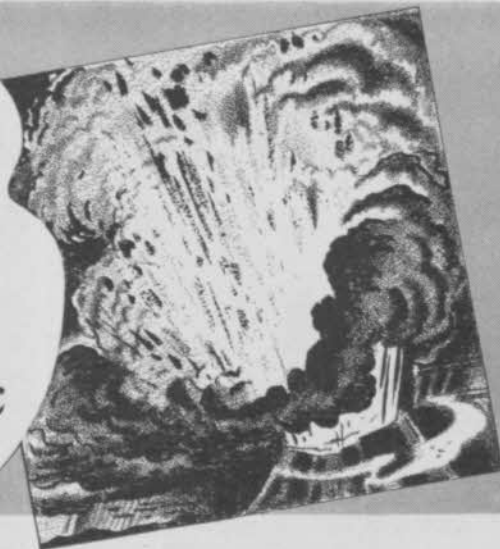


**PRECISION
TEMPERED**

through a

Bath of Fire



From tip to grip, each TRUE TEMPER Golf Shaft is more keenly tempered than the finest Damascus blade. On the way to its perfect temper, each shaft passes through a bath of fire where the electric heat is so terrific that base metals would run like water. Here, the costly super alloy steel from which TRUE TEMPER Shafts are made is seasoned, toughened and unified to give the marvelous toughness and strength for which TRUE TEMPER Shafts are famous. In an atmosphere made neutral with deadly gases, so that it cannot change the tough structure

of the steel, the shaft plunges to its hardening in heated oil. Then, finally, it is drawn in confining dies to its perfect temper. Each shaft is thus matched in weight, in BALANCE Point and in temper.

Every golf club maker uses TRUE TEMPER Shafts on his 'finer clubs. Every player accepts TRUE TEMPER as the highest standard of performance. Every Professional finds it easier to sell TRUE TEMPER Shafted Clubs. You will find TRUE TEMPER'S popularity is the shortest route to profits in the golf shop.

THE AMERICAN FORK & HOE COMPANY
SPORTING GOODS DIVISION • DEPT. G-8 • GENEVA, OHIO

TRUE TEMPER

STEP DOWN

The Golf Shaft of Champions

LET BURROUGHS

EASY CONTROL OF CASH SALES



Burroughs offers a new line of low-priced, ultra-modern cash registers especially designed to meet every cash handling need. There are printing and non-printing registers suitable for bar, cigar counter, pro shop, and other places where absolute control of all cash and charge sales is necessary.

QUICK CHECKING OF FOOD AND BEVERAGES



Special Burroughs machines speed up and simplify a club's food and beverage system, and validate members' checks at the lowest possible cost. Some models check both food and beverage sales, providing separate totals of each. Or separate models can be used in the kitchen and at the bar; this permits accumulation of separate totals of sales and "void" items.

COMPLETE HANDLING OF MEMBERS' ACCOUNTS



There are many low-priced desk bookkeeping machines in the Burroughs line from which to select exactly the equipment a club needs to handle all its bookkeeping with speed, ease and economy. Members' accounts, all budgeting and expense figures—as well as all miscellaneous figure-work—can often be handled on one low-priced Burroughs machine.

HELP YOU . . .

Plan now for better control of your **1938 REVENUE AND OPERATING EXPENSE**

**IN DINING ROOM • GRILL • PRO SHOP •
BAR • AT CIGAR COUNTER • AND IN
HANDLING MEMBERS' ACCOUNTS,
CLUB BUDGETING AND EXPENSES**

Recent Burroughs developments in machines and applications are bringing surprising savings to golf clubs.

You will be agreeably surprised when you learn how little it will cost your club in money—how much time and worry it will save—to have the protection, the accuracy and the simplicity that a proper installation of inexpensive Burroughs equipment provides.

It will pay you to talk with the local Burroughs man. He has what you need to assure profitable and inexpensive control of all your club's revenue and operating expense. Telephone him today. Or, if you prefer, mail the coupon.

**MAIL THIS
COUPON**

**OR USE QUICKMAIL
COUPON No. 20**

Burroughs Adding Machine Company
Detroit, Michigan

We should like more information about Burroughs equipment for golf clubs.

Name _____

Club _____

Address _____

CALCULATORS • TYPEWRITERS • CASH REGISTERS

keepers and green-chairmen and, in the case of electricity rates, has been responsible for savings to clubs far in excess of the cost of membership in the association.

High, low and average figures on course maintenance items are given. High annual maintenance cost for the year of reporting clubs was \$19,804, low was \$9,000 and average \$13,250. The Green-committee is careful to warn that costs are not given with the idea of being hard-and-fast standards but merely to allow the greenkeeper and chairman to check up and make such investigations as their judgment may dictate.

The Club Relations committee report on amount of play, membership costs and other operating details gives a helpful picture. Data on public golf also is given. Tournament data, of course, is included. The Detroit association's report is an outline of association activities that deserves study by other association officials. A copy of this report, while the supply of extras lasts, may be obtained from the Detroit District assn. sec. Edward L. Warner, National Bank Bldg., Detroit.

Caddies Status Studied by N. Y. Golf Body

In the N.Y. Metropolitan assn. annual report the status of caddies under the N.Y. state unemployment insurance law was subject of a special report by the association's general counsel. This detail of the association's work, alone, must represent in value an amount well in excess of annual dues paid to the association.

The Chicago District assn. report referred to the effort the organization is making to establish a credit bureau to protect clubs against members transferring to clubs within the association without having paid their obligations to clubs to which they formerly belonged. As did others, Chicago had its troubles with caddie strikes and keenly appreciated the need of concerted attention to caddie affairs.

Handicap card sales form a major item of several district associations' revenues. The lively competitive calendars of the district associations logically are important factors in promoting the sale of the handicap cards; however there does not seem to be the number of featured handicap events that might be expected in view of the importance of the handicap card income. League competitions within districts are increasing.

The Golf Association of Philadelphia is

especially active and apparently effective in acting as a clearing house for dates of invitational tournaments, thus avoiding conflicting dates at clubs.

Organizations of public course golfers are growing in number and in service. Competitive programs are interesting and well balanced. In several instances the public course players' organizations have financed their teams to the national public links championship.

R. W. Treacy, PGA ex-Official, Dies Following Operation

R. W. (DOC) TREACY, gen. mgr. of the Kent CC., Grand Rapids, Mich., died at the Blodgett Memorial hospital, Grand Rapids, Feb. 28, of complications following an appendicitis operation performed on Feb. 22.

Treacy was 42 years old. He was born at Aurora, Ill., and entered golf as a caddie at the Chicago GC, Wheaton, Ill. He served successively as pro at Indiana, Texas, Illinois and Wisconsin clubs prior to joining the Kent organization two years ago. He is survived by his widow, a son, his mother and a brother; the latter two residents of Texas.

Doc was one of the best known non-tournament pros. He was president of the Wisconsin PGA for several terms and served some years as secretary, vice pres. and member of the executive committee of the national pro association. During the last two years he had not played much competitive golf, although he retained an excellent game. He was a fine instructor, and as his Kent job of being pro, greenkeeper and house manager indicates, was a thorough and able golf businessman.

Pro golf has been benefitted greatly by Treacy's services. He was a fellow of keen, sound judgment, high courage and a philosophical sense of humor. His character commanded the respect of the thousands of amateurs and pros with whom he had come in contact.

To his family goes the deep sympathy of the many who considered Doc Treacy one of the finest of friends.

The WPA Score—Since the summer of 1935 when WPA projects began there have been 103 WPA golf course new construction projects; involving 1,143 holes on 7,265 acres; and 167 golf course repair and remodeling WPA projects. On the reconstruction jobs 2,232 holes on 16,899 acres were involved.

BOOSTS BOOK TO PROS

By JAMES ANDERSON
Pro, Pine Lake CC, Pontiac, Mich.

*Not written for pros alone, but
fits their problems perfectly*

IN January GOLFDOM there was an article that explained the large number of changes in pro jobs, although this article was not presented as an explanation of that serious situation in pro golf. This article maintained: "The successful pro generally uses 75% personality and 25% ability." Any pro who did not read—and think about—that article would be making a profitable investment of his time to locate his January GOLFDOM and read one of the most valuable observations ever made about pros by a representative club official.

I have heard pros discuss this article and in some cases arrive at the conclusion that if a pro is not blessed naturally with a strong and winning personality there is nothing that can be done about it. I want to disagree with that conclusion.

It seems to me that if a pro has personality enough to get a job he must have the basis of a personality that will hold a job. However there are many fundamentally sound men in pro golf who pay no conscious attention to how exercise of the best in their personal make-ups not only makes club memberships more valuable to the members, but very positively protects the pro job and income.

Pro Must Be an Actor

A pro's personality is as much an asset to him as personality is to an actor. Even though it does require some skillful posing before the public and pretending that you're delighted with things when you're not, the pro can't afford to depend on people taking him exactly as he happens to feel.

I had an interesting and helpful experience in psychology last season. I am certain that I became of more value to my club as a result of the effort I took. I happened to get that popular book "How to Win Friends and Influence People." It is one of the most profitable books that a pro can get. Before your season gets under way I advise you to get it, read it and then see that your assistant reads and studies it. My assistant, Adam Campbell, gave this book his serious attention

and it helped a great deal in his quick development to a point that he became one of the best boys that ever worked around a pro-shop. That goes from the members' viewpoint as well as my own.

This book Dale Carnegie wrote is especially worth while for the pro because at a golf club a pro has to do his selling in an adroit way. A pro can't come right out and high pressure. He has to deftly make people realize they need and want to buy something and get into the attitude of believing that the pro has done them a service by having the merchandise there for their instant purchase and use.

Grouchy Member Is a Problem

What always is a peril around a golf club is the presence of a man who comes out with a grouch and knowing that as a member he is boss. The man thinks he is right. The pro with whom the member may come in conflict knows the member is wrong. It is unnecessary to tell any experienced pro how often such situations come up and how often they lead to serious trouble for the pro. There are plenty of ways to handle such situations tactfully so the irritable member is made a booster for the pro, and the pro himself comes out ahead in the debate without the member realizing there has been a conflict of opinion. The Carnegie book in this respect alone is well worth what it costs a pro.

A section of the book is devoted to "Six Ways to Make People Like You." You read that in a receptive mood and put it into practice and I am certain that your season at your club will show in dollars and cents the benefits of this reading.

The book claims that it will "get you out of a mental rut . . . increase your popularity . . . increase your influence, your prestige, your ability to get things done . . . enable you to win new customers . . . increase your earning power . . .

*My Hagen 288 ...
is the finest Golf Ball
ever offered to the
pros of America*



Walter is covering plenty of ground in his statement up there, but the performance of the Hagen 288 is such as to call for extraordinary praise. It is going a long way to make friends and will go a long way to boost pro profits in 1938.

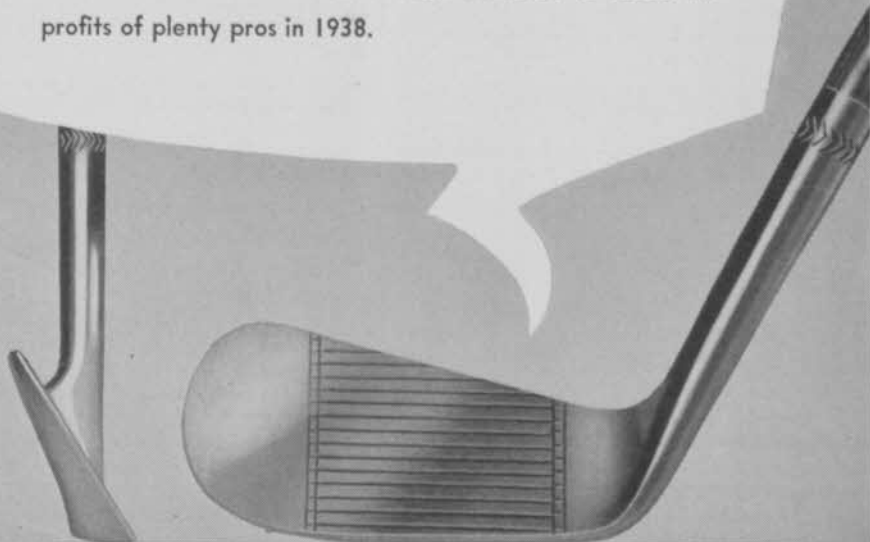
L. A. YOUNG GOLF CO... DETROIT

*There's gold in that thar
Hagen Autograph
at \$7⁵⁰*

Changing stainless steel to gold, sounds like a job for an alchemist, but to the professional with his eye on the main chance, the job is very simple.

The answer is the Hagen Autograph—a great stainless steel iron at \$7.50. As beautiful a head model as you've ever seen, the Autograph is built to Lorythmically Matched swinging balance.

Shafts are True Temper with Pyroxalin sheath. Here is a value unsurpassed in the world of golf, and one that will melt the sales-resistance of enough members to boost the profits of plenty pros in 1938.



L. A. YOUNG GOLF CO... DETROIT

• Use QUICKMAIL Coupon No. 12 to answer this ad •

help you to handle complaints . . . avoid arguments . . . help you to arouse enthusiasm among your associates." That is a lot of claiming, but any pro can see that any one of those helps will be worth plenty at a golf club job.

I have seen this "How to Win Friends and Influence People" work for me and my assistant at our own club, and after I read that official's comment on the value of pro personality, I decided I'd pass my testimony along to other professionals who are always on the lookout for ideas that will enable them to handle their jobs with greater pleasure, profit and security.

"Gaps in Selling" Points Out Possible Sales Mistakes

A FORMER PRO, now district sales manager for a national corporation, sends GOLFDOM pages torn from "Printers' Ink," a sales and advertising periodical. The pages are those of an article on "Gaps in Selling."

The ex-professional, who prefers to remain anonymous, comments:

"Here are remarks about failures in selling that should be studied by every pro who wants to improve his sales service to his members. It won't be necessary to do much more than outline the points to the class of pros who will be benefitted by such a reminder."

So here goes, mentioning the points in an excellent article by Harry Simmons pointing out weak spots in selling:

1—No Follow Through . . . Working the prospect up almost to the point of closing and then becoming discouraged.

2—Fear Complex . . . Timidity that makes a man hesitate to grapple diplomatically with his customer and actually ask for the order.

3—Too Much Temperament . . . Which amounts to exhibiting bad temper to the customers and shows lack of patience.

4—Failure to Check Up . . . Give customer attention after the sale, too; that will result in repeat business.

5—Competition Complex . . . Worrying so much about your competitors that you remind your customers the competitors are the hustlers. "Surely no salesman can be stupid enough to imagine that his firm has a monopoly on everything worth while. Stick to your knitting and mind your own business. Your business is to

sell your merchandise and to use every minute of your selling time to impress the prospect with the desirability of your proposition."

6—Price Complex . . . The mistake of forcing the subject of price onto the prospect's mind simply because the salesman has a price complex himself, ballyhoosing cost instead of quality and performance.

7—Poll-Parrot Selling . . . Inject some personality into your selling instead of repeating the same old words lifelessly.

8—Argumentation . . . "An argument takes you everywhere and gets you nowhere. The wise salesman will let the argumentative prospect talk himself out. When the prospect starts to argue about one point it is high time for the salesman to start talking about a new point."

9—Importance Complex . . . "The prospect is the one to be considered important; not the salesman. Some salesman act so important that their over-bearing manner actually drives the prospects away."

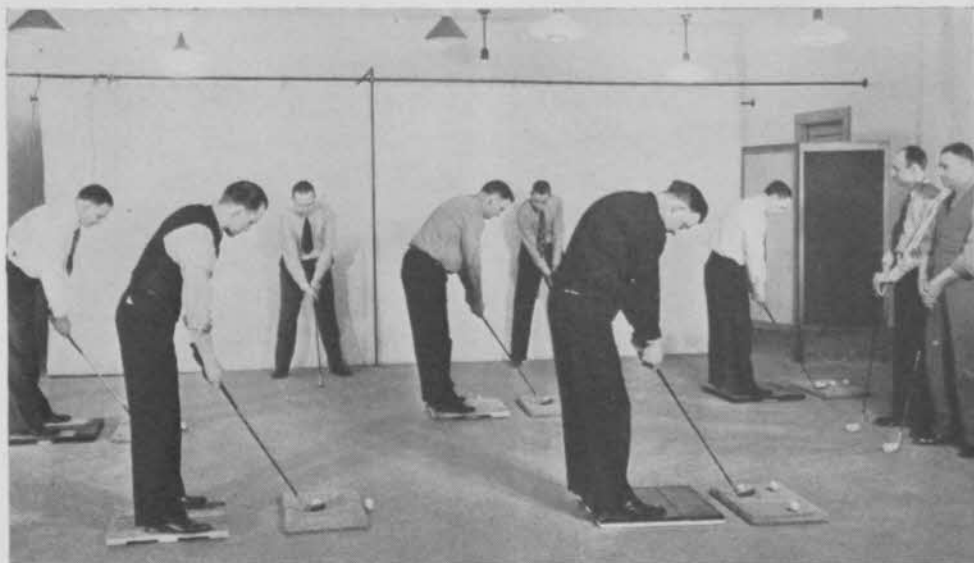
10—Lack of Service . . . Whatever the customer expects in the way of service (even if occasionally unreasonable) is a job that the salesman must handle tactfully. If you cannot give the customer the service he expects, it is much better for him to hear about it from you, than to allow him to discover it for himself.

It won't hurt for you to sit down and do a job of bluntly analyzing your own pro-shop selling on the basis of the preceding 10 points. You and you assistants may be muffing some of them for they are shortcomings in selling that are by no means confined to pro-shop operations.

Penfold Offers Big Prize Dough for Golf "League" Play

ERNEST PENFOLD, the ball manufacturer, has put up \$5,000 as prize money for an innovation in British tournaments. Twelve of the leading British professionals have been invited to play against each other on the league principle, with each competitor playing two matches daily against other players.

Two points will be scored for a win and one point for a halved match. Winner will get \$1,000; second, \$750; and third, \$500, with the remainder divided among the other competitors. Cotton, Mahon, Lacey, Padgham, Alliss and C. A. Whitcombe have agreed to play in the event.



Here are a few of the 150 pupils now taking weekly lessons from Bill Gordon.

PLANT SCHOOL DRAWS 150

Rockford pro having busy winter and good income from employee golf school

TO W. C. (Billy) Gordon, pro at the Forest Hills CC, Rockford, Ill., and Don Nevins of the Central Illinois Electric & Gas Co. go credit for teamwork that will show far-reaching effects in the employee recreation plans of many large corporations and which most certainly will have a beneficial effect on alert pros' income summer and winter.

What makes the pro job a tough one in which to earn a good living is the long off-season during which comparatively few pros can make money out of the game.

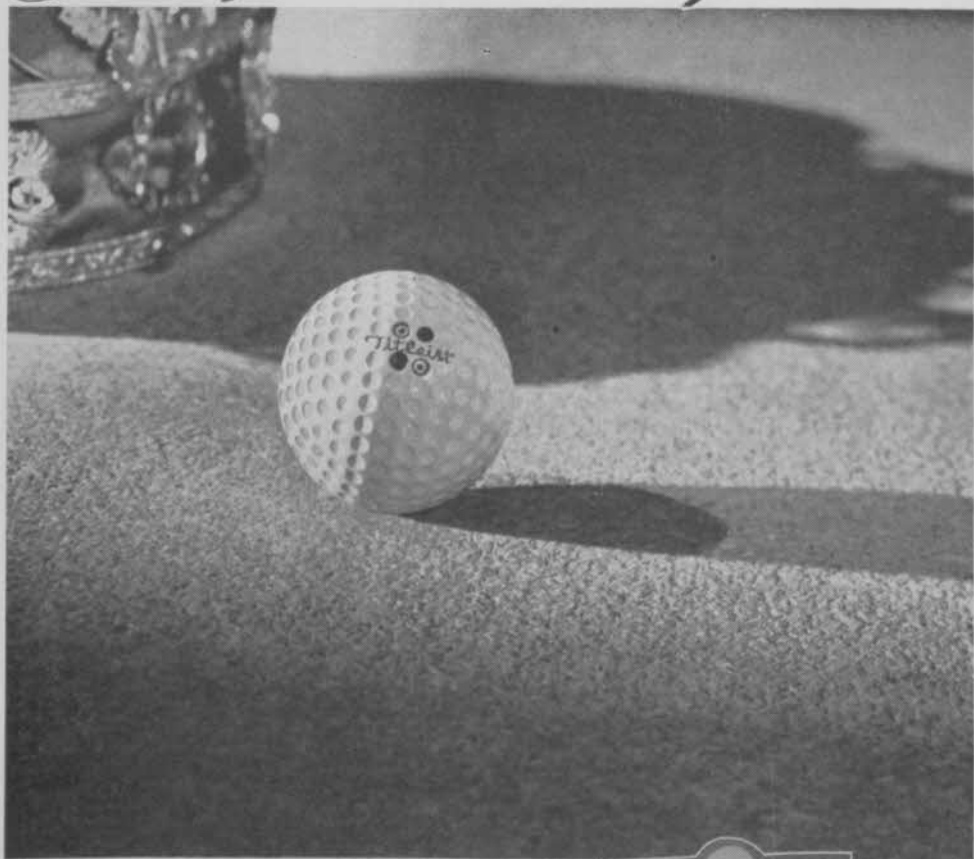
What makes the job of the employees' welfare directors of corporations plenty tough is trying to find interesting and inexpensive recreations for the off-time of the employees. Increased, and sometimes enforced, leisure that employees can not spend pleasantly is a seriously disturbing factor in employer-employee relations. The appeal of golf to all ages and both sexes has identified it to the employees' welfare directors as a game warranting lively encouragement.

Investigations have revealed to corporation executives that golf fundamentally is cheap enough to fit nicely into employees' recreational plans. There are problems they have to overcome, especially with

slot machines and group rates, but these problems are becoming fewer. Corporation officials say that numerous employees have gone out and enjoyed golf at low cost only to come into the clubhouse and drop more money than they can afford into the maws of the slot machines. That means they quit going to the fee courses. There is also the problem of attempting to work up large group business for fee courses, only to have the employees' "quantity rate" deals upset by the inability of fee courses to get together. A small fortune in additional annual revenue for fee courses is being kept out of the course owners' tills because a few owners happen to be afraid they might not get as much as some other owners.

However, the outdoor phase of golf is the secondary phase in the employees' recreation plan worked out by Gordon and Nevin. They started on the basis that many people would individually figure out

Announcing the



GOLF BALL SENSATION OF 1938

Here is Acushnet's newest golf ball — the Acushnet Titleist. It's the ball you'll want to play yourself — with its extreme compression for the long tee shot and that crisp click feel off the iron. And on the greens, whether they are fast or slow, it's a ball that responds with absolute accuracy to the most delicate putting touch.



OTHER ACUSHNET GOLF BALLS:

GOLD RAY	- 75c	BLUE RAY	- 75c
GREEN RAY	- 50c	PINNACLE	- 35c