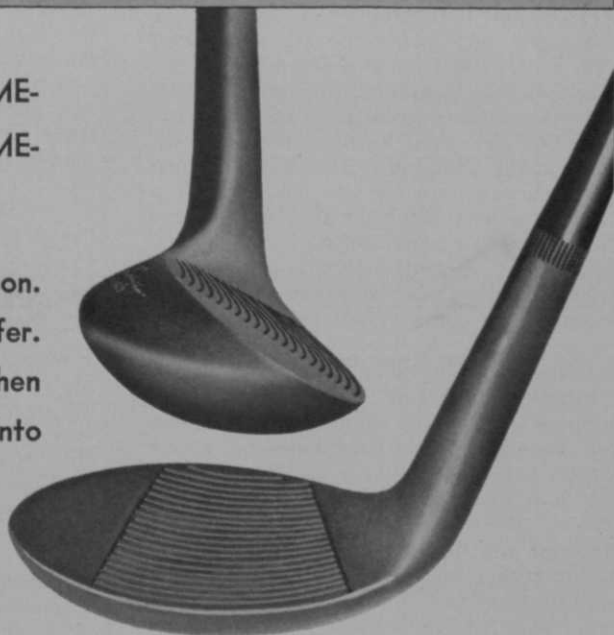




# IT'S A HAGEN YEAR

YES, SIR. HERE'S SOMETHING NEW — SOMETHING DIFFERENT.

SANDY ANDY in person. A boon to every golfer. No more headaches when the old pill trickles into that bottomless pit. (Commonly called a sand trap).



SANDY ANDY is a good horse to play for more sales and added profits. Bonalloy head. True Temper shaft with white hickory sheath. Punched calf grip.

Retail .....\$6.00

**L. A. YOUNG GOLF CO... DETROIT**

# Golf Goes on the AIR

Once a week from station WREN out in Lawrence, Kas., comes a golf program that has clicked big. A big part of its success lies in the policy of using plenty of names of Kansas and Missouri golfers.

**I**N ONE of the issues of GOLFDOM last fall was a suggestion to get golf on the radio. Golf is on the radio for 150 miles around Lawrence, Kansas. The area takes in Kansas City, Leavenworth, Atchison, St. Joseph, Mo., and Topeka, Kans. There are nearly 40 courses in this vicinity and figuring two-hundred members to each club we have, certainly, at least 8,000 interested golf listeners.

The plan of "Golf on the Air" originated with Earl A. Farris, superintendent of the World Co. in Lawrence, who is also tournament committee chairman at the Lawrence CC. He asked Vernon (Bing) Smith if he could "build up" the Kansas Open golf tournament over station WREN a few years ago. Smith was glad to have the tournament news and Ronnie Ashburn, WREN sports snap-shooter, was asked to donate part of his 15 minute 10 o'clock program for publicity on the tournament.

## At First, Program Flopped

Farris then asked Ashburn for a few minutes each Friday evening for a regular golf program. This was done for a few weeks, but it was just a lot of words on golf and what it did for the people who played the game. It was hard to get material and find people who would come to the studio to give a five minute interview on what golf did for them, when they could be at a friend's house playing bridge. So the broadcast faded out.

Farris was persistent. He knew that golf could be put on the air and made interesting. He writes a column twice a week for the Lawrence Daily Journal-World on golf happenings at the Lawrence CC. While working on this column one evening, the idea about putting it into a Golf Newscast came to him. People listened to the news at noon and in the evening about Hitler and Chamberlain, so why shouldn't they like to hear about someone who had just made an eagle on

a hard par-4 hole. So again he went to Bing Smith.

This time he had something constructive to give the listeners. Here is the plan:

"Speed" Swift, a salesman in the Kansas City area for the Wilson Sporting Goods Co., makes all of the golf courses and sees all of the professionals. Speed is the official representative or reporter for the column of the air and asks each professional he calls on for recent "holes-in-one," eagles, freak-shots, club dances, bridge parties, tournaments, and the like, in fact anything that is news and that other people would be interested in.

## Names Numerous on Radio Program

Speed then writes the news to Farris, who prepares it for the broadcast. Here is a sample of the news as it is told over the air waves by Farris:

*Wolf Rimann, pro at Hillcrest, had to shoot a 73 the other day to beat Hap Gardner. . . . There is to be a St. Patrick's dance at Hillcrest tomorrow evening. . . . The Lawrence CC folks are having a dance this evening and from reports just before coming to the studio, a good time was being had by all. . . . Marius Ahlstrom, pro at the Shawnee layout in Topeka, made a hole-in-one the other day. The ace was made on the par 3, 143-yd number 13. Marius has been trying 12 years to get the job done, as that is how long he has been playing golf—but John Catron, at the Marland GCse in Shawnee, Okla., playing on the No. 9 hole, knocked in a 231-yd. ace. This was the second time he had ever been on a golf course. . . . Mrs. Harry Sparks, at the Indian Hills club in Kansas City, was guest of honor at a dinner bridge, given by Mrs. Joseph Sparks, yesterday. . . . Harry Nevin, of the Lawrence club, was elected councilman from the first ward at the city election yesterday. . . .*

And so on for about five minutes. A lot of names can be said and a lot of news given in the allotted time.

Farris breaks the monotony of 'just news.' He begins the program, after the introduction by Ronnie Ashburn, with news; then after a few minutes, he introduces the guest or guests of the evening. These folks talk on golf; and they are people who are paid by golf.

Farris generally has a question and answer game about golf on the program. He has some pro answer questions about rules—or greenkeepers talk about the up-

# KEEP YOUR EYE ON THIS BALL

● Just take a minute to check these good dollar-and-cents reasons for backing the 1939 Dunlop Maxfli!

First, the Maxfli is sold through golf professionals only. You get full profits on every sale!

Second, the Maxfli is brand new this year from core to tough Geer Patent cover, with the sweetest-sounding click you ever heard! Truly the leader in the fastest selling golf ball line on the market.

Finally, it's smartly packaged in an attractive new box. Displayed on your counter in the new personalized stand, it's a real money maker.

Place your order now for the new Dunlop Maxfli... the golf ball sensation of the Florida and California winter markets! Dunlop Tire & Rubber Corp., 500 Fifth Avenue, New York.

- |               |
|---------------|
| 1             |
| A NEW BALL    |
| 2             |
| A NEW PACKAGE |
| 3             |
| A NEW DISPLAY |



**SELL DUNLOP MAXFLI** *new from core to cover*

# **PROS,** *who is your market, the players at your club, or the "general" public?*

Straight, common-sense business thinking tells you that consumer advertising that isn't focussed on your players certainly doesn't help you sell.

General advertising is grand for helping stores cut in on the pros' business, but for the pros' own sales, protection and profit, he needs manufacturers' advertising that hits his members directly, and exclusively.

**GOLFING** advertising does just that!

**GOLFING** is published to provide pros with direct-hit member advertising that closely ties-up with pro-shop distribution.

There are 300,000 club members — the active players at 2,000 clubs — who get **GOLFING** March to July, inclusive.

Pros know from profitable experience that this **GOLFING** advertising is a tremendous power in helping them make sales. Wise manufacturers know that this **GOLFING** circulation — which is more than 5 times the **COMBINED** circulation of all other American golf magazines — is the strongest power in getting a sales message to golfers.

The manufacturers who want to help the pros sell and want to protect the market that the pros have built, use **GOLFING**.

The pro who is a foresighted businessman puts his sales push behind golf merchandise that is advertised in **GOLFING**.

*By pushing golf goods that are advertised in **GOLFING** the canny pro makes certain that consumer advertising is employed to bring sales TO the pro, instead of tossing the sales up for grabs.*



*Your Name will be heard*  
on WREN \_\_\_\_\_ Nite  
at 10 p. m.  
**PLEASE LISTEN IN**  
**Wilson**  
GOLF EQUIPMENT

*We Hope You'll  
Be Listening!*

PROFESSIONAL GOLF REPR.

When a local golfer gets one of these postcards, you can bet he will be among the listeners every minute of the broadcast.

keep of the course and the greens. The professionals are always interviewed by Swift or Ashburn. This is to break the monotony of news. A few questions and answers are put on, and then on comes more news, then more questions.

One of the interesting features of the broadcast is the manner of increasing the number of listeners. A golfer whose name is to be read on the next program receives a card saying that his name will be mentioned on WREN and he is asked to listen in. The card is signed by Speed, and if the party in the news address cannot be found at home he is called at his business address by a girl from either WREN or the Wilson company and told that his name will be on the air.

Much comment is drifting in to the local professionals about the program, people wondering where the radio station gets the names and information—especially since WREN is located in Lawrence, Kans., and news is also being given about Kansas City, Leavenworth, and Atchison golfers.

#### Listeners Guess Scores

Another feature of the program is a Blind Bogey. Six players are picked, one from Kansas City, Topeka, Leavenworth, Atchison, St. Joseph and Lawrence. The listeners are asked to guess the score of any one of the players who will leave the tee at his respective club at 1:30 Sunday afternoon. All the listener has to do is write one player's name on a postcard or in a letter, together with the score he thinks the player will shoot, sign his name and address and send to WREN. If he guesses the correct score, the listener receives a new golf ball. In case of ties the names are placed in a hat and the winner's name drawn. We have had hun-

dreds of replies and the season is just getting under way.

Farris was asked if he thought golf could be put on the air by any radio station, and he explained it this way: "Getting the news is the hardest thing to do, and it should be handled like Speed Swift does it in the Kansas City area. Chicago, for instance, could be covered by a couple of golf supply dealers' representatives. The broadcast should be done in the evening as the golfers are generally "holed" in by 10 p.m.

The broadcast should be built up by the postcard idea, and if any one tells you that he is not interested when his name goes out over the air, just put that man, woman or golfer down as not stating the truth. "I know," Farris said in closing, "because every time I mention someone on the air or in my column, the party I have mentioned always comes around and tells me that I have a very good column, or that they liked the program last evening."

**Pro's Work Lauded.**—Any number of 'little things' are always coming up around a golf club that either put an employee in a more favorable light among the members, or which may help to cause some unpleasantness.

Anyway, along comes a copy of a letter that James J. Ross, president of the Cherokee GC, Louisville, sent out to the members during January, calling attention to plans for the coming season, and which included a fine tribute to the work Charles Oehler, pro, has been doing for Cherokee. Said Ross, in part: "I wish to call to your attention the no small share Charles Oehler contributed to the success of the club by being on the job early and late and giving unstintingly of his time."

# Check Up—and Hold Your Job

By Herb Graffis

CONSIDERABLE of the GOLFDOM organization's time and effort is devoted to trying to get jobs for pros, greenkeepers and managers, and to helping clubs select key employees. Inasmuch as this is a service of love, and results in a great many men getting jobs each year, we may be pardoned making certain blunt comments on job-getting and hiring.

We shall concern ourselves at this time with the pro employment matter inasmuch as there always is a jam on this in early spring; partially due to clubs not having definite understandings with pros at the close of the preceding season, and partially because pros don't call for a show-down in time to protect themselves against being turned loose at a time when the majority of vacancies have been filled.

Interviewing experienced club officials and successful pros on this matter of pros getting jobs, things come to light that are worthy of study by pros who are in jobs, as well as by those who are seeking employment.

The pro who is in a job needs to check up on his inventory of personal qualifications and performance, often as much as the fellow who is trying to sell services.

## Specifications Follow Pattern

One thing that makes it tough for pros to sell themselves into jobs is that they don't know definitely what they have to sell. The boys submit, on the average, the following specifications:

Age. Number of years a pro, assistant or caddie-master. A scant reference to teaching ability. Maybe some reference to their greenkeeping qualifications. Tournament record (if any) in generalities. Married. Number of children. General dope on business record and credit rating. Member of PGA (if they are).

In very few cases is all this information, sketchy as it is, submitted in detail. Mostly, the boys say they want jobs and give few details.

It is not to be expected that applicants would go into any thrilling literary detail telling about themselves, but there are plenty of plain facts that need to be stated to club officials who have the responsibility of hiring the right man.

What the club official wants to know

first of all is the general qualifications as given above, although some of these qualifications don't mean a thing to the average official. What the club official really wants to know is "what can this man do for our club, and how do we know that we may depend on him to do it?"

More and more the good pro's job at clubs of all sizes is getting to be that of having primary responsibility for complete conduct of the golf department. The fellow is expected to suggest to the club officials what should be done to arouse more golf interest in the club and keep the members happy.

## Ideas Are What Count

If the applicant can offer some evidence showing the right ideas along this line and the experience, character and personality to put the ideas across, then he has the inside track on the job. He sells a constructive, valuable policy of operation instead of merely a man to supply "pro service" which is a pretty vague quantity to a lot of club officials who have been having pro dissatisfaction—otherwise they wouldn't be looking for a new man.

In looking at the pro employment problem, one of the first spots to investigate is why did the fellow lose his last job.

Here are some of the usual reasons, together with questions the pro should ask himself:

Job so lousy the pro kept complaining. . . . The pro must ask himself if he did his damndest to make the job better. Did he snap up his service and personality and diplomatically enlist the cooperation of key members and officials, or did he give up and give folks the idea he wasn't interested? Pro study of his club's monthly financial statement frequently gives the fellow some tips as to how the land lies.

Politics. . . . Frequently dangerous for the pro, not only because of the possibility of changes in administration, but because a pro may get in the habit of playing with the same group and be the goat when other members plan to show that they also are part of the boss organization.

Selfishness. . . . Maybe the boy is tournament crazy and neglecting his responsibility to members in order to devote his time to his own game. You have to make





We  
ARE TELLING THE POWER-BILT  
*Par* STORY  
IN ALL THESE MAGAZINES  
DURING 1939!

"Par for Sale" the theme of every consumer ad which Power-Bilt will run in 7 leading magazines this year—hits every golfer "right where he lives"—in the glorious anticipation of shooting PAR golf.

Here's a sales story with a punch that Louisville Power-Bilts can live up to.

Write to Dept. G for details and catalog on "Power-Bilts for 1939"—and get ready to hit the ball!

HILLERICH & BRADSBY CO.  
INCORPORATED  
LOUISVILLE, KY.



*As Always*  
SOLD EXCLUSIVELY BY PROFESSIONALS

Attendance at Open golf tournaments hit a new high of approximately 500,000 during 1938, says Fred Corcoran, PGA tournament bureau manager.

every member feel like he owns the works.

**Sloppiness.** . . . Seldom mentioned out loud as a rap, but privately, plenty. Carelessness in appointments, attire, personal and shop cleanliness, are fatal at a club that is supposed to bring together the better people of the community.

**Laziness.** . . . The average member thinks that the pro has a very pleasant, languid life, so if the guy can't show some pepper on the job, get a live one who will take an interest in development of club activities and in members' own games.

**Drunk and too fresh.** . . . Those raps are diminishing. The pro who doesn't realize that there is an increasing patronage of wives and children at golf clubs, and conduct himself as one with whom the member considers a fit associate for his family, doesn't have much of a chance for employment these days. He's either got to turn straight or look somewhere out of golf for a job.

**Bad credit.** . . . Club officials look into this because credit standing is a pretty good tip-off as to business character, and is necessary to keep the shop stocked with what the members want in supplies. However, credit rating that may not have been strictly A-1 due to some circumstances not reflecting on the pro's energy, brains or honesty, is no rap. Many a fellow who is trying his best to pay off steadily on outstanding bills gets plenty of an "in" for that exhibition of integrity.

**Indifference.** . . . If the pro doesn't show keen interest in promoting the club, there's no reason to believe that the club will show any interest in retaining and promoting the pro. The smart guy has to have new ideas in evidence all the time.

Now here comes the amazing part about this inquiry into why pros are canned. Lack of ability is seldom mentioned. It's difficult to appraise teaching ability. Some fellows who are acknowledged expert teachers just can't get anywhere in teaching golf to certain members. The personalities don't agree, or something. It's too much of a mystery to be gone into here.

This point shows the tremendous value of personality to a pro. It's hard to put personality into a letter applying for a job. About the only way it can be done

is by being natural and when many pros get pens in their hands, they get far more self-conscious and muscle-bound than the average beginner is when he comes out to take a golf lesson.

For that reason, it is necessary that a pro hop, personally, onto any chance that presents itself for a job. If he has a personality that indicates he is a good man to be considered as a live, valuable worker for the club, then he has the best sort of an "in."

We have noticed, with regret, a reluctance of many fellows who have been given tips on vacancies at clubs in the smaller towns to get right onto these tips and see the prospective employers personally. The applicants send brief applications and then wait. The way that these jobs are secured is for some smart guy to write enough about himself and what he may be able to do for the club, and ask for an interview—at his expense and risk.

Nine times out of ten, if the letter tells a fair part of his story, the applicant will get a chance to tell the rest of his tale in person and sell himself.

These are just high-spots of what club officials and pros tell us—and what we've noticed ourselves—about the pro job situation.

The points are not bad ones for any employed pro to consider so that he will check up on his service in such a way that if his club had the job of hiring a pro all over again, he'd still be the right man they'd get.

## Personality, Hard Work Build Up Small-Town Club


ONE of the outstanding jobs done in 1938 at smaller town clubs was that done by J. E. T. (Pop) Warner at the Glenwood GC at Rome, Ga. Starting in at a run-down club, and with no cash in the kitty, Pop devoted from 6 A. M. until noon each day to the betterment of the course. The rest of the day was spent on the problems of the players and in play solicitation. In less than 9 months Pop's personality and perspiration built the club up so one of its events drew more than 100 players.

His policy was to plug the small town golf club as an essential to the community's social progress and to the health of the local businessmen.



# FOUR OUTSTANDING CONTRIBUTIONS BY HEDDON

*Backed by a real*  
**PRO-POLICY**

- 
- 1 A STEEL GOLF SHAFT** with a "sweeter" playing feel than ever before.
  - 2 A STEEL GOLF SHAFT** with a new design and function. *All* the shaft plays for you.
  - 3 A STEEL GOLF SHAFT** made by a new process, producing a thicker wall and greater strength at the small end than ever before.
  - 4 A STEEL GOLF SHAFT** that is heat-treated a new way, resulting in exceptional toughness and power, with im-

# Company Course Grows Fast

By Ellis Maples

*Here is—we believe—one of the most significant articles GOLFDOM has printed in a long time. It reveals a trend of corporation foresight in making golf facilities an important feature of employees' welfare work. It shows that a fine 9-hole course can be self-sustaining. It shows that golf interest can be built up quickly when bright, well-trained, conscientious workers are on the job.*

*And it also shows how a young fellow whom we've regarded as representative of the very highest type of the younger generation in pro golf, can—with a wife who has a lot of ability, energy and charm—make a fine business of making other people, and themselves, happy.*

—Editor.

THE Plymouth CC was organized and built by the North Carolina Pulp Co., a branch of the Kieckhefer Container Co., of Delair, N. J. The company had put a mill in Plymouth, and as the town was small with no housing facilities, a village of 31 houses was built for its officials. The country club was provided for the pleasure of both company people and residents of the town of Plymouth, which is just half a mile from the village.

On July 1st, 1937, the 55 acres selected to become the golf course, was a tract of

plowed land. On November 1st, just four months later, the course was opened for play, with fine grass greens, tees and fairways, covered, substantially, with Bermuda. The course was designed by William Flynn of Philadelphia; the actual construction work was under the supervision of Louis Wilson of Delray Beach, Fla., and the writer. The course is 3,306 yards long.

The clubhouse is beautifully furnished, and has eight large bedrooms upstairs. The company officials stay there on their visits to Plymouth. The rooms also are rented out as any hotel rooms are to travelers.

We have 135 members in good standing. Ours is a private club, and all members must be passed on and approved by a membership committee. There is a Board of Directors composed of 15 men; ten of these are employees of the pulp company, and five are residents of Martin or Washington counties. The mill leases the club to the members; and the club pays all its own expenses, including lease fee, from membership fees and money made on dances, suppers, etc.

I stayed on as pro and greenkeeper after the course was finished. I had been employed by the Mid-Pines CC as greenkeeper for 8 winters, and helping my father, Frank Maples, and Donald Bay