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PLUS—New grinding . . . new deep dot Scotch Scoring on Iron heads . . . a choice of Heddon or True Temper shafts . . . a new combination Panel Display package . . . Irons to retail at \$3.50 to \$7.50. Woods at \$4.50 to \$12.00. Power-Bilts offer for 1939 a truly balanced set of matched and registered clubs.

SEE OUR REPRESENTATIVE NOW

HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KY.

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Bowling leagues constitute the most generally employed method of keeping northern country club members in social and sports contact during the winter. It has been estimated approximately 200,000 private golf club members bowl together in league competition during the winter.

trating the pleasant, thoughtful relation of man to man as a common denominator of religion. The padre was badly gassed in the war and was on the verge of being shipped to a sanitarium, when he was prevailed upon to take up golf. He declared that he "found himself" on a golf course, and from his own experience, identified pro golfers as having opportunities for spiritual leadership of a sort the harassed and ailing men need.

Harry Apple, official of Woodmont, talked of Doc as a businessman as well as a friend, and related Treacy's services in bringing the club through harsh years. Eugene Mahler and Harry Levy, other executives of Woodmont, detailed instances of Treacy's happy genius in enlarging members' enjoyment of golf, and of living. V. H. Kadish told of Doc's study of course maintenance and designated him an outstanding practical student.

Lamfrom Headlines Speeches

But the most eloquent, stirring tribute to Doc was made by Leon Lamfrom, noted attorney and president of Woodmont during Treacy's years with the club.

Lamfrom's tribute to Treacy's memory was a summarization of how a pro job can be handled to make it more than one man's means of making a living; to make golf mean living to all of the pro's members.

Woodmont's former president told of his first contact with Doc, which took place when the highly-keyed attorney was hacking in futile fury at the ball. Doc came up to him and smiled. "You don't enjoy this game, do you?" Doc asked. Lamfrom confessed he was going to quit golf because it was too hard on his temper. Doc gave him a swift but easy selling talk about the whole idea of the thing being enjoyment. He got the president to come out for an inspection, and quickly told him that no power on earth could make a star out of the Woodmont chief, but that some strokes could be

knocked off and a tranquil consistency attained.

From that, and the following sessions with Treacy, Lamfrom related that there came into his life a new and healthy interest and a philosophy that had been priceless. Lamfrom revered Doc as a gentleman, a friend and as a man who knew how to handle his job.

The late, and to-be-long-lamented Doc, couldn't have stood listening to the truthful things that were said about him. He was a modest guy, and a great one, and with time providing a clear perspective of the man, it becomes evident that of him could be said the tribute that's highest; "he handled a pro job right."

Servos Has New Book—When a man has given more than 75,000 golf lessons in the past 40 years, he's likely to have a pretty definite idea of how to teach the game. This is very definitely true of Launcelot Cressy Servos, who laid out Miami's first golf course in 1898, and who has been active in the teaching and promotion of the game ever since.

Out of the rich experience of his career, Servos has just written "Practical Instruction in Golf" (Rodale Publications, Emaus, Pa., \$2.00) which outlines the method of teaching Servos has found "most satisfactory for nine out of ten golfers." The book is written to be studied, not read, and numerous illustrations are included to aid in the pupil's understanding of the fundamental points discussed.

If your local bookseller does not have a copy, "Practical Instruction in Golf" may be ordered direct from the publishers.

Tom Vardon Dies—The ranks of golf's grand old guard were thinned October 13 when Tom Vardon, brother of the late Harry Vardon and golf professional emeritus of White Bear Yacht Club, died at the age of 64 after a prolonged illness.

Vardon became a pro in England when sixteen years of age, coming to this country in 1910 to fill the pro post at Onwentsia until 1913, when he moved to White Bear. A year ago, due to his failing health and long years of service, White Bear retired him on a pension.

Surviving the grand old man are his widow, a son, Leonard, who lives in England, and a daughter, Mrs. Charles Albe, of Minneapolis.



Good Golf Begins With the PRO

Since 1892 when Julian W. Curtiss, now Chairman of SPALDING'S Advisory Board, returned from London with a set of implements called golf clubs, SPALDING has participated in the growth of the American game with the natural interest born of parenthood. During the early years of golf SPALDING began the process of perfection which for years has inevitably made a SPALDING trade-mark mean the best in golf equipment.

Golf has grown since that day when Mr. Curtiss stepped on the pier with those clubs under his arm. Today, all over the country, golf enthusiasts are playing their favorite game. Their number is increasing rapidly.

SPALDING knows that the professional is the backbone of the sport. Therefore in our distribution policy we have further intensified our support of the pro. Many SPALDING retail outlets have been discontinued, thus giving you virtually exclusive franchises in your territory.

Ask your SPALDING representative for details of this new profit-making plan.

A. G. Spalding & Bros.

GOLF EQUIPMENT

New York City Golf Course Work Told in Newspaper Series

ONE of the standout jobs of newspaper golf writing this year is that done on the New York City public courses by Lawrence Robinson in the New York World-Telegram. For reader interest it registered strong on the sport pages and was a selling job on a public recreation that many a park course official would like to see copied in his community.

The Robinson series included pieces on the expert personnel constructing and operating the courses, construction and operating costs and golf architectural features.

In describing the New York golf course work done under the administration of Robert Moses as Park Commissioner, and with John Van Kleeck in charge of the golf, Robinson wrote, in part:

It is said that the peculiar genius of Robert Moses as a public official is his ability to pick the right men and give them their way. In a nutshell, that explains his amazing public-links progress in four years of service.

Golf Courses Are Answer To WPA Cash

Back in 1933 Park Commissioner Moses gathered his staff chieftains for consultation. The problem was to find work for thousands and thousands of relief workers offered the department by the government. Other agencies wanted this labor, and a rapid program had to be drawn.

Moses had no illusions about what he called the "incredibly inefficient" relief army. But he did set avid eyes on the 15 per cent division for materials, the 85 per cent going to pay labor. What project best fitted WPA?

The answer was golf courses, where a man could do most with a pick or shovel and the least appropriation was required for materials.

What actually was expended in constructing or rehabilitating the ten courses cannot possibly be calculated. No itemizing was done by WPA. But there is a definite replacement value, in terms of what it would cost a private group to build the same courses. A conservative estimate of this amount, exclusive of land value (which must be near \$50,000,000), is \$3,000,000.

Of this amount, about \$1,500,000 represents construction, equipment, and maintenance of the courses. The other half is

the value of buildings—clubhouses, shelters, storage bins, equipment sheds, etc.

Most expensive of the courses to replace would be Forest Park and Split Rock, approximately \$200,000 in the case of each. Forest Park's cost jumped far out of proportion because of poor land and bisection of the old property by the Grand Central Parkway extension. Split Rock was built new on land cut from wooded, swampy and neglected property.

La Tourette, longest, most difficult course of the civic group, and Dyker Beach are next in value, each at about \$150,000. Both were completely remodeled from totally inadequate plants. Pelham, another new course built on part of an old site, would cost in the neighborhood of \$100,000 to replace. Kissena Park, shortest of the regular group, and Riis Park, the pitch-putt project in the Rockaways, have identical replacement value of about \$80,000 each.

It is probable that the actual expenditure runs into fantastic figures, despite the intensive efforts of party officials to weed out the "leaners," the "sleepers" and the "sneakers." Make your own guess, from ten to fifty million dollars.

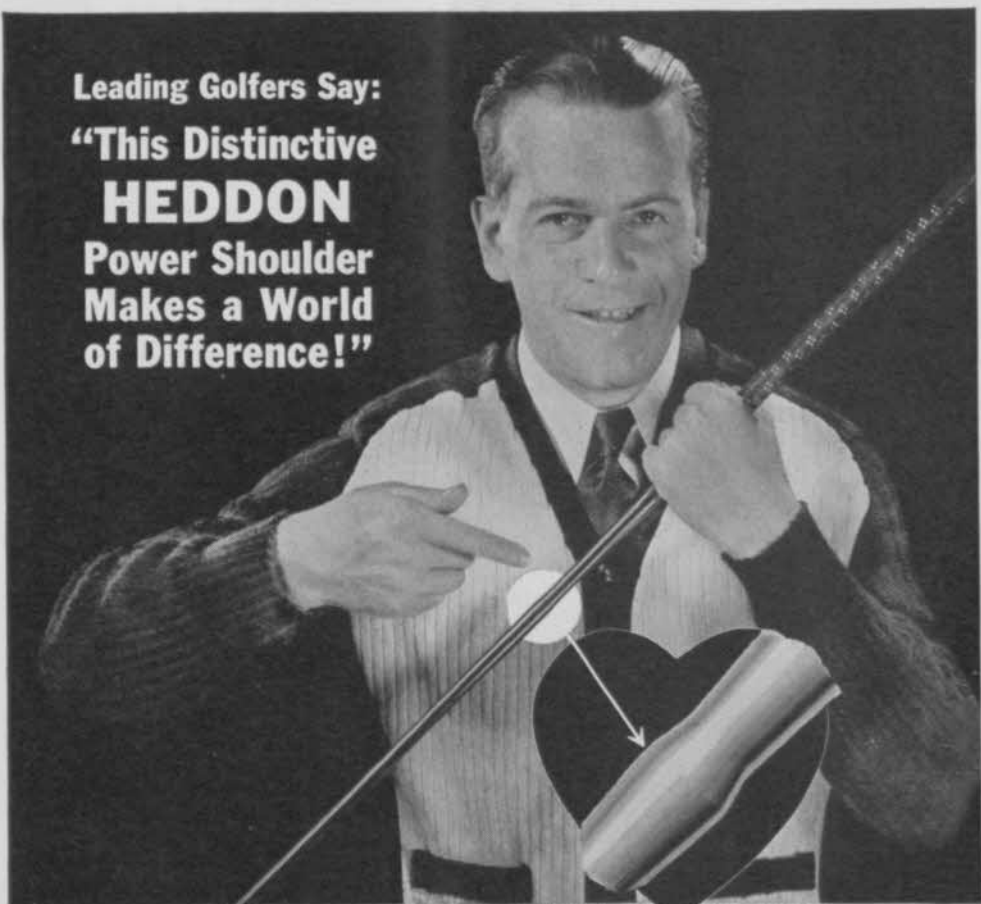
Clubhouses, newly built at several of the plants, make more than another million in replacement value. There was no stinting, and wherever the Moses administration has built there are more than sufficient facilities for the course to run at peak capacity for years to come.

California Salesmen Hold Tourney.—

More than 250 professionals, greenkeepers, club managers, newspapermen, and one amateur from each club represented by a professional, took part in the fifth annual Pro-Salesmen's tournament of Northern California, held October 3 at the California G&CC at Baden. A grand time was had by all at the day-long party, which was followed by an elaborate meal and entertainment in the evening. Charles McDonald was chairman of the event, and Jack Irwin and Don Forster assisted. Attendance was the greatest in the history of the tournament.

A purse amounting to \$800, a raffle of \$900, trophies costing \$250, and entertainment costing approximately \$500 gave everyone a chance to cash in on plenty of fun and dough, if they were lucky. Special events were a hole-in-one contest, a barrel contest, and a golf drawing.

Leading Golfers Say:
**"This Distinctive
 HEDDON
 Power Shoulder
 Makes a World
 of Difference!"**



"THE HEART OF THE SHAFT"

PLAY-UP HEDDON-SHAFTED CLUBS!
More Profit for You

Leading golfers are strong for the Heddon Shaft. It is instantly identified *anywhere* by the distinctive *power shoulder*. Here is a *quality mark* that makes *quality sales* for you at prices that pay you a worthwhile profit, because the exclusive Heddon Shaft is restricted to the best clubs produced by

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CUSTOM DRAWN STEEL GOLF SHAFTS

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The Shaft of Steel with the "Birdie" Feel

BOOK TELLS 'HOW TO SELL'

THERE'S a 75-cent book on selling that many pros can study to good advantage. It's called "The Sizzle Book," and gets its name from the fact that it is "the sizzle that sells the steak—not the cow." Elmer Wheeler, author of the book, is the sales expert who makes a fortune for his clients and himself from research that reveals word formulae that increase sales.

Early in his research Wheeler discovered that a big store with millions of dollars in merchandise on its shelves, actually had its destiny controlled by 800 sales girls whose only two worries were: "When am I gonna get married and quit working?"

"Gee, I wish it was 5:30—my dogs are aching."

With all the selling of his personality, equipment and lessons that a pro must do to make a living, it's strange that quite a few pros and their assistants fall into the sales girls' way of thinking. The pro-shop guy is apt to think:

"Boy, I wish so and so would come out. He's good for a dollar-dollar-dollar."

"Can you imagine that cheap louse buying from a store when I'm here?"

Vacuum Cleaner

Method Used

Wheeler starts his book by giving a close-up on the successful method of selling a vacuum cleaner. It's interesting for a thoughtful pro to see how the same principles can be applied to selling golf clubs and balls. "What will it do for me?" is a question in the minds of every purchaser, rather than what the design and construction features are. The mechanical features must be interpreted in terms of service to the buyer.

Customers make "snap judgments," Wheeler has found, so your first 10 words are more important than the next 10,000. Prove your point with showmanship, he advises. There's plenty to that, pros will agree, upon reflecting how they have sold

clubs to members because the pro himself has used the clubs to good advantage.

Frame your words at the close of the sales talk so the customer has a choice between something—never between something and *nothing*.

Wheeler warns against such phrases as: "Could you afford the better-priced one?"

"Would you be interested in . . . ?"

"Would you like me to explain this feature to you?"

"Howya fixed for . . . ?"

Instead of that sort of a stab at selling, he advises:

"You like this feature, don't you?"

"Which of these do you prefer?"

Train your voice, Wheeler says. The proper tone of voice carries power in selling. The growler, whiner and monotonous-toned talker doesn't score.

Wheeler made an ungodly amount of money for Coca Cola by putting into fountain clerk's faces just one questioning word—"Large?"

The old practice was for the clerk to ask, "large or small?" By eliminating the word small, millions of nickels have been added to the total spent during "the pause that refreshes."

This 75-cent book of Wheeler's is part of his \$3.75 book on "Tested Sentences that Sell." There's a lot of dope in the cheaper book to make pros think along lines that will increase their sales.

Opal Hill Joins Wilson Staff; Her Job To Develop Women's Golf

MRS. OPAL S. HILL, one of the best known personages in women's golf, has joined the Wilson Sporting Goods Co. staff to have charge of women's golf promotion. In her new work as a business woman golfer Mrs. Hill will concern herself especially with the development of golf among high school, university and business girls.

Much of her work will be that of coordinating the possibilities of development in the women's golf market with the pro facilities for serving this field.

As a winner of almost every major American women's title except that of the National, as a member of the USGA

Dubsdread GC at Orlando, Fla., this year will have the ultimate in facilities for player comfort. The new tenth tee at Dubsdread is set in a cool, tropical glade, supplied with inviting rustic benches, and—this winter it will have cold beer on tap!

A Great New Hagen Line

*Designed by
the "Haig" himself*



The reputation of the Haig as a club designer has been second only to his great performances on the links.

And in the 1939 Hagen line, Sir Walter certainly lives up to that reputation.

Masterfully designed models are the most colorful ever produced by this company. That means "Sales Appeal," which in turn, means cash in your register.

A new line of "Pro Only" woods and irons is a knock-out!

Three new balls in the 75c field—the Hagen 288 Red, 288 Blue and 288

Green—furnish a Hagen top-grade ball that fits exactly the individual needs of every type of golfer.

You can't afford to miss looking over the 1939 Hagen line when our representative drops in to see you.

It has been designed to produce, "Pro Profits."

L. A. YOUNG GOLF CO... DETROIT

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women's committee, the Women's Western GA, the Women's Trans-Mississippi and numerous other organizations, Mrs. Hill as an executive and as a friendly competitor has become one of the outstanding leaders of American women's golf.

Her game is a product of pro instruction by Al Lesperance, and of her own thoughtful, persistent practice and pro consultation. She is well aware of the problems and possibilities that pros have in extending the women's market.

As an admirable sportswoman, a fine business woman and an all-around great gal, Mrs Hill will be welcomed to the business department of golf by professionals.

Exhibition Match Formally Opens New Munny Course at Amsterdam, N. Y.

AN exhibition match between four well known professionals officially opened the WPA-constructed Amsterdam, New York, municipal golf links a few weeks ago. Gene Sarazen paired with Frank Hartig, the new pro at the City course, against Tom Creavy and John Lord. The match was over the 18 hole route. Who won doesn't matter. What was important was that this match brought into use a modern public links that had been created as a product of the employment of relief labor.

James W. Gaynor of Albany, administrative assistant of the New York State WPA, pinch-hit for State Administrator Lester W. Herzog, in officially turning over the work relief project to Mayor Arthur Carter of Amsterdam. The latter, after a review of the three-year job which has given needed work to persons on Amsterdam's relief rolls and a splendid addition to the City's recreation facilities, drove the first ball signalling the opening of the course.

Robert Trent Jones, nationally known golf course architect, has created a masterpiece on the 128 acres of rolling city-owned land. All features of a modern course—sand traps, bunkers, water hazards and woods—have been utilized to make the par 71, 6,900-yard layout a links paradise. The ninth and 18th greens are at the clubhouse, a double horseshoe effect. A sprinkler system for the fairways, tees and greens was installed, assuring a plentiful supply of water.

While most golfers are interested in but one kind of bird—a score of one better than par on a hole—a bird sanctuary is

being built in the woods through which many of the fairways stretch.

A stucco building to house the pro-shop and starter's office has been constructed in addition to temporary sanitary facilities. A parking area for 250 cars has been created adjacent to the proposed clubhouse site.

Fourth Hole Attracts Attention

Of particular interest to the golf-minded galleryites at the formal opening of the course was the fourth hole, a par-3 affair. Architect Jones and Construction Superintendent Willis Garrett cut out a green from a steep wooded hill, used the salvaged materials for a terrace and dammed the creek flowing through the course to create a pond. Three sets of tees allow the greenkeeper to vary the hole from 109 to 120 yards, all carry. A ball hit short will drop in either the water or massive sand traps while one too hard winds up on the steep rear bank.

Proof that the free group lessons which were given earlier by the City, and the promotion of this free exhibition match in opening the course, were good business, was borne out by the fact that play for the first fifteen days in spite of ten days of intermittent rain, at greens fees of



Course is nicely rolling, not flat.

fifty cents for weekdays and a dollar for Saturdays and Sundays, netted the city approximately eighteen hundred dollars. Also, Pro Frank Hartig's pro-shop was a beehive of activity, with a tremendous sale of new clubs to beginners who also kept him on the practice tee from 10 to 12 hours a day giving lessons.

The commission which is now guiding the affairs of the course is headed by James Ferguson, prominent Amsterdam attorney. He and the eight other members of the commission, all respected Amsterdam citizens, are untiring in their efforts to keep the course functioning with continued success.

A Club the Pros are Buying RIGHT NOW!

F-27

We know from long experience that they wouldn't be buying it unless it was really good.

F-27 is *only one* of the 1939 Burke offerings which is receiving professional approval in the form of orders.

Burke offers a complete line of golf equipment suited to every need—and every pocket-book. Let us help you in your 1939 drive for sales and profits.



RETAIL
PRICE
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THE BURKE GOLF
COMPANY
NEWARK, OHIO

One Man's Ten-Year Effort Brings Club Out on Top

IT IS seldom that an entire country club is the product of one man's enterprise, but such is the case with Columbia Hills Country Club in the Cleveland District. This picturesque course, tucked away in a rural setting southwest of the city is, and always will remain as a memorial to George L. Williams, Cleveland manufacturer, who died June 3 of this year.

John Dietrich, writing for the Cleveland Plain Dealer, tells the following story about Columbia Hills and of its illustrious and foresighted founder:

Back in 1926 Williams had the vision of a golf course in the deep valley of the winding west branch of Rocky River, south of the hamlet of Columbia. His imagination pictured a scenic and hazardous course, full of alluring shots over the river, and down through lanes in the forest.

The course was built by Harold Paddock and opened late in the summer of 1927.

For ten years Williams devoted himself to elevating Columbia Hills into a major private club of the Cleveland district. The effects of the great depression were a severe obstacle, but he never lost hope that Columbia Hills some day would be one of the recognized front rank golf organizations of the locality.

Last winter when Williams was stricken with his fatal illness, a group of members of the club began negotiations to buy the Columbia Hills property. The transaction was completed before the opening of the season, and Columbia Hills began the summer with the ownership and the responsibility in the hands of some 40 of the club's enthusiastic golfers.

River Is Hazard

It is impossible to play Columbia Hills without being infected with some of George Williams' original enthusiasm. The river, which sometimes rears from its high banks in a roaring flood, is a hazard not to be sniffed at by the finest of players. No course has more unusual shots, some requiring the muscle of a Samson to slug the ball to a hilltop, and others demanding the delicacy of a clock-maker to hit the rolling emerald greens.

Reggie Myles, the Columbia Hills professional, likes particularly to point out to strangers the No. 5 hole, a par three ranging from 145 to 175 yards. It is all

carry diagonally over the river, and is in every detail one son-of-a-gun. When he walks to the extreme back tee and points out the green set up like a target, Scottish Reggie's eyes gleam with delight. This is the kind of shot the professionals love.

Myles holds the course record, having once shot an astonishing score of 32-31-63, nine under par. This might seem a slight on the vigor of the Columbia Hills par, but Myles holds four other course records around Cleveland, some of them very distinguished layouts.

When the little Scotchman goes into one of his sub-par trances he can knock out a three on almost any hole. Once upon a time, in a district open tournament at Lake Shore, old Country Club, Myles did the final nine in 29, missed a tie for the championship by one shot and was madder than a hornet because he took a par three instead of a two on the last hole.

Prospects Are Bright

Columbia Hills' prospects for the future are very bright. The man now in charge is Dr. John H. Tildes, the club president, a stalwart physician whose swing is being developed by Professional Myles. The club has a nucleus of good players, the foundation of a first-class team not so many years hence.

In competition Columbia Hills major objective is to compete in the regular city interclub team race. This is a step not to be taken lightly, for the old line clubs have most of the best talent securely sewed up, and average golfers are just cannon fodder.

Slammin' Sam Authors Fine Instruction Manual

SAM SNEAD'S "Quick Way to Golf," a large instruction book retailing for \$1.50, features progressive action pictures of the season's biggest money-winner, together with brief printed matter accompanying each picture. In type, Sam tells what significant details of the stroke-making to observe.

The forward is a strong plug for pro instruction. In it he tells the necessity of getting pro personal counsel and supervision to make the use of his book most effective. He's made up his book so it serves as a printed textbook to go with pro personal instruction.

The book may be obtained from Wilson Sporting Goods Co., 2069 N. Campbell ave., Chicago.