



Sell Complete Shot Control KLEERSITE IRONS HOL-HI K-28 BALLS

• You know that Hol-Hi K-28 made sales records because its coordinated fly-wheel action, the result of Wilson's exclusive construction, yielded greater accuracy and distance from the well hit shot.

Now Kleersite coordinated balance resulting from swing weight harmonized to design instead of from weight juggling, makes it easier to hit the ball effectively. Sell both factors of shot control: Hol-Hi K-28 the more controllable ball, and Kleersite Irons, the more controllable irons.

Wilson

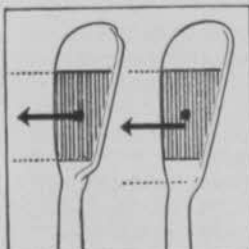
GOLF EQUIPMENT

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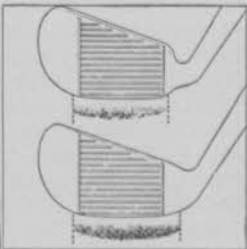
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fine golf equipment

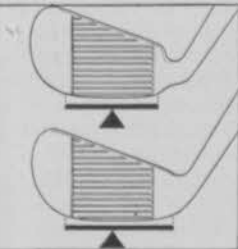
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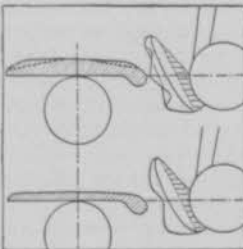
KLEERSITE ADDRESS. See how the face of the Kleersite iron is sharply defined—separated definitely from the hosel—making it easier to sight the ball on the impact spot.



LESS RESISTANCE. The shorter turf edge of the Kleersite iron illustrated above—means a narrower divot—permitting the power of the stroke to carry through with less interruption.



STRAIGHTER SHOOTING. The tendency of golfers to heel the club causes less deflection in Kleersite irons because the distance from heel to impact spot is less than ordinary irons.



GREATER PUNCH. The special club head design concentrating greater weight behind impact spot without increasing the total club head weight, puts greater power back of the ball.

SOME OLDTIMERS

By HERB GRAFFIS

THERE'S a lot more to the pro job than hitting a golf ball. When you sit in with veteran pros at one of their conversational sessions you are impressed with the scope of the experienced pro's work and are brought to realize sharply the necessity of thoughtful training of the present-day crop of assistants. The older pros made golf in this country, according to the free and accurate admission of accurate observers. To continue the game's progress the next crop of pros must be qualified to continue the primary work of golf development.

Take the case of J. E. Wells, now supt. of the Golf and Country Club of Belle Terre at Port Jefferson, Long Island. Wells, a veteran of 40 years in pro golf, was the man who gave John D. Rockefeller his first golf lesson. Golf in the last twenty years of the elder Rockefeller's life meant more to him than the Rockefeller millions. A contribution like that Wells made to Rockefeller and to the many hundreds of others he introduced to golf, makes a busy career in pro golf one that honors the pro and benefits his students. There are hundreds of stories in the Wells memoirs that illustrate the value of the well-trained pro's service to his fellow-men, a series that has no parallel in professional athletics.

Galligan in Pro Golf for 40 Years

Then there's Ted "Pop" Galligan, happy and successful, as pro at the Capitol View public course at Charleston, W. Va., and entering his forty-first year in pro golf. Millionaires and miners, scientists and section-hands, ordinary men and women and the notables of society, finance and education have been brought to life-long enjoyment of the pleasures of golf by the lively Galligan, whose looks belie his age.

Pop, until he was 16, was a caddie and then was promoted into the shop of that fine old master, William McEwan, at Musselburgh, Scotland. From there he went to the Formby GC, Fresfield, Lancashire, as assistant. There he matriculated as a clubmaker and junior instructor. Time was taken out for the Boer war in which the famed John Ball was one of Pop's

buddies. After the war, back to Formby. He then was private pro to Lord Cardigan, after which he succeeded Harry Vardon at Bury Lanes. Then came a period as pro in Wales, then back to England at Hale GC, where he was a neighbor of George Duncan.

Came to US in 1912

In 1912 the States drew him and he went to work as clubmaker for Alex Taylor at New York. The following winter he opened one of New York's early golf schools, leaving there to go with Dunn again at Wanamaker's. Pop believes he made the first hand-made club turned out at Wanamaker's. Herbert Strong was at Inwood where the veteran Jack Mackie now is, and has been located for many years. Galligan went with Herbert. In the winters he returned to his job at Wanamaker's, and in the succeeding summers went to Roselle, N.Y., where he built a course and later to the Marine and Field club at Brooklyn. After the world war he went to Manhattan GC, at Baldwin, L.I., and then to the Carolinas where he served at Charlotte, Spartanburg and Hendersonville, prior to taking anchorage at Charleston.

It was a nomadic life but a great one. You learned that there was a lot to the golf pro business, Pop says. Money prizes weren't much and only a few of the top-notchers at the very best clubs did much more than make a living out of the game. The other fellows had to make the most of a labor of love and get whatever delights they could out of a Bohemian life. Many of the older pros did everything from mow the greens to repair the golf balls.

How to give the youngster fellows the benefits of the broadening training of the earlier days but without its hardships, costs and other drawbacks, Galligan and other thoughtful pro veterans consider one

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LOOKS like another banner year for Dunlop Clubs!

1937 hung up new sales marks but we're on our way to crack them with the finest clubs in the business. Sharp-shooting Henry Picard himself says, "These new Dunlops give me, for the first time in my experience, both 'feel' and 'power' in a shaft."

Selling points aplenty! 1938 Dun-

lop irons feature "double balance" for greater control and utmost power, in three popular price classes: the Gold Cup, Maxfli and Silver Cup sets. Three special irons for "trouble" shots are available in each set. Gold Cup woods and Maxfli irons feature Elden reverse taper shafts. But get the full story now—write today. It's Dunlop for '38!



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of today's problems in pro golf that deserves PGA attention.

Galligan recalls the formative days of the PGA at the Wanamaker store. Rodman Wanamaker, as Pop recalls, was chairman of the organization meeting, and present were, among others, Jack and Dan Mackie, Jack Williams, the Pirie brothers, Jimmy Maiden, Herbert Strong, John Duncan Dunn and Harry Vinall. Pop was one of the organizers of the Southern PGA at the Carolina hotel at Pinehurst. Richard Tufts was chairman of the meeting. Paul Address, president, and Fred Newnham, sec.

There are many experienced veteran professionals at leading American golf clubs whose knowledge of all details of golf department operation has been of tremendous value to their own clubs and to those clubs served by pros who were trained as assistants by the older masters. Fellows such as Ogilvie, Brand, Low, Maguire, Way, Mackie, Kidd, Cunningham, Hay, Black and Lawson (to name but a few of the veterans) graduated pro talent from their shops with degrees qualifying them to handle jobs in fine shape.

Flora Has Served Portage for Quarter Century

At some of the smaller and lesser known clubs you will find veteran pros whose work as professionals and whose character as sportsmen make them among their communities' leading citizens. Such a one is Harry Flora who has completed his 25th year as professional and manager at the Portage Lake GC, in the heart of the Copper Country at Houghton, Mich. In the winters Harry is at Douglas, Ariz. He is one of the home-breds, having started at the Golf Highlands GC, Indianapolis, under the late Jimmy Conacher, whom Flora, as boy and man, idolized. Flora, after he left Conacher's training, served as pro at DuBois, Pa., Grand Beach, Mich., Bradenton, Fla., and Globe, Ariz.

There are men all over the world right now who rate Flora as one of the grandest fellows alive. At Houghton is the Michigan College of Mines, one of the greatest of mining schools. Harry has taught golf to hundreds of these students and as they locate at the far corners of the globe their golf clubs go along with them. Nearly all nationalities have been among Flora's golf students and the chances are that when you run into a group of mining experts in any country you will see among

them at least one who boasts of Harry Flora as a friend.

Flora's job at Houghton covers all phases of club operation. He has helped them to lay out and build courses at Calumet, which is 12 miles from Houghton, and at Ontonagon, a small lumbering town 56 miles from Flora's headquarters. In northern Michigan Flora means golf and grand sportsmanship to the natives.

He has carried on the fine tradition of Conacher, and after him there will be boys he has trained to carry on the noble mission of the golf pro. Flora is a successful man. His work in summer is in the beautiful Copper country. His work in winter is in the glorious climate of Douglas, Arizona. He is respected for what he has done with golf for others and he delights in his work. He hasn't made millions of dollars like some of his good friends and former students, in mining, but you can't take the millions with you, and Flora, as well as the other fine old timers in pro golf, are happy in their choice of a profession that in its proper employment is a pleasure to everyone.

Two-Bits a Round Finances Club's Water Installation

ONE of the wisely run Eastern clubs in financing installation of its fairway watering system, collected 25 cents a round. A tag is issued at the first tee. Members have alternative of paying in cash or having the 25 cents item charged. The club prefers the cash which, although less painful to the member than a lump monthly payment, involves a little more detail work in cash handling.

A reason that the charges on monthly bills are discouraged is that the member who plays only a few rounds a month is liable to figure his golf cost is too much when he divides the number of rounds played into his annual dues. Players don't miss the quarter when they pay it in cash out of the pocket.

Herd Given Banquet—Bruce Herd, for 17 years pro at South Shore CC (Chicago district) was tendered a farewell banquet by 400 South Shore members Feb. 16. Herd is leaving South Shore to become pro at Flossmoor CC. South Shore members presented Bruce with a substantial check as a bonus for long service that has been mutually pleasant.

Johnny Bird, who succeeds Bruce, was given two good luck dinners before he left

Three Years
of record breaking sales!

LOUISVILLE
POWER-BILT
GOLF CLUBS

Through 3 years of record-breaking sales, wherever *Louisville* POWER-BILTS have been merchandised by the Pros, we have found that *Louisville* POWER-BILTS have the features and characteristics that pro-sales demand. The heads are still plain without frills and doo-dads. And the famous Heddon DUO-FLEX shafts still contribute that "sweet hickory feel" golfers have gone for in such a big way.

This year's line features iron models to retail at \$3.50 to \$8.00, and woods at \$4.50 to \$12.50. All priced to afford the Pro a handsome profit.

Write for Your Pictorial Catalog

We have had printed a very elaborate pictorial booklet—plastic bound and fully illustrated—with pictures of famous golf holes and a complete pictorial presentation of the complete POWER-BILT line especially for your use in promoting the sale of POWER-BILT clubs to your club members. Your copy is waiting for you. Please address Department G immediately, before the supply is exhausted.

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SOLD BY PROFESSIONALS

North Hills CC, Milwaukee. Three hundred members of his club feted John and the Wisconsin PGA of which Bird is president, also banqueted him as a farewell tribute.

The banquet season has been doing well by pros. Dave McIntosh, veteran pro at Oak Hill GC (Chicago district) was honored guest at a banquet attended by 150. Dave was presented with a costly gun. He is a grand shot with golf clubs and guns, with a National Open record dating back to 1901.

Completeness of Club's Annual Report Is Model for Other Organizations

ANNUAL report of the Edison Club of Schenectady, N. Y., an outstanding country club of corporation employees, tells the story of 1937 operations of the club in a manner so complete, illuminating and interesting that the report may be considered a model for private clubs.

Report of the handicap committee was especially illuminating to those of other clubs who are burdened with the responsibilities of this work. Of the club's 868 golfing members, 590 have handicaps. Average score of the members was 96.7 and the average number of scores turned in during the season per handicapped member was 10.3. In 1204 matches in which strokes were given, 45.9% were won by players giving strokes, 39.1% by players receiving strokes, and 15% were tied.

Aussie Pros in Campaign for Full Prize Money

AUSTRALIAN pros and the sports press have complained about the method of awarding tournament prize money in that country. Practice has been not to pay prize money for any designated place of finish to the pro next in line for the award, if an amateur who gets plate of moderate value happens to finish in the money spot.

The Referee, great sports weekly of Down Under, points out the injustice of the procedure, saying: "Golf is the pro's living and he can not afford to engage in what may prove to be a bad speculation."

Broadening Jobs Means More Worries, Veteran Pro Observes

AN ELDER in the pro congregation speaking: "We pay for ambition in the golf business, it seems. When green-

1938 WALKER CUP TEAM

Francis D. Ouimet, Captain

Ray Billows	Charles Kocsis
John W. Fischer	Reynolds Smith
John Goodman	Marvin Ward
Fred Haas, Jr.	Charles R. Yates

ALTERNATES

T. Suffern Tailer	Donald K. Moe
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keeping jobs are added to our pro jobs, the worries and acts of God make us wish we had only the pro job to depend on for a living.

"But the managers have the same trouble. When they were stewards before the war they got fine salaries and needed to worry only about first class food and liquor service. Now they are managers and supposed to think for the directors, but they don't have full authority to act as they think."

Knows Where He Stands—A very successful pro recently told GOLFDOM: "I began to make money out of my shop when I adopted a simple perpetual inventory system that let me know just how much merchandise I had left in stock. Before that I—and, I guess, my assistants—would be in a hurry and pass out boxes of balls or other merchandise without charging it against the member; or members would innocently get away with merchandise without having it charged to them.

"I advise every pro to study and adopt a perpetual inventory system because it will stop leaks for him and let him know every night just where he stands."

What's Pro Liability? Watch the terms of your agreements for club cleaning or club storage. If you make your deal for "club storage" with members, some state laws hold you liable for loss in case of fire, theft, or other damage. Agreements made for club cleaning and conditioning, while generally involving storage, do not make the pro liable for losses.

The matter is one that pros and clubs should investigate.

Long, Long Trail—John Monteith, technical head of the USGA Green Section, travelled 35,000 miles during 1937 in bringing Green Section service personally to golf clubs in almost every part of the country. Greenkeeping difficulties in many sectors were at their worst for many years during 1937 and Monteith and his three associates on the Green Section staff were swamped under the toughest schedule of work since the Section was started.

A NEW MONEY-MAKING CONTEST FOR YOU

• Worthington announces the 1938 Tommy Armour Durability Contest—the best golf ball sales booster you ever saw. It keeps players coming to you for more golf balls. It's a new type of contest—simple and easy. There's nothing to write. It's all golf—and all in your hands.

We furnish the prize to you, free—you make the award to one of your own customers. It's the neatest business-builder of the year. Customers eat it up.

Write us today for details. Use the coupon below for quick action.

THE WORTHINGTON BALL COMPANY • ELYRIA, OHIO
World's Largest Exclusive Maker of Golf Balls



THE TOMMY ARMOUR "50"—Guaranteed the greatest golf ball value on the market. Has new center, new windings, patented vulcanized Latex cover. Used by millions.

Price . . . 50c



Two Great New-Type Golf Balls

THE TOMMY ARMOUR "75"—A championship ball—guaranteed the toughest distance ball made. New, high-compression liquid center; new, graduated triple windings; patented vulcanized Latex cover. Tommy Armour plays this ball.

Price . . . 75c



"1938 RULES OF GOLF BOOKLET" FREE!

New 64-page edition free to Pros for club distribution. Write for your supply now! Use club stationery, please.

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 Please send us the dope or have your representative call and tell us about the 1938 Tommy Armour Durability Contest.

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SOCK IT, JIMMY!



How's this for 4-year old form? It's Jimmy Schluter, son of Art, who is pro at Shorewood, Green Bay, Wis. Jimmy goes his 9-hole route as often as his parents and the weather permit. His favorite hole is Shorewood's 185-yard seventh that he consistently makes in 6.

Pros in Key Spot to Promote Sports Participation

JIMMY D'ANGELO, energetic pro businessman, this past winter applied his talents to Ocean Forest club, Myrtle Beach, S. C., which is located on the Atlantic coast, 70 miles south of Wilmington. The course, designed and built by Robert White, is 6,555 yards long with a par of 70. Alex Watson's 67 is the course record. The course was opened in the spring of 1928.

One of the unique features of the place is a dude ranch, operated during the winter by Ernest Miller, who ships horses from his dude ranch near Bozeman, Mont. A fine selection of hunting dogs also is available for guests. There is hunting territory of approximately 100 sq. miles in the Ocean Forest neighborhood, with fox, deer, turkeys, ducks, partridge and other birds abundant. Ocean and fresh water fishing, trap and skeet shooting, tennis and yacht harbors also are among the club's facilities.

With an array of sports attractions like those at the Ocean Forest club before him, the thoughtful and active D'Angelo considers that the pro future must concern itself with a broad view of sports operations rather than restriction of attention to golf.

"Golf naturally is the fundamental sport," says D'Angelo, "because of its

wide range of players. Men, women and children of almost every age can play. Hence the problem of getting people keenly interested in outdoor recreation is started toward a solution when golf interest is aroused. Pros have noticed that only a very few of their most active patrons confine their outdoor sports interest to golf. The people who supply the greater part of pro lesson and shop income have other sports in addition to golf and the foresighted pro must acquaint himself with at least the fundamentals of these other sports and details of business operations of these other sports in order to be qualified for a development that we all can expect in American outdoor life.

"At a place as big and as well equipped as Ocean Forest there are experts in charge of all sports departments, but in the smaller private clubs where an extension of outdoor recreation is almost certain to come, the pro will have to provide a satisfactory substitute for expert departmental service in departments outside that of golf.

"A constant increase in winter sports when weather permits and a marked revival in the appeal and patronage of the resorts like Pinehurst and Ocean Forest where there are extensive programs of outdoor sports, is a plain tip-off to the future of the country club as a year-around outdoor recreation establishment, and to the possibility of 12 month jobs for pros as outdoor recreation directors at larger incomes than pros now get.

"Golf is the key to outdoor sports and the pro as the chief business promotion factor in golf is the logical man to take the lead in the nation's new interest in outdoor sports participation."

Spencer Praised—Now here's something that is part of the reward for a fine career in pro golf. It's what the Fairmont (W. V.) Field club said about its pro-greenkeeper, Reggie Spencer, on the occasion of Reggie's 20th wedding anniversary in the service of the Fairmont organization.

Said the club's sketch of Reggie:

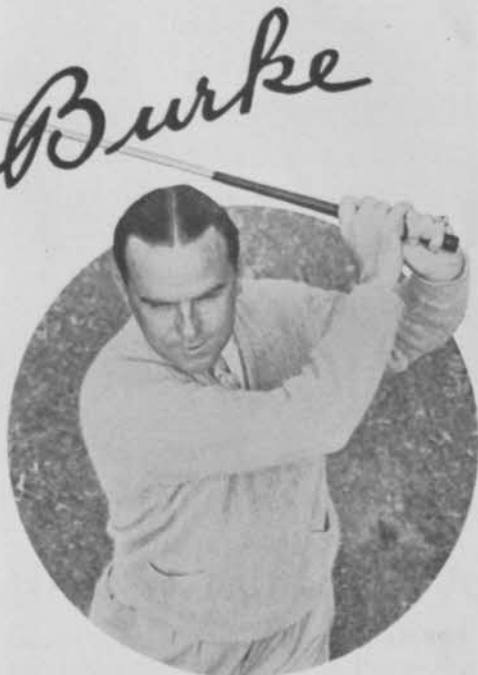
"The Fairmont Field club golf course is eloquent testimony to the efforts of Reggie Spencer. ** Reggie has worked, enthused, mourned, railed, worked with and worked some more with our members. To him we give our best wishes and congratulations."

Billy Burke

"54"

WOODS

Here is a set of 4 woods perfectly matched for swinging weight. They are an excellent example of Billy Burke's ability to design clubs — especially for professionals and low handicap amateurs. They represent a perfect combination of *balance* and *power*. The workmanship and professional touch are plainly evident.

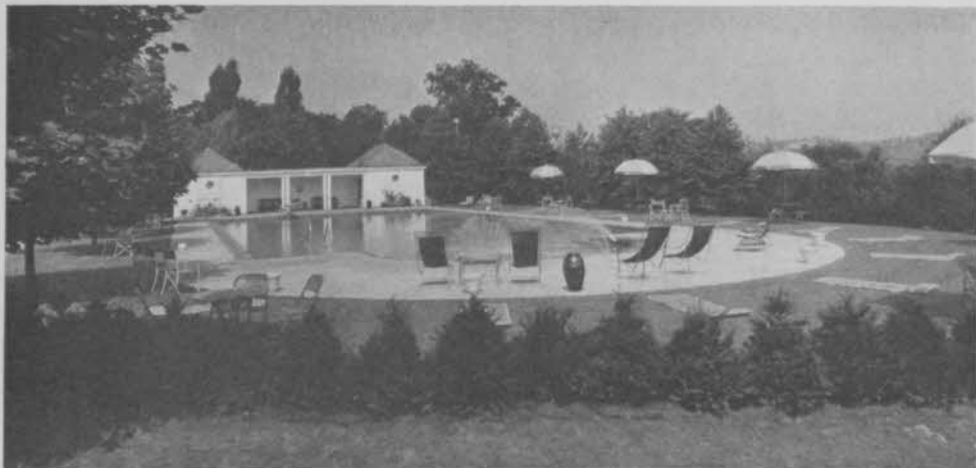


Heads are pear shaped — full finished in mahogany — Billy Burke (BBW) pattern True Temper shafts, chromium finished — black skiver grips. Registered sets or single clubs — right or left hand. Only \$10.00 per club retail.



THE BURKE GOLF CO.
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Broad walks and decks give plenty of lounging room on all sides of Fox Chapel's new pool.

A POOL "WITH EVERYTHING"

MEMBERS of Fox Chapel GC, Aspinwall, Pa., are looking forward to the coming season more eagerly than they were last year at this time, and that's saying a great deal because a year ago workmen were right in the middle of a construction job that would in a few months provide Fox Chapel with a new swimming pool. The pool was completed in May, and after a successful first year, the membership is anticipating even more pool enjoyment this season.

Before construction was begun, there was considerable discussion on the proper location of the pool, but the decision to build alongside the tennis courts turned out well for all concerned and activities around the pool have not disturbed tennis play in any way.

The pool proper is 82 ft. long and 40 ft. wide; a combination spray pool and children's pool at the shallow end give it a total length, at the center line, of 97 ft. Broad walks and decks around the pool, lounging chairs, beautiful pottery, canopied tables and chairs, reclining mats for sun bathing and attractively landscaped surroundings lend an atmosphere of size and freedom and add much to the enjoyment of the pool. The pool itself is of reinforced concrete construction and is trimmed with Fallston tile in warm shades. To give added pleasing color effect, the pool was decorated with a special treatment, applied as paint, that has a turquoise tint under water.

Lawns are very carefully subdrained with the result there are no puddles or ponds after the heaviest rains. The lighting is well studied and designed. Light such as one sees on the brightest of moonlit nights floods over the lawns from soft amber lights, giving a sophisticated atmosphere. Underwater floodlighting brings out the limpid clearness of the treated water. A guard, assistant guard, and maid are on duty at all times when the pool is open, and both the guard and assistant are able to operate the filters, make tests on the water and apply the appropriate treatment according to instructions.

There are locker-house accommodations for 100 men and women in separate wings, and both are fully equipped with showers and sanitary appointments. Center section of the locker-house is occupied by the mechanical equipment, guards' quarters, and storage. Quick grill service is supplied from the clubhouse.

The complete project cost approximately \$27,000, including the landscaping and engineer's and architect's fees. General contractor and pool builders were The D. F. Nellis & Sons Co., East Liverpool, Ohio. Design and construction supervision was handled by Ackley, Bradley & Day, swimming pool specialists, of Pittsburgh, Pa. The latter's services also included the organizing and instruction of an operating crew.