

This fireplace will be a mighty popular gathering place for Walkill CC members, Franklin, N. J., following rounds on some of the cooler days this fall. The fireplace has a raised hearth for toe roasting and is so constructed that drafts do not cause those near the glowing logs to be literally frozen in the back, while being 'well done' in front.

Notice the andirons and stand in front, embellished with golf club heads, which serve the dual purpose of tending the fire and also to further heat the atmosphere when one is telling how a certain shot was played out on the course.

Lester Moffet supervises all clubhouse activities, and also serves as greenkeeper, pro-shop operator, and caddie master. Mrs. Moffet is in charge of the restaurant. The club is made up largely of employees of the N. J. Zinc Co. mines in the vicinity.



## Green Section to Hold Turf Conference at Arlington

**G**REENKEEPERS, green-committee members and others interested in turf maintenance will meet in Washington, D. C., Monday, September 26. This meeting is being sponsored jointly by the USGA Green Section and the Greenkeeping Superintendents' Assn. The plan is for a general meeting to open at 9 o'clock at the Arlington Turf Garden.

The morning session will be devoted to a review of the experimental work in progress at the Arlington Turf Garden. This experimental work is conducted by the USGA Green Section in cooperation with the Bureau of Plant Industry of the U. S. Dept. of Agriculture. There is now at the Garden a large collection of various strains of bents, bluegrass and other grasses, which are being tested for various turf purposes. Other experiments in progress include tests with numerous fertilizers, organic materials, chemical weed killers and fungicides. The various plants will be labeled and the work will be explained in detail at the morning session. Ample opportunity will be given for visitors to go over the work thoroughly and make their own observations as well as to raise questions on the various treatments under test.

President Joe Ryan has appointed a committee of members of the Greenkeeping Superintendents Assn. to plan the program of the afternoon session. This committee consists of Bill Leverton and Tom Ryan of Washington, Bob Scott and Gus Hook of Baltimore, and Bob Pollock of Philadelphia. It is planned to include visits to some of the local golf courses to study features of special interest to the greenkeeper. A dinner in the evening will

be followed by a short program of general interest.

The Turf Garden may be reached by driving to the Lincoln Memorial, then crossing the Memorial bridge and turning left at the second road (a narrow road half-way from the end of the Memorial bridge and the big stone entrance to Arlington Cemetery). From that point markers will guide visitors directly to the Garden. Those who are not driving will be furnished transportation if they report to the office of Dr. John Monteith (Room 4951 in the south building of the Dept. of Agriculture, 14th and C streets, Southwest).

**N. J. Report Hits Club Taxes**—"Even the most exclusive golf clubs serve so much a public purpose that they should be publicly encouraged rather than taxed out of existence as sometimes happens," declares the New Jersey State Planning Board in a current report on recreation.

"There are in New Jersey, principally in the urban and suburban counties, 110 private and semi-public golf and country clubs with a total area of about 14,200 acres," the report notes. "These clubs, although having low capacity in proportion to area occupied, and although seldom open to the general public, are large recreational assets to their localities. Not only do they offer agreeable recreation to a considerable number of people, but often they also provide pleasant open spaces in otherwise solidly built-up urban territory."

During the recent Cleveland Open at Oakwood CC (Aug. 12) Sam Snead overplayed his shot to the 18th green. A member of the club came out the locker-room door just in time to let Snead's ball sail in. This cost Sluggin' Sam a stroke and made him so mad he took a 6 on the hole.

# CLEARING HOUSE RATES PROS

**D-P-DP-PS-G-GS-F-S-SE-E-X-A-C-U-R.WO**—What kind of a puzzle is that? No puzzle at all! One of those letters, two of them, or a combination of them will indicate clearly to every manufacturer or distributor of golf equipment just how—or if!—a golf professional pays his bills.

By his promptness or his slowness—his action or inaction—his concern or his indifference—the professional makes his own selection of the letters to follow his name in the rating book. There is no chance for him to get a "D-P" rating unless it is his habit to discount some of his bills and to pay all others promptly. If he is slow to exceedingly slow, he cannot escape an "S-E" rating.

The S. G. I Clearing House simply records the rating which the professional establishes for himself. On the "score board" goes the professional's name and the total of his "strokes"—there can be no deductions—no additions—there it is, sweet or sour—the score has to be there just as it is!

## Pro's Rating Is Important

What is credit? Well, for one thing, it is something infinitely more important to the successful conduct of a professional's business than the ability to "break 80!" Why? Because with a good credit, a professional can do a big business on a small capital!

With only \$100 and a good credit rating, a professional has the purchasing power of \$1,000 at his command. With \$100 and a poor credit rating, his purchasing power is limited to exactly \$100.

If his credit is good, he is able to borrow capital—and after all, buying on credit is no different from borrowing money. Bills unpaid are loans unpaid. Credit is simply

A primer on the function of credit in operating a pro department business has been sent to many pros by the Wilson credit department. The folder talks plain, but says just what the most successful pro business men have learned.

an "accommodation loan" made without security and without interest. The seller gambles on the integrity of the purchaser.

Don't put yourself in the hole by being too liberal in extending credit to those who buy from you. To sell strictly on a cash basis may mean a little less in sales volume but it may mean more in profits.

If you do sell on credit, have a definite arrangement regarding payments. If the purchase is to be paid for in part payments, have an understanding that a definite amount will be paid on a definite date—and let no payment date slip by without calling it to the debtor's attention.

If you are at a fee course and the sale of a set of clubs is involved, make your deal on the basis that the clubs will be left in your rack until the final payment is made. This provides you with the security for the debt and at the same time makes the player a "regular" at your course.

## Here's Clever Credit Plan

Many professionals have successfully used a payment plan of a substantial down payment with a follow-through of additional payments to be made at the rate of a penny a stroke for each round played until the balance is paid. Thus a player shooting around a hundred who plays three times a week will pay around three dollars a week.

If you are located at a private club, by all means make arrangements to have your bills included on the regular monthly statements sent out by your club. This makes your bill a part of members' account with the club just the same as the dues or the house account. You'll get your payments promptly because members don't like to be "posted."

The smart professional will confine his purchases to brands which are nationally advertised and which are nationally re-

Quickest and most complete shop clean-out following the display of the Birdie Special sales advertising occurred at the pro-shop of Johnny Yrona at the Rock River GC, Oregon, Ill.

Johnny displayed the Birdie Special advertising the day he received it. The next morning he didn't have a piece of golf merchandise left in his stock. During the night his shop had been robbed!



**TOPS IN**

**THE WORLD OF GOLF**

**TRUE TEMPER** is the strongest golf shaft made.

**TRUE TEMPER** is the sweetest in action.

**TRUE TEMPER** models and flexibilities provide a perfect fit for every golfer's swing.

**TRUE TEMPER** is used by all golf club makers on their better clubs.

**TRUE TEMPER** is used by every major championship winner the world over.

**TRUE TEMPER** is accepted by golfers everywhere as tops in performance and in durability.

These are all exclusive *plus values* provided by TRUE TEMPER to help the Golf Professional sell more and better golf clubs of the make his customer may prefer and he may recommend. We will continue to provide these exclusive *plus values* for the benefit of our friends and customers. For information, write:

**THE AMERICAN FORK & HOE CO.**

*Sporting Goods Division*

DEPARTMENT G-8

GENEVA, OHIO

**TRUE TEMPER**  
*The Golf Shaft of Champions*

Pros of the Midwest and Oklahoma sections of the PGA will meet in a team match at Wichita, Kan., Oct. 13, as a curtain-raiser for the Wichita \$1,600 Open.

The pro team-matches go especially well in the Southwest. The boys stir up a lot of interest with their set-tos and enjoy these sessions as opportunities for business discussions and mild evening entertainment such as checkers, chess, anagrams, London Bridge Is Falling Down, and card tricks.

spected. The merchandise which is in demand will move out quickly. It is only when the goods move that you can make a profit.

Unknown brands and private brands are slow movers. Don't be fooled by the wide margin of difference between your cost and the selling price. Don't be fooled either by any extra inducements offered. You might purchase a set of clubs for twenty-five dollars which are supposed to sell for sixty dollars—looks like a sweet profit! But just remember that before there can be a profit, there must be a sale. And while that "sweet profit" set remains on your shelf awaiting your opportunity to "cram it down some golfers throat," a dozen sets of clubs of a nationally known make, honestly made and honestly priced might be sold!

### Don't Spend Capital

Keep your stock down—but keep it turning. Restrict your purchases to the manufacturers who are in a position to give you prompt deliveries on your re-orders. In that way, you will not require a big capital and you will not need to place an undue strain upon your credit.

From each day's sales, or each week's sales, lay enough aside to pay the cost of those sales. Keep it always in mind that only the profit is yours to spend. If your stock has not been paid for, then a substantial part of what you take in on your sales belongs to the manufacturer. If you have paid for the merchandise sold, then you owe a substantial part of the sales income to the "business"—the stock must be replaced. There should be two pockets for your sales income—one for the part which is yours—the other for the part which is the manufacturer's or required for reinvestment.

No distributor—no manufacturer—is interested in financing your trips to tournaments or in having you use his money to make good your losses at golf, craps or

poker—and that is exactly what happens when you indulge in these things and let your bills ride. In extending credit to you, the manufacturer has supplied money for you to work with—he cannot afford to extend the time for repayment and thus supply also the money for you to play with!

Whether you know it or not, you are selecting the letters which follow your name on the credit score-board—they can be pretty—or they can be awful ugly! The choice is up to you!

*Treat Your Credit As A Sacred Trust.*

### "Uncle Julian" Resigns as Spalding Board Chairman

**J**ULIAN W. CURTISS, on his eightieth birthday, August 29, stepped from his responsibilities as chairman of the board of A. G. Spalding & Bros. into chairmanship of the advisory committee. "Uncle Julian" has been with Spalding 53 years and has hit the ball hard all during this stretch. He asked that the company directors give him an "out" on the board chairmanship so he could give more of his time to demonstrating "It Pays to Play." He argued himself into somewhat of a vacation, although, as chairman of the Spalding advisory committee, he continues as a pinch hitter in the batting order which has Charley Robbins as president in the clean-up position.

Curtiss probably is the outstanding man of his years in American business. It bumps the consciousness of his thousands of friends to be reminded that he is 80 years old. That time isn't associated generally with the Curtiss pep and keenness.

More than any other one man Julian Curtiss is responsible for the growth of golf in this country. When he brought from England the first clubs and ball that Spalding sold into this country, he was suspected of having been talked into something while he'd been propping a friendly elbow on a British tavern counter and discussing how to best enjoy life with some of his new-found pals. By financing the early exhibition tours and by importing and acting as fiscal angel, ballyhoo man, employment agent and godfather to scores of this country's pioneer pros, Curtiss gave golf the right sort of a start as an American game and business.

William T. Brown has been elected a director. Brown, as advertising manager, then as treasurer of the company, has

IT'S "Wilson" TODAY IN GOLF EQUIPMENT



Man, what a season---

WHAT A SEASON!!!

● Wherever the big names in golf appear in this spectacular season—Wilson famous K-28 Super-Distance Golf Balls and Wilson Golf Clubs with True Temper shafts appear, too. Wilson is the equipment used by such champions as Guldahl, Snead, Revolta and others.

It's Wilson today in Golf Equipment—  
—not only in the hands of "champions"  
—not only in the leading pro shops—

but in the minds of the golfing public.

You sell golf equipment. The public knows Wilson Equipment is tops. Why not sell what the public respects and will buy—Wilson K-28 Super-Distance Golf Balls—Wilson Kleersite Irons and Wilson Turf-Rider and Fore-Master Woods—Wilson Golf Bags. At any price Wilson Golf Equipment is a *top-value*. Remember, it's WILSON today.

*Players mentioned are retained on Wilson's Advisory Staff*

*"It pays to play"*

**Wilson**  
GOLF EQUIPMENT



*By this mark  
you shall know fine  
golf equipment*

WILSON SPORTING GOODS CO. • Chicago, New York and other leading cities

turned in a great performance. He has been chairman of the Pullman boards for Spalding for the past few years, touring around observing the state of the nation.

He is well above 6 feet in height, with sideways specifications to fit, so a discreet guy will take up any controversies with him by mail.

### Michigan PGA Holds Successful "Trade-In" Week

"TRADE-IN-WEEK" run under the auspices of the Michigan section PGA, gave lively evidence that pro merchandising is earnestly endeavoring to learn the answers.

Michigan pros made shop displays offering trade-in-deals to pep up sales that had been retarded by adverse weather and

Reproduction of sign, in two colors and five feet in width, that was displayed by Michigan pros, with approval of state PGA section, in their shops during Trade-In Week.

about applying the trade-in stimulus to their individual situations had no reluctance about expressing a general approval of the sales push as worthy of national PGA adoption.

Michigan pros, being closely associated with men who are responsible for smart merchandising in the automotive industry, have shown considerable resourcefulness in surmounting sluggish sales factors. The successful test of the Trade-in week idea proved to them that pros who go strongly at the job can wake up the public to a realization that the pro-shop is the liveliest merchandising spot in golf.

#### PGA Executive Committee Meets in Chicago

EXECUTIVE committee of the PGA met at Chicago August 3 and 4 to discuss a plan for handling the approximately \$45,000 golf promotion money given the PGA by the club and ball manufacturers.

A teaching program based on an educational film will be shown by a lecturer and instructor in each of the PGA 28 sections. Parts of the old PGA instruction film, together with new film of contemporaneous stars, will be used in making up a 16 mm. film. The plan, in some respects, is similar to the highly successful instruction and promotion work done by the U. S. Lawn Tennis Assn., and follows up along the lines of the Spalding and Wilson films.

The PGA Hole-in-One club, which has enrolled 1,899 members in its first year,

Shop posters were also furnished the Michigan pros by a manufacturer who tied in its advertising with the Trade-in idea.

general business conditions. The idea of a concentrated sales drive made good, according to the majority of observation, and even the fellows who were hesitant



# Star GOLFERS PREFER HEDDON SHAFTS

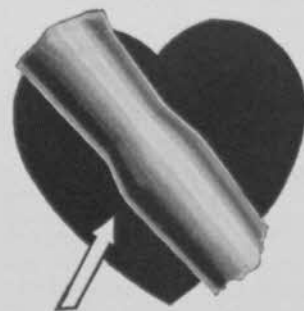
● Have *YOU* tried the Heddon Shaft with the "Double-Whip" Power-Shoulder? When you do so, you'll appreciate its unusual playing qualities not found in any other shafts.

The distinctive power "shoulder" instantly identifies the Heddon Shaft. It's a "Quality" mark that makes *Quality* sales at prices that pay a worthwhile profit, because the Heddon Shaft is restricted to the *best* clubs produced by:

HILLERICH & BRADSBY CO.

A. G. SPALDING & BROS.

WILSON SPORTING GOODS CO.



The "Double-Whip"  
POWER-SHOULDER  
THE HEART OF THE SHAFT

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

# HEDDON

CUSTOM DRAWN STEEL GOLF SHAFTS

JAMES HEDDON'S SONS • *Steel Golf Shaft Division* • *Dowagiac, Michigan*



Ten of the leading pros in the St. Louis district operate one of the most popular practice ranges in the Midwest. There are 42 clay tees and 84 grass tees, brilliant night lighting, and an attractive office and shelter building at the establishment. Umbrellas and lounging chairs help keep the customers comfortable.

The establishment has produced a vast amount of night instruction business for the 10 pros from club members and non-members. During the Western Open an exhibition of noted players was staged at the Pros' range and caused a traffic jam. The place was packed, and outside, the police turned away about 1,000 automobiles. Cars were parked for a mile in both directions from the range.

will be continued. An increase in golf tourney interest and purses was reported by Fred Corcoran, tournament bureau mgr. for the PGA. Fred advised that tournament purses for 1938 will exceed \$180,000. High satisfaction was expressed with Corcoran's work. The official press release on the Executive committee meeting promised "a continuance of the Bureau's work along more extensive lines," although no specific information was released.

The Seniors' tournament, which was so successful in its initial staging last year, will be perpetuated. Grange Alves, Acacia CC, Cleveland, O., is head of the Seniors' committee which will select the course and dates for the next veteran's tourney.

Other subjects discussed during the meeting concerned a purge of the membership based on one section of the PGA Code of Ethics, and ruling out a non-member's Open tournament entry. The tournament entry matter bumped into a legal jam.

#### Ask Golfers to Donate Travers' Mashie to Museum

**T**HIRTY-FIVE years ago, 14-year-old Jerry Travers bought a thin-bladed mashie from Alex Smith. That club played an important part in winning four National Amateur and a National Open title for Jerry, and now it's the one club of the old lot that he has left.

Jerry's got to get rid of that. For the


past six years the fellow has had hell's own time trying to keep his family and himself going. When he was a top-notch golfer Jerry turned down frequent offers to cash in on his amateur standing. Now they don't even offer him a job. Travers has kept in there swinging and showing in a far more critical spot, the same desperate guts he used to show when he came from behind and knocked out victories in golf matches.

The USGA Museum would like to have that Travers mashie in its championship club display, so Travers' admirers are being invited to make modest contributions to a fund for buying the mashie, with the money going to Jerry, and the club going to the USGA museum with the winning contributor's name attached as the donor of the historic club. This benefit plan is approved by Archie Reid, USGA pres., and by George Blossom, Jr., chairman of the museum committee.

Hundreds of veteran pros and amateurs will want to kick in for this and hope that the dough will give Jerry a lift. Price of the tickets is \$1 each. Innis Brown, *Golf*, 52 Vanderbilt ave., New York City, is treasurer.

GOLFDOM suggests that some of the older pros and amateurs who were in competitions with Jerry and knew him as one of golf's greats, display this item on their club bulletin boards, over their names as local collectors of the Travers' Mashie dollars, and then send the amount collected to Brown.





**LONG  
NECK**

**THE DIFFERENT LOOKING PRO-ONLY WOODS FOR '39**



Jar loose your hard-boiled members who haven't bought in a couple of years! Give 'em a load of Long Neck—the different looking Penna model Armour Woods and they'll stop chirping that all clubs still look the same. Different looking from every angle—different in feel—these new, long, spliced neck model woods are MacGregor's way of softening up sales resistance for pros-only in '39. See them soon—and see the difference.

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.

A NEW  
TOMMY ARMOUR  
MODEL

**MacGregor**

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

## Member Tells World His Club's Pro Suits Him

Here is a glowing account of a pro's work with the kids at a golf club, written by the father of one of the children who is receiving golf instruction from the recently organized group class. Art Andrews is the pro, and he's located at the Mt. Hawley Country Club of Peoria, Ill.

**WE OUT** at Mt. Hawley think Art is a great pro, and my remarks, because of that, are apt to be a little biased. I will, however, try to stick as close to the facts as possible. First of all, Art feels that promoting golf interest at the club is his main job, and that any additional golf interest he can develop will sell that much more merchandise and enable him to give that many more lessons.

He feels that golf interest among the better players of the club is always at a sufficient high point, and so he makes a

I'm willing to bet, too, that this number will see the course completely through except for vacation absences, etc. Also, you know without my telling you just how greatly a little program of this kind is appreciated by the parents of these children. In addition to the children's class, Art last spring also organized a free women's class and about 55 women are enrolled. The class meets once a week and through it several new customers for his pro-shop have been developed.

A policy Art has followed since he has been at Mt. Hawley which has paid him big returns in added pro-shop income, has been that of playing several rounds of golf a week in a foursome of average players. Of course he may play other rounds with some of the top-notchers where he can do a little high-class gambling, but he never lets this interfere with his taking out three average or below-average players as often as possible.



Andrews (left) and his junior class at Mt. Hawley.

sincere effort to give as much time as possible to the average or sub-average player, or to those members or families of members that up to now have shown little desire to play more than a few rounds of golf a year.

Now Art has come along with his free class for children. As far as I know he has not set any limits on age, and the course consists of eight one-hour lessons. The first four lessons took up swinging practice, the Rules of Golf, and golfing etiquette. In the remaining four lessons, the kids are to get plenty of chances to hit the ball, and I only hope that my boy will be one of those who will really take hold of the game in good shape—and he's only 8 years old, too!

There are 40 kids in the class, and of course, they are all highly enthusiastic.

I hope I haven't been too enthusiastic over the way Art conducts his business, but I just wanted to let you know how well satisfied we are with the way things are going down Mt. Hawley way.

**Miami Tourney Dates Set**—The fourteenth annual Miami \$2,500 Open and sixteenth annual International Invitational \$4,000 Four-Ball matches, two of the South's oldest pro golf tournaments, will again be a part of the annual winter golf program at Miami, Fla.

The Miami Open, won last year by Sam Snead, will be played at the Miami Springs CC course, Dec. 16-18, and the International Four-Ball matches, Mar. 5-8, 1939, at a course to be selected later. Ky Laffoon and Dick Metz won the Four-Ball title last season.