

# Help You Teach?

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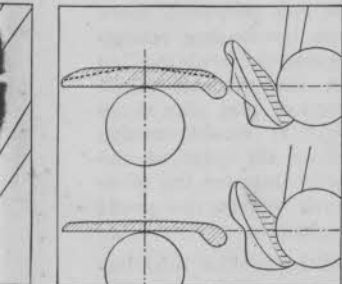
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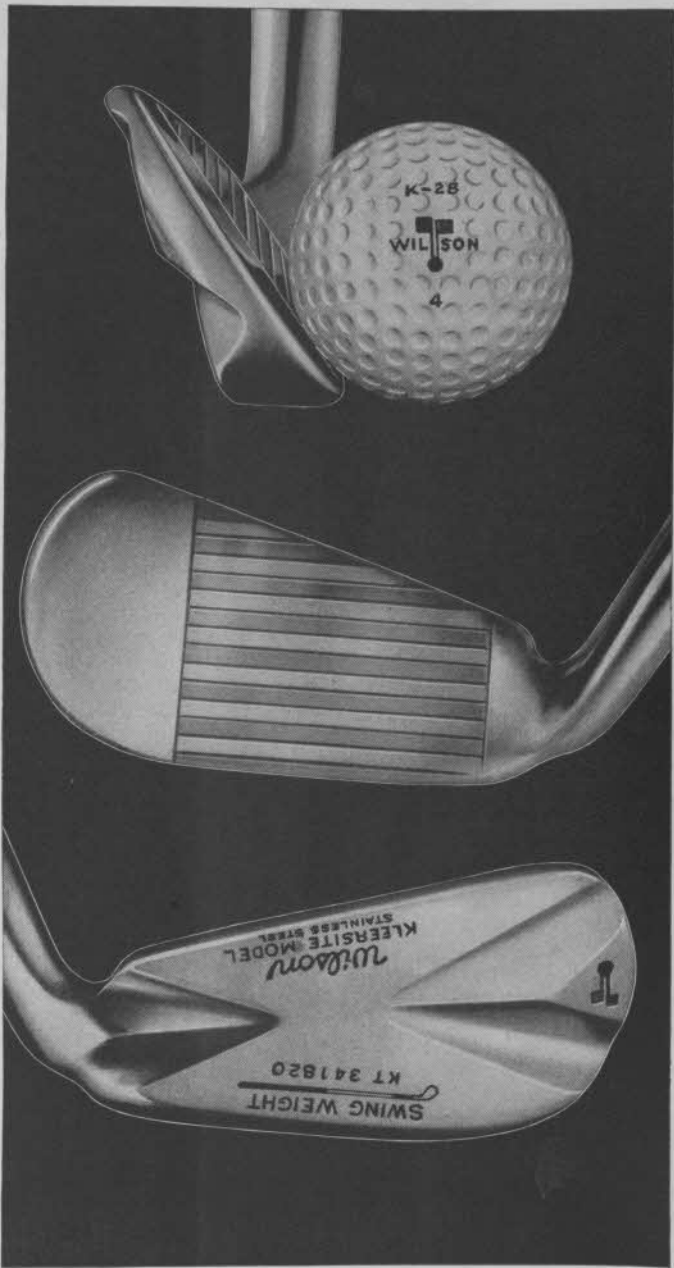
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Greenkeepers' organizations had attractive booths at the Massachusetts Recreational conference, as features of the large exhibit of course and park maintenance equipment and supplies. Charts and other display material gave impressive evidence to the big crowd of club and public recreation authorities who attended the conference of the progress and results of greenkeepers' educational work.

that brightly reflect the value of careful education.

We talk about our "professional" standards and compare ourselves with doctors and lawyers. By the collective attention we have given to pro golf education, have we given ourselves justification for this comparison? Being bluntly truthful about it, bricklayers and plumbers with their trade schools and the courses in manual craining schools, are well ahead of us in collective recognition of the necessity and value of business and trade education.

### Need Schools For Golf Training

We also talk about the influx of untrained amateurs into pro jobs, and rightfully deplore the handicap that inadequately qualified men put on golf clubs and on the game. But, have we done anything to provide formal training or to give evidence to club officials and members that such training is essential to correct handling of a pro job?

You know the answer as well as I do.

There are baseball schools, football and basketball coaches schools, physical educators' courses and bridge teachers' schools, but in pro golf there is absolutely nothing of this sort!

As a pioneer in the P. G. A. I yield to no man in my loyalty and labors for our organization and even during the almost four years I have been compelled to stay close to a sickbed, I have kept myself busy in corresponding and by personal interviews, promoting for the P. G. A. But constructive candor compels me to say

that the P. G. A.—and pros individually—must plead guilty to a serious neglect because a schooling plan for pro golfers has not been put into operation.

Now, instead of being content again with words bewailing the situation, let us get started on something. Obviously, the place to begin is with the beginners. We need to give some serious study right now to the matter of establishing an apprentice system. There are many hundreds of desirable boys who would like to be professionals. Since there is no recognized and established course of training set up, what do many of these boys do? They turn pro right away. A lot of them in their ignorance work for nothing and in the first year of their pro careers get into debt so deep that they never come out. That retards all of pro golf.

### Recommend Golf Adopt Apprentice Plans

In connection with the National Youth plans the government has proposed, there have been made some interesting recommendations for apprentice training so that it fits in with the modern social scheme. An adaptation of that plan could be used in pro golf. It would involve some responsibilities on the part of the pros but it would vastly improve the present situation and work out to the profit of pros and their assistants.

This matter should be looked into immediately by the PGA and after a start has been made with the assistants, successfully, the subject of providing busi-

ness educational opportunities for master pros should be handled. Unfortunately, at the start, any master pro educational plan will receive the vigorous support and co-operation of the men who need it least. The smartest men in any business are the men who realize how much there still is for them to learn and who are eager to

continue to improve themselves. The "know it alls" will criticize and retard but eventually a series of pro schools somewhat on the order of the greenkeepers' short courses will come into golf, or pro golf will deeply regret failure to wisely handle its educational obligation that, like charity, begins at home.

## BETTER **PAY** FOR PAY-COURSE PROS

By HERB GRAFFIS

**I**AN MacDONALD, veteran Pacific Coast pro, says he is convinced after 41 years in golf that pay-as-you play golf is going to be a great factor in the future of the game and in the pros' progress. The private clubs, he declares, will always do well in communities large enough to support this type of an organization, but in the small towns when the city puts in courses, the enterprises will have such a broad appeal, under good management, that they will be better than self-supporting.

One condition that has to be overcome before public courses, in numerous places, can do most effective business promotion for themselves and their communities is a re-adjustment in the pro basis of pay. As the situation now exists many pros at public daily-fee courses are going broke, and you need only scan the manufacturers' credit reports to see that statement confirmed. A pro who is worried about going broke is a liability to any golf club—public, semi-public, or private. The privately-owned daily fee courses seem to be in the worst shape in pro employment, notwithstanding the fact that such establishments where pros are making a fair living or better—are making the best of financial showings. Course owners have their troubles, too, with many low-price competition, close in and tax-free. Consequently, every penny looks as big as all the green area on the course and they figure the pro an expense instead of a potential profit. Successful course owners figure that if they can't make a profit out of a pro who is brainy, diligent and encouraged by his own chances for profit, they won't hire the man.

Another side of the case comes from a pro who turned down a fee course job this year because there was only lessons in it. The shop concessions were retained by the

club. It was learned that the shop concessions seldom run as high as \$2,000 a season because, due to lack of smart merchandising at the shop, the players' business was going downtown. What this really amounts to is a net of about \$600 standing between the course owners and the pro. The lessons, at the rate the course's patrons would stand, wouldn't run \$800 a season. So, for \$1,400 a year—all of which the man makes himself without cash outlay on the course owner's part—the course owner gets a man who has the responsibility of getting the major part of the income for a \$100,000 plant. That's only 1.4% for a major item in selling expense, and too low, as any businessman realizes.

The boy who was at this course last year, will require some time to pay off his debts, part of which were the golf playing costs incurred when he paid his caddie fees, ball cost, and when he missed possible lesson income while playing with the owner's friends, at the owner's instructions.

There's a lot of room for education on both sides in such cases. One of the subjects urgently needing treatment in such an educational campaign as Willie Hoare suggests to the PGA in *GOLFDOM* is that of a pro's effective work in selling the community on the public or daily-fee course with which he is connected, and in the solicitation of group or individual business. Lack of training in these matters is costing golf and pros plenty. There are some outstanding pros who are quali-

# HOW TO MAKE SALES



BY *A.G. Spalding & Bros.*

GOLF EQUIPMENT

## SELL JIMMY THOMSON SOLE-WEIGHTED WOODS!

Here are the clubs that will appeal to many a member who is interested in lengthening his wood shots.

These Jimmy Thomson Woods were developed with the help of Thomson himself . . . tested and re-tested in actual play until Thomson said, "O.K. —they're everything I want in a set of woods!"

The heads are somewhat pear-shaped, with long hitting surface. And Thomson Woods also have "Percussion Sole-Weighting" for the distance and feel this feature adds. Altogether, Jimmy Thomson Woods have what many golfers want most. Let your members know about them!



# HUM IN A PRO SHOP...

## SELL BOBBY JONES CUSHION-NECK IRONS... AND SOLE-WEIGHTED WOODS!

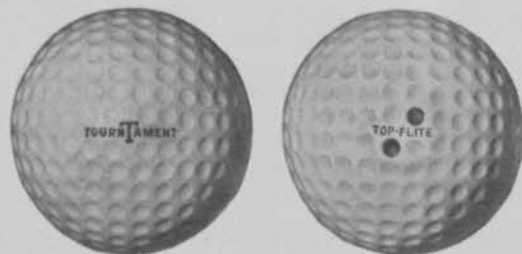
Every sale of a set of Jones Clubs makes one more Jones enthusiast. *And enthusiasm is a very contagious thing!* That's why the popularity of Jones clubs is growing by leaps and bounds.

Jones Irons have the famous Cushion-Neck construction—the shock-absorbing feature that packs such a powerful sales punch. Jones Woods are further improved for 1938 with slightly shallower, more highly streamlined heads—for the purpose of giving the player confidence in his ability to “get the ball up.” Both woods and irons have the famous Jones Form-Grip.

Did you know that the 1938 Jones *Autograph* Irons have the Cushion-Neck, as well as the Registered Sets?



## SELL SPALDING GOLF BALLS!



Sell your members the *long carry, uniform performance, and great durability* that Spalding golf balls, with Geer Patent Covers, bring to the game. When you stock Tournament, Top-Flite, Needed Kro-Flite, and Par-Flite, you can offer just the ball for practically every type of play. They're fast-moving little profit-makers!

fied to teach on this subject because of their own successful experience.

This year more amateurs have taken pro jobs than in any other year of GOLFDOM's observation. In almost all cases the green and hopeful youngsters took the jobs under conditions that give them only the most remote chances to break even financially. They'll wake up with a headache at the end of the year and the club may wonder what has been ailing the boy. If he's a kid with right stuff in him he will eventually work out of the hole and develop into a master pro. In the meanwhile, the club (either private or public), the players, and the pro miss out simply because informed officials and the pro didn't sit down with a pencil and paper and figure out the situation in advance.

#### Golf Promotion Material Made Available Through American Golf Institute

**T**HE American Golf Institute, founded and conducted by A. G. Spalding & Bros. for the development of golf, Robert T. Jones, Jr., Director, has recently issued four golfing handbooks, each designed to build and stimulate golf interest in diversified fields.

One deals with "How to Organize Golfers in a Municipality," and treats systematically steps such as objectives, preliminary meetings to formulate general plans, media for advertising the idea, correct organization, name, cooperators, etc. A second booklet is a "Publicity Manual and Handbook for University and College Golf Teams" and presents a thorough analysis for procedure and technique in obtaining press publicity, both local and out-of-town, of the school's squad of golfers.

Two other booklets are "How a Golf Club and Its Professional Can Build Good Will Through the Showing of a Motion Picture on Golf," and "How a College or School Should Publicize the Showing of a Motion Picture on Golf." The Institute recognizes the value in the wide appeal of motion pictures and is making strong use of the motion picture in promoting golf.

Other available material are charts for the layout of a home golf course and for a compact putting course. There are also biographies of leading golfers, and considerable material on caddies. Material in preparation consists of literature on developing golf for camps, golf as a part of the physical education curriculum, and further biographies of leading golfers.

The American Golf Institute cooperates with all existing organizations, such as the USGA, the PGA, and the Golf Promotion Bureau. Copies of literature mentioned above can be obtained without cost or obligation by writing the American Golf Institute, 105 Nassau St., New York City.

#### N. E. PGA and Manufacturers Meet in Annual Session at Boston

**A**BOUT 175 members of the New England PGA and manufacturers representatives held forth recently at the Copley Square Hotel, Boston, in the annual session of the organization. There was a directors' meeting of the NE PGA in the morning, an open forum in the afternoon, and a dinner attended by approximately 400 golf enthusiasts, pro and amateur, in the evening.

During the day and evening there were 24 exhibits of golf equipment where the pros visited and shopped.

The entire affair was a year's highspot for the New England pros and is something that other sections could adopt to good advantage. Les Cottrell, pres. of the NE section, J. Arthur Wedgeworth, chairman of the PGA committee, conducting the day, and their associates worked well to put over a great show.

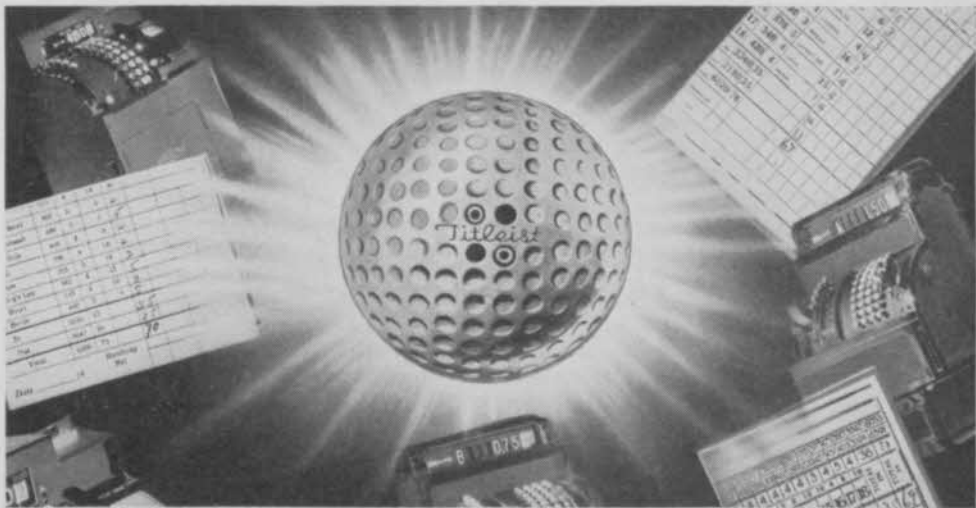
At the dinner the NE PGA announced its plans to have a one-day tournament commemorating the 25th anniversary of Francis Ouimet's victory in the National Open at Brookline. George Jacobus said an effort would be made to have similar tourneys conducted by each of the PGA sections. Ouimet was unable to be present at the dinner.

Hal Pierce, v. p. of the USGA, was a featured speaker. He told why the USGA decided not to give former National Open champions entry in each National Open without qualifying. There are too many aspiring kids anxious to get into the field, and meriting consideration, to run the risk of jamming the field from sun-up until candle-light. Pierce doubted that the old-timers themselves would want it done.

Other speakers at the banquet were Erastus B. Badger, president of the Massachusetts GA; Paul Harmon, president of the New England GA; Les Cottrell, president of the NE PGA; Robert A. Mitchell, president of the Greenkeepers' Club of New England; Ralph Rooks, president of the Rhode Island GA; and Fred Corcoran, tournament manager of the PGA.



Amazing new Golf Ball  
*Plays Your Game*  
 in more ways than one



Your game is to keep your Golfers happy — to make more money for yourself. The new Acushnet Titleist helps you do both. Here's how —

The sweetest profit-maker in the world is "RESULTS."

Take a club member out on the practice tee, teach him to swing properly and he bangs 'em out two hundred yards, one after the other. That's results, and Pros everywhere make money out of it. Tell your club members about the amazing records achieved by the new Acushnet Titleist, get them to play the ball, and RESULTS will bring them back all season long for more and more Titleists.

RESULTS in greater length off the tee.

RESULTS in longer, more accurate iron shots. RESULTS on the green produced by this truest-putting golf ball ever made. RESULTS in ability to take more punishment than any other long distance ball.

And remember that there's only ONE PLACE where your club members can buy Acushnet Balls: *your shop*.

Send in your order for a good supply of the new Acushnet Titleists. They're selling like wildfire wherever they're introduced, because they play the Pro's game in more ways than one. Acushnet Process Co., New Bedford, Mass.

THE NEW ACUSHNET TITLEIST — 75¢

Other Famous Acushnet Golf Balls

Gold Ray — 75¢

Green Ray — 50¢

Blue Ray — 75¢

Pinnacle — 35¢

*Acushnet Titleist*

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# PGA SITE IS GOLF MECCA

**S**HAWNEE CC, at Shawnee-on-Delaware, Pa., where the PGA championship will be held July 10-16, is one of the great resort courses of the country and scene of many historic pro and amateurs events including the famous Buckwood Open. It was laid out in 1909 by A. W. Tillinghast, Charles C. Worthington and Henry Rossiter. In 1923 three holes were revised with Tillinghast making the models for the greens and Reg Worthington laying out the holes.

The course long has been closely connected with the Worthington Mower Co. interests and on it early gang power-hauled fairway mowers were developed. Since 1935 the Worthington Mower Co. has maintained the course under contract, with Willis Glover, formerly at Oak Hill, Rochester, N. Y., as superintendent. The course serves as a field testing laboratory for Worthington maintenance equipment. Despite the wide range of weather conditions the course is kept in great shape, and together with the far-famed Buckwood Inn, of which the Shawnee course is an adjunct, has figured prominently in making the Delaware Water Gap region one of the very popular Eastern resort areas. It is not at all unusual to have deer wander down from the mountains and across the course to the Delaware river at dusk.

Art Brown, widely known to pro and amateur golfers for his successful management of hotels, is the operator of Buckwood Inn. He took over the house from the Worthingtons and has done a grand job of maintaining the lustrous tradition of the establishment while modernizing some of its features.

In the 20th annual Shawnee tournament Cooper rimmed the cup on the 18th but finished with a 29 which tied the world record for 9 holes in major competition on a tough course.

Buckwood Inn and Shawnee have been the scenes of some of the most pleasant and most stirring incidents in American golf. It was in the Buckwood Inn at a dinner following the 1913 Shawnee Open which he won, that Johnny McDermott made his electrifying statement that the supremacy of British pro golfers had fallen before the Americans. There were several noted British pros at the dinner, and the incident provoked wide controversy. It was at the Shawnee Open in

1927, right after he'd won the National Open at Oakmont that Tommy Armour says he lied for the first and only time about his golf score.

Armour was breezing around in a happy let-down until he came to the 17th where he began hooking his drives out-of-bounds. Tommy was determined to play his tee shot exactly in the way he had it in mind. He slugged and slugged. His scorecard read 17 for the hole, but in the grill room later, Armour in review counted up 19.

He publically made his confession to the select group around the table, all of whom promptly helped wash away the sin in native applejack, of which Shawnee had a copious quantity of the best, in those by-gone days.

A record of the winners of the Shawnee Open attest to the historic character of the place:

1912—Fred McLeod .....	313
1913—J. J. McDermott .....	293
1914—Isaac Mackie .....	305
1915—Gilbert Nicholls .....	295
1916—Walter Hagen .....	298
1917—Edward Loos .....	290
1918—World War .....	
1919—James M. Barnes .....	285
1920—James M. Barnes .....	287
1921—William Ogg .....	298
1922—John Farrell .....	288
1923—George McLean .....	288
1924—Leo Diegel .....	287
1925—William McFarlane .....	283
1926—John Farrell .....	289
1927—John Farrell .....	279
1928—William McFarlane .....	291
1929—Harry Cooper .....	294
1930—Ed. Dudley .....	282
1936—Ed. Dudley .....	288
1937—Lawson Little .....	284

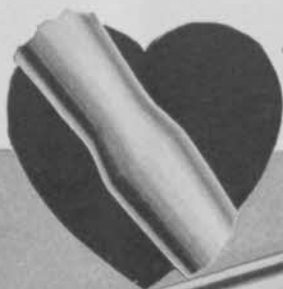
**Greenkeepers' Problems Told** — Royal York GC, Toronto, which suffered from adverse climatic conditions last year, published an excellent report on northeastern turf conditions last summer, written by O. J. Noer, and details of its own course's problems in an interesting pamphlet, "Some of the Problems of a Greenkeeper." The pamphlet was mailed to all members.



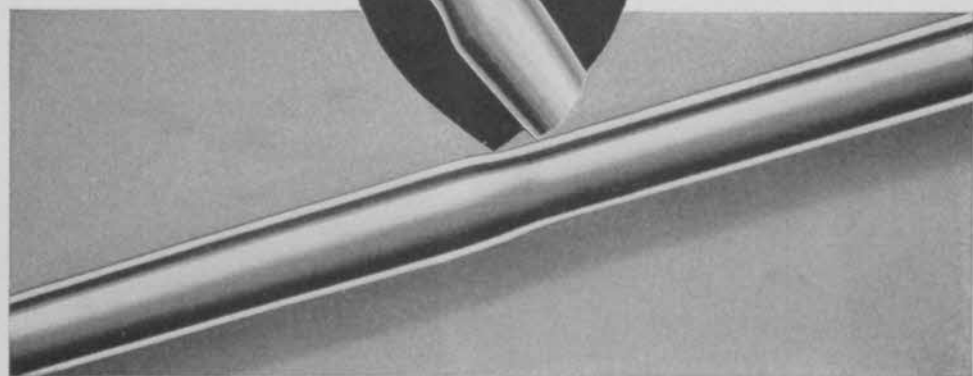
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That familiar "shoulder" on a Heddon Steel Shaft is *known*. You don't have to sell it. To golfers everywhere it means a better golf club for a better game. They willingly pay the price that pays you a profit. For 1938 Heddon Shafts are confined to the finest clubs of three of America's foremost club makers—names that stand out. Your big money lies in featuring these better Heddon-shafted clubs—

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*"The Shaft of Steel with the 'Birdie' Feel"*

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Not many clubs can boast facilities for caddie control as fine as this layout at Oakhurst.

## CLUB MEETS CADDIES

*... and receives back the utmost in trouble-free service and loyalty*

**T**O often caddie trouble is put down with some kind of compromise, grudgingly given, with vague promises as to what might be expected in the future, and with no real solution to a problem that will probably bounce back again in a few weeks, or months. So when we hear a real-for-sure success story on solving a caddie disturbance at a club, it's a real pleasure to pass it on to other clubs who might profit should similar trouble occur at their clubs in this year—or the next.

Dave Powell, an official at Oakhurst CC, Tulsa, Okla., tells the following story of what happened at his club because of a caddie strike, and most of what follows is in Dave's very words:

Oakhurst was hit by a caddie strike last year, and believe me, it caused plenty of trouble around the club for a while. There was trouble brewing on every side, unrest and squabbles galore, and things seemed to be going from bad to worse. Something had to be done, and I was elected to help do it.

The first thing we had to do was to gain the boys' confidence. We finally persuaded them to go back to work at the amount of money they had been getting—and to leave things up to us as to what would be done about the situation in the very near future. Our committee went before the board of directors with a plan, and because the board was made up of a bunch of live wires, the plan was approved. We not only got a raise for the caddies but an appropriation of \$1,000 to build the boys a real home—with the thought that if we could keep their spare hours filled with clean sport and happi-

ness, it would improve their morale, and their attitude toward work.

Construction was begun immediately on the caddie house and it was soon completed. The house measures 60x18 feet, is completely insulated, well ventilated, of modern design, and finished in knotty pine. Book racks contain all of the popular magazines and it would surprise you to see how much time the boys spend reading. A large table across one end of the building furnishes ample space for checker and domino games. A radio furnishes music and news, and in another corner is a complete kitchen grill where all kinds of sandwiches, milk, pies and cold drinks are served for a nickel.

The caddiemaster is constantly on the job and the boys have been educated to treat their caddie home the same as they would their own. The boys keep it spotlessly clean and not a pencil mark or knife cut mars its finish. At the south end of the house is a shed 50x18 feet, and is equipped with permanent benches where the boys may rest during the summer.

The house is enclosed by a six foot woven wire fence, 200x200 feet, and the boys are asked to stay within this enclosure. Here horseshoes, baseball, basketball, and golf are always in session. Incidentally, the boys have formed a soft ball team, and they have been entered in a