



STEPS TO
GOLFING FAME and FORTUNE

● The exclusive "step down" construction of TRUE TEMPER results in the strongest golf shaft made—the sweetest in action. More than 90% of all tournament players use golf clubs shafted with TRUE TEMPER Steel. Every major championship winner the world around uses TRUE TEMPER Golf Shafts.

We are both proud and happy that TRUE TEMPER has thus contributed some-



thing which helps fine golfers, the world around, to achieve golfing fame and oftentimes fortune. In the Pro Shop as on the Course, TRUE TEMPER is helping Professionals to achieve success. Clubs shafted with TRUE TEMPER Steel are accepted by golfers everywhere as "tops"—they sell when all other arguments fail. If there is any information you would like, write us. We will welcome any inquiry about TRUE TEMPER Golf Shafts.

THE AMERICAN FORK & HOE CO.

Sporting Goods Division DEPT. G-8 GENEVA, OHIO

TRUE TEMPER
The Golf Shaft of Champions

E. Leonard, one of the well-known Leonard brothers, and pro at Butte des Mortes GC, Appleton, Wis., suggests that golf play could be continued on a heavier basis late in the season if the problem of replacing school-age caddies were solved. Leonard suggests hiring unemployed older boys, and even men, if the local sociological and economic conditions warrant.

carefully trained by Alex Cunningham and Arthur Chapman, the two pros under whom he worked at the Wheeling Country club. Now the Biery success in handling his job reflects very favorably upon the men responsible for his education in the business.

How far Willie will be able to get in pushing his apprentice training idea into energetic utilization by the PGA is anyone's guess. Willie has been at it hard enough, writing scores of letters on the subject from the bed to which he has been invalidated for the greater part of 4 years.

One of the most significant stories about pro service that I've heard this year concerned Dewey Longworth. It's about a tournament that happened several years ago. Longworth was drawn against an amateur from his own club in a sectional tournament. His kid was hot, but Longworth, forgetting that he was a competitor, but instead, the kid's pro, in this event kept more interested in how his instruction was working with the boy than in Longworth's job of shot-making. The kid won, which snapped Dewey, for a brief time, out of his instructional attitude, but then it was too late to revise the result. Dewey had observed some flaws creeping into the boy's swing, so before they went in for lunch, Longworth took the boy to the practice tee for a corrective session, and straighten him out to proceed in the tournament.

That tale hit me as representative of the sincere pro's attitude toward his job.

Haberdashery for Service and Profits

There's another incident that sticks with me as having some significance. After the P. G. A. championship I got ready to break camp and found that my laundry had been sent out too late to get back before train-time. Being a free sweater, the shirts I had with me were all in pretty bad shape.

In the emergency I sent to Jack Patroni and out of his Shawnee-on-Delaware shop

came a fine shirt, at a reasonable price. How many pros made the most of such emergency service in adding to their shop profits and reputation for running a 100% service establishment, this season, by being stocked to care for member and guest emergency requirements of apparel?

At another tournament, the National Open, I saw Harold Long do one of the best possible jobs in handling the visiting pros and amateurs, as though each one of them had been personally invited by the club. That's one of the toughest of tasks and the way the young man handled it made me think about how important it is for a pro to give any of his member's guests some little attention that makes the guest feel like the whole lay-out was celebrating because it had been graced by the visitor's presence.

The same spirit was in evidence at the Denver Country club down the road where Johnny Rogers, his assistants, and the veteran caddie-master have a graciousness that makes the visitor feel like it's home-coming.

Denver Is Model in Cordiality

Folks tell me that the heavy influx of tourist traffic into Denver makes the residents more cordial toward visitors than you find people in most cities. Regardless of the explanation, the manner in which country clubs in the Denver district treat guests is something that pros in other parts of the country could study to advantage. The Denver pros and house managers have a happy knack of making visitors feel welcome, and they exhibit this talent in a manner that contributes greatly to the impressions visitors receive of the clubs as distinguished establishments.

A pro who handles that part of his job well is worth money to each club member.

Still another instance of pro cordiality that worked out exceedingly well for the pro's club, happened at Mohawk CC (Chicago district) where the pro, Lew Wal-

"Because of Johnny Watson's magnificent service and untiring efforts at the Erskine municipal course, we have decided to honor his work by putting into circulation the Watson trophy for the winner of the South Bend City Junior championship." That's what Edward E. Mills, South Bend (Ind.) city golf association official said in announcing a new trophy for local junior competition.

A grand tribute to a grand guy, and an inspiration to other municipal course pros.

1938's REAL MONEY BALL

The amazing new Acushnet Titleist made important money for players and important money for Pros by delivering the best day-in, day-out performance of any golf ball ever made.

AS the 1938 golf season starts up the last fairway, one fact stands out — the amazing SALES record made by our newest ball — the Acushnet Titleist. Pros all through the country report it the *fastest-selling* 75c ball in their shops.

Our files are filled with laudatory letters — not one of them asked for, not one of them paid for — *all voluntary* expressions of combined delight and amazement at the greater distance, rifle-bullet accuracy, truer putting and surpassing stamina of the Titleist.

Our own tests told us that we had a great ball, but you and your players told us that the ball we chose to name TITLEIST was a genuine sensation in play and in sales.

Accept our thanks for your generous support. We shall continue to put the finest materials and workmanship into every Acushnet Ball, and we shall continue our policy of selling Acushnet Balls through Pros only.

Money ball? Yes, in every possible, provable way the Acushnet Titleist has made money for Pros and players alike . . . simply by delivering a better, more enjoyable, and more economical game of golf. Be sure that you have plenty of Acushnet Balls to finish out the season . . . and make the Acushnet Titleist — the greatest money ball of 1938 — your biggest money-maker in 1939. Acushnet Process Sales Company, New Bedford, Mass.

THE NEW ACUSHNET TITLEIST — 75¢

Other Famous Acushnet Balls

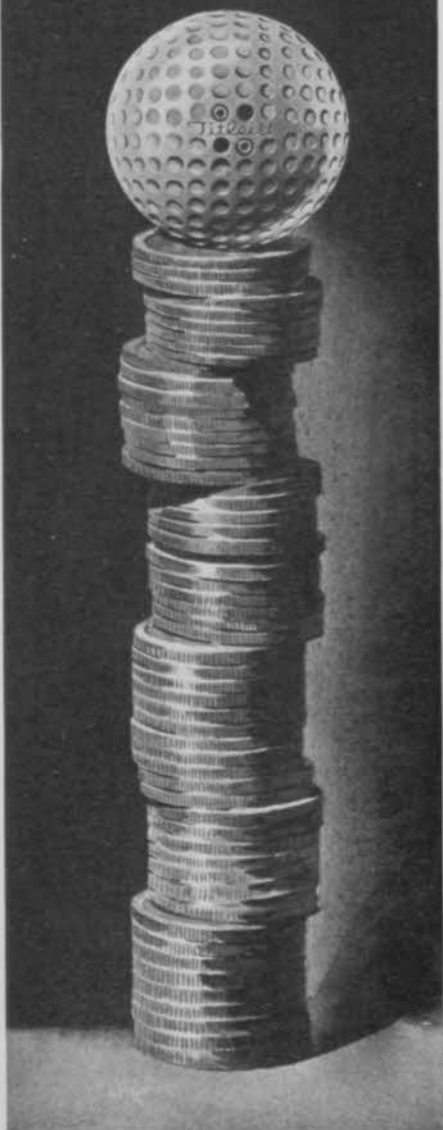
Gold Ray — 75¢ Blue Ray — 75¢

Green Ray — 50¢ Pinnacle — 35¢

ACUSHNET TITLEIST

ALL ACUSHNET BALLS

SOLD ONLY THROUGH PROS



dron, frequently has inconvenienced himself to go 25 miles into the loop and fill in, without charge, on radio programs. Waldron also has been discreet, and acting in the interests of the club, in extending occasional playing privileges to radio talent.

When the club had its final party of the year radio stars came out and put on a two-hour program of entertainment in reciprocity. The bill to the club for talent in this case was nothing. If they had to buy it at the rates the performers are paid for their air time, the rap would have been almost \$2,000.

Summarizing the year in pro business, it seems that with all the political and legislative troubles pro golf has had and will experience before 1938 ends, the pros individually have demonstrated greater capabilities and energy in their business than they ever have before.

Consequently, the pros by their individual efforts have been able to offset adverse and unnecessary handicaps that were precisely forecast by frank observers of the pro situation.

Wages and Hours Legislation Will Slow Delivery on Delayed Orders

FORESIGHTED pros have been wondering whether reluctance of their comrades to do fall ordering of clubs for spring delivery will backfire on pro clubs selling next year.

Orders of golf, baseball and tennis equipment for 1939 spring delivery have been of larger than average total this autumn, but the one place where a slump has been in evidence has been in the pro ordering.

Club manufacturers are not sticking their necks out by advance ordering of shafts, and the shaft manufacturers' stocks are not going to be built up to take instant care of any rush demands, so present signs point to slow delivery on delayed orders.

What makes the 1939 situation different from any the pros previously have encountered is the new national Wages and Hours legislation. The law calls for time-and-a-half for overtime labor. The custom has been in the golf club manufacturing business to keep factory labor going almost around the clock in early spring, in order to make quick delivery on delayed orders. The time-and-a-half legislation puts an end to that practice, because the

wage bill would hike the prices of golf clubs too high.

Pros who have investigated the situation fear that delay of pros in ordering, and the early ordering by stores, may result in making a wide spread between the prices the stores will pay and what tardy pros will have to pay because of the increased cost of the time-and-a-half wages necessitated by pro need for quick delivery on their orders. The other prospect is equally disturbing. If the boys won't stand for the time-and-a-half premium, then they run the risk of waiting a month or two for shipment of their orders, and by that time the gravy may be skimmed from the impatient retail market.

Pros who have looked into the matter forecast that when the news gets around to the rest of the boys and they realize what they're liable to be up against, there will be a record rush of club orders in January and February.

Another angle of the situation is that pros who are not sure about their jobs next year, are placed in a difficult spot. If a club doesn't let its pro know early whether he is set in his job for 1939, the fellow may not be able to order his club stock early enough to present a satisfactory shopping assortment to the club's members.

You'd better look into this matter yourself, if you're a pro.

Golf's Origin Again—Hollanders got an opportunity to take up anew their "fight" with the Scotch on who invented the game of golf, when Rembrandt's etching, "The Golf Player," painted in 1654, was recently added to the Wrenn collection at the Art Institute of Chicago. C. J. Bulliet's article in the *Daily News* made point of the fact that while Rembrandt probably didn't play golf, he knew golf—and let all Scotchmen rave! Bulliet writes:

Hollanders claim they invented the game at least 100 years earlier than the Scotch, say around 1340, and point to the fact that a drawing in the British Museum of about that date shows three Hollanders with a "kolf" (club) and three balls. Scotland points to definite records of "gouf", "gowff", or "golfe", as early as 1440. In 1457 it became a "menace."

But notwithstanding all this "factual" historical dope, the Scotch still get the credit for starting the game in most peoples' books, and we'll let it rest that way.



Elmer Biggs of Peoria, one of the country's staunchest advocates of group instruction by pros, is shown here with one of his recent classes.

GROUP INSTRUCTION ? YES !

By JACK FOX, Pro
Glen Ridge (N.J.) CC

WHEN a professional takes the perspective of his business that gives him a broad long-range view and enables him to compare it with other business developments, I am sure that he will agree that two of the most valuable promotion moves that pros have made are:

- (a) Group instruction, and
- (b) Junior instruction.

We have built up a belief by the general public that instruction is essential as a first step in golf. Other games have let their market development depend on the player coming right in and playing without instruction. Consequently we have put up for ourselves a handicap of a sort, but it's a handicap that correctly overcome, will result in strengthening the pros position. Therefore we must take a foresighted, broad attitude toward group instruction of those adults and juniors who are not sufficiently interested in golf, or not sufficiently financed at the moment to pay for golf instruction. If they don't get golf instruction, the chances are they won't become golf players.

I was very much interested by the article on pro activities in junior instruction which appeared in June GOLFDOM. I was especially interested by the remarks of my good friend Danny Williams; but, with the highest appreciation of what

Danny has done and is doing for the advancement of golf among adults and juniors, I take respectful exception to his ideas about the need for junior group instruction being put on a paid basis.

I thoroughly agree with Danny Williams about the specialized nature of the properly qualified pro's work.

Repay Golf for What Golf Has Given

The golf professional of to-day is a specialist and, as such, is entitled to all the compensation that he can get for his efforts. The art of teaching is attained by careful study and years of experience, and this art should not be cheapened by any pro casualty giving free individual instruc-

This year saw record lists of entrants in the various hole-in-one contests conducted by newspapers.

Thirteen hundred and forty-nine shot in the New Orleans Times-Picayune third annual ace competition. No aces have been made in the 3 years of the contest, during which 14,485 shots have been played by 2,879 entrants.

AN IMPORTANT MESSAGE



"The advantages of ordering your stock THIS FALL are all in YOUR favor"

L. B. Icelly
PRESIDENT

● One thing that encourages any manufacturer to anticipate the season ahead is advance orders. Orders are a barometer that he understands and respects. Any manufacturer will anticipate to some extent. But when his customers order early in the Fall—then he is encouraged to put on steam to "go ahead." When orders do not come in in the Fall, good business judgment advises the manufacturer to go easy. The result is that when Spring comes and you all decide to order, the goods are not available. Delay naturally occurs and everything is unsatisfactory all down the line.

By ordering *now* you can still do business this year. And you'll be ready to meet your Spring demand with the goods you need—when you need them and when your customers want to buy. Let's cooperate.

L. B. ICELY, *President*



WILSON K-28

Super-Distance Golf Balls
For extra durability the K-28D

Players mentioned are retained on Wilson's Advisory Staff.

"It pays to play" It's Wilson today

FROM HEADQUARTERS

STRAWNS IN TRADE POINT TO BETTER BUSINESS IN 1939

Sales of electric vacuum cleaners in August totaled 96,557 units, an increase of 22 per cent over the preceding month but 22 per cent under the corresponding month of last year.

LOADINGS USE TO NEW TOP

Furniture Sales Whirl Upward Out of Season

TRAVEL BOARS TO NEW HIGH

Travel was the star of the year.

EMPLOYMENT SHOWS GAIN—NEXT YEAR LOOKS BETT

Activity in the nation's lumber industry increased sharply in the week ended September 17, production rising to 221,872,000 feet, a new high for the year, compared with 202,838,000 in the previous week. Shipments were 216,772,000 feet, against 180,410,000 and new orders, 202,180,000, against 160,038,000.

Predicts 25% Sales Increase

Five additional products (Ohio plant)

SETTLED WORLD CONDITIONS GOOD OMEN FOR 1939

INDUSTRIAL HEAD SEES SPRING UPTURN

WASHINGTON, Sept. 25.—Secretary of Commerce Howells predicted today American business would continue to improve especially if the European situation continues to improve.

RETAIL SALES TURN UP

Small sales turned upward of many centers of distribution.

Sales for 1939 Should Show Decided Rise

Automobile production increased; meanwhile, Dow Jones & Co. reported, dealer orders for 1939 positive Reports estimate car production in the most optimistic expectations.

IN OTHER WORDS . . . More men will buy Golf Equipment in 1939

As business goes so goes the trend of golf equipment sales. Business has been up and down during the past year. But now business leaders everywhere are looking to 1939 as definitely better for business. And we are among them.

Better business in 1939 will mean more money to spend and more spending. And undoubtedly this will mean more purchases of golf equipment—more sales of new outfits including clubs, balls, bags, etc. Have faith in 1939. Place your orders now and be in a better condition to take advantage of better conditions in the Spring. Be ready to make early season sales and profits.

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

GOLFING WITH THE MASTERS

16 mm. Sound Film FREE to Clubs and Organizations

Gene Sarazen analyzes the play of Guldahl—Snead—Revolta and others. See how your favorite clubs and balls are made. Thirty minutes of high grade entertainment and instruction.

WILSON
Kleersite Irons
Turf Rider
Foremaster
and Head Speed
Woods



in Golf Equipment By this mark you shall know fine golf equipment

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

tion. However, that does not mean that we, the pros, should not give in return for what the game of golf has given us. Our foresight in making people golf-minded today will fill our country club memberships tomorrow.

Group instruction to the adults and free group instruction to our members' children is at least part of that answer. Free group instruction to these children throughout the country will mean many thousand potential golfers for tomorrow. This would certainly be a wonderful contribution to the game we love and out of which we earn our living.

Group instruction is in its infancy, but it has, in my opinion, a great future. The number of people who can be taught to swing a club correctly in groups is almost unlimited and from 10 to 12 can be taken on the practice tee for ball-hitting instruction when they have made sufficient progress to warrant it.

The pro who devises a method of group instruction whereby he can teach the golf swing by numbers will find that there is little difficulty in moulding together a sound golf swing and the time taken to do so is much shorter than one would at first expect. The assistant employed by such a pro is indeed lucky and need have no fear of the future. Eminent physicians do more than their share of work gratis because they love their work and these men are much bigger men than we can ever hope to be. If we can imitate them just a little, we would be accomplishing something.

To state that any pro giving free instruction is a poor business man and teacher is unwarranted. The pro teacher who is booked up for weeks ahead and can still find time to give the juniors an hour or so a week and also give helpful hints to his members to make their game more pleasurable, is, certainly, in my opinion, a much better business man than the one who charges a nickel every time he moves.

Free group instruction to members' children is the best advertising a pro can get and any good business man will give you the answer to good advertising.

Any pro who gives free instruction with the idea that it must positively sell golf clubs and equipment is indeed a poor salesman. A good salesman sells himself first and his product afterwards.

Let every country club and its pro organize a junior club, give the youngsters every encouragement and see the increased interest and activity at the club.

Spalding Discontinuance of 35 Retail Stores Will Boost Pro Volume

SPALDING'S discontinuance of its retail stores in 35 cities marks a major change of policy that reflects merchandising progress of pro golfers. The new policy extends Spalding's reliance upon pro outlets for its golf retailing, and would not have been placed in effect had the Spalding officials entertained doubt of the pros' capacity for stacking up alongside any other sporting goods retailers.

Pros will be one of the 3 major channels through which Spalding sports goods will be sold. The other two will be the Spalding Wholesale Dept. serving schools, colleges and athletic organizations; and sports goods dealers in all principal cities.

Charles R. Robbins, pres. of A. G. Spalding & Bros., in commenting on the pro angle of the policy change, said:

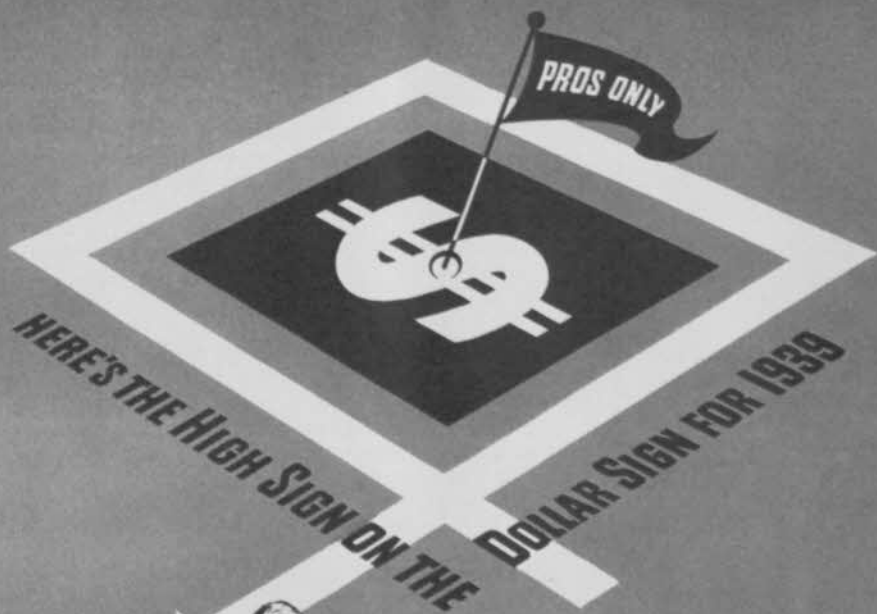
"Spalding retail stores always worked hand-in-hand with the pros. These establishments, however, did a substantial volume of golf business with a good-spending class of golfing trade that the pros had not been successful in reaching.

"We have watched the development of keen merchandising sense and energy in pro golf with great interest, hoping for the time when the expert standard of merchandising and player service in supplying equipment, would become so general that we could confine our major attention in golf, to manufacturing.

"The right time has arrived. The professionals have identified themselves as such alert and competent factors in the retailing of high-class golf goods that we relinquish a tremendous annual volume of golf goods retailing, confident that the pro abilities will protect this quality volume.

"I am sure that the thoughtful pros who are the leaders in golf goods retailing appreciate that the Spalding new policy is the most significant sign of pro merchandising competence that has been made, and that placing at the disposal of pros, the volume of successful golf departments in 35 cities' stores, is certain to be a factor in pros' increased prosperity in 1939."

FIRST gate money for a golf match is said to have been collected in 1892 at a pro match between Jack White and Douglas Rolland.



ANOTHER TOURNEY YEAR—that's the high sign for '39—straight from the great army of Pros who followed the sales stampede to Silver Scot Tourneys last season. And why not? If we gold-plated these sensational Tourney Woods and Irons we couldn't improve their sweet playing, sales-making appeal. And, if we packed 'em in steel

we couldn't give you greater profit-protection than our bomb-proof policy of distributing Tommy Armour Silver Scot Tourneys exclusively through accredited Golf Professionals. No ifs, ands, or buts—it's Tourneys again for personal use, protected sales and faster profits in 1939.

CRAWFORD, MACGREGOR, CANBY CO.
DAYTON, OHIO

BRANCH OFFICES: New York, 11 Park Place; Chicago, 23 E. Jackson Blvd.; Los Angeles, 714 South Hill Street; San Francisco, 121 Second Street; Seattle, 1107 Second Ave.; Boston, 60 South Street.

MacGregor
THE GREATEST NAME IN GOLF
**SILVER SCOT WOODS
IRONS AND BALLS**
Sold Exclusively Through
Golf Professionals

"DOC" TREACY HONORED

SOME of "Doc" Treacy's pals met with the memory of that departed comrade at Doc's old club, Woodmont, near Milwaukee, September 23d.

In the afternoon the fellows played for the Treacy memorial tournament. Butch Krueger won it. Butch has done right well in winning golf prizes in cash and trophies, but he never won another competition having the sincere sentimental value attached to this Treacy plaque.

In the evening Wisconsin PGA members, Woodmont officials and members, and several guests dined, then sat around to rejoice in the fine spirit that Treacy left behind him as his bequest to the game and its players. Arranging the affair was a spontaneous action by Wisconsin PGA officials and Woodmont members. They don't forget, up there, what Doc did for golf—and for his fellowmen—as a golf pro and a PGA official. But they are careful about not taking any individual or collective credit for remembering a duty of decent sportsmanship.

There are other memorial tournaments dedicated to pros who have passed. There's a fine one for that grand gentleman sportsman who's gone, Johnnie Golden. They had one the other day for Jim Hendry, a sterling old Scot.

Sincerity Marks Event

This one for Doc was the finest tribute to an honorable gentleman in sports that I've ever covered. But Doc was one of the finest gentlemen any of us ever knew, so the spirit of the occasion as a tribute to the fellow, could not be other than uplifting. There was no slopping over, as

there sometimes is, when these memorial talks are made. The fellows shot the words out straight. Like Doc did, all his life.

"Blackie" Nelthorpe told of Doc's service to pro golf in Wisconsin. He reminded the fellows that Doc wasn't the one to take the easiest way, and to mind about popularity. In the first couple of tournaments after Doc came to Wisconsin, it was difficult for Doc to get a playing partner. He didn't go "on the make" after anyone. Orville Chapin, Doc's successor, told how Treacy had left his Woodmont job in such shape that he made it an asset to pro golf, and supplied a standard performance for the successor. Alex Cunningham, visiting as president of the Illinois P. G. A., spoke of what Doc had done for all pros by maintaining an honorable, intelligent standard of individual conduct.

Recall Doc's Foresight

Tom Walsh, Treacy's successor as secretary of the national PGA, lauded Doc in family life, as well as in the integrity, wisdom and foresight of his service to pro golf. Herb Graffis detailed instances of Doc's straight-shooting, his courage, and his success in self-education. None of the fellows associated with pro golf who knew Doc, hesitated to cite specific cases in showing that Treacy had called the turn on later developments, and that his judgment and high principles constituted a paragon that pro golf could illy spare.

However, it was from friends of Doc, outside the business phases of golf, who spoke of Treacy in a manner that presented the truly high-minded professional golfer in his right light as a leader and teacher of mankind in the enjoyment of life.

Father Patrick O'Connor, wartime chaplain of the 32d division, spoke of Doc and his kind in pro golf as being not merely physical educators, but experts in character formation. He stressed the job done by Treacy in applying psychology to make happy adjustments of members, attitudes toward sport and their entire view of life.

Father O'Connor spoke of Doc as a Catholic pro at a Jewish club, in illus-

Experience of Horton Smith and Jimmy Thomson at Butler university confirmed GOLFDOM's frequently repeated statement that the PGA is missing a bet in not conducting coaches schools on the order of those run by and for expert coaches in football, baseball, basketball, track and swimming.

Horton and Jimmy appeared on the Butler coaching school program, handling golf. Athletic authorities from 150 universities and high schools in many states, Canada, Hawaii and Mexico attended the school and absorbed the Smith-Thomson plug for making golf a feature sport in school programs. The pro stars put on a strong plug for schools adding golf pros as important men on the athletic staffs.