



New ACUSHNET TITLEIST

PUT ON THIS GREAT "HIT SHOW"
AT YOUR OWN CLUB

Arrange for a demonstration of the Acushnet trailer at your own club. Golfers all over the country are thrilled by this remarkable show that proves the Titleist's amazing accuracy, length and stamina.

SEE THE PROOF IN THE PUTTING
(Below)

Try the new Acushnet Titleist on the green. You'll see the amazing difference in your own game. You'll agree that the Acushnet Titleist putts truer than any high-powered ball you've ever played.



HERE'S THE "HIT SHOW" OF 1938

(Above)

Again the Hit Show of Golf makes its annual tour of the country's leading clubs, presenting a new star—the Acushnet Titleist. A really remarkable demonstration—a trailer-housed driving machine that smacks out the Titleist for 400 . . . 500 600 yard tee shots, then chips this amazing ball 150 yards, dead to the pin! Guillotine tests, X-ray tests, compression tests—and every one of them piling up proof that the Titleist is all you ever hoped a golf ball would be.

Sold only through Pros

Acushnet Titleist

THE BALL YOU'LL CHOOSE FOR YOUR OWN GAME



Gordon working in the net with one pupil while the rest of the class picks up pointers watching.

their course problems once they had been given the fundamentals of golf play by indoor instruction.

Bill Gordon knows from experience the pro headaches in indoor instruction schools on the usual private basis. He says: "A pro opening an indoor school has a net to buy and install for about \$150. He has rent for 3 or 4 months at \$50 to \$75 a month. Cocoa mats, light, heat and other necessities will run his total investment up to \$500 at least. Then he has to sell instruction, which he should have done before he started his school. It is all a sad business. I know. I have had 3 indoor private schools and after working days and nights have been glad to net \$25 a week. I had to sell a lot of equipment to do that."

Gordon got the tip on the C.I.E. & G. employees' golf school last October while he was running his usual fall clearance sale of clubs and bags at the Forest Hills club. Some of the public service company employees came out to buy sets of irons. To insure satisfactory sales Bill takes his customers to the practice tee near his shop and watches them hit balls. Inasmuch as the swings of the prospective

buyers were not any too good, Bill made a few suggestions, stopped a wild open-faced slice and sold some clubs. Then occurred the idea of putting a golf net in the recreational quarters at the C.I.E. & G. Co., where the employees could get instruction and supervised practice so that by the time spring rolled around the utility company employees would be set for good performances outside.

Don Nevins of the company took to the idea and got a local canvas man to make a net according to Gordon's specifications. The company employees installed the net on their own time. Company employees had thus, at an expense of \$40 in cash, a golf instruction and practice installation that ordinarily would cost \$125.

Employees Get Plan

A mimeographed sheet was passed among the company's 550 employees. It read:

Many employees are interested in the formation of a Golf School where they may receive instructions from a professional at a very nominal cost.

Please express your desires by checking below, or marking your questionnaire "Not interested" and returning it to me.

If we have sufficient interest, we can establish a driving range at the Service Building and have "Billy Gordon," professional, as the instructor.

Here's the Plan—Ten persons to a class. Classes meet once a week for ten weeks. Lessons will be 50c or less, depending on enrollment.

Check time on the day preferred

| | | | | | | |
|-------------|-------------|--------------|-------------|---------------|-------------|-----------------|
| <i>Time</i> | <i>Mon.</i> | <i>Tues.</i> | <i>Wed.</i> | <i>Thurs.</i> | <i>Fri.</i> | <i>Sat.</i> |
| 5:15 | | | | | | <i>Morning</i> |
| 6:15 | | | | | | <i>class</i> |
| 7:15 | | | | | | <i>for</i> |
| 8:15 | | | | | | <i>children</i> |

Check your class below

| | | | |
|---------------|------------|--------------------------|--------------|
| <i>Ladies</i> | <i>Men</i> | <i>Man & Wife...</i> | <i>Mixed</i> |
|---------------|------------|--------------------------|--------------|

| | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|--------------------------|

Please return questionnaire to Don Nevins

The classes started off with 80. Now there are approximately 150 taking class lessons. The company guaranteed the pro 100 employee students, in groups of 10, for 35 cents per pupil per lesson; thus the pro had a background of \$35 a week and mornings and afternoons free for private lessons for which he gets \$3 an hour paid by the individual pupils, some

of whom are non-employees of the company; among them are company officials' wives.

There are 6 stands with cocoa mats for group swinging with cotton balls for about half an hour before going into the net. In this way, even with 10 people in a class, all get enough individual instruction to keep interest and enthusiasm high. Results are very satisfactory to the pro and his pupils.

Free instruction charts as provided by PROMotion are used by Gordon in his classes and have been found very helpful. The series of lessons started with pitch shots. Gordon says that 60% of the pupils never have had golf lessons previously and have told him that they have long wanted to play golf but never has instruction been made convenient for them. From results to date, he believes that the pupils will graduate onto the courses this spring numerous golfers who will have remarkable first years at the game.

Every evening at 5:15 and 6:15 Monday through Friday he has classes; the Tuesday and Wednesday 5:15 classes being for girl employees. Tuesday, Wednesday and Friday he has classes at 7:15 and 8:15. Recently he has had to start classes at 10 and 11 A. M. on Saturdays for the children of employees. The 7:15 and 8:15 classes are mixed classes of company male employees and their wives.

From the company viewpoint the indoor golf has been one of the most satisfactory of all indoor recreation enterprises, and Gordon is highly pleased with the winter income without overhead and the new contacts he makes for selling playing equipment. Illustrated publicity in the company's house organ has been given the indoor classes and word-of-mouth publicity has been so strong that additional time for the group classes is to be scheduled.

Credit Assistant With Assist in Pro Success Box Score

WEBB GILBERT, pro, who makes a business of handling the pro department's member service at the Topeka, Kan., CC, is credited by competent observers with doing one of the country's best jobs of merchandising golf satisfaction.

Gilbert modestly attributes a good part of the success with which the Topeka pro department is handled to two main factors. The first factor, that of being with a club

that is in sound financial condition and run on a businesslike basis, probably is responsible for Gilbert's selection as pro. He tips off the situation by commenting, "I never have been around a club where they have a better bunch of fellows to work for and with than they have here." That "for and with" is the combination pros seek.

The other element in the Gilbert success story is the credit he gives his assistant, L. J. (Dutch) McClellan. Of Dutch, Gilbert says:

"He knows all departments of the business and is a particularly good instructor and salesman. If I want to go to a tournament, play with some of my members, or am busy teaching, I know the business is going to be handled as it should be.

"There are a lot of pros out of jobs, or located where they can hardly make a living. It seems to me the pros who are located at good clubs would be much better off to hire some of these boys as assistants instead of hiring some boy out of his caddie ranks. As you know, it is easier to get a job if you have one and this would afford a good opportunity for these boys to step into a good job. The pro could afford to pay them considerably better than some caddie, because they would get him a lot of business he loses when he is teaching and playing."

Of course the other side of that is the risk of a double-cross by an assistant who may devote more time to trying to get the job of the pro who hired him than to the task of giving the pro cooperation in thoroughly expert handling of the pro department at all times. This sifts down to exercise of canny judgment in selecting the right fellow.

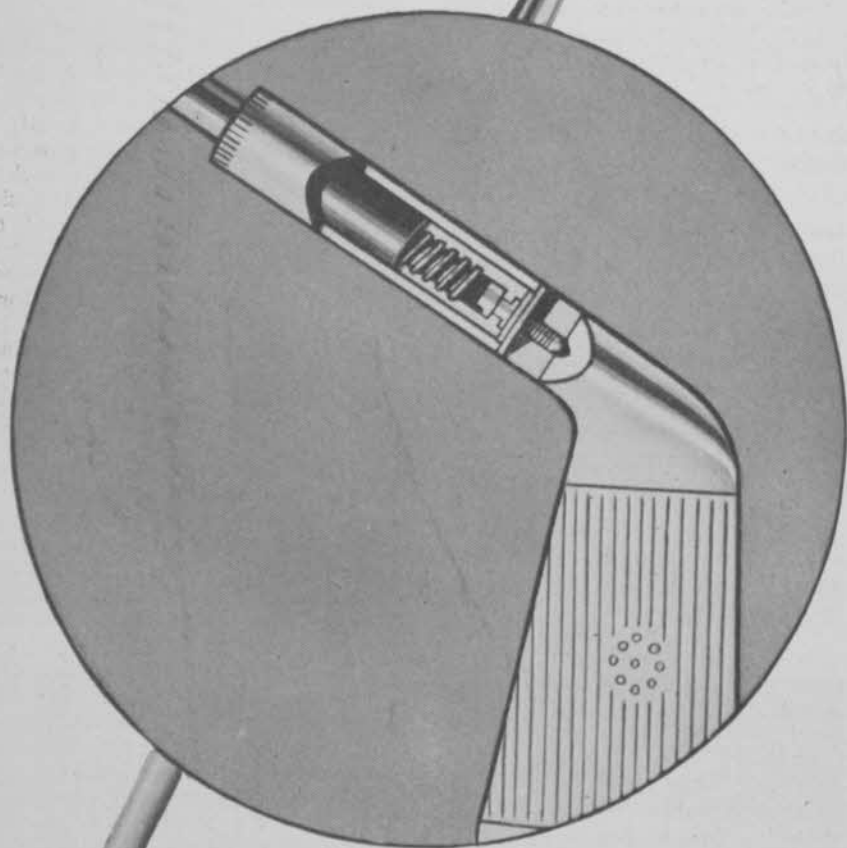
Gilbert's comment on assistants touches a subject that again is coming in for serious study by pro leaders. Numerous thoughtful pros have expressed the opinion that one trouble with the pro job situation today is that many pros don't give the same care to selection, training and reward of assistants that was the order of the day previously.

On the subject of stocks and golf development at the Topeka club, Gilbert comments tersely:

"I try to carry a stock of merchandise large enough to fill any reasonable request. I believe you have a much better chance to make a sale if you have the merchandise on hand, and I don't like the idea of telling a prospective customer that I can order it for him."

INSIDE THIS

GOLF CLUB

*A.G. Spalding & Bros.*

GOLF EQUIPMENT

THERE'S A POWERFUL SALES STORY

CONCEALED between the club-head and the shaft of a Bobby Jones Iron, lies a feature that makes mighty convincing talk when it comes to clinching the sale of a set of clubs.

We refer to *Cushion Neck*—the wall of live rubber that absorbs shock and vibration. And we urge you to use this feature as an illustration of the fine performance that is built into Jones Irons.

Greater value!

When you explain to a prospective customer that he gets more in a Jones Iron than the eye sees on the surface...when you translate

Cushion Neck into *sweeter feel* and a more accurate and enjoyable game for him—we think your sales will take the sort of spurt you like to see.

Now is the time!

It's a fact that Cushion Neck is often called one of the most important contributions ever made to golf club construction. *And that fact packs a powerful sales wallop!*... especially this year, because Cushion Neck is now incorporated in the popular-priced Jones Autograph Sets for both men and women, as well as the famous Jones Registered Sets.



CUSHION NECK—for the same reason that automobiles have rubber tires!



CUSHION NECK—for the same reason that shoes have rubber heels!

LURING WOMEN...

By FRED E.
KUNKEL

... to play golf often is distinctly
a pro's obligation to his club

THE average woman who plays golf, but not so much, plays a poor game, explained Roland Mackenzie, pro at the Congressional Country Club in Washington, D. C., when recently interviewed by the rambling reporter. "To create more interest in golf and improve their game, and to get the women to know each other better, so they could have a game with each other more frequently, I started a woman's class at ten o'clock every Wednesday morning once a week.

"The thought behind it was to get the women to come out and get over the inferiority complex that they were apt to have about their game, and to see that there were other women that played just as poorly as they did.

"The object of the class was to help them with their golf game. I always took one point to work on and I gave instruction on that. I would show them what things they were doing wrong, or how I recommended it be done, and I would go around the class and close each grip, for example, and show them the different types of grips. I did not try to prove that they should use any definite type, but the one they liked best, and which seemed most comfortable.

Discussion of Rules Is Part of Session

"Then when I got through with that one item, I would throw the class open to questions and answers. These questions might cover the best way of playing a difficult shot or the rules governing a particular play that came up in the game they had recently played, or the correct way of scoring; anything they wanted to ask about. A discussion of rules became something that was quite popular. And the fact that they would bring up these rules made them a little more conscious of them.

"The class started off with fifteen and gradually grew in size, until the largest class totalled 57. As the class went on each week like that they were tremendously interested, but of course finally we had exhausted everything to talk about and then they wanted to play more, which was ex-

actly the purpose of the course in the first place. The course of instruction was free.

"One of the most popular things at the club is a ladies mixed party at the end of the golf season. It is really given by the ladies for the ladies, and is usually held after the women's championship tournament, for all the women golfers. At that party they donate the prizes for the whole year. And it is a successful affair, full of spirit, fun and enthusiasm.

"We call it the annual golf dinner for the ladies, and all the prizes are saved up which are won during the year, and they are all donated at one time. That is, when they win a prize they don't get it then, but they have to wait until the end of the year, and they are all given out at one time. For this affair each lady chooses her partner, and then takes them to dinner, and the party is all on the women folks.

Pro's Job Is More Than Just Selling

"You cannot be too aggressive with your business in the golf shop and the question is just what you can start and where you should stop. Your main way of getting business from the members is through your ability and service to them on other things such as getting golf games and obtaining their good will—any way you can help them to enjoy their golf game.

"I try to impress on the members that the merchandise in the golf shop is just as cheap as they can buy it downtown, and that they cannot get it any cheaper. The average member thinks that the golf club is more expensive than downtown (probably because of the hangover of the time when the club had been in the habit of charging more for all the services, and the members cannot forget it).

"I like the motion picture method of teaching golf. There is no question about it, to my mind, you can do more with a



Take My Tip

Tommy Armour **TOURNEYS**

**"THE CLUBS TO BEAT" LAST WINTER__ARE
THE CLUBS TO SELL THIS SPRING!**

Last winter we ran ourselves ragged filling rush orders for personal use sets of *Tommy Armour Tourneys*. And it wasn't just a coincidence that in the Hot Stove League—on the Grapefruit Circuit, wherever leading Pros and Amateurs gathered to take apart golf courses (and clubs)—the word got out—"Tourneys are the clubs to beat." The right word it was, too! For example, take the San Francisco Match Play Open. And that's exactly what these Tommy Armour Tourneys did do. The fact is, *Tourneys* paid off both win and show money as Jimmy Demaret and Tony Penna rode *Silver Scots* down the stretch.

So why not take our tip and stay ahead of the bunch in the rich *Spring Selling-Handicap*. Order yourself a sample stock of Pro-only, profit-protected Tourneys today—for we're telling you that *Silver Scot Tourneys*, "the clubs to beat last winter," are the clubs to sell this spring.

CRAWFORD, MACGREGOR, CANBY CO., DAYTON, OHIO

BRANCH OFFICES: New York, 11 Park Place; Chicago, 23 E. Jackson Blvd.; Los Angeles, 714 So. Hill St.; San Francisco, 121 Second St.; Seattle, 1107 Second Ave.

MacGregor

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



Graham Ross has this new pro-shop at Glen Lakes CC, Dallas. The ball, apparel and accessory display case bangs the folks right in the eye, pleasantly, when they come into the shop. Club and bag displays are changed frequently, and the whole place is kept cleaner and brighter than a Dutch kitchen.

motion picture camera and having the picture presentation to show the member what he is doing wrong, right there in front of him on the picture.

"You can do fifty per cent more good than telling him about it. And he can compare it with a motion picture on the other hand with a man like Bobby Jones, showing what Jones does and what he doesn't do."

Use Questionnaire to Learn Members' Views on Club Matters

AN excellent job of keeping members informed on all details of club operations is done by the "News Bulletin," issued monthly in mimeographed form by the Charles River CC, Newton Center, Mass. At the top of the first sheet is an attractive printed heading giving the roster of club officials and the seal of the club.

Charles River, incidentally, makes use of questionnaires to the membership in really getting the right answers instead of depending entirely on officials' observation and opinions. It's something that should be done more at country clubs to keep lively interest in the club's activities and to protect the club officials against the charges of disgruntled minorities that officials run clubs to suit themselves.

Questionnaires can be mailed, often without added postage expense, in the monthly bills and always remind members that each one has a prorata part of the job of running the club.

P. J. A. BERCKMANS, internationally famed horticulturist and manager of the Augusta (Ga.) National golf club, died at an Augusta hospital, Feb. 2, at the age of 72.

His father established the plantation on which the Augusta National course was built and made the plantation noted for its extensive variety of domestic and foreign plants. In the construction of the National course, Mr. Berckmans personally attended to the transplanting of many rare shrubs in order to make room for the course layout.

History of Greenkeeping—John Morley, first president and organizer of the NAGA, has a scrapbook that is rich in pictorial and typed data on the progress and personnel of greenkeeping in the United States. The Colonel has very carefully preserved in this book letters, clippings and illustrations that are bound to touch off many hours of interesting reminiscence when greenkeepers meet.

HEADWORK

by Kroydon

From the rough block to the finished article, Kroydon Wood Heads are a triumph of artistry and craftsmanship. They represent *perfection in design, materials and workmanship* and are the fitting companion to that most revolutionary of all recent golfing developments — the world-famous Kroydon HY-POWER Shaft.

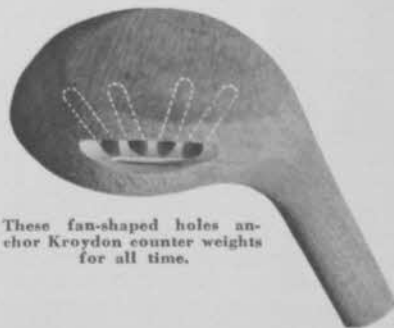
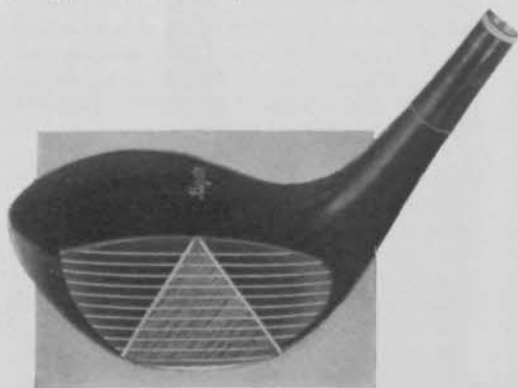
Sell Kroydon's and you're going with the tide of popular preference and demand. More and more golfers are buying this Nationally Advertised Line every year. For latest Catalog, Prices, etc., write: The Kroydon Company, Maplewood, N. J.



The start of Kroydon Wood Heads is this selected, fully-seasoned block of "split-proof" persimmon.



The blocks are then "roughed out" by this lathe, which automatically follows a master pattern.



These fan-shaped holes anchor Kroydon counter weights for all time.



The molten lead poured into these holes becomes an integral part of the club with the ideal weight distribution.

Kroydon
CLUBS

FOR BETTER GOLF

PAPER'S ACE EVENT GROWS YEARLY

THE New York World-Telegram's sixth Hole-in-One contest last fall drew a field of 1,000 and resulted in two aces. The event was originated by the World-Telegram and now is being used successfully by newspapers in other cities. Larry Robinson, World-Telegram golf editor, outlines the event in which entries are restricted to players who previously have scored aces:

In 1932, the first year of play, 217 players teed off at the Salisbury CC. After four years of play at that course, with a constantly augmented record of entries and players each year, the World-Telegram found it expedient to move the tournament into all three golfing divisions of the New York metropolitan area. The move proved highly popular and attracted 645 starters.

An interesting statistical point was registered in that from 1932 through 1936, a total of 2,126 golfers had teed off in World-Telegram play, hitting 10,630 shots, and only one ace was registered, by Jack Hagen, a veteran professional golfer, in 1933. But within 24 hours, and in 662 actual shots, two aces were recorded by 1937 competitors.

All Details of Event Carefully Planned

The tournament is conducted by an efficient system of scoring, the chief factor of which is a "birdie" circle drawn in ten-foot radius about the cup. All shots within this area are tape-measured and recorded. Shots which stay on the green are also recorded and carried in a tabular summary daily during play.

A card-index system is kept of each year's play, in which every shot is tabulated and a tournament record through the years maintained.

The index is also handy in pre-tournament promotion, each contestant of the previous year being mailed an announcement of the dates set for that year's play, plus a special entry blank in colors. Previous entries are not required to reaffirm their ace.

Preliminary build-up to attract entrants is started approximately three weeks before play starts, with daily stories written by Robinson. Joe Williams, sports columnist, also devotes attention

to the event, and acts as tournament director.

During the build-up, a daily entry blank is carried for entries to fill out and mail. No post entries are accepted, and all players must be registered before a definite closing time, usually set about four days before play starts. For the two days prior to competition, entries and starting times of all contestants are carried.

Players are requested to pick starting hours, from 9-10, 10-11, etc., and report to Clifford Bennett, World-Telegram circulation official, at the hour designated. He then is given an exact starting time.

A special orange card, certifying that the holder is a recognized hole-in-one, is mailed each registrant on acceptance of his entry.

Prizes of full sets of golf clubs, woods and irons, are offered in each section.

The general practice of papers in areas where there are fewer golfers than in New York is to open the lists to everyone, not restricting it to those who have previously made aces.

A feature of the ace competition is the equality on which famous stars and ordinary dubs meet. Data indicates that there is no great premium on skill, thus avoiding the greatest competitive fault of golf, a handicap system which seldom adjusts exactly the variance of skill of two players.

In selecting the hole, the World-Telegram looks for a three-par hole measuring not more than 150 yards. The regulation cup is placed exactly in the center of the green, and the ten-foot circle drawn around it.

The San Francisco Examiner is another newspaper conducting an annual ace contest. In the five years the Examiner has conducted its competition only three aces have been made out of 51,900 shots fired. Two of the three aces were made by lefthanders.