

HEDDON SHAFTS TAKE A DECISIVE

Step Forward

Advertising is the decisive step forward taken by Heddon Shafts to acquaint the world of golfers with these outstanding developments

FIRST AND FOREMOST: The designing of a "repeat-taper" which absorbs the shock and sting of impact, and through a secondary whip makes the whole shaft work.

SECOND: The perfection of a process of cold-drawing straight-grain steel into a shaft of accurately gauged wall-thickness, with tremendous strength.

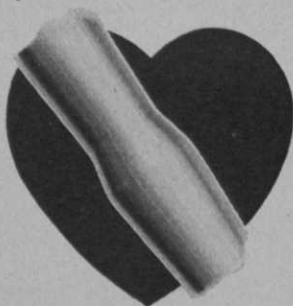
H E D D O N

"CUSTOM DRAWN" STEEL GOLF SHAFTS

"The Shaft of Steel with The Hickory Feel"

The "Double Whip"
POWER SHOULDER

• Cushions vibration shock—gives secondary whip—bringing feel to the hands—power to the stroke



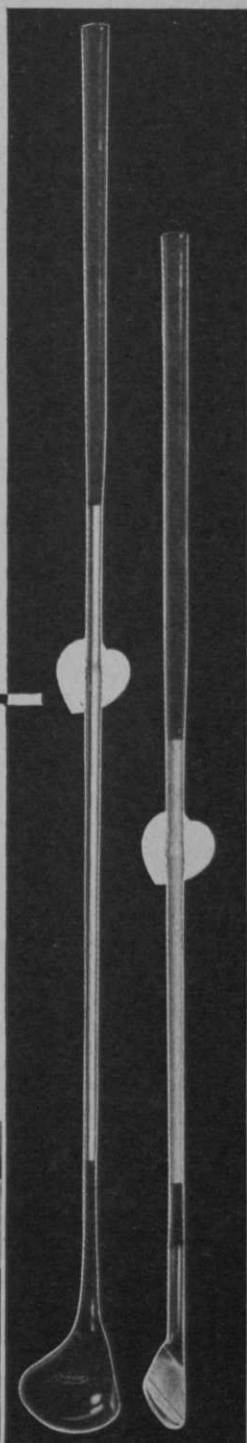
The Power Shoulder
Is "THE HEART
OF THE SHAFT"

JAMES HEDDON'S SONS • Steel Golf Shaft Division • DOWAGIAC, MICHIGAN

As befits the Individuality and Quality of Heddon Shafts, they will be found only in the highest grade clubs of

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

Golfers Everywhere Will Be Informed of the Superior Merits of HEDDON SHAFTS



SCHOOLS ARE PROMOTION TARGET

'Golf in Schools' booklet tells school authorities possibilities of group instruction

A MAZING response from school authorities to the "Golf in Schools" promotion book tips off pros that they'd better follow through promptly on the big opening for which pros have been hoping. Within 10 days after the "Golf in Schools" book had been mailed, school officials and alert pros who have school connections, had arranged for the introduction of more than 25,000 absolutely new students to golf.

A number of school officials wrote into golf promotion headquarters asking how to go about getting golf instruction started in their high schools and were referred to local pros. There is excellent promise in this venture for pros who snap into it. One thing that stands out is the possibility of building up good pro income during the fall, winter and early spring months, as a result of school instruction salaries.

The promotion book brought out that it is possible for schools to get a test series of golf instruction from pros in some localities. There has been some criticism of this—and some very constructive criticism, too. But the point that must be put clearly into the pros' minds is that the sampling method is the most effective manner of establishing golf instruction as a standard factor in the school athletic curriculum. After a series of test lessons the school officials, the kids and their parents are so strong for golf instruction that it's a comparatively easy matter to sell the idea of golf instruction on a paid basis.

No Easy Job

Selling Idea to Schools

School budgets are not any too large and selling something to schools is not an easy job. If the entire pro field were expert salesmen, with the contacts and the training to go after the school board, the superintendents, the faculty, the parent-teacher organizations, the city council, and the athletic staff of the high schools, then selling golf instruction on a paid basis right at the start would be a reasonable step. But the pros know that comparatively few pros are qualified to do this work, and that even fewer pros

will take the time necessary for such a campaign.

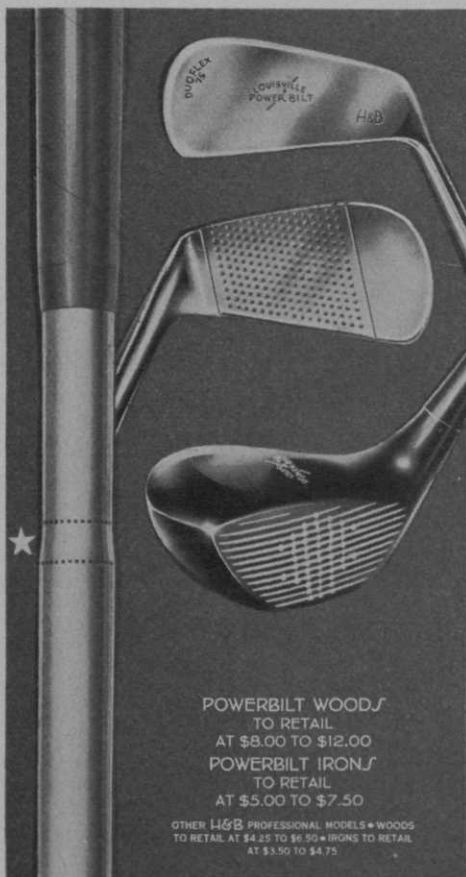
So the thing to do, obviously, is to try the sampling idea which has been so effective in other merchandising campaigns on staple products. After the prospective customers get a demonstration they sell themselves. The idea has been repeatedly and effectively employed in introducing golf to schools; there need be no fear that the free tests will implant the idea that free pro instruction will continue forever at schools. Pros who are alarmed at that prospect need only to consider the history of sampling campaigns in other fields. Football coaches worked free at schools before they were put on a paid basis, and so did other athletic instructors.

Schools Are Big Field for Pros

At present there are "at least 60,000 athletic directors, coaches and physical instructors who are directing the athletic activities of 6,000,000 students in 15,000 schools and colleges" according to one authority. That reference to 60,000 employed in this job gives pros an idea of the field that must eventually call heavily on pros for services, and if expert pro instructors ever get anywhere near the amount of money the leading football coaches are paid, it will be a most fortunate development for pros.

There is enough pro work being done now at schools and colleges to make it perfectly plain that a great field for extension of pro instruction exists. Large universities, such as Yale, Stanford, Minnesota and Northwestern, military schools such as Culver, and first class smaller universities like Norwich (where the president, Porter H. Adams, and Les Heon, pro, have put golf instruction on a strong basis) show that golf instruction in better schools is far past the experi-

"PRO" ONLY... *through and through*



POWERBILT WOODS
TO RETAIL
AT \$8.00 TO \$12.00
POWERBILT IRONS
TO RETAIL
AT \$5.00 TO \$7.50

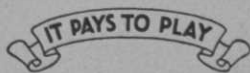
OTHER H&B PROFESSIONAL MODELS • WOODS
TO RETAIL AT \$4.25 TO \$6.50 • IRONS TO RETAIL
AT \$3.50 TO \$4.75

Louisville POWER-BILTS were specially designed by pros . . . for exclusive sale through pro shops only with full guarantee of a reasonable profit to all pro dealers. That's the POLICY behind every POWER-BILT club.

Louisville POWER-BILTS offer playability plus. Their patented Duo-flex shafts* keep the whip action where it belongs; with a natural flex at the club head, and a controlling flex under the grip. Louisville POWER-BILTS have the sweet feel of hickory and a double whip action that affords greater wrist power and control.

Louisville POWER-BILTS have style plus . . . beauty and simplicity of design, smoothly flowing lines, minus all doodads and frills, that win instant acceptance and praise.

Write for a 1937 Louisville POWER-BILT catalog and investigate the PROTECTED PROFITS guaranteed to pro shops only.



Louisville

POWER-BILT

Golf Clubs

Hillierich & Bradshy
Co., Incorporated,
Louisville, Kentucky

• Use QUICKMAIL coupon No. 5 to answer this ad •

mental stage. High schools in many places are now getting golf classes under way, following the successful introductory work. The extent of kids' potential interest recently has been shown by attendance at the Spalding golf movies which reached 1,200 at the Rosedal high school in Kansas City and 3,500 students at Senn High school in Chicago.

Considerable newspaper publicity is being given to the winter instruction work of pros at high schools. New Jersey newspapers carried pictures and names of the 500 high school boys and girls at six high schools who are receiving class instruction from the active and able Myron L. Kniffin, pro at the Passaic county golf course. The Kniffin series includes a spring tournament among the schools. More than half the student body at one high school is numbered among Kniffin's students.

Pros have had enough experience with their children's classes to have a good background for handling the classes at schools on a basis satisfactory to the school authorities and resultful with the pupils.

There are plenty of problems to be solved before golf instruction becomes a steady feature of physical training at high schools and colleges, but with so much at stake for pros in this field, it is certain there should be the most energetic sort of pro follow-through on the school authorities' response to the initial national promotion effort.

A supplementary bulletin will be sent soon to the entire high school list, giving pros still another opening in going after this field, either on a free trial series basis or on a paid basis. In preparation for free distribution to school classes is a series of lesson digests along the lines of those so successfully used at Peoria high schools by Elmer Biggs and Art Andrews. This series is being prepared by the PGA publicity committee, of which Frank Sprogel is chairman, and the GOLFDOM and *Golfing* staff, which is conducting the campaign for the pros without expense other than that for printed matter and circularizing.

Texas PGA Furnishes Members Pro Advertising

Texas PGA is doing an advertising job for its members that is well worth careful study by other sections. Texas has found that advertising pays. Through its

own "News" a brisk and informative monthly publication edited by George Aulbach, the members of the group headed by the veteran Willie Macguire keep in close touch with each other.

Texas has a problem of territory much more severe than that of any other section. But it whips it with lively correspondence work. Don Murphy of Texarkana traveled more than 400 miles to attend the midwinter meeting of the section, and other Texas members think nothing of long rides to sit in on the sessions.

Latest offering of the Texas section to its members is a series of two letters, a letter enclosure and a postcard to be sent to members of Texas PGA pros' clubs. The advertising material does a fine, compact job of selling the club members on the value of an expert pro's services and on the wisdom of patronizing such a pro.

Low prices are made to the pros on this material. Samples of it and details of the cost probably can be secured from George Aulbach, secretary of the Texas PGA, Dallas Country club, but give the guy a break if you do write, by enclosing a stamped return envelope. The material as made up bears the Texas PGA Lone Star emblem so it is not suitable for use in other states.

ONE of the most successful pro business men says: "Well before each season starts I sit down and make notes of my plans. I make a budget of operating expenses and expected sales in my department, just as the club has a budget for its operations. I figure out from my records what net profit I should make per dollar of income.

"I study my fixed costs, how I can give my assistants more training and incentives, how I can take advantage of the club's tournament schedule, what I can do with idle time, how I can get in right with new members and serve them, how I can keep my old customers from going stale on interest in the pro-shop, and many other points that occur to me as I think about the angles of pro department operation.

"The pro who will try this idea of sitting down for a couple of evenings and making notes about what he thinks he ought to do at his club the coming season, will find it's the most profitable use of time he can make. All he needs is a pencil, some paper, some sense and some imagination."

CHOICE

of the

GOLFING WORLD

TRUE TEMPER
STEP DOWN

TRUE TEMPER

The Golf Shaft of Champions

• TRUE TEMPER Golf Shafts — used by the winners of every major golf tournament in 1936 — used by more than 95% of all tournament golfers — used by all golf club makers on their better clubs — used by more golfers in every nation on the globe than all other makes of golf shaft combined.

TRUE TEMPER is the universal choice of golfers because it perfectly supplements the player's skill—in strength, shape and power. Descriptive booklet—*The Golf Shaft of Champions*—free on request.

THE AMERICAN FORK & HOE COMPANY

Sporting Goods Division

Dept. G-8

GENEVA, OHIO

NOTE: We make golf shafts only—no clubs or other golf equipment of any kind.

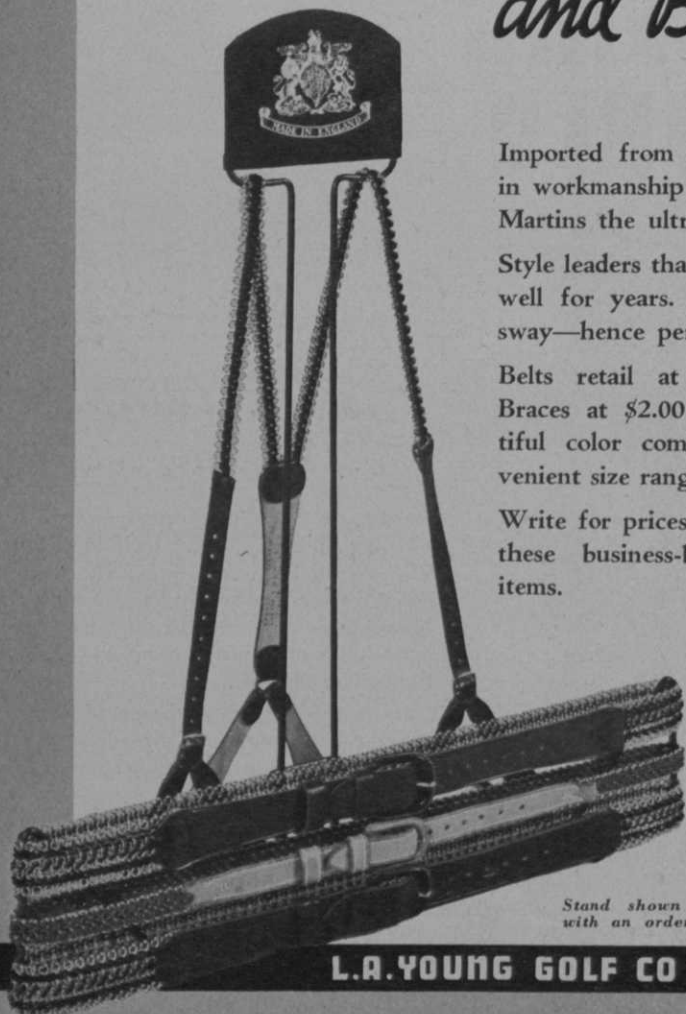
TRUE TEMPER

The Golf Shaft of Champions

**A GREAT NEW AVENUE
TO PRO SHOP**

Profits

*"Martin Spring Belts
and Braces"*



Imported from England, excellence in workmanship and materials make Martins the ultra in fashion.

Style leaders that will wear and look well for years. Conform to body sway—hence perfect for golfers.

Belts retail at \$1.75 and \$3.50. Braces at \$2.00 and \$3.50. Beautiful color combinations and convenient size ranges.

Write for prices and descriptions of these business-building pro shop items.

*Stand shown is given free
with an order for 12 units.*

L.A. YOUNG GOLF CO. . DETROIT

THE BALL THAT HAS

Everything!

WALTER HAGEN VULCORD GOLF BALLS



Cord tire methods brought to the golf industry, produce a ball that is the toughest of the tough.

"Vulcanized" cover—with cord imbedded in the balata to add real durability.

And with all its toughness, the thin cover and superb winding make the Vulcord the longest long ball you ever played.

Recommend the Hagen Vulcord to your members and you'll have a flock of satisfied golfers.

dr - LONG

dr - TOUGH

dr - ACCURATE

dr - LOVELY



L.A. YOUNG GOLF CO ..

DETROIT

REPLIES RE:

EZRA APPLESAUCE

NUMEROUS letters have been received by GOLFDOM commenting on an article by Johnny Takach in a recent GOLFDOM. From the bunch we take two representative and interesting comments. From C. V. Anderson, well-known pro of Waterloo, Ia.:

Johnny Takach wrote about a fellow by the name of Ezra Applesauce, whose father had a farm at the edge of town. As Ez had done some caddying and farming was not as profitable as he wished it to be, he got busy, mowed a spot on the front forty, set out distance markers, stuck in some clay tees and erected a sign with his name and the word pro in big bright letters. He was now ready to give golf lessons to those who would patronize him. The writer did not say whether Ez could hit a golf ball with some degree of skill, but we presume he could.

Takach asked why is it that people will invest money in golf lessons without investigating the teacher's qualifications and ability first. There are, no doubt, hundreds of other people interested in golf who would like to have the answer.

Game Good; He's Made Pro

The Ezras have been with us for a long time. I can remember some 20 years ago a young fellow from one of the first public courses went to the final in one of our state amateur tournaments. He also qualified low, one of his rounds being a 70 which was extremely good those days. The fact he was from a public course, not a common thing in those days, the newspapers told of his achievements in lengthy columns, large type and numerous pictures. This advertising brought him a telephone call offering a position at a country club teaching its members, at a salary double what he was then making. He accepted. Not *one word* was asked him about his teaching experience.

In a couple days he was on the job, a respected pro at a well established club in a town of 50,000 people.

This fellow gets a great kick telling this story about himself. He is a pro now. His first lesson was with a doctor. He proceeded to the practice fairway, (few practice fields in those days) threw some practice balls down and said, "All right, doc, let's see you hit some." ("I didn't have

enough brains to call him doctor," he says as he is telling the story.) "All right, doc, hit some more," he said. As the doctor was hitting them as fast as he could, the new teacher stopped him, saying, "No, no, no, don't hit 'em like that, hit them like this."

The lesson went on; practically all the new teacher said was "Do it like this, like this."

After about twenty-five minutes the doctor spoke up and said, "Pro, do you think I am *tense*?" "Oh no, you're O K, just do it like this," he replied. In a few minutes the time was up. Just before leaving the doctor, the new pro said, "Do you know what's the matter with you, doc? Well, I am going to tell you; you're too damn stiff!"

"This pro today is considered a very fine teacher and enjoys a splendid reputation as such, is a fine player and has a good job. He has often said that he has been in the golf business over 20 years, made plenty of mistakes and learned as he went. He was an Ezra once.

25 Years Ago It Was Easy to Land Job

A quarter of a century ago, or possibly a little less, if your name was Sandy Mc-Tavish, and you could hit a tee shot, it was not difficult to get a pro connection. I have heard about fellows who were hack drivers and boilermakers on the 'other side' who came to this country and secured positions teaching the game, without any previous teaching experience. No doubt they all are considered good teachers today.

"Takach believes there should be some way to protect the golfing public from the inexperienced fellow who calls himself a teacher. That can only be done, I believe, by some method of letting the public know who the qualified instructors are. This could be done by some kind of an

FLY-WHEEL ACTION PUTS SALES IN THE 75c ZONE

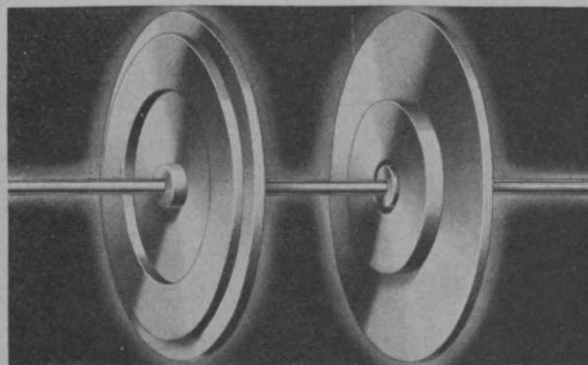
The New Roto-Active HOL-HI **K-28**

• More sales because it is the *one and only* golf ball that offers the definite, provable advantage of fly-wheel action.

It is a ball of longer, truer roll, a ball of uncanny performance in the scoring zone.* Over-spin and back-spin can be controlled

accurately to meet every situation. Distance with accuracy, too, because you're not tempted to press this ball that is so full of life.

Add it all up, and the answer is bound to be more 75c golf ball sales with this great new ball designed to save strokes!



If you spin these two wheels of equal weight with equal force, the one at the left will spin longer because of weight placement away from center. The same principle—weight placement away from the center—accounts for the greater roto-action of the New Hol-Hi K-28.

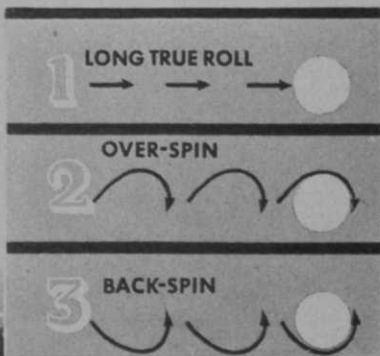
Fly-wheel momentum makes the New Hol-Hi K-28 roll truer—more free from wobble or wavering in putting.

Fly-wheel momentum of the New Hol-Hi K-28 gives longer continued direction—holding over-spin on pitch and run shots.

Fly-wheel momentum of the New Hol-Hi K-28 makes it possible to put more ground-biting, green-holding back-spin on approach shots to greens.



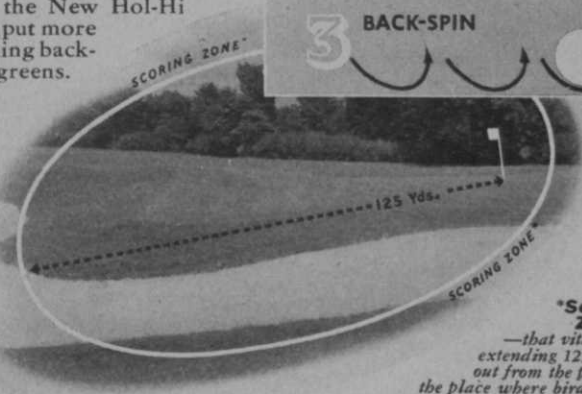
"It pays to play"



Wilson
GOLF EQUIPMENT

By this mark  you shall know fine golf equipment

WILSON SPORTING GOODS COMPANY
Chicago, New York and Other Leading Cities



*Scoring Zone—that vital area extending 125 yards out from the pin. It's the place where birdies are made, and championships won.

• Use QUICKMAIL coupon No. 1 to answer this ad •

examination. If you could pass the test you would be a registered or certified teacher.

"The PGA is trying to protect the golfing public against the inexperienced teacher by requiring at least five years' teaching experience before being eligible to join their organization. So the best protection the golfing public has today from being experimented with is to look for the PGA sign in the shop.

An older professional, a veteran Scot who has been in this country 25 years, and who was in pro golf for 15 years prior in Scotland and England, says:

"The Ezra Applesauce article was the truth about several cases that I know. Some of the Applesauce boys didn't even know much about playing golf, let alone about instruction. One of the fellows I knew of that type got careless one day and went out to play with some members. He went nine holes at a quarter a hole, and was six down.

"The pro (?) said he didn't have any change with him but if the player would come back during the week, the pro would give him a couple of lessons to settle the gambling debt!

"The foundation of a pro's existence is instruction; not only the instruction income and the sales of playing equipment that follow, but the acquaintanceship and confidence established. You have to know what's what about all types of golf swings; you have to be able to explain clearly to all kinds of students; you have to be patient and you have to have experienced judgment. You can't get those things overnight. Every once in a while you have to make the pupil some special proposition—like no charge for the lesson if the pupil doesn't feel satisfied, or double the price if the lessons works out OK. That's a touchy enough sort of a proposition, but it's only one of the many spots requiring the keen judgment a fellow needs if he is going to do an expert and satisfactory job of golf instruction."

Suggests Questionnaire Method to Learn Why Golfers Avoid Lessons

By ROBERT N. PRYOR

IF INDUSTRY and big business, always on the lookout for new ideas, use questionnaires to get customer reactions, why can't the golf pros?" says Percy Platt, veteran pro at the Forsgate Country Club, Jamesburg, N. J.

Platt has been puzzled by the army of

golfers with expensive equipment who can hardly hit a ball off the first tee, and he has suggested to the PGA of New Jersey that it conduct a campaign in the form of a questionnaire to find out why golfers are so averse to taking lessons.

Platt would label this questionnaire "Why Don't You Take Golf Lessons?" or "Why Do Golfers Object To Taking Golf Lessons?" He is of the opinion that if the lay golfer was confronted with a series of intelligent questions that he wouldn't hesitate to answer them and return them to the pro who sent them to him.

And Platt is quite adamant on his proposal to stimulate instruction. He says "What puzzles me more than anything else is continually seeing golfers with expensive outfits, such as a \$65 bag and a \$75 set of clubs, hardly able to hit a ball off the first tee. What is wrong? Is the cost of lessons too high? Haven't they time to take lessons? Haven't they the confidence that the pros can properly teach them?"

One reason, and a good one, for his questionnaire plan is that he is a firm believer in any movement to find out what the public wants. "This simple questionnaire" he says "may be the means of giving us some new ideas on instructions but more than that it will show the golfers throughout New Jersey that we are interested in their game and in this way some benefits might result."

Platt would incorporate in this questionnaire two simple but rather intimate questions. One is: "Are you embarrassed?" and the other, "Is instruction too expensive." He is of the opinion that these two questions are the underlying reasons why golfers don't take more lessons and if they are properly answered it will give the pro a good idea on how to line up a prospect for instruction.

He would also include a section for a golfer to answer the following questions: "Would you be interested in a five minute period of instruction? "Would you consider taking a series of lessons in the evenings during the daylight saving period? Would you be interested in a warm-up session on Saturday mornings before you start your regular week-end of golf?"

At a quick glance, Platt's plan may not be fool proof and it may need some revising here and there. But on the whole it does seem like the first organized effort anyone has made to get at the root of the lesson problem.