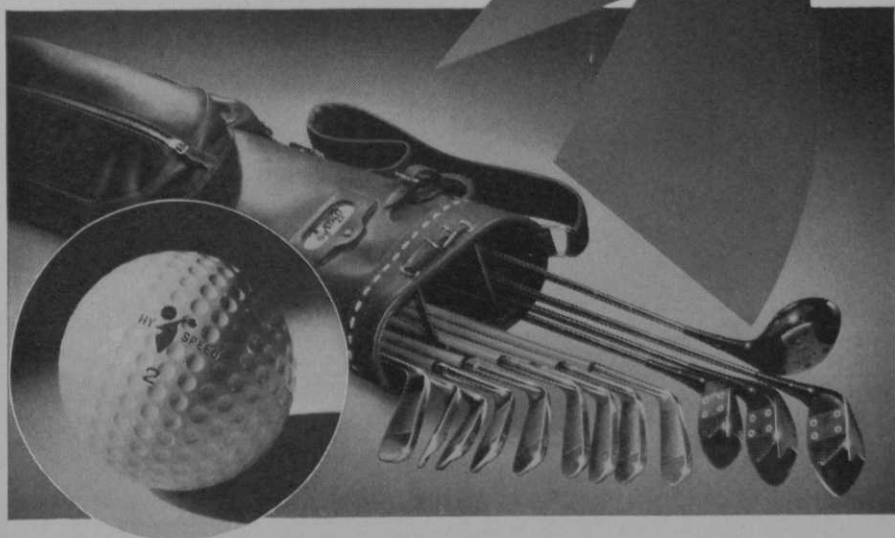



THIS "Burke-Mark"

IS YOUR GUARANTEE
OF TOP QUALITY IN

Clubs • Bags • Balls



 The good old "Burke - Mark" stands for a new high in quality golf equipment in 1939. Fact of the matter is, a lot of people are going out of their way to tell us it's the finest golf equipment they've ever seen.

Now take the new Billy Burke "F-75" woods (and golfers ARE taking them from us about as fast as we can make them). Here's a sweet swinging, wallop-

ing wood that will enable you to go to town in a big way with your members. They'll all thank you for selling them a set of "F-75's" and they'll help you sell other sets, too. We're running a consistent advertising campaign on them in Golfing.

Of course there are many other fine Burke numbers this year. ALL of them will keep the cash rolling in the Pro shop.

THE BURKE GOLF COMPANY • NEWARK, OHIO

Mind



In shooting it's eye-sighting



In archery it's eye-sighting



In billiards it's eye-sighting



*Lining up the Club
and Ball calls for
Eye Sighting*

*- but it's plain mind sighting
that feels the line of flight
that leads to the Flag.*

IT'S WILSON TODAY

Sighting

THE SECRET OF GOOD GOLF

What is it that enables you to lay a sweet iron shot right on the pin? It's "mind-sightin'." Like spittin' at a crack—according to old Spitter Hanes. You line up the club and the ball by eye. But it's your mind's-eye that marks the line of flight between the flag and the ball. That and having the *feel* of your club is what makes you a master of iron play.

And the reason so many "pros" are strong for Wilson Kleersite Irons is that it's so easy to get the *feel* with these irons. They have a beautifully calculated swing weight that gives a feeling of confidence. They have distinctive construction features that make lining up easy, and put a final *sock* into the ball.

Study the Kleersite features illustrated

It's always easier to sell a product that has outstanding features. Kleersite Irons have them aplenty. Study the diagrams. Cut out the chart and use these selling points in *your* selling. Kleersite Irons will help your game, your teaching and your sales.

Sold at Pro Shops only

—THE NEW WILSON K-28 BALL. Always fine, the new K-28 is now finer still. A new liquid center and a new winding construction give it an even higher degree of uniformity in hardness and shape. And remember, this matchless ball is restricted to Pro Shop selling. Price 75c. For "cutters" there is K-28D with its extra durable cover.

WILSON SPORTING GOODS CO.

Chicago, New York and other leading cities

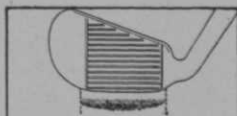
"It pays to play"

Wilson
AMERICA'S FAVORITE
GOLF EQUIPMENT

TRUE TEMPER
STEEL SHAFTS

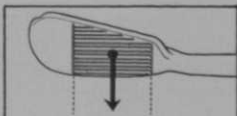


By this mark
you shall know fine
golf equipment



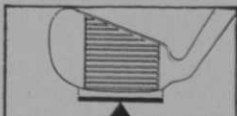
Less Resistance

The shorter turf edge of the Kleersite Iron means a narrower divot—permitting the power of the stroke to carry through with less interruption.



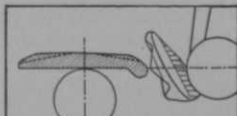
Kleersite Address

The face of the Kleersite Iron is sharply defined—separated definitely from the hosel—making it easier to sight the ball on the impact spot.



Straighter Shooting

The tendency of golfers to heel the club causes less deflection in Kleersite Irons because the distance from heel to impact spot is less than ordinary irons.



Greater Punch

The special clubhead design concentrating greater weight behind impact spot without increasing the total clubhead weight, puts greater power back of the ball.

IN SPORTS EQUIPMENT

during the construction of the grass greens at Pinehurst, for the two years before coming to Plymouth. Golf was entirely new to nearly everyone in Plymouth, and it was rather hard to get the members interested. They couldn't see putting so much money into clubs or balls. However, it didn't take them long to get a few devotees; and now, everyone is playing.

As an inducement to new players, I gave two free lessons with every set of clubs sold. This was enough to get them interested, and most of the ones who started with these two lessons came back for more.

Frankly, I felt that after the first season here my market for new clubs would be about used up, and there would be very few sales, as the town is quite small—about 2,500 people.

Slump Didn't Materialize

However, right when I expected my slump, things started picking up. Those people who a year ago purchased cheap sets to start off with, began coming in for better quality clubs; and members upon whom I had given up hope of getting out to play, decided to take it up.

As one fellow said, "I had to take up golf in self-defense, as all the boys talked about was golf, and the language was Greek to me. I couldn't even stay in the conversation until I got out and learned something about it myself."

This is the only grass greens course in this part of the state and we are beginning to draw play from towns from 25 to 50 miles away. We have a group of very active members from Williamston, 22 miles away, and a few from Washington, N. C., 44 miles. The nearest grass green course is at Raleigh, which is 125 miles from here. Our greens are in excellent condition. In fact, players from other towns say they are the best in the state outside of the Pinehurst greens. As early as February 19th, we had well over a hundred players out. In fact, there were 225 nine-hole rounds of golf played. A year ago, we would have thought of rounds as a big day.

I have a small golf shop, and to keep a complete line of equipment and at all times. The majority of players are now using 75c balls. They thought a 25c ball expense was too high, they want the good ones.

My wife has remained from the day we opened; and she has a complete charge of the caddies and teaches

a number, when they are hired. Each day they check in by number, and are sent out in the order in which they are registered. For a nine-hole round we charge the player 30c. The caddie gets 25c and we get the nickel in lieu of a caddie-master's pay. The caddies are dismissed for stealing balls, or given a two-weeks vacation for minor infringements of rules. As a whole, they are very well behaved. A ball-marking machine, with dies for most of the members, has cut ball stealing down to a minimum.

Every once in a while some of the members get kind of cocky about their game, and think they don't need further instruction. Lessons begin to fall off. After a few weeks of this, I usually invite a visiting team over from some town that has an established club. After a sound beating from the visitors, you should hear the weeping, wailing and gnashing of teeth over "how rotten my game is," and you should see them boil out for more instruction. Just once have they managed to beat the visitors, but lately the score has been nearly even.

Sometime last year there was published in GOLFDOM an article about a pro giving a series of lessons for \$20, including a movie reel of the player. That gave me an idea. I offered my members all the lessons they wanted to take for the six months beginning Feb. 1 and ending July 30, at a moderate flat fee.

Quite a few have taken me up on it. The idea brought in some ready cash, which always is a very important item to a pro who is building up a new job. These pupils and I both feel like the pupils are getting somewhere with lessons on this basis. They feel free to ask me at any time about certain little details of their swings that wouldn't come under the heading of real lessons, yet help them a lot.

I am sure that instruction on this basis is going to grow and be a good thing for members and pros.

This is really the most pleasant job I've ever had. My wife and I are kept very busy all the time, and the job ties us both down a lot, but we thoroughly enjoy it. The people are the friendliest we've ever come in contact with. We like them, and so we never have any trouble. It has been a real pleasure introducing them to the best sport in the world, and watching their interest develop with their game.

We feel that in a few years the Plymouth CC will be well known; and will have produced some good golfers.

As Advertised in The Saturday Evening Post and Golfing Magazine



For More Fun—The
DICE Golf Ball



● Smile! even tho you come up to the 18th hole one down and three dollars out, still you may win with Worthington's new DICE Golf Ball. It is marked with the numerals "1" to "6". When all putts are holed out, the highest number up in the cup wins.

Try this new DICE ball. Combine chance with skill. It is real fun.

The playing qualities of the DICE will delight you—its super durability will save you money. From center to cover—in every part—it has the championship construction of its Worthington companion, the great KING ball.

Cash in on the distinctive markings—quality—and advertising of these two great balls. Write us today.

For Championship Competition—The
KING Golf Ball

This ball—built for 100 holes of play—excels in every desirable feature which you require in a golf ball. We heartily recommend it for championship play—or for a friendly match in the keenest competition. Its performance will aid you in achieving the best scores—its super durability will be a genuine economy.

The DICE and the KING—Worthington's double feature for golf in 1939—should be on sale at your favorite golf shop. If they are not yet in stock, write us. We will arrange that you be supplied. Also, free at your request, we'll gladly send you a 106 page booklet giving the complete 1939 Rules of Golf.



WRITE TO

WORTHINGTON
BALL COMPANY • ELYRIA, OHIO

FOR OVER 35 YEARS
World's Largest Exclusive Golf Ball Maker

WORTHINGTON BALL COMPANY

ELYRIA, OHIO

FOR OVER 35 YEARS

World's Largest Exclusive Golf Ball Maker

Caddie Problems Are Discussed at Meetings

CADDIE training and supervision received attention at the March meeting of the N. J. Assn. of Golf Course Supts. and at the meeting of the Golf Course Supervisors of the New York City Park Dept., March 13.

Caddie-masters Michael Sesso of Montclair GC and his brother Gerald of Essex County GC brought out in the discussion at New Jersey that the pleasures of excellent course and clubhouse facilities are minimized if caddie service is poor.

John A. Wiesing, chairman of the special caddie committee of the N. Y. Metropolitan GA, was principal speaker at the New Jersey meeting. A number of caddie-masters from leading N. J. courses attended. "Caddie training, conduct, and character-building, should begin with caddie-masters and golfers setting a good example," Wiesing said.

Concerned About Caddies' Future

Wiesing's caddie committee is not primarily concerned with local matters of course privileges, pay, uniforms, annual banquets, and the like, but in a broad sense with caddies as future citizens. Due to unemployment, with older men displacing boys, the kids don't see much encouragement or immediate future ahead for them in caddying.

About 50,000 boys caddie in the New York area. The home environment is not always good, parental interest is lacking, and some boys definitely are not right. These get the better boys into mischief, usually waiting between rounds. Unless all the boys get proper coaching at the golf course, they may come to grief later in life, Wiesing noted.

In April, Wiesing's committee plans to meet with caddie-masters and club officials of the New York district. Discussions and surveys will be made to see what can be done to help caddies. Experts on psychology, social and character guidance from the New York universities will address the meetings. It is hoped that men from the Y.M.C.A., the National Youth Administration and other organizations will cooperate and coach caddies. Quiet games, citizenship and sport talks, and even hand-crafts will be among the things encouraged. It is a large order to fill and considerable

groundwork needs be done, but the prospects of achievement are bright.

Kent Bradley, in talking before the N. Y. Park Dept. golf supervisors, remarked:

"It is not good policy to reprimand a kid in loudmouthed lingo, any more than to do this to a greensman. If either needs correction, it is best to speak in normal conversational tones. About half the greensmen I have employed on various courses in the Northeast section were drawn from the older caddie ranks.

"On caddie day at the Passaic County public course, the kids get the same regard by greensmen as a regular golfer who pays his greens fee to the till. Loud-talking kids are asked to behave like gentlemen, and rarely need be told a second time. Often the kid who will duck divot replacement if he thinks he's not watched, at work, is careful to replace those he takes when playing. Some even check up on their teammates when they play.

"To encourage caddies to pick up course litter, and keep things neat, point out to them that the better the course condition, the more golf will be played. Discarded paper from a distance looks like a golf ball. The easier a ball is located, the faster the round, and thus gives better chance to get another job bag-toting that day. To most caddies, the course superintendent is an "all right guy"—but they sometimes forget this when they mess up his greens, as vengeance to others.

"Let's adopt better terms than caddie-'corral', 'yard' or 'pen'. Don't get the kids feeling used to being herded a la reform school. My preference is to say "caddie section"—or better yet, the caddie department. And as to "caddie control"—there's enough turf disease, insect and even player pest in need of control—so with caddies, let's co-operate."

ALERT pros and club managers are planning to observe Father's Day, June 18, at their clubs this year. On tentative plans for the Sunday afternoon are father-son events, with family dinners featuring the Father's Day theme being scheduled for the evening.

Pro merchandising plans should take the Father's Day idea into consideration, as it will get a strong ballyhoo from newspapers, magazine and radio advertising, and affords a chance for the family to get together and buy the Old Man some new golf equipment.

Why Kroydon's National Advertising *SPOTLIGHTS* the No. 632 Club

Already, the men and women who play at your club—the people on whom you depend for your sales—are reading Kroydon's Advertising in the Magazines listed below.

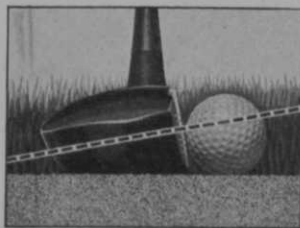
They are learning about Kroydon's new and improved No. 632 Wood—a club with a smaller head so shaped and weighted that it works wonders on the fairway for the average player.

Sales on this special type of Club, which first made its appearance last summer, have already proved spectacular.

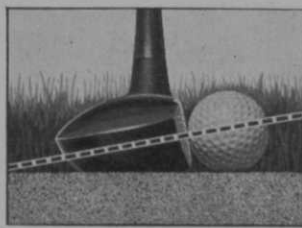
For Kroydon's latest Catalog and further details write:

THE KROYDON COMPANY, MAPLEWOOD, N. J.

SATURDAY EVENING POST . . TIME FORTUNE . . GOLF . . GOLFING



With the ordinary wood, an imaginary line drawn through the "weight-center" of the club is well above the center of the ball.



In the No. 632 Woods, a continuance of this "weight-center" line passes directly through the center of the ball—so the tendency to "top" or dig is removed.

Kroydon's new No. 632 Woods come in 4-CLUB SETS—Driver, Brassie, No. 3 Spoon and No. 4 Spoon.

Kroydon CLUBS

FOR BETTER GOLF



For Guidance: ASK 'Em

BECAUSE the idea is one that can be used to the advantage of so many

Do you mind clover on the fairways?.....
 Do all our tees face right?..... Which ones do not?.....
 State holes where you think approaches are too hard?..... soft?.....
 Do you find you lose more balls on our course than on others?.....
 Where is your pet place to lose balls?.....
 Has the condition of the traps been good?..... Fair?..... Bad?.....
 What is the next improvement you would like to see made to the course?

This questionnaire idea can be applied at many clubs where officials and department heads want to make sure that operations are directed according to the members' desires. Even where there are no general expressions of criticism or of differences in opinion, the questionnaire method is not a bad one to show the members that club operation is in the hands of men who are extremely anxious to please, and who are very much on the job.

The idea probably wouldn't work at an ultra-snooty club, although even at such places there are enough definite opinions among the members on the subject of course maintenance to warrant bringing the ideas out in the open.

Pros might adopt the Mohawk idea by sending questions of the following character to their members.

What is your principal trouble with your game?.....

What time would suit you best for getting lessons?.....

What length of time do you prefer for lessons? 30 min?..... 15 min?.....

Are your clubs properly cleaned and have minor repairs been made when you receive them from our club storage?.....

What suggestions have you for special tournament events?.....

Are you interested in any items of new golf equipment?..... What items?..... Approx. price?.....

Would you want me to conduct FREE class lessons for members' children between ages of 9 and 16, Saturday mornings?..... How many children from your family would enter?.....

Would you be interested in an evening lecture and discussion on the rules of the club, to be held at the club?.....

PRO QUALITY

brought us an increase in Pro business that enabled us to *double our Sportswear business* in 1938 on —

- REVERSIBLE JACKETS
- SINGLE JACKETS
- WOOL HOSE
- SWEATERS
- GLOVES
- SLACKS
- ACCESSORIES
- CAPS AND HATS
- SPORT GOLF SHIRTS



Now — we announce our NEW and much improved line of Mayflower Sportswear for 1939. A quality line of smart apparel that again will boost your profits this year.

Write today — for our new catalog

Mayflower Sportswear Co., Inc.
 307 FIFTH AVENUE NEW YORK

PROS—Here's Good News!

MORE PROFIT FOR YOU!

It is highly profitable for professionals to sell the increasingly popular

North British GOLF BALLS

"Played the World Over"

You receive full protection for selling the NORTH BRITISH line, for our policy is consistent—and



"Faithfully Yours"

Illustrated Booklet Mailed on Request

**NORTH BRITISH RUBBER IMPORT
COMPANY OF AMERICA, Inc.**

11 Park Place, New York

NORTH BRITISH RUBBER CO., Ltd.
84 Wellington St., West, Toronto, Canada

AMERICAN DISTRIBUTORS

Yucatan Leather Co., Boston, Mass.
Jackman Sportswear Co. Inc., Chicago, Ill.
J. B. Courtright, Seattle, Wash.

Retail Prices	
NORTH BRITISH DeLUXE	\$1
(Recess only)	
NORTH BRITISH "75"	75c
(Recess and Mesh)	
NORTH BRITISH "50"	50c
(Recess and Mesh)	
NORTH BRITISH "35" and Bluebird	35c
(Recess only)	

(It, of course, is understood that any answers do not, in the slightest way, obligate members to purchasing lessons or playing equipment. The pro dept. simply wants this information to help it get prepared for service members may desire.)

Other questions that apply to the situation at the club where the questionnaire is being used, will occur to the pro, or will come up when he discusses the matter with his officials.

House operation has so many different problems of operation and member re-

quirements that any questionnaire sent out over the manager's signature would have to be entirely applicable to the club's own situation, rather than suggest replies that might eventually bring complaints from those who made suggestions, but whose suggestions couldn't be adopted for certain definite reasons. However, in such cases, the members could be advised, in detail, for the inability to adopt the suggestions, and handled tactfully so that each member would know that the manager is trying his level best to run the club for the complete satisfaction of every member.

"SAN-SHU" RUBBER LOCKERROOM SANDALS

Soft, springy air-sponge rubber providing the last word in comfort, utility and smartness.

DE LUXE
HEAVY SOLE
\$2.25 RETAIL



JUNIOR
\$1.25 RETAIL



JACKMAN SPORTSWEAR CO.
14 E. JACKSON BLVD. CHICAGO

The new AL LINK GRIPPER GLOVE



Its hand support allows ample adjustment and free hand movement—Slipping or turning of club is reduced to minimum.

Hand support unit clings tightly to club grip—a definite aid for perspiring hands . . . Lessens muscle tension and promotes relaxed control . . . Conforms to semi-finger palm grip . . . Eliminates blisters and callouses . . . Equally helpful to men and women golfers.



MORE THAN 300,000 GOLF
FAMILIES WILL SEE THE GRIPPER
GLOVE IN GOLFING FOR APRIL

Ask Your H. & B. Representative to Show You This
Great Glove, or Write to

HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

Now It's Wilson!

ANOTHER FAMOUS NAME IN GOLF

WILSON SPORTING GOODS COMPANY—the
newest addition to the all-star golf line-up located
in the

LYTTON BUILDING

Golf's Most Famous Address

14 E. JACKSON BLVD. -- CHICAGO