

CHAMPIONS Repeat!



It's "WILSON"
today in Golf

Wilson Again WITH GULDAHL!

Two factors make a great golf champion—(1) the man himself and (2) the tools he uses.


In the nerve-trying National Open at Cherry Hills, he was Wilson Golf Clubs and the Wilson Hol-Hi K-28 ball that stood by Guldahl where perfectly controlled shots were vital. And the same equipment played to him in the sensational Western Open. Nor is that all—for Guldahl made his sensational shots in his previous wins of these same tournaments, with Wilson equipment.

It's WILSON today in golf. And Guldahl, Champion of Champions, gives sensational proof that Wilson Hol-Hi K-28, the Roto-Action Ball, Wilson Kleersite irons and Wilson Woods are a definite aid to "controlled" shooting.

Feature Wilson "Kleersite" Irons and Hol-Hi K-28 balls—the kind Guldahl and other great stars use, NOW.

Players mentioned are retained on Wilson's Advisory Staff

GOLF EQUIPMENT



By this mark you shall know fine golf equipment

Chicago, New York and other leading cities

WINNERS Year After Year



JIMMY HINES

Winner of the Metropolitan for two successive years—1937 and 1938.



JOHNNY REVOLTA

Won the Western Open, 1935. Winner of the \$10,000 Miami-Biltmore, 1937, and the Illinois P. G. A., 1937. The St. Paul Open.



"JUG" McSPADEN

Champion Massachusetts Open for two successive years—1936 and 1937.

Williston (N. D.) G&CC permits high school students to play without charge on Wednesdays from 1 to 6 p. m. By thus encouraging young golfers to play, and maintaining their interest in golf, the club is developing a source of future members. Clubs in other communities would do well to follow Williston's example; pick out the week-day afternoon of least course traffic and open the gates to the local teen-age golfers.

eral costly sets of clubs during the last week of the season. He can make propositions to members he knows are going on winter trips, and the sales almost make themselves.

"Part of the failure of pros to keep at the merchandising part of their jobs all through the season can be laid at the doors of manufacturers who discontinue their own aggressive advertising and merchandising just at the time when it's most needed to remind and inspire pros to keep on the job getting the stuff sold to the ultimate user. They, as well as the less experienced pros, seem to lose sight of the fact that almost anyone can sell golf clubs and bags when the season is in its earliest stages and everyone is full of hope and enthusiasm, but it takes a smart worker to get the cream after the market has been milked.

"Every newspaper advertisement on golf clubs that a store runs during July and August—and there are plenty of these ads—should snap the pro out of the dopey old notion that there's no use trying to sell clubs after mid-season. The mere fact that so many members have enough desire for clubs to buy them after June, without selling effort on the part of the pro, is an indication of what business might be done if the pro would go after the business."

What Glynn thinks about the club selling possibilities during the latter part of the season is strongly endorsed by the remarks of other pros who stand at the top of their profession as businessmen.

The pro has a tough enough job trying to make a living in a six or seven month season, but if he lets this comparatively

brief period dwindle to about 3½ months of real selling, he doesn't have to look far for an explanation of his worries about how to live during the winter unless he uses some of the money that he'd like to be able to pay on his accounts.

This evil of giving up and coasting while some logically good months for golf merchandise retailing remain is one of the serious problems of the business, and one that requires for its solution the leadership by example of foresighted manufacturers as well as the resourceful, energetic effort of pros who are qualified to make a good living income out of their selling activities in the game.

Proper Publicity Will Sell Memberships All Year Around

IT'S seldom too late in the season to get new members into a golf club, testifies O. D. Quay, pro-mgr. of the Galion, O., CC. Until August that club has applications for membership, and part of the reason is publicity. Quay attends to providing the local newspapers with so much news of what's going on at the club, and so many names of members participating in the activities, that the newspapers are bound to print a good amount of it.

The Galion club, like many of the golf clubs in towns of Galion's size, began its lively revival in 1937, under the presidency of A. E. Evans. A membership campaign was conducted during the winter with the old standby members as the solicitors. The campaign was not a sweep-up proposition but took the policy of asking only Galion's most active citizens to join. A strong point was made of the fact that an invitation to join the club was a mark of distinction not to be lightly regarded. After the leading business and social citizens signed up, the others who could afford the club and who had other proper qualifications became eager to join.

Quay saw to it that the club had a

Clarence R. Bell was indicted by a federal grand jury in 1933 charged on three counts with violation of the National Bank Act for having embezzled a sum of money. A warrant was issued for his arrest at that time. His description follows: Age, 37; height, 5 ft. 7 in.; weight, 165 lbs.; stocky build; hair light; eyes grey. His eyelids droop slightly and he is fond of all sports. Golf appears to be the fugitive's chief recreation and for that reason may be a mem-



ber at some club, or a frequenter of fee or public courses.

If you are in possession of any information concerning this man please telephone or telegraph collect or communicate with the nearest division of the Federal Bureau of Investigation.

J. Edgar Hoover, Dir. Federal Bureau of Investigation, U. S. Dept. of Justice, Washington, D. C. Tel.: National 7117.

HAPPY PRO . . .



he hooked up with a WINNER

"Things have been tough with other pros the last few years—but not with me" . . . "I've been in clover ever since I took on the Kroydon line" . . . "It's easier to sell Kroydon's than any club I've ever carried."

Comments like these are typical of the reports we get from Pros all over the country. Why? Because Kroydons are America's No. 1 Golf Clubs. Kroydon offers *exclusive* features found in no other club. Kroydon's HY-POWER Shaft is famous the world over. Only Kroydon offers NICK-PROOF Irons. Only Kroydon can give you a club that takes into consideration the fundamental difference between the "hitter" and the "swinger." And Kroydons are *aggressively* advertised. The sale is half made when you "trot out" a Kroydon. For catalog and full particulars of our attractive proposition, write:

THE KROYDON COMPANY, MAPLEWOOD, N. J.



Kroydon
CLUBS

FOR BETTER GOLF

bright and busy campaign of competitive events that would supply plenty of news, and when that news started appearing in Galion newspapers, others came out eager to join and share in the excitement.

New Jersey Golf League Most Popular With B-Class Golfers

WE'VE heard a lot about how players get hot and turn in low rounds when they're not in competition and the pressure isn't on, but here is a case where high handicap golfers have been scoring much better in competitive play than when little or nothing depends upon the outcome of the round. All this is taking place in the Orange Mountain Golf League in the Newark, N. J. district where both A and B divisions take part in team competition.

The A league has been a success from the start, doing much to promote good fellowship and golf interest in the community, but it wasn't until this year that the B league really came into its own—and now it's the place where most of the fun is to be had. Open only to players with handicaps of not less than 12, the team idea has gone over big this year with the high handicap players at the six clubs in the district taking part in the league; and observers point out that the brand of golf being played this season by those in the 'bush' league is uniformly better than their games in any previous year.

Ben Leonard, who directs the Montclair squad, winner of last year's class B race, says the following of the league: "Our B matches are the real thing. Men who never played in competition before get a big kick out of it. It increases their interest and improves their play. We have one man who never had been below 90 and playing in the team matches he shot an 81 at Essex County.

"At first we had trouble getting eight players for the team, but it is different today. We always have a complete team ready and on occasions we have had a waiting list."

Essex County, Essex Fells, Rock Spring, Glen Ridge, Montclair and Upper Montclair make up the league and each has two eight-men teams in the competition. When the A team plays at home the B team plays away, and vice versa. Play is run off in foursomes, with two singles matches and a fourball match.

TOURNAMENT CALENDAR

JULY

- 6-8—British Open Championship, Sandwich
- 10-16—National PGA Championship, Shawnee CC, Shawnee-on-Delaware, Pa.
- 12-17—Western Amateur, South Bend (Ind.) CC
- 22-24—Chicago \$5,000 Open, Olympia Fields CC
- 28-31—St. Paul (Minn.) \$7,500 Open

AUGUST

- 1-5—Left-Handed Golfers Tournament, Westchester-Biltmore CC, Rye, N. Y.
- 11-14—Cleveland \$10,000 Open, Oakwood CC
- 12—Entries Close, National Amateur
- 18-20—Canadian Open, Toronto
- 22-27—Women's Western Closed Championship, Olympia Fields (Ill.) CC
- 22-27—National Public Links, Highland Park, Cleveland
- 26-28—Lake Placid (N. Y.) \$3,000 Open

SEPTEMBER

- 1-4—Hershey Invitation, Hershey (Pa.) CC
- 7-8—Curtis Cup Matches, Essex County CC, Manchester, Mass.
- 9-11—Glens Falls Open, Glens Falls (N. Y.) CC
- 12-17—National Amateur, Oakmont CC, Pittsburgh
- 19-24—Women's National, Westmoreland CC, Chicago, Ill.
- Late September—Belmont International Open, Belmont (Mass.) CC

Adjust Losses With Cash—Pros at clubs where USGA and Western GA Opens are held get a break that's denied pros at most other clubs where tournaments are conducted. Both the USGA and the WGA give the club pro a check to help the pro offset the loss of shop and lesson income he suffers during tournament time, which usually is at the height of the season. Pros never have beefed about this slump in their earnings, taking the rap as part of the glory of being hosts to tournaments, but the grocery-man won't fill that basket for glory.

When the two associations learned how the home pro was getting a trimming, but were uncomplaining, they promptly acted to adjust with cash.

The practice has not been followed by the PGA to date, because of an oversight, but probably will be put into effect with this year's PGA championship.

DRAMA IN PRO SHOPS AS NEW BALL SWELLS SALES



NEVER forget that the only place in the world where an Acushnet Ball is sold to *your* members is *right in your own shop*. The "I'll get it cheaper down town" line doesn't apply to any ball made by Acushnet.

And the sure sales-maker for you is the fact that the new Titleist is a star performer on any man's golf course. The man who uses it once is coming back for more — to *you*. Try it yourself and get your members to try it. Almost without exception wherever this simple formula has been followed, it has built sales for the Pro. Send in your order for a good supply of the new Acushnet Titleists now. Acushnet Process Company, New Bedford, Massachusetts.

THE NEW
ACUSHNET TITLEIST—75¢

OTHER
ACUSHNET GOLF BALLS

Gold Ray—75¢
Blue Ray—75¢

Green Ray—50¢
Pinnacle—35¢

ACUSHNET TITLEIST

SOLD ONLY THROUGH PROS

CHAMPIONSHIPS RUN SMOOTHLY

National and Western Opens are models of efficient handling

OPERATING problems of the National and Western Opens have been given such thorough study by the golf associations and the officials of the tournament clubs during the past several years one need not wonder that the National Open at Cherry Hills and the Western Open at Westwood were run in practically perfect shape. Especially impressive was the manner in which the clubhouse traffic was handled at Cherry Hills.

Lacking the clubhouse area of most clubs at which major tournaments are run, it was thought by an outsider observer, prior to the tournament, that Cherry Hills would be swamped and the service problem would have the manager, officials and guests on the verge of warfare. In actual operation, Cherry Hills served with speed and neatness that hasn't been beaten by any of the clubs. Part of the answer was in the cooperation of other Denver district club managers with Manager Lawrence Marrin of Cherry Hills in loaning him expert waiters. Another factor that solved the problem was the service of meals *al fresco* on a veranda adjoining the dining room. An outside bar, serviced from the clubhouse, also was set-up and took part of the rush load off the inside of the house.

The use of emergency outdoor spots for serving the buffet luncheons was highly successful at Merion Cricket club during the 1934 Open, and at Oakland Hills in 1937, but at Cherry Hills this was handled with ideal speed. Golf tournaments owe considerably more than is realized to the fine spirit of helpfulness that managers of tournament clubs display in advising the manager whose club is unaccustomed

to major event crowds. How these managers can manage to present buffet luncheons at moderate prices and present the attractive set-ups they do, is something that must puzzle the inquiring guest.

Concession operations on the grounds showed great improvement in neatness. At Westwood the concession tent was kept immaculate by the colored waiters and busboys assigned to the place.

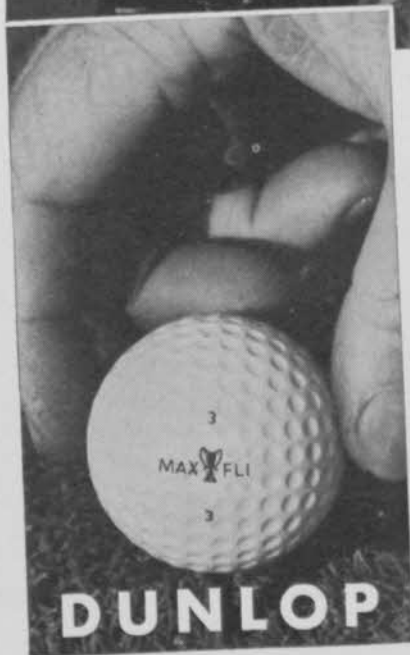
Caddie instruction and assignment and the storage of players' bags were excellently handled by the pro department at Cherry Hills, under the management of Harold Long, and at Westwood where James Cockburn is pro in charge. Caddie management at tournaments has come a long way in the last 6 years, and seldom, now, does a player have to keep yelling for his kid who may be at some remote spot around the clubhouse.

Green Section's Value Shows

The U.S.G.A. Green Section's valuable influence was evident in the condition of the courses at Cherry Hills and Westwood. At both places the Green Section turf culture recommendations have been carefully heeded. John Meade is chairman and Henry Hughes, greenkeeper at Cherry Hills. At Westwood, the positions are occupied, respectively, by Leo Bauman and Albert Linkoger. Greens at both clubs were virtually as perfect as putting surfaces could be. Fairway lies at Cherry Hills were firmer than at Westwood, for the simple and adequate reason that turf culture in the St. Louis district requires longer fairway grass. The condition was complicated the first day of the Western Open by rain having prevented fairway mowing. After cutting was made possible, the fairway lies were highly satisfactory, and the turf was an impressive demonstration of how first grade turf can be obtained by a correct fertilizing and watering schedule in the St. Louis sector, where fairway watering

Bridgton Highlands GC at Bridgton, Me., where Jack Fisher, Jack Spratt, Charley Rice and Ralph Barton see to it that things are kept in attractive condition for the resorters, pulled a fine publicity stunt. During Air Mail week, the first flight of air mail from Bridgton took off from Highlands, so the club reasserted its place in local history.

Getting a golf club lined up as one of the feature spots of any local celebration, is something worth remembering by other managers and pros.



*More yards on drives with Dunlop Championship **MAXFLI***

DISTANCE! That's why so many are switching to Championship Maxfli. Dunlop puts in extra winding . . . yards of it . . . to build a longer hitting ball. And Dunlop tops it off with that thin yet amazingly rugged "Geer Patent" cover, fused right into the winding for keeps. It's the biggest 75¢ worth of ball Dunlop has ever offered—place your order today. And stock up on these other fast sellers—Dunlop at 50¢, Red at 3 for \$1, and Nimble at 25¢.

DUNLOP TIRE & RUBBER CORPORATION

500 Fifth Avenue, New York City

Atlanta - Boston - Buffalo - Chicago - Cleveland
Dallas - Kansas City - Los Angeles - Philadelphia
San Francisco

Corpus Christi (Texas) G&CC has just completed a \$70,000 enlargement and improvement program, including an additional 9 holes, a watering system, remodeling of the clubhouse and construction of a swimming pool and tennis courts. As a result of the program, over 75 new members have joined the club.

for some time was attended by the development of heavily weeded turf, especially strong in crabgrass.

Newspapers reported in great detail the complaints some pros made about the narrowness of fairways at Cherry Hills and the luxuriant, closely-knit rough immediately adjoining the fairways at that club. Regardless of the valid pros and cons of the argument, the public's reaction to the complaint was that if the stars didn't like the rough, why didn't they keep out of it, as they were supposed to be able to do? Veteran tournament players commented that the rough wasn't any tougher than it used to be prior to 1920. The oldsters ribbed the younger players who complained, by saying that the low scores of the modern generation were made on courses where there was no rough that really could qualify as rough under the earlier definition.

Rough Presents Problem

Some players pointed out that the rough bordering the fairway was much tougher than that farther away, for the reason that the cut-in fairways had been well fertilized and watered. Consequently, so these fellows said, a very wild shot frequently ended in a better lie than did a shot that just rolled into the fairway border. Ralph Guldahl, a smart player as well as a mechanically great one, took care of this by using a spoon off most tees so he wouldn't get a roll that might take a curved ball into the fairway fringe. Guldahl also showed keen headwork in shooting for the greens rather than the flag, because the greens, in many instances, were bordered by long grass. It required extreme command of a shot to be able to hack with delicacy and precision out of that lush grass at the sides or back of a green, and many a player blew precious shots from the thick grass as a result of having tried to draw too fine a line on the pin.

At Oakland Hills last year Ed Dudley was especially unfortunate in blasting what appeared to be an excellent chance to win the National Open title, because

his approaches to the pin strayed very slightly and left him with deep lies in thick grass out of which he had to play precision approaches. The shot is the most difficult one in golf. Again at Cherry Hills the shot ruined fellows who usually are able to take a wedge-type niblick and bang the ball up to a reasonable one-putt distance from the flag. Sand traps by greens no longer are disturbing elements to the stars, but that long grass from 10 to 25 yards at the sides or backs of greens, has them troubled plenty. However, their voluble comments on the severity of this hazard probably is one of the reasons why it will continue to be a feature of National Open championship courses.

The reduction in maintenance costs resulting from use of this long grass as a greens hazard is another reason why it will keep growing. The ordinary member is in there often, but he is reconciled to trouble.

Spend Money to Attract Full Membership, Club Says

SOMETHING to think about, from a Bulletin of the Tam O'Shanter GC (Chicago district):

"The business concerns in the United States today that are making money in the face of trying economic conditions, are those that have the courage to judiciously spend their money when it should be spent. Business men, bankers, and manufacturers are beginning to realize that the "tight-wad" policy which might have been successful in days gone by, will not suffice to meet competition in the new order of business which we have to face in the future.

"Let us apply this rule to the golf clubs on the north side of Chicago. How many clubs have gone bankrupt within five miles of here? How many clubs have ceased being membership-only, and gone over to public fee? Why have so many done this? You know the answer—because they have not spent money and made the club attractive to bring in a membership that would support their needs."

•

Capt. Charles Clark, veteran pro-mgr. of the Willowick fee course at Cleveland, gives some testimony on the value of fee courses as nurseries for private club membership. In the 10 years Cap has managed Willowick, 131 of its regular players have become private club members in Cleveland.

Clubs With Water Holes Can Cash-In on Ball Sale Profits

A GOOD water hole ought to be worth at least \$200 a year to a club that gets much play, says Walter Keller, driving range pro-operator. Keller bases his estimate on the difficulty of buying re-painted balls for range use.

Driving ranges are having the biggest year in golf history, notwithstanding some bad breaks in weather. Night-lighted ranges in cities where summers are especially hot, are doing big business until past midnight. One of the largest crowds that ever gathered at a driving range, assembled at the St. Louis district pros' spot during the Western Open. Western Open stars were the attraction.

Practice tees in good locations have been sources of substantial incomes to pros. Bob Macdonald was one of the pioneers in this field and has established a big business at his place near River-view amusement park on Chicago's north side. Latest well known pro to make a profitable tie-up with a practice tee is Bill Mehlhorn at Chicago. Bill gives free class lessons Tuesday afternoons and Thursday evening for half-hours. His private lesson time is heavily booked.



IN THE ROUGH!

Play safe! Protect your members against the germ of "athlete's foot" which lurks unseen on the cleanest looking floors. Always keep SANI-TREADS—the patented, sure-fitting slippers—handy in the locker room. SANI-TREADS will not only safeguard your members, but will also keep down the "wear and tear" on your towels.



SANI - TREADS, the original club bath slipper with exclusive patented features are now selling at rock-bottom prices. Avoid imitations—look for the name stamped on every slipper, SANI - TREADS! Write for folder and FREE SAMPLE.

SANI-TREADS

THE ORIGINAL CLUB BATH SLIPPERS
SANI-TREAD COMPANY, INC.

567 Washington St., Buffalo, N. Y.
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383-389 Lafayette St., New York City
Distributors in Metropolitan District



RALPH GULDAHL

NATIONAL OPEN CHAMPION
1937—1938

WESTERN OPEN CHAMPION
1936—1937—1938



Available for Exhibition Matches
After August 15th

Interested clubs please communicate with

WILSON SPORTING GOODS CO.

2037 Campbell Avenue
CHICAGO, ILL.

PROMOTION ISSUES FREE HELPS

GOLF PROMotion in June re-issued the junior class diplomas that in previous years have provided strong advertising for pros who instruct juvenile classes. These diplomas, together with a folder for the pupils' parents, are available in needed quantities, at no cost to pros. All the professional has to do to get a supply of diplomas for his class is to write PROMotion, room 1614, 14 East Jackson Blvd., Chicago, Ill.

There have been more than 40,000 of these diplomas distributed to youngsters. In the majority of cases the kids display the diplomas in their rooms, thus giving the pro who taught them the best sort

of advertising in the homes of his members.

In June, two shop display signs on the "buy-it-wholesale" evil were issued and sent free to all pros by PROMotion. Pros had the choice of displaying the signs in whatever order they considered advisable. The two signs, which are shown in the accompanying reductions, hit the "buy-it-wholesale" evil from two angles. One

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,*

Address

PENFOLD GOLF BALLS INC.

11 Park Place New York, N. Y.

ARE YOUR GREENS RAZZ PROOF?

The average—yes, even the good golfer scarcely "smacks" his first ball until he joins the razzing chorus. He misses a putt (*usually*) and the green committee catches h—. Greens of Scott's Creeping Bent provide slander insurance to said committee.

O. M. SCOTT & SONS COMPANY
MARYSVILLE, OHIO

Scott's

SCOTT'S SEED *makes* BEAUTIFUL TURF!

MAGIKIL ANT BAIT JELLY
KILLS ANTS

Each TO USE SIMPLE! QUICK! SURE!

Sold By Seed, Drug, Hardware and Dept. Stores
LETHELIN PRODUCTS COMPANY, INC.
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