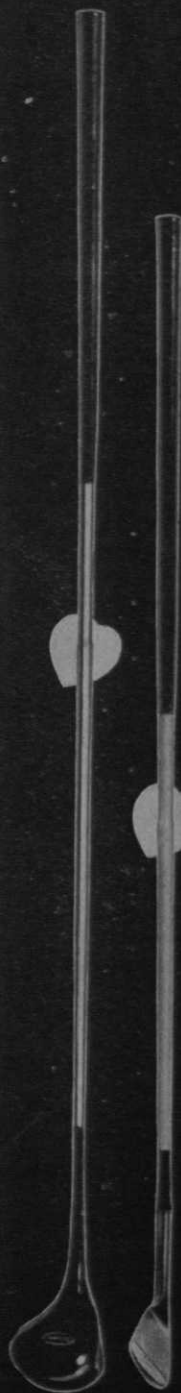


The  
Power-Shoulder  
is "THE HEART  
OF THE SHAFT"

# HEDDON

"CUSTOM DRAWN" STEEL GOLF SHAFTS  
JAMES HEDDON'S SONS, Steel Golf Shaft Div., Dowagiac, Mich.

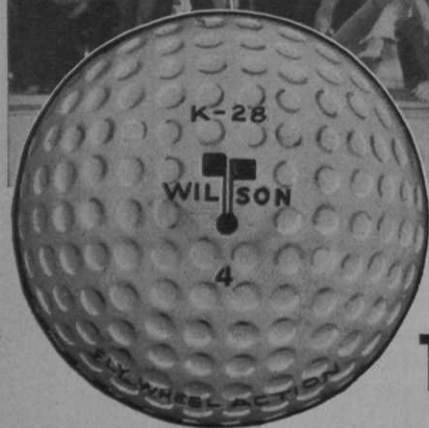
"The Shaft of Steel with the Hickory Feel"



# VICTORY ON

## indisputable proof of s

**NATIONAL P. G. A. TOURNAMENT, PITTSBURGH, PA.** Again Denny Shute demonstrated the uncanny accuracy of Hol-Hi K-28, the ball of fly-wheel action, by taking the P. G. A. crown for the second successive time. Jug McSpaden, who carried Denny to the 37th hole in the final round, also used Hol-Hi K-28 and Wilson clubs.



## BUILT TO WIN

● The spectacular rise of the New Hol-Hi K-28—its amazing controllability that has made it a consistent winner—is due to fly-wheel action gained by weight placement away from the center. Fly-wheel action gives Hol-Hi K-28 spinning momentum—makes it possible to put more over-spin for true rolling putts—greater back-spin to hold the green on pitch shots, and to keep the ball in the air on long shots. The net result is strokes saved, something every golfer is looking for and is willing to pay for.

**WILSON**

# K-28

**WINS**

**Metropolitan Open, May 16,**  
the New Hol-Hi K-28 and Wilson  
**P. G. A. won by Denny Shute**  
both playing the New Hol-Hi K-28  
**National Open—won by Ra-**  
playing New Hol-Hi K-28 and  
**Women's Western Open**  
the New Wilson Hol-Hi K-28  
irons.

*Players mentioned are ret*

**Wil**  
**GOLF EQ**

# VICTORY --

## surpassing performance

**NATIONAL OPEN, AT BIRMINGHAM, MICHIGAN.** By winning the Open Championship with the record-breaking 281, Ralph Guldahl climaxed an amazing comeback. It started in 1936 when he came through with a sensational final round of 64 to take the Western Open at Davenport, Iowa, using the Hol-Hi K-28 and Wilson clubs.

**HOL-HI**  
**28**  
**FLY-WHEEL**  
**ACTION**

**THAT PROVE PERFORMANCE**

won by Jimmy Hines, playing  
 Wilson clubs.

with Jug McSpaden second,  
 Wilson clubs.

Ralph Guldahl, with a record 281,  
 Wilson clubs.

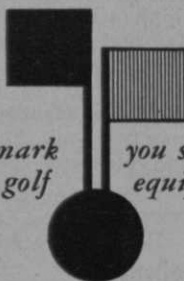
won by Helen Hicks, playing  
 Wilson-Helen Hicks woods and

Wilson's advisory staff



The nationwide publicity earned by New Hol-Hi K-28's tournament wins, backed by national magazine and newspaper advertising, puts this great ball in the sales spotlight. Stock Hol-Hi K-28 and display the Hol-Hi K-28 fly-wheel demonstrator, to win more sales.

*"It pays to play"*



*By this mark  
 fine golf*

*you shall know  
 equipment*

**Wilson**  
**EQUIPMENT**

**WILSON SPORTING GOODS CO.**  
 Chicago, New York and Other Leading Cities

recommends that the position of Business Manager be set up as a paid executive. This office to be under the direct supervision of the president. This executive should call on the pros of each section, hold business meetings, discuss their problems of shop management, proper methods of sales promotion and advertising.

The rapid growth of the PGA and the continuance of its success demands that every program under the Educational Committee be carried to a conclusion on the highest possible business basis. This is only possible through an executive who can concentrate his entire efforts and thought on this work.

We ask that you give this matter your serious consideration.

(Signed for the Committee)  
 GEORGE AULBACH,  
 Chairman.

#### St. Louis High School Official Lauds Pro School Instructors

**WILLIAM T. SMITH, JR.**, sponsor of the golf work at the Sumner high school of the St. Louis (Mo.) public school system pays high praise to the work of the Eastern Missouri PGA which took action on the PROMotion plan in introducing golf to Sumner students.

Writes Mr. Smith—to PROMotion:

The Sumner High School Golf Club is greatly indebted to you and to the organization of professional golfers for developing an interest in golf among our members through a series of professional golf lessons. I wish to commend Mr. Burns, secretary of the Eastern Missouri section of the PGA, and Mr. Kellagher who has assisted Mr. Burns in giving the demonstrations. Both have been very patient and considerate of our members, and have proven to be very capable teachers of golf.

May your association continue to arouse the interest of the high school youth to the delights, benefits, and pleasures of golf. Such an endeavor is highly commendable. Please permit me to thank you again on behalf of the members of our golf club and may we look forward to another happy and pleasant meeting next year.

#### Glens Falls Open Timed to Attract Big Galleries

**DATES** chosen for the 1937 Glens Falls Open, at Glens Falls (N. Y.) CC, August 27-29, overlap the ending of the

race meeting on the world famous track at Saratoga Springs just seventeen miles away, and tournament officials consequently expect a larger gallery and entry list to be drawn to the affair.

Purse has been increased \$200 to \$3,700 with a first prize of \$1,000. Eighteen holes will be played on Friday, 18 on Saturday, and 36 holes Sunday. Only the 60 low scoring players at the end of the second round will qualify for the final day play. Advance commitments indicate most of the top-flight stars will be on hand for the tournament, thus assuring success of the event.

**THERE** was unusual consistency in the performances of the stars of the tournament circuit when they played in the 1937 National Open. Bobby Cruickshank was the only infrequent tourney entrant who was in the top layer of Open finishers.

Guldahl, following up his win of the Radix trophy for the 1936 low medal average with the National Open victory and Snead, Cooper and Dudley finishing second, fourth and fifth in close relation to their Radix cup standings revived interesting studies of the abandoned "permanent" trophy.

**Three Birdies in a Row**—George Sargent, veteran pro at East Lake CC, and former president of the PGA, was reminded all of a sudden that he and Mrs. Sargent are not in years the lad and lassie their grand health of high spirits indicate. Their first grandchildren came in a batch of three within two weeks of each other. Robert Alfred was born on April 8 to Mr. and Mrs. Alfred Sargent. Al is pro at Inverness. On the same day Sam Gardwood III was born to one of George's daughters and two weeks earlier George's daughter Gladys became mother of her first daughter.

**Hoare Back in Chicago**—A high and fighting heart keeps the veteran Willie Hoare in hopeful condition for recovery although Willie has gone through more than two years of a sick-bed siege. He arrived at his home in Chicago after spending the winter in St. Petersburg, Fla., in time to receive birthday greetings from his pro and amateur friends all over the world.

Willie as an Open competitor, of course, is inviolated, but through the courtesy of the USGA continues to be sent a competitor's badge for the event in which he played for many years.



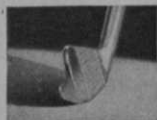
# DUNLOP MAKES IT TOUGH for Golf Widows

ONE golf widow writes, "How dare you influence my husband? Before he bought new Dunlop Clubs he played but once a week. Now he spends more time on the course than the pro does himself! P. S. Maybe I should play golf, too. What is all this about the new Dunlop Clubs?"

Well, lady, here's the story!



## STROKE SAVING SPECIAL IRONS



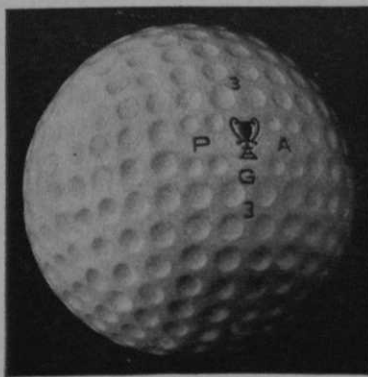
**THE CHIPPER**  
Saves strokes around the green. Same length as putter.



**THE PITCHING WEDGE**  
Gets the ball up quickly with plenty of back spin.



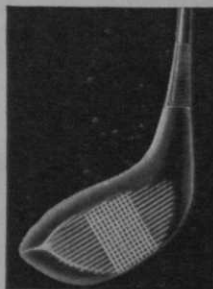
**THE EXPLODER**  
Makes child's play out of difficult trap shots.



## MEDIUM PRICED MAXFLIS

The most practical clubs ever offered at medium prices! Elden True-Temper Shafts have reverse taper feature, for more distance and sweeter feel. Irons incorporate new "double-balance" blade to assure perfect balance in every play.

*Maxfli woods have heads with leaded backs and black-stained faces, scored with white pigment.*



## TOP QUALITY GOLD CUPS



Money cannot buy finer clubs than these! The woods have rich-grained cherry heads and improved calf-skin grips. Irons are distinguished by Hy-Power shafts, hickory sheath, and "double-balance" blade refinement.

## NEW 1937 DUNLOP P. G. A. BALL . . .

**PRICED AT 75¢** Amazing extra value for your members this year in the new Dunlop P. G. A. Championship Ball . . . harder, longer-hitting, with extra winding and specially vulcanized welt-proof cover . . . yet priced at only 75¢.

# PGA and BALL-MAKERS CITED

## Federal Trade Commission Charges Price-Fixing and Discrimination In PGA Brand Golf Balls

ON June 26 the Federal Trade commission filed complaint against the PGA and its officers and members and against the Golf Ball Manufacturers Ass'n. and its members charging illegal price fixing and price discrimination. Twenty days are allowed by the Commission for filing answers to the complaint if desired by the respondents. A hearing will be had on the charges July 30, 2 P. M. in the offices of the Federal Trade Commission at Washington.

Filing of the complaint brought out into open discussion of the fate of the PGA ball deal which has been a matter of mystery and conjecture since December 1, 1936, when the golf ball manufacturers did not renew the expiring PGA ball deal and did not consider any revision of the arrangement whereby, for several years past, there have been license arrangements made for use of the PGA brand on golf balls.

When the Robinson-Patman act went into effect in June, 1936, manufacturers' legal staffs again went over the PGA brand arrangement, deliberated, looked through books, scratched their heads and decided to play safe by doing nothing at the termination of the existing arrangement.

Somebody, however, must have led with the chin because the Federal Trade commission was brought into the matter for the investigation resulting in the filing of the complaint. Offices of the Federal Trade commission make the statement that the commission is so overloaded with work it does not go around digging up complaints.

Doubt of a very solid character is expressed that any of the golf ball manufacturers making PGA balls had anything to do with originating the complaint to the commission as the ball deal in many respects has been a sleeping dog that just grew up in the family and none of the manufacturers wanted to risk getting tough with Towser and get bitten if the sleeping dog was awakened in a mean mood.

It likewise seems inconceivable that any

pro interests, taking deliberate wise counsel among themselves and with lawyers, could think that throwing the PGA ball deal into the Federal Trade Commission would do the pro cause any good on a financial basis or a basis of public relations. Federal Trade Commission cases, especially under the comparatively recent crop of so-called "fair-trade" legislation, are as uncertain as slot-machine performance. The case goes into the chute, the crank is yanked, and it's a long time between jackpots. The odds are with the house—the house in the case of the PGA ball investigation being the Federal Trade commission.

Therefore, pro and manufacturer talk has been around the hunch that the commission investigation might have been caused by a party, or parties, who didn't realize they were fooling with something that was loaded.

Reference to the PGA financial statement for the fiscal year ending Sept. 30, 1936, shows how heavily loaded is the matter involved in the investigation. On this statement are listed items of 75 cent ball royalties for 1935 and for 1936, 50 cent ball royalties for 1936, and royalties on close-outs, for a total of 136,070.94. Judging from previous financial statements of the PGA, the ball deal, over its entire existence in one form or another, probably involves considerable money paid to the PGA and its members.

Consequently, it will be appreciated that no one wants to admit being the triggerman who killed Cock Robin. The name of the instigator of the complaint has been kept a secret to date.

A strange part of the matter is that the Federal Trade Commission 12-page complaint charges, after detailing the raps, *"the above alleged acts and things done by the parties respondent have a dangerous tendency unduly to hinder competition*