

Swing ALONG TO GOLFING HAPPINESS with



TRUE TEMPER *The Golf Shaft of Champions*

● Matched in Weight and Balance Point to give rhythmic timing to your swing, TRUE TEMPER Golf Shafts are helping golfers everywhere to swing along toward golfing happiness. More than 90% of all tournament players use clubs shafted with TRUE TEMPER Steel.

The new TRUE TEMPER models of 1938 are finer than ever before—more beautiful in appearance—finer in construction—sweeter in action. They are made from seamless tubes of costly super alloy steel, tapered by an exclusive process, tempered as finely as a Damascus blade, tested by master craftsmen, and finished like fine jewels.

TRUE TEMPER Shafts are made in more than 35 designs and degrees of flexibility. TRUE TEMPER thus gives you an opportunity to recommend to your players, in the make of club which they prefer, a type of TRUE TEMPER Shaft that exactly fits each player's own requirements. This is a big step toward golfing happiness for you and for your customer. Each player thus equipped under your direction will win new confidence and happiness in the game. This will make it easier for you to sell more and better clubs.

Booklet describing various models of TRUE TEMPER Shafts will be sent free and postpaid at your request.

THE AMERICAN FORK & HOE CO.
Sporting Goods Div., Dept. G-8, Geneva, O.



Here are the recently elected 1938 officers of the Golf Salesmen's Assn. of Northern California. Pictured in front row, left to right, are: Jim Scott, secy.; Ben Poinsett, vice-pres.; Don Forster, director; Jack Irwin, director. Back row, left to right: Jim Miller, director; Chas. McDonald, treas.; Ray Schoepf, pres., and Bill Hay, chmn. directors.

UNSELFISH PROMOTION

By ROY SCHOEPF

THOSE in the business end of golf have so many problems of operation and contacts to contend with that coordination of effort and a friendly understanding of all golf businessmen is essential to the successful conduct of the game as a business.

Golf salesmen in Northern California realized this situation six years ago. Not only the problems common to the men who are selling golf playing equipment, but the problems of golf operation, seemed to these salesmen to demand a unity and mutually sympathetic understanding that was missing from the picture. Consequently the Golf Salesmen's Association of Northern California was formed. We who have worked in making this organization a success—and that means every member—believe that we may take pride in the group's achievement. Furthermore, we are confident that we have something that should be copied in every major golf section of the United States.

In the operation of the Golf Salesmen's Association of Northern California, we believe that we have made the most of a policy of friendly and unselfish service. The interests of each company represented in the Association have been advanced by the manner in which all of us have been careful to conduct the Association activities primarily for the general good of golf.

The big event of our calendar is the annual tournament. This is our get-together that brings into a general and pleasant assembly the fellows upon whom depends the business operation of golf.

The pro-Salesmen's tournament of 1937 played on April 19 at the Millbrae (Calif.) G&CC, where genial John Battini is pro, was the biggest success in the history of our association. All attendance records were broken with 240 entries for golf and dinner. We had a purse of \$675 for the pros and their assistants to shoot at. As we play our event over 18 holes, this was not a bad sum for a bunch of salesmen to get together.

This year our event will be played October 3 at the California GC. We expect to have a purse of about \$800. Upon checking most money events, we find the average assistant has very little chance to break into the money column, so we set our money up as follows: If our total dollars amount to, let's say, \$700, we put up \$500 for the pros and \$200 for the



Mr. Pro!
**TIE YOUR
 SHOP INTO
 THE NATIONAL
 "Birdie" SALE**
**AND PUT Motion
 INTO YOUR FALL
 PRO-Motion!**

Take advantage of this opportunity to clean
 out stocks of Louisville POWER-BILTS and
 be ready for our salesman who will come
 around after September 1.

Hillerich & Bradsby Co.
 Incorporated
 Louisville, Ky.



LOUISVILLE
POWER-BILT
GOLF CLUBS

"The Finest You Ever Laid Hands On!"

March 13 to 16 are the dates set for the annual Dixie Amateur Championship tournament. Dates also have been set for the Miami Mid-Winter Amateur event, Jan. 31 to Feb. 3, which yearly draws a field of 150 or more players in the East. The two amateur events will be played at the Miami CC.

assistants. We always keep our top money down. I believe \$75 has been the largest check to any one pro. By so doing the boys forget about the almighty dollar and go out and have some real fun. When all is over, someone comes home with a few extra dollars. However, every pro and assistant receives a check for at least \$5.00; so, in our event one cannot lose.

The entrance fee will be \$5.00 which will include dinner and an evening's entertainment, also held at the California GC.

Our tournament is an invitational affair and embraces all golf pros, their assistants, club managers, newspaper golf writers, greenkeepers, one amateur from each club and our salesmen. We have trophies for each flight to shoot at, such as pro-greenkeeper, etc. There is a handsome plaque for the winning pro of the pro-salesmen's flight to keep for one year.

Over \$2,000 Spent for Event

Runner-up prizes in all flights consist of some six cases of good liquor. In addition to all of the above prizes, this year again, we will hold a raffle of golf merchandise that will total \$900. All in all, our 1938 tournament will have a purse of at least \$800, a raffle of \$900, an investment of trophies, etc., totalling nearly \$250, and a dinner and evening's entertainment costing at least \$400.

In all walks of life today we hardly get to know our neighbor. Neighborliness is the aim and main purpose of this get-together. Almost to a man, our entries make their bread and butter out of this game of golf; therefore, how necessary it is that we should know each other and the problems that confront us.

How many of us give the greenkeeper (the almost forgotten man in golf) a thought. After all, he makes it possible to score well, which makes the average member pleased. Then he, or she, is satisfied with the woods, irons and balls being played with, a sale we have made thru the pro at said course.

Then there is the club manager. He

seems to get hell too often. When he does a good job the member is satisfied. The member's day has been a success, which means the member will want to return again as soon as possible. Again, the prospects of a sale of balls, gloves, tees or maybe a set of irons may be coming up for us.

The newspaper fellow runs his legs off trying to get a story on a possible 200 entries in a tournament, with a cameraman being balled out for snapping a picture while some prima-donna is still stroking her or his putt long after the ball is in the hole. After a full day of this, he writes his story just in time to beat the deadline. The winner finds his or her name and mug in print and can't wait to get out again, and here we salesmen may get a break in another sale.

The pro and his assistant are very important; to them each member looks for advice. It may be about his game, his clubs, and ever so many other things. The up-and-coming pro greets his members by name, listens to their troubles and with tact and diplomacy sends the member on his way with a smile, which may be the start or finish of a successful day at the club.

The approach and the little courtesies shown in the pro-shop lead to sales in golf merchandise when least expected and here again we salesmen may also make another sale. So, I repeat, the better we all know each other and our respective troubles and problems the easier the going will be. I hope that we, as golf salesmen, have contributed our bit in creating a better feeling of fellowship between all concerned.

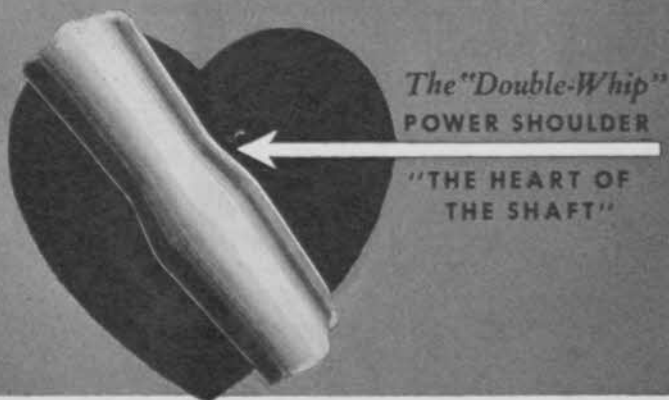
Our association is very active at all golf events in Northern California. At the Oakland Open, Merle McCoy, one of the most successful club managers in the bay area, turned the complete scoring of this event over to us. We appointed men of our association to various duties and they were carried out to the letter. The press was kept informed at all times and the scoreboard was up to the minute with the latest information from out on the course.

The Junior Chamber of Commerce in San Francisco each year has enlisted our organization to assist in running their Match Play Open.

At all pro-amateur events we have at least one or two of our men to help the

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to TELL, to SELL, to PLAY
Golf Clubs equipped with
HEDDON SHAFTS!



The Shaft of Steel with the "Birdie" Feel

The exclusive Heddon "shoulder" is a "quality" mark. It's known as the sure sign of a shaft that gives better control, greater power, and greater distance.

Feature these Heddon-Shafted "Quality" clubs. They're easy to *tell* and they're easy to *sell* at a quality price that pays you a proper profit, because they are *not* found in *cheap* clubs.

You will see the exclusive Heddon "Double-Whip" Power Shoulder today on the finest clubs manufactured by **Hillerich & Bradsby, A. G. Spalding & Bros. and Wilson Sporting Goods Co., exclusively.**

HEDDON

CUSTOM DRAWN STEEL GOLF SHAFTS

JAMES HEDDON'S SONS • Steel Golf Shaft Division • Dowagiac, Michigan

local club conduct the event so it will be interesting to all. As we are well informed on the subject we can, and are always willing to assist in such events. When our local pros are holding their various tournaments, we collect the entry fees, act as official starters and take care of the scores at the end of the day. Many times we are called on to referee events or to act as marshalls, all of which our men do to the best of their ability. All in all we try to promote golf in a way that increases good will and makes for a more enjoyable time for all concerned.

At a recent election of officers the following were elected to office for 1938:

Pres., Roy Schoepf, United States Rubber Products, Inc.; Vice-Pres., Ben Poinsett, Link - Lyon - Penfold - Jackman; Sec., Jim Scott, McGregor Distributor; Treas., Chas. McDonald, A. G. Spalding Sales Corp.; Directors: Wm. (Bill) Hay, Chmn., Curley-Bates Co.; Jimmy Miller, Wilson Sporting Goods Co.; Don Forster, Sporting Goods Sales Co.; Jack Irwin, Manufacturer's Rep.; Bill McCubbin, Phil Bekeart Co.; Hon. Pres.: John Black, Pro, California Golf Club.

10 YEARS OF KID CLASSES

BEGINNING in 1927 John Bernardi, pro at the Charles River CC (Boston district) has been conducting free classes for junior golfers and after a 10 year observation both Johnny and the club members think the juvenile classes are one of the best ideas ever put into operation. Many of John's kids now have grown up to the age where they are showing the benefits of this early instruction and are far better than average golfers.

Every spring Bernardi gathers up all the old clubs that the shop has been able to collect and donates them to the youngsters who need new clubs. He and his assistant, Steve Sincheck, keep their eyes open for youngsters who need these clubs. They lean backward to keep sales effort out of the picture and let that element take care of itself by the response of the parents. That response, in good will and in shop and individual lesson sales, has been very strong. Boston newspaper publicity has been given extensively to the activities of the Charles River lads and lassies.

Each two weeks during the season John and Steve run a tournament for the kids. Johnnie donates most of the prizes. There are A, B, and C classes for the boys and the same classes for the girls. Class A kids play 9 holes; Class B, 6 holes; and Class C, 3 holes. The winner in the A

classes gets 3 balls, the B class winners get 2 balls, and the wee winners in C class get a ball apiece.

This year A. B. McIntire, a club member, has donated cups for the champions of the various classes. Miss Barbara Swenson is chairman of the junior tournament committee. Apparently the women start early to show their proficiency over most males, in running tournaments, committees, and men in general. Miss Barbara has appointed committees for prizes and for handicaps.

Johnny's idea is that with the youngsters running their own tournaments, they'll get more than golf out of their golf experience at their club.

Officials at Charles River are 100% for the junior class lesson and competition plan. The future and present business phases of junior promotion take care of themselves in good shape, Johnny has observed, and he comments that there are very few greater sources of satisfaction to a pro than that of seeing those kids develop as good golfers and as young gentlemen and young ladies whose attitude and deportment in competition is bound to be a reflection of pro influence.

And so on, by Johnny, for 10,000 words. When the guy gets wound up on those Charles River kids he goes on enthusiastically, like the brook . . . forever.

It's often surprising how little the new member of a club knows about the organization he has joined. Frequently there are points about club service that many old members don't know. To make reasonably sure that members know all about the club, Olympia Fields CC (Chicago district) issues an attractive little booklet giving details of each department's operation.

I'M FOR A GOLF LICENSE

By BILL KLISH, Pro

Chase CC, Waterbury, Conn.

IN CONNECTICUT, a golf pro must pay a minimum of \$5 as a tax on an unincorporated business selling golf equipment. Recently I received notice that I would have to secure—at a price—a license if I sold sun-glasses in my shop.

That sun-glass license idea gave me a beautiful hunch. Quite naturally the matter of licensing the sale of sun-glasses was inspired by the opticians. Far be it from me to cry and complain when some fellow can put across an idea to protect a business that they think is theirs. I'm selling sun-glasses only as a convenience to players at my course, and there's not enough money in it for me to warrant the expense of a license solely for supplying a need that I suggest to a player by the mere display of sun-glasses in my shop.

But no store in our state where a sun-glass selling license has been bought, has been compelled by law to buy a license for selling golf equipment.

No License Needed

Anybody can sell golf playing equipment. And by looking at some of it bought by the fat, the lean, the tall and the short, the limber youngsters and the stiff elders, I am beginning to think that anybody does sell golf equipment.

Now I admit that a good case may be built up by the opticians for controlling the sale of sun-glasses. Eyesight is of tremendous importance. But, to a golfer, a decent score within the natural capacity of the player, and a disposition and pleasure protected by a reasonable immunity from bad golf caused by ill-fitting clubs, also is important.

But have we as pros, impressed this point on golfers?

No, brother. The opticians of our state of Connecticut are miles and years ahead of us. We see licensing of sales outlets going on all around us and see barbers licensed, and we talk to ourselves about how our work requires art and skill, but continue to let all and sundry sell golf equipment and tag themselves as pros.

Will we do anything about it? Certainly not.

But until we, who have license of train-

ing, experience and performance, to engage in the profession of teaching and supervising golf play, do get busy on some sort of licensing proposition, maybe we have no right to complain about the run-around we are getting.

Why haven't we pro examining boards, to start a licensing move that may eventually be taken over by each state, just as the licensing of other professional people is done now? Are we so jealous of each other, so distrustful of our veteran experts, that we can't set up pro licensing boards for the administration of our own profession?

As long as we don't take action on the licensing proposition ourselves then what can we do about distinguishing ourselves from the fellows who can break 100, but who lease a corner, install a practice range and put up their signs as pros?

Practice Ranges Give Tip-off

It has been interesting to see how well good pros have done with their practice ranges. It shows that competent pro instruction is recognized by the public. At the same time, it has been painful to have people come out to my club, thinking that they have been pro-trained when all they have received is really pitiful misguidance from a stop-and-sock operator who claims to be a pro. Plenty of those self-labeled pros at ranges are putting real pro instruction into disrepute. Let that continue for a few years with all the play the ranges are getting, and the genuine, qualified pros will feel bad effects of their neglect to take the licensing situation in hand.

I believe that the PGA might well study the manner in which the Red Cross issues certificates to life-savers. Maybe we have been so insistent upon getting dues-paying members in the PGA that we have lost sight of the possibility of exercising some

Butterfield CC (Chicago district) has solved the "trade" tournament problem by defining tournaments as organized play of more than 15 visitors or guests, in common vocation or affiliation, with or without membership participation, whether introduced or sponsored by one or more members.

The club prohibits "trade" tournaments because of the private character of the club and the desire of the members to retain the club's exclusiveness. However, like many another private club, the previous "trade" tournament prohibition had been evaded.

control over those who are not within the PGA fold.

Like many another fellow in pro golf, I have been at the game since I was a small caddie. I regard this game and my profession as a work of serious responsibility to the public. If I have the job of teaching golf to someone who hopes to enjoy life more because of the game, I bring into that job everything that I have learned from the fine men who have been my pro teachers, and everything that I have learned by myself and want to contribute to pro golf and its public.

As you probably do, I take a great deal of time and draw upon my knowledge of the game and the individual's requirements, to see that when I sell clubs, they are the best at the price, for the buyer's game.

Now do the over-night pros, or the sideline golf retailers, go at their golf operations in the same spirit or with the same qualifications?

Of course not. They can't.

Does the public appreciate the difference between them and those of us who have the right—for the golfing public's protection—to be licensed as pros?

Again, of course not!

We say to ourselves that the golf business should be ours because our predecessors and teachers built the game and entrusted to us its sound future development and protection.

What do we do to assert that the golf business is ours?

We can't simply make a claim of ownership and hope that the public will agree.

The public will think we want to hog it all, not for the public's protection, but because we are selfish and resent competition. We have to make our position clear and simple.

There probably aren't enough qualified pros to fill golf's need in this country. Still you hear all kinds of complaints about pro unemployment.

Doesn't that suggest to us that some-

thing's wrong, somewhere? Don't the ill-fitting clubs that are in your members' bags—clubs bought "cheap" from some side-line retailer—suggest that something's wrong with the important job of supplying players with correct equipment? That's a matter concerning the manufacturers as well as the pros, because if the principle of badly-fitted clubs is endorsed, then a fellow might as well play with one old wood, 3 or 4 old irons and a putter, and never be in the market for modern, helpful playing equipment.

All of us who believe that a real pro's job requires training, specialized skill and a responsibility toward each other as well as toward the game and its amateurs, must do some thinking about the licensing control of golf instruction and golf playing goods retailing.

Play 18 Different Courses—Portland, Ore., saw one of its most interesting golf matches when Ted Longworth, Waverly pro, and Lew Railsback, amateur, defeated by a 5 up margin, Joe Mozel, Lloyd's pro, and Chuck English, amateur.

The match was played one hole apiece at 18 different courses within a 12½ mile radius from downtown Portland. Including transportation between courses, the match was played in 5 hours, 50 minutes. Longworth got 74, two over par. Mozel tied that figure. Railsback got 83 and English 87. The match started at West Hills' par-5 first hole and finished on the 225-yard eighteenth at Broadmoor. Most time scheduled for travel between courses was the 20 minutes between the Portland CC and Tualatin CC. Six jumps were made with only 5-minute travels between courses.

First prize for an ingenious house organ goes without any argument to the Forest Hill Field Club, Bloomfield, N. J. It has a circulation of one copy, and is read by every member and guest of the club. It's called the Handicap Herald, and is a long sheet that's displayed on the club's bulletin board.

It contains golf items and illustrations clipped from newspapers and magazines, and considerable exclusive typewritten material, giving news and comments on matters of club interest.

Any club that considers the expense of circulating its own club magazine too strong to assume, can adopt the Forest Hill idea and by some smart fellow using his head, typewriter, scissors and paste, turn out a job that everyone around the club will read.

SINK A SURE-SHOT PUTT IN THE *Profit* CUP

Start your golfers playing the new Acushnet Titleist and they'll be paying profits into your cash register all season long.

THE best playing ball is the best *paying* ball. It pays your players in matches won. It pays you in repeat calls for the ball. Repeat sales. Repeat profits.

This season the amazing playing performance of the new Acushnet Titleist has actually astonished good golfers everywhere. The sweeter feel, the cleaner click, the greater length, the sure-shot accuracy on approach and green have won more new *permanent players* for the Titleist than any other 75c ball.

To prove these statements we have but to point to *record sales* and a season-long struggle to build up a stock. Just recently have we been able to step up our production enough to take care of the unprecedented demand.

And always remember that there's only *one* place where your club members can buy Acushnet balls: **YOUR SHOP.**

Send in your order for a good supply of the new Acushnet Titleists. Give them good display and watch the shots roll into your own profit cup — *your cash register!* Acushnet Process Co., New Bedford, Massachusetts.

THE NEW
ACUSHNET TITLEIST — 75c

Other Famous Acushnet Balls
Gold Ray — 75c Blue Ray — 75c
Green Ray — 50c Pinnacle — 35c



ACUSHNET TITLEIST

ALL ACUSHNET BALLS SOLD ONLY THROUGH PROS

World's Premier

PENFOLD BALLS

Now in our 8th

PRO-ONLY year

PELL'S GOLF WEAR

*Imported, lightweight, waterproof
jackets, overtrousers and skirts*

MEYERS GOLF GLOVES

Genuine

BUTCHART WOODS

(West of Ohio)

*For highest quality pro-only items
write for Pro Catalog & Price List,*

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PENFOLD GOLF BALLS INC.

11 Park Place New York, N. Y.

FULNAME GOLF BALL MARKING SERVICE brings customers into your shop, increases your sales.

Where **FULNAME SERVICE** is used there is no Bootleg ball selling.

Customers buy balls from the Pro and mark them with a **FULNAME DIE**.

This brings pleasure to the player, profit to the Pro. Follow the example of thousands of clubs and install **FULNAME SERVICE**.

Write **FULNAME CO.**, Station "O", Cincinnati, Ohio, for particulars.

GOLFDOM is the only journal covering ALL phases of golf club operation.

Fine Turnout at Annual New Jersey Station Summer Turf Inspection

MORE than 300 men interested in fine turf attended the annual summer inspection session at the New Jersey State Agricultural Experiment station, New Brunswick, N. J., July 18. Dr. Howard B. Sprague, agronomist in charge of the station, lectured during the tour of between 300 and 400 test and demonstration plots. T. C. Longnecker of the N. J. Turf Advisory service explained tests on fertility nutrients penetration on various types of soils, and J. H. Boyce, graduate assistant agronomist, described maintenance of the show plots.

High spot of the day was the naming contest, on the station's newly developed strain of velvet bent. From at least six



Portion of huge turnout listening to Dr. Sprague's lecture at test plots.

states, 141 names were submitted, ranging alphabetically from "Ace" to "Wonder." The name selected was Raritan velvet bent—the Raritan river flowing nearby.

One pound of new seed was to be the prize. The winning name however was turned in by three persons—Oliver Deakin, asst. horticulturist, N. J., State Highway Dept.; C. C. Hamilton, N. J. State entomologist; and R. A. Jones, Mgr. Baltusrol C. C. Deakin being the only one present received the seed on hand. The others will have to wait until harvest.

Judges of the contest were R. F. Arnott, NJGA, Fred Roth of N. J. Golf Course Supts. Assn., and Percy G. Platt representing the N. J. PGA. Second and third choice of names submitted were "Composit" and "Eureka."

Features of the Raritan bent are desirable vigor, texture, color, wear and disease resistance, good spreading, and seed production. A pound of this bent contains an estimated 10 million seeds. The prize pound tested in Jan., 1938, 99% pure, 85% germination. The seed at that time was somewhat old.—C. K. B.