

TRUE TEMPER Matched for Weight

● To help you get rhythmic timing in your swing, each set of TRUE TEMPER Shafts is matched for weight by an eye that never sleeps. On a marvelously accurate knife-edged balance, the weight of each shaft is checked by the Electric Eye. Quicker and surer than any human eye, this fascinating Electric Eye, or Photo-Electric Cell, instantly rejects any shaft that does not conform to the

required weight. The delicate balance and electric control of this weight-matching device are shown above.

Every golf club maker uses TRUE TEMPER Shafts on his finer clubs. Every player accepts TRUE TEMPER as the standard of performance in the golfing world. Every Professional finds it easier to sell TRUE TEMPER Shafted Clubs. You will find TRUE TEMPER'S popularity is the shortest route to profits in the golf shop. The American Fork & Hoe Company, Cleveland, O.

TRUE TEMPER

STEP DOWN

The Golf Shaft of Champions

An alert pro had one of his members give a series of golf lessons as a birthday present to the member's son.

The pro picked up the idea and pushed it to other members. He sold \$320 in lessons last year on this idea alone, and has developed some great boosters among the kids; boosters who keep telling their parents what a grand fellow the pro is.

One of the angles of small-club operation that still has me puzzled is the average club's Board of Directors. A man may be an outstanding success in the business or professional world, but the moment he is elected to the Board of Directors of a small golf club, his business judgment sometimes immediately assumes the status of a prep school freshman. That is, so far as the administration of the club's business affairs are concerned.

So far as I know there's nothing much the pro can do about such a situation but grit his teeth and make the best of it. A greenkeeping friend of mine advises shooting as a possible cure. But perhaps some day the PGA and GSA will be able to convince club officials that members of the two organizations know what makes a golf layout tick, and matters pertaining to equipment, upkeep, budgets, and administrative policies had better be left to their judgment.

Of all the jobs connected with a golf club, the handling of caddies gets my first prize in goat-getting. A group of kids on vacation is a man's-sized problem in any language. But kids as a rule possess a surprising sense of fair play. And if a caddie group is simply not wholly bad, something generally can be accomplished.

Free Instruction Pays Dividends

Free caddie instruction, free group lessons, caddie tournaments, and the instilling of club pride in a group of healthy youngsters pay big dividends. Boys are natural imitators and in most cases develop into good caddies and good golfers. And there's nothing a club membership appreciates more than good caddie service.

In the smaller clubs where the pro generally handles the boys, extra attention paid to caddie details is appreciated. Most of the boys come of good, substantial families and their caddie activities, if pleasant, are very often the means of new club members and new business.

I shall never forget a curly-headed, engaging youngster, with a reputation for being light-fingered, who enrolled in one of my caddie groups. I was immediately

advised to get rid of him because of that fault. But something, I know not what, made me hesitate. Before many days various articles around the club were missing including balls out of members' bags.

One day when he was watching me I deliberately walked out of my shop and retired to another part of the club that afforded a good key-hole vision of the layout. Within thirty seconds his fingers were in my ball case.

The young man and I had a private conference regarding the matter. His attitude impressed me as that of expecting a good hiding. But I simply took the balls away from him and gave him a gentle, thirty-minute lecture on the comparative values of honesty, good-citizenship, and legerdemain. The boy tearfully protested that no one had ever talked to him in that manner before, and promised to mend his ways. I had no more trouble from his quarter and he later became caddie champion, and finally club champion. Today he is No. 2 man in the town's biggest bank.

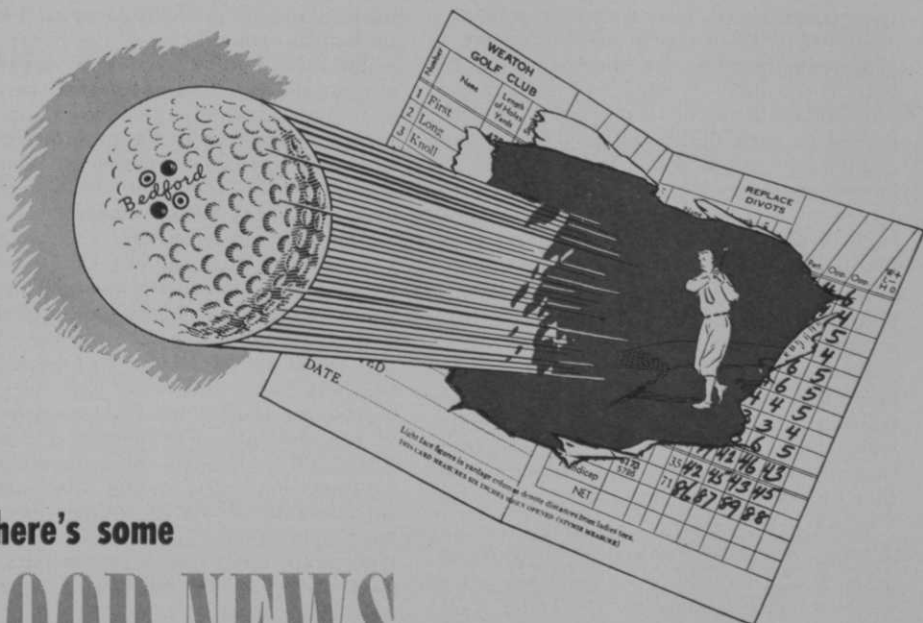
I like to kid myself that I had something to do with that kid growing up straight. But I probably didn't. Anyway, the lecture didn't do him any harm—possibly some good. And he did make me a first-class caddie. Which is, as we all know, a too rare species.

Surplus Stocks Cause Headache

Closing up shop at the end of the season with a stock of merchandise on hand is probably the cause of more splitting headaches in the profession than any other one thing—especially at the small layout. Quite often that stock can represent a good share of the season's profits.

Labor Day is a good date to keep in mind in this respect. The club usually has some activity scheduled and play is good over the week end. Put on a couple of week end handicap events, including a mixed two-ball foursome affair, charge reasonable entry fees, and start moving out that stock in the form of prizes. Take advantage of that week end to sell entries in coming tournaments for the next six weeks. Work like a trojan on them and you'll be surprised how much stuff you can turn over.

One of the keenest stock-moving gags I ever used was the Calcutta Pool. Get the date for the club championship set for sometime in September. After the qualifying scores are in and the players matched into flights, throw a pre-championship dinner. Tickets for this affair should be sold



There's some
GOOD NEWS
 coming for All your
"Break 90 Players" and
FOR YOU!

IT'S on the way! — a ball specifically designed, cored, wound and covered to meet the requirements of nine out of ten of your members — the requirements of that great, enthusiastic, day-after-day crowd, "The Ninety Players."

It is the new Acushnet Bedford — and boy, is it a ball!

In a week or two we will tell you the whole wonderful story; how a new manufacturing method has made it possible for us to offer you and your members a ball that will take on the most brutal hacker in your club and come up bright, white, and smiling; how this new construction gives the Bedford distance you'd never expect in this type of ball.

But the big point we want to get over now is just this: Here's a chance for you to give that group of people that buys more balls than all the others put together, the ball they've been looking for, for years. Remember the Titleist? And how it went over last year? We expect the Bedford to get just as enthusiastic a reception — and, of course, every ball goes through the Pro Shop, and no place else, as always. It is the big Pro profit opportunity for 1939 . . . "there's gold in them thar pills!" Acushnet Process Sales Company, New Bedford, Mass.

75¢
BEDFORD

The New ACUSHNET Ball That Can Take It!

two weeks in advance with the help of a committee. When cigars and coffee are in order, auction off the players. With the help of a couple of bidders in the audience you can really raise some money. Pool the money in each flight and pay off in merchandise prizes as follows: one-half to the buyer of the winner, one-fourth to the buyer of the runner-up, and one-eighth each to the buyers of the other two semifinalists.

At one Calcutta Pool I moved \$230 in merchandise. The event excites no little interest and a world of good-fellowship.

However, there has never been a stock-moving scheme that will even tie the old tried and true method of selling the stuff when it should be sold. And the way to do that is by keeping the tips of your shoes thin by staying on your toes.

The small-club pro who is without the benefit of a financial reserve had better, first of all, thoroughly convince himself of his exact professional status. If he wants to stay in the game, and advance, he might as well resign himself to the fact that hard work and close attention to his business is the only thing that will bring results. And such a program does not include playing dime skins with the club champion every afternoon—including Sunday.

A man goes one of two ways in pro golf. He either sets his goal for that of a money player, or he becomes a club professional. And since very few of the boys have been able to successfully combine the two, a young pro's chances of doing so are remote to say the least.

I found it utterly impossible on a small job to retain my golf game and make money, too. Argue as you wish, but nobody can do as good a job of looking after your business as you can do yourself. Winning forty cents from Bill Jones is not half as important as being in your shop to welcome John Smith when he comes out to play; making him feel at home and convincing him you are interested in his club comfort and golfing welfare. And contrary to most pro's reasoning, this job of convincing is not best accomplished on the golf course.

How many lessons a year does the club champion take of you? Very few—if any. But Alex McWhuff is just taking up the game and needs your help and encouragement. You'd better do most of your playing with him—and the rest of the thirty handicappers. That's where your bread and

butter is coming from, so you'd better be on hand to slice it.

Yes, the small-club pro, in order to be successful, most certainly must be a business man—and a magician, a juggler, and a court jester. He's engaged in one of the world's toughest occupations, and his survival depends largely on the quantity and quality of gray matter under his hat. The methods found successful in one location may prove a first-rate flop at another club. In short, he must make his own bed—and try and get eight hours sleep on it.

In summing up, however, I know of one method of operation that will work for any pro, any place. Here it is.

I have a shoe which I place in the hands of my assistant. Whenever a club member walks into my shop and buys a set of clubs without my having previously approached him along those lines, my assistant is instructed to don that shoe and vigorously apply same to the part of my anatomy generally most used by the unsuccessful pro.

The shoe is hob-nailed and has a copper toe.

Driving Range Operators

See 1939 Another Good Year

STOP-and-sock operators are looking forward to another boom year. The business has increased steadily during the past four years, although there continues to be a high mortality rate among the untidy and poorly designed and equipped establishments.

Those practice tees that have done well operate on a basis of careful attention to attracting and serving a market that demands neatness and order. The most successful of these places are so well groomed in layout and equipment and so attentive to the desires of the customers, they are run on almost a private club platform.

Several expert operators of prospering practice tees estimate that as many as a quarter of their customers never have played a complete round of golf.

In most cities the practice tees have been virtually free from price-cutting wars. It has been found that cut prices haven't drawn business to a place that was lacking in qualifications of location, tee construction, good maintenance, neat equipment and polite and competent attention.

Any way you add it

THE ANSWER IS TOURNEYS



**MACGREGOR'S IRON-CLAD
PRO-ONLY POLICY**



+ **TOURNEY'S
STAND-OUT RECORD***



= **BIGGER PROFITS
FOR YOU**



Better get in your order now for sample stocks of Pro-Protected Tourneys, the stand-out clubs of 1939.

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

* TOURNEYS WIN 39 TOP-MONEY PLACES INCLUDING 7 WINS ON THE GRAPEFRUIT CIRCUIT! In thirteen major tournaments 23 of Tourney's top-money places were won by MacGregor Advisory Staff Pros using Tourney clubs—the other 16 places were won by prominent pros not retained on our Advisory Staff but who used Tourney clubs.

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THE GREATEST NAME IN GOLF

TOURNEY WOODS, IRONS, BALLS

SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS

School Golf Clicks Here

AN OLD athletic storeroom that formerly housed the printing equipment of the Peoria Opinion is now being used as an indoor 'golf laboratory' by students of Peoria Central high school at Peoria, Ill. Carroll Bockwitz, mathematics instructor and golf sponsor at the school, is the person most responsible for building up golfing interest to the point where the students flock to the new practice haven after school, on Saturdays and on holidays.

There are generally more applicants for practice time than can be comfortably taken care of, but Bockwitz manages somehow to work each student into the program of instruction that he has found most effective in teaching beginners. Under Bockwitz' direction, the Peoria Central golfers crashed through to their first state championship in 1938, and despite the fact that several of the stars of the squad graduated, another strong team is seen for the 1939 season. Conference and city titles have also been won by Bockwitz's Peoria Central squad in the last three years.

The students have worked with Bockwitz in the metamorphosis of turning an old, unused room into an ideal indoor golf practice site. The 'laboratory' now contains driving tees, nets, chipping tees, and a large bulletin board covered with articles and diagrams of the proper swing, grip, etiquette of the game, etc.

Camera Points Out Error

"The camera doesn't lie," in Bockwitz' motto, and every few days he takes pictures of the boys as they start and finish their swing, and then compares these shots with the swings of the pros. Bockwitz is now working to obtain motion pictures showing the experts in action. The 'laboratory' has been in operation since February first, and will continue in operation until weather permits the golfers to move outdoors. Bockwitz tells of the golf plan at Peoria Central:

"Promotion efforts in golf began at Peoria Central in the spring of 1936. Art Andrews, pro at Mt. Hawley CC, and Peoria CC's professional, Elmer Biggs, cooperated with the athletic department of the school in getting the golf program under way. Biggs and Andrews gave talks in general assemblies, and Horton Smith gave the kids a treat in shot execution in

an assembly demonstration. Motion pictures on golfing technique were also presented and explained.

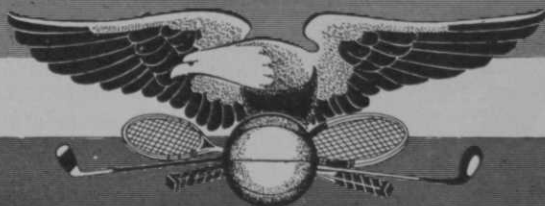
"After these carefully arranged assembly programs, there was provided class instruction for more than 300 students, who were interested in more thorough and personal guidance. These assembly programs and demonstrations, we knew, would serve to create interest in arranging classes for golf instruction, and we also realized that very little golf knowledge could be acquired by the students watching these demonstrations who had had little previous experience or training. We had to give them some more personalized instruction, as skill in golf must be developed by an understanding of the fundamental methods, followed by carefully guided practice.

"From the accompanying photo, you must observe that our driving nets are not the most attractive thing to look at; they are of canvas that is used around the athletic field at football games. Our practice room was prepared from available space and available material. The squad cleaned the room and put up the canvas. They worked the thing out care-

Photo Courtesy Peoria Star



Student driving into one of the improvised nets in the Peoria Central golf 'laboratory.'



AGAIN SPALDING PRESENTS

A startling innovation! . . . DOT and DASH—two golf balls with personalized markings—480 differently marked DASH balls—480 differently marked DOT balls.

Combining the latest scientific research with a law of ancient mathematics, Spalding has devised two new golf balls purchasable in packages of a dozen, marked as personally for every player as if he himself designed them.

Based on Keishizan's age-old theory of permutations and combinations, hundreds of different color variations have been worked out for service stripe markings to insure that each player will have golf balls uniquely his own.

Personalized Marking—that is what your club members will demand this

year. And they will be able to obtain Spalding's DOT and DASH golf balls through the Pro and club shop.

Nor are these balls outstanding only for the markings—the DOT for low handicap golfers—combines the carry, uniformity and controllability comparable to the former Tournament ball, and its mate, the DASH, for average golfers—combines the click of the Top-Flite and the needling of the Kro-Flite.

DOT or DASH balls are also supplied in four standard color markings (not personalized), for sale in three-ball packages.

Be ready to meet your members' demands for personalized golf balls. Stock Spalding's new DOT and DASH balls!

A. G. Spalding & Bros.

GOLF EQUIPMENT



Photo Courtesy Peoria Star

Bockwitz (center) is shown explaining proper grip technique to a group of interested pupils in golf at Peoria Central High School.

fully to determine just what position the nets should be placed to best avoid glancing balls. The boxes are cheese boxes from the cafeteria. The platforms are from the boys' gymnasium. It would seem that any school could develop the same facilities.

"It was interesting to see how the boys were able to dig up old magazines from which articles explaining golfing technique were taken. We covered an old table tennis table with the best articles, and had enough so that we were able to rotate them for a bit of variety. They brought in copies dating back to 1931.

"Interest has been running at a high level and the boys all say that they have learned more golf in the past few weeks than in all their golfing experience. With warm days coming along every once in a while now, the boys have a tendency to chase out for a little outdoor practice, but they always come back the next day with even greater interest in the indoor drills. They feel they will be more free of jitters during this coming season's matches, and base their conclusion on the fact they'll

Tom Murphy, pro at Cape Ann GC, observes that young players since group instruction of juveniles has become so popular, have become such roving mirrors of their instructors' styles it's almost possible to tell who has taught a kid from watching the youngsters swing.

Although the lack of imitative aptitude makes golf instruction of adults a more difficult job than juvenile tutoring, Tom's of the opinion that the kids' imitations are going to be a big factor in reminding pros to pattern their own swings to a classic form.

have a much better understanding of the game and of themselves.

"Each boy pays for his share of the expense of taking pictures of his swing by charging him according to the number of shots taken. This picture-taking business has been most helpful in getting a concise idea of what the player is doing and in convincing the player of his faults. Golfers often have a resistance to suggestions of changes in the methods they follow, but the boys seem to enjoy having their methods picked to pieces when shown their faults in picture form. They also derive benefit in thus being able to discuss, from the pictures, the particular styles of other members of the squad.

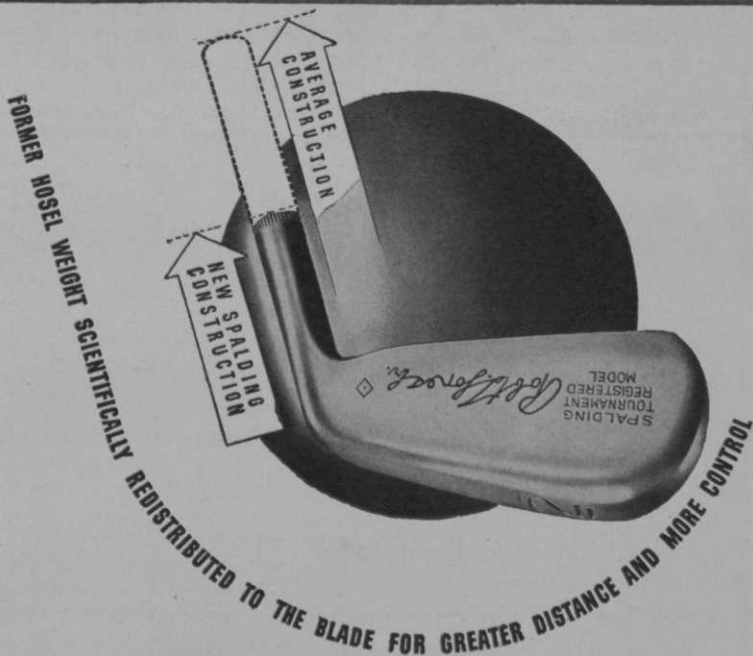
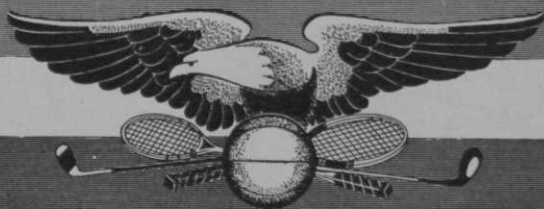
Any School Can Copy Project

"I want to make strong point of the fact that nothing is being done at Peoria Central that is the least bit unusual, or that cannot, and is not being done by many other schools. The boys liked golf, they found someone willing to put in the necessary time, and they just went to work using materials that most any school has plenty of—space, and old, unused bits of equipment lying around the athletic department. In golf the students get the exercise they need, have fun, and the person or persons handling the instruction reap the same benefits. Students thus given an early start in a game they will be able to play, skillfully, for a greater part of their life, get to know the value of competent golf instruction, needed by them if they are to enjoy golf, thereby creating a huge market for the professional's services in the years to come."

Hal Sharkey Dies—Hal Sharkey, first tournament bureau manager for the PGA, died of pneumonia at Mountainside hospital, Montclair, N. J., March 27. Sharkey had been ill a week. He was sports editor had been ill a week. He was the Newark News sports editor at time of his death.

Sharkey had been a sports writer for 25 years, and in 1918 began specializing in golf. He did golf and its pros a lot of good. He was a grand, genial companion; a fellow of wide knowledge and sound judgment. He is mourned by hundreds of golfers who knew him personally and regarded him highly.

Sharkey is survived by his widow, the former Miss Lola Pursley of Jacksonville, Fla., his father, a brother and a sister.



SPALDING JONES TOURNAMENT IRONS

FOR 1939 Give all the answers to Golfers' demands

Spalding Jones Tournament Irons for 1939 answer the American Golfer's demand for greater distance and more control in his irons. Science and research linked to progressive manufacturing methods have made these new clubs possible. As a result of scientific research, the weight formerly found above the blade in the longer hosel, has been redistributed to the blade and sole in these new irons.

This scientific redistribution of weight places the weight in the blade, insuring greater distance and straighter shots. That is why we say you get **GREATER DISTANCE AND MORE CONTROL** in the Spalding Jones Tournament Irons for 1939.

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These Clubs are Your Key to Greater Sales this year.

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GOLF EQUIPMENT



You can't lose!

You can't lose if you have your money on the winner.

By the same token you can't lose if you're featuring Hagen Equipment in your shop.

Tip. Play Hagens on the nose for 1939.

Sell the line that has consumer acceptance, the line that has become locker room conversation.

All new models personally designed by Hagen.

Four new models reserved for sale in pro shops only.

The Hagen 288 ball in three compressions to meet the requirements of every member in your club.

It's a fast pace and a tough combination to beat. Get your order on the line before the season starts.



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