



# *It's "WILSON" today in Golf Equipment*

Wilson Golf Equipment continues its spectacular victory march of 1937.

In the recent Metropolitan Open Golf Tournament at Flushing, L. I., New York, first, second and third places were taken by players using Wilson Hol-Hi K-28 Golf Balls and Wilson Golf Clubs. Hines, the winner! Snead, second place! Guldahl, third!

Wherever sports are played today, both amateur and professional, it's "Wilson" in equipment for winners.

This recognized leadership has been won by Wilson on merit alone—by keeping

abreast of the times—by developing important improvements—by having Advisory Staffs of leading players in each of the major sports.

Feature Wilson Hol-Hi K-28 Golf Balls—Wilson Kleersite Irons and Wilson Woods now, and join the victory parade for the season of 1938.

"WILSON" is the magic word in golf equipment today. Let it work to increase your sales and profits.

*Players mentioned are retained on Wilson's Advisory Board*

*"It pays to play"*

**Wilson**  
GOLF EQUIPMENT



*By this mark you shall know  
fine golf equipment*

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

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



Add club spirit to the allure of a clubhouse like this and you have Lakeside's success formula.

## WHERE SPIRIT IS **TOPS**

By D. SCOTT  
CHISHOLM

**I**N country club life we can always use a little of the milk of human kindness. Some clubs have considerable of it while on the other hand, many are dry. It costs so little and at the same time, helps the credit side of things. Many locker-rooms are as frigid and dismal as an Eskimo's igloo in mid-winter. The very air is permeated with a coldness and, at times, an unfriendliness that scares away members and their visiting friends. That's a bad situation. But it's not so bad that it cannot be rectified by the club officials. Locker-room help may be at fault. The officials themselves may be at the bottom of it—and they may not realize it.

Courtesy at one's club is a priceless thing. Many a club member has only his club as his recreation home. He lives, moves and has his very being within his club environments. Club life, I believe, should be about as hospitable and as congenial as home life. Personal attention from club employees pays tremendous dividends and this fact ought to be forcibly carried home to club officials. Let me tell you of how one club I happen to know a good deal about came out of the depression doldrums in a mighty short space of time to reach the very pinnacle of its 14 years' existence. It's the Lakeside Golf club, located some 10 minutes from the heart of Hollywood, in Los Angeles.

The golf course is skirted for a consid-

erable part of the second nine holes by the Los Angeles river. It is by no means impressive in its volume of water except when in flood. During the dry summer months a couple of cows could drink it dry in one afternoon.

Three or less years ago Lakeside, like many adjoining clubs, was sore pressed for sufficient members to keep things going. They needed a hundred or more so as to get the monthly income up. New blood was transfused into the club directorship, new officials were elected and many other changes were made. Lakeside was off to a new start. Gradually, the membership began to grow. A rare spirit of club loyalty began to flow in the veins of the old-time members and they worked hard and long to inveigle their golfing friends to join. Courtesy and personal service were powerfully installed in all departments by the board of directors.

**Fine Job  
by Club Host**

A prominent and very courteous member of long standing, Huntly Gordon, was appointed club host. His appointment was an immediate success because Gordon was not a figurehead in his position—he was and is today a hard worker. Comraderie was made the Lakeside theme song and the club roster began to grow with leaps and bounds. Go visit Lakeside as a

Students of the Beverly Hills (Calif.) high school wanted golf as a part of the athletic curriculum, with a pro being added to the faculty. The county counsel's office ruled against the students' request.

**Here's an ITEM  
that SELLS  
ITSELF!**

**The New  
ATHYGIENIC  
foot glove**

**MONEY BACK GUARANTEE  
for ATHLETE'S FOOT Sufferers**

**RELIEVES ATHLETE'S FOOT ...  
MAKES MONEY FOR YOU!**

ATHYGIENIC FOOT GLOVE keeps toes separated at all times, prevents rubbing and chafing of toes while exercising. They are medicated, ready to slip on and can be re-medicated after washing. Use ATHYGIENIC FOOT POWDER.

Every golfer should wear a pair for they cushion the foot and toes. Not only gives relief but prevents infection. Worn with comfort under hosiery, does not crowd the shoe.

It's "tops" for every golfer, comes in three sizes — wide, medium and narrow feet.

ATHYGIENIC FOOT GLOVES retail at \$1.00  
ATHYGIENIC FOOT POWDER retails at .50

Box contains 14 additional powder packets.  
USUAL LIBERAL PRO DISCOUNTS  
DON'T DELAY—PLACE ORDER NOW!

**MEDICO CORPORATION**  
827 E. LOCUST ST. MILWAUKEE, WIS.



Manager Walter Grego of the Bayside (L. I.) golf links, advances the interesting argument that municipalities should reduce taxes on private golf clubs located within city limits, in order that the grounds the courses occupy do not fall into the hands of real estate developers, but rather may be preserved as possible sites for future parks.

stranger and the moment you pop your face into the locker-room, Huntly Gordon is upon you in a second with an extended hand of friendship. "Welcome to Lakeside. What is the name, please? My name is Huntly Gordon. Let me get you a locker. You're a stranger here, are you not? May I ask whose guest you are today? It's mighty nice to have you visit us and if there is anything you want while at the club, be good enough to let me know."

#### The 100% Glad Hand

That's the sort of welcome to hand out to a fellow golfer. I watched Huntly go through this very thing when an ordinary sort of a chap entered the locker-room with a small, torn canvas bag with 7 clubs in it. I knew who he was. He was the father of one of the most brilliant young women golfers the West has ever produced. And he was given the same treatment at Lakeside as would a millionaire with two attendants by his side. Such delightful treatment helps to make one feel kindly towards such a club.

Lakeside, to my way of thinking, is unique in American club life. When a special meeting of the members is called, or a dinner dance is announced, the attendance is truly amazing. And real, deep-seated enthusiasm and profound interest is manifest on all occasions. When Lakeside decided they needed an outdoor swimming pool, President Maurie Luxford had no difficulty in raising the needed amount among the members. It cost the club funds not a penny and hard-working Luxford had the amount required before you could say Jack Robinson. Now the Lakeside pool is a meeting place for the best-looking and most talented feminine stars of the screen. The moment it was finished a flock of new members applied for admittance—but it was too late. The membership was filled up—a waiting list of 50 or more came first.

The locker-room spirit is the finest I've ever found in any club in this country—or any country for that matter. (British golf clubs lack a great deal of what Lake-

side has.) There are many card parties taking place in the specially designed card rooms. They sit in and take a hand with friends after they play a round. I have noticed that every one of the boys who plays cards also plays golf. I would not be far wrong if I stated that 98% of the membership at Lakeside are enthusiastic golfers. If you want golf or cards, Huntly Gordon is the gent to fix things up for you even if you are a stranger within their gates. Gambling, if any, it at a minimum, notwithstanding the fact that the chap playing cards next to you may be a motion picture star making three or four thousand bucks per week. It is all in a delightful spirit of good fellowship.

The Lakeside course, designed by Max Behr, is a rare test of golf, especially from the back tees. Behr eliminated all hill climbing with the result that one can play 36 holes in a day without any feeling of tiredness.

There is no rough at Lakeside—at least none worth speaking about. Yet Lakeside is a mighty stiff test of golf once the player gets off line. Max Behr saw to that. Drive off the center of any fairway and you'll find the entrance to the green closed to you. That, I think, is as it ought to be and exemplifies, in my mind, the true spirit of golf course construction.

**Salt Lake Follows Open**—After the National Open championship at Denver golfers will have a chance to compete in a \$1,000 Open event at the Salt Lake (Utah) CC, June 17 to 19. Officials of the Utah Golf association hope to attract the majority of the pros traveling west after the National and elaborate plans are being made for the event. The Salt Lake Country club is one of the most beautiful courses in the west.

Last year, Al Zimmerman of Alderwood club, Portland, Oregon, won the Utah crown. Al and his brother, Emery Zimmerman, who finished in a tie for second with George Schneider, are expected to be on hand for the 1938 meet.

The Utah Golf association extends an invitation to any professional to compete in the Salt Lake Meet.

One of the oldest junior golf tournaments in the United States is that of the Des Moines (Ia.) Register and Leader, which has passed its 20th year.

The tourney also stands up as one of the oldest of newspaper sports promotions in the country.

# PATH TAKEN BY GOLFERS AS TITLEIST NEWS SPREADS



*A great new golf ball is daily thrilling thousands of golfers. Pros report amazing sales.*

**I**T looks like a big year for Pros who push the new Acushnet Titleist. And that's putting it mildly.

Proof comes in the form of enthusiastic letters from Pros in all parts of the country. These letters say, in substance:

"The new Acushnet Titleist is rapidly becoming my most popular 75c ball. The real reason for this is that the ball *sells itself*. Some of my hardest-boiled players come in after a round with the Titleist and rave about extra distance, truer putting, and sweeter feel . . .

"Then they tell me that it takes tough

going and stays playable longer than any other high-power ball they've ever played.

"But more important, they're buying more Titleists, and more Titleists . . . and I know that the *only* place they can get this ball is through me . . . *in my shop*. Not downtown in department stores, sporting goods houses, etc. . . ."

Send in your order for a good supply of the new Acushnet Titleist. Give them a break on display. Say to your players: "Try the Titleist today," and then watch your profits grow as the news spreads. Acushnet Process Company, New Bedford, Mass.

THE NEW ACUSHNET TITLEIST—75c  
OTHER ACUSHNET GOLF BALLS:  
Gold Ray — 75c    Blue Ray — 75c  
Green Ray — 50c    Pinnacle — 35c



## ACUSHNET TITLEIST

SOLD ONLY THROUGH PROS

# PROS BUSY WITH JUNIORS

**J**UVENILE group instruction has become a major activity of pros at many clubs. There has been great advertising and good will value developed by these kid classes, and signs of substantial actual cash sales are beginning to appear among the youngsters who are growing up. Parents' business has been showing a favorable response to the pros' interest in the juveniles.

At the Llanerch Country Club, Upper Darby, Pa., where Marty Lyons is pro, the youngsters have their own organization with membership cards and a four page handbook giving the schedule, rules, and golf etiquette. This material is well worth study by other clubs. Officials or pros probably can get free specimens of the Llanerch junior material, as long as there is any to spare, by sending Marty Lyons a stamped return envelope with their request.

One of the problems that the conscientious pros have to think out in connection with the junior proposition is whether or not to have the junior activities on a class or individual basis, and whether to have the classes free or paid. The controlling factor is the character of the club, of course. In some cases where juvenile classes were started free they now have gone on a nominal paying basis since the members have seen the advantages of pro teaching of their youngsters.

In stating the case for paid instruction, Danny Williams, Shackamaxon pro, speaks strongly from his own observation:

"My firm belief has been and always will be that any good golf professional should be compensated for his efforts in teaching the game of golf. A golf professional today is a specialist, and as a specialist he should be paid the same as a good doctor or dentist. When a professional gives his efforts gratis, he may be looked upon as a man who is hard up for business and can't have much ability as a teacher even though he gives his talent free.

"Another angle on the subject is the condition of antagonizing good members of his club. By that I mean a great many times during the course of a game, a member's game goes 'sour' so he stops

in his aggravated condition and decides to take a lesson. Upon approaching the practice tee he finds the pro teaching some small child. Knowing the policy of teaching small children, the player feels that his condition is far more important than the catering to gratis pupils and that the adult should get immediate attention. The pro realizes the situation but, trying to be a good diplomat, continues as the pupil is a child of a good paying member. The result is the pro has antagonized one to keep the good will of another. This by all means should be avoided. Another point while I am on this subject is the buying of equipment for gratis pupils. Nine out of ten parents buy the necessary equipment for their children at cut-rate sporting goods shops and department stores. Thus the dividend expected by the pro for his free tutoring is lost.

## Opposed to Group Lessons

"I do not believe in group lessons. I believe that the professional should start all members' children with his assistant pro for a nominal fee of fifty cents. There are numerous reasons for this. The assistant likely will have more time to devote to the problems of the youngsters and in addition it will likely help the assistant in finding and establishing himself in the golf game. It will better prepare him for the position he may take some day, for all too many assistants branch out into their own jobs with good games of their own and a good knowledge of the shop, but hardly prepared to take a golf swing apart and correct some troublesome fault of a member.

"I believe that if a person can afford to buy golf equipment, pay transportation, and pay dues for himself and his family he most certainly should pay the man something who gives concentrated effort and time to help his or her children to learn the game of golf."



THE TEE-OFF IS THE PAY-OFF

# WITH TOURNEYS

*By Tommy Armour*

Says Tony Penna, "The tee-off is the tip-off to Tourney's rank as the odds-on favorite as the season's sales stand-out—and alert Pros are proving it!"

Pros everywhere are telling us *with reorders* that when they get a prospect to tee-off with Silver Scot Tourneys they have a first mortgage on a sweet profit sale. Yep, these Pro-protected Silver Scot Tourneys by Tommy Armour have what it takes to make

June Bridegrooms of any year forget their golf woes and buy from their Pros—you guessed it—Tourney's! How's your sample stock today?

**MacGregor**

SILVER SCOT BALLS, WOODS, IRONS  
SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS

CRAWFORD, MACGREGOR, CANBY CO., DAYTON, OHIO  
Branch Offices: New York, 11 Park Place; Boston, 60 South Street; Chicago, 23 E. Jackson Blvd.;  
Los Angeles, 714 S. Hill Street; San Francisco, 121 Second Street; Seattle, 1107 Second Avenue.

# PROVE PUBLICITY PAYS

**T**HE value of publicity in increasing play, shop profits, and volume of lessons has been demonstrated convincingly again this spring. Two outstanding instances are the new St. Louis District Pros' Driving Tee, which is operated solely by golf professionals of that district who are the officers and stockholders, and the great increase in play at the driving range operated by Walter Keller in the Chicago District.

Ten St. Louis pros, representing 9 clubs in the District, earlier this year constructed a driving range, incorporated it for \$10,000, and had the place officially open by the middle of May. Good advance publicity at their clubs and in the newspapers brought an amazing response from St. Louis' golfers and play has been tremendous thus far, even in the face of some rainy weather. 84 driving tees, the latest lighting equipment, and a shelter house have been installed.

At least two of the ten pros incorporated in the range are on the tees every evening, and they devote their time to giving general instruction on fundamentals such as the grip, stance, etc. Lessons have proved so popular that sometimes nearly all the pros have been booked for the entire evening giving paid instruction. In several instances, where a pupil could not be taken care of at one of their respective clubs, he has come out to the range in the evening and received lessons. A manager, who is not a professional, is employed to take general care of the tees, and handle the bookkeeping.

Stockholders in the new range are Coleman and Clarke Morse, Ben Richter, E. H. Duwe, Fred Clarkson, Alex Ayton, Joseph J. Henry, James Cockburn, Frank Fogerty, and John J. Manion.

Arrangements have been made to have some of the star tournament performers appear for shotmaking exhibitions when the pro troupe pulls into town for the

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Hershey (Pa.) \$5,000 tournament this year will be played as a 4-Ball invitation event, Sept. 1-4, inclusive. It will be played by 8 two-men teams. Those who have accepted are Cooper, Smith, Thomson, Little, Metz, Laffoon, Revolta, Picard, Snead, Guldahl, Sarazen, Nelson and Dudley. Places have been held for the National Open and PGA champions, and another starter.

Western Open tournament, which is scheduled for June 14-16.

Keller has been publishing a monthly golf guide which is one of the best sheets of its kind we've ever seen. The newsy 16 page magazine, "Keller's Golf Guide," contains plenty of lively golf features, a list of tournaments, cartoons and jokes, instruction material, clever pieces of promotion for the driving range, and carries advertising of daily-fee courses in the community, in addition to one or two golf equipment ads. Keller reports play is up at least 30% over a year ago, and sales of equipment and volume of lessons have been considerably increased. He attributes, and rightfully we think, much of this improvement to his promotion piece. 4,000 copies are being distributed monthly.

## Brae Burn Computes Frequency of Members' Play

**T**WENTY-FOUR percent of the Brae Burn CC (Boston district) members play twice a week. The club has 788 members. Of that roster 60% play at least once a week.

Dan Keefe of the club has compiled interesting statistics showing the extent of play by Brae Burn's members. His figures show weekly play as follows:

Seven times .....	3	Once .....	96
Six times .....	6	Once a month.....	113
Five times .....	12	Once in 2 mos....	51
Four times .....	57	Once in 3 mos....	39
Three times .....	109	Once in 6 mos....	45
Twice .....	187	Did not play.....	70

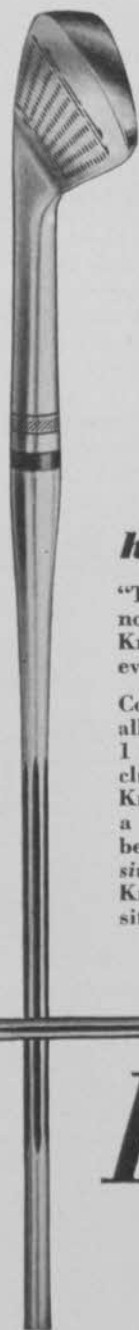
Keefe also found that 9% of the members never played. One foursome played every day of the year; most of the time at Brae Burn, but during the winter, in the South.

**Novak Heads PGA Section**—Joe Novak, widely known pro at Bel-Air CC, was elected pres. of the Southern California PGA at its annual meeting, succeeding Willie Hunter of Riviera who has served the association ably as its president for several years.

Of the Novak selection, Darsie L. Darsie, noted golf writer of Los Angeles, says: "Novak represents the finest in pro golf—professionally and ethically—and under his regime the PGA should make definite progress."



# 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 HI-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

## Here Is Schedule of Coast Winter Tourney Dates

CALIFORNIA'S "Golden Golf Trail" tourney dates have been announced for 1939. One new \$3,000 tournament, at Fresno, has been added to the annual winter slate by the California Association of Open Tournament Sponsors, whose chairman, Clifford L. Rawson, released the 1938-39 schedule formulated at the Association's recent meeting at Del Monte.

With \$27,000 guaranteed in seven California tournaments, the greats of golfdom can anticipate a six weeks' "take" of possibly more than \$30,000 by the time California's plans for next winter's tee and green season are completed, Rawson says.

The 1939 slate:

Pasadena Open, Dec. 28-31.....	\$3,000
Los Angeles Open, Jan. 6-9.....	5,000
Oakland Open, Jan. 13-15.....	5,000
San Francisco Match Play,	
Jan. 18-22 .....	5,000
Sacramento Open, Jan. 27-29.....	3,000
Fresno Open, Feb. 3-5.....	3,000
Bing Crosby Open Invitational,	
Feb. 11-12.....	3,000

A uniform exemption list to be observed by each of these tournaments names the first 30 players in the 1938 Open, the National PGA, National Amateur, and Public Links champions; and overseas entries. They will not be required to qualify for any tournament but San Francisco's.

By agreement of the 14 representatives of the Del Monte meeting, equal recognition for all players in pairings, starting times, and similar matters was established as a continued policy. During next winter's tournaments, course officials will be asked to allow two practice rounds only, with use of not more than one ball between markers. This is to cover preliminary practice rounds so that pros or amateurs cannot abuse the privilege of free practice rounds or damage the course by excessive play.

The Los Angeles Times will again spon-



New York City's 10 municipal courses are chalking up new high records in rounds played, although weather conditions have not been any too favorable. Last year 505,000 rounds were played on the courses. The number of individual players was 175,000. The average of less than 3 rounds per player over these excellent courses, is something to think about. Many of the courses had about as much play as they could handle.

sor the Los Angeles Open, which last year under the same sponsorship enjoyed its most successful year both in weather and in low scores. The big early gate last winter induced sponsors to raise the guarantee to \$7,500, an action which repetition of good weather may cause to be repeated in 1939.

For the first time, Pasadena, not Los Angeles, gets the opening date, as a prelude to the Tournament of Roses on New Years Day.

## Golf League Bringing Extra Thursday Play to Club

A GREAT stunt to boost mid-week play is in operation this season at Buttes des Morts GC, Appleton, Wis. Everett Leonard, pro, describes the feature:

"The club has started a Business Men's golf league, to be held on the next twelve Thursdays. Purpose of the league is to get the members acquainted. As each member comes into the shop, he signs the play-registration book. As soon as four men have signed, they go out in a foursome, play nine holes for which there are prizes. Afterwards the players gather for a buffet dinner. Books of tickets, reasonably priced, cover the cost of the prizes and the dinners.

"I believe this is the best stunt yet for getting people out and acquainted once a week."

Caddies at Buttes des Morts are uniformed this year, according to Leonard, in white sweaters with numbers from 1 to 200 and the name of the club on the sweater front. Lee Burke, assistant pro under Leonard, arranged for the uniforming of the bag-toters and will have charge of the boys' training this season.

Round Table for Men—Every club should supply its men's grill with a "round" table, seating 10 to 20, in addition to smaller tables. Then the lone member can always be sure of congenial companions during his meals. Bonnie Briar CC, Larchmont, N. Y., has such a table in its grill, and of it reports in the club's "News":

Notice to New Members—The big table in the men's grill is an open table. If there is a vacant chair there, take it and introduce yourself. The food is no better but the conversation is more insulting and home-like.