

WE'RE SHOUTING IT FROM THE HOUSE-TOPS!

IT'S **WILSON** TODAY  
IN SPORTS EQUIPMENT



*Wilson National Advertising  
paves the way for more and easier  
Sales thru the "Pro" Shop*

For several years the well-informed golf Pros and star players have recognized the increasing importance of Wilson products in the Sports Equipment picture. Today the whole nation *knows* and *admits* that "IT'S WILSON TODAY IN SPORTS EQUIPMENT"—*including golf.*

Millions have read that statement during the past few months in the great national magazines shown above. Millions have read the stories of leading "stars" which confirm it. Today the name WILSON is outstanding on golf clubs and golf balls.

It means easier, more profitable selling for *you*. And it's only a beginning of a leadership Wilson has *won* and *will maintain*. Wilson Sporting Goods Co., Chicago, New York, Los Angeles, San Francisco and other leading cities.



THE AMAZING NEW  
**WILSON**  
**K-28 BALL**

New liquid center! New-type, high compression winding! New thinner, tougher cover which bonds perfectly with the new-type winding! New, long-life paint job! Clicks like a castanet and has amazing *carry*. And it's stamped with the greatest name in golf equipment today—W-I-L-S-O-N.



By this mark you shall know  
fine golf equipment

**Wilson**  
GOLF EQUIPMENT

Pros who have members intending to visit England and Scotland can get booklets describing the famous British courses from Golf Clubs Association, 524 Calendonian Road, London, N. 7.

ruling out one who had won its championship twice, the British Open once, and played on several Ryder Cup teams.

The inconsistency was heightened by the signing of a petition by some of the name players, demanding that Shute be allowed to play. It must be remembered that in a free country, as the U. S. is supposed to be, anyone has a perfect right to express his wishes by petition. A few years ago, certain players signed a petition to consider the case of Robert Harlow, then tournament bureau manager of the PGA, who was tossed out of his job by a political maneuver of the kind that has cost many pros their jobs. The signatories to that petition were threatened by a ranking PGA official with expulsion unless they withdrew their signatures. The same official threatened to resign from the PGA unless the Pomonok petition governed. Such vagaries make the public laugh. The boys ought to get together on their signals. PGA officials have expressed the conviction that it is imperative the dues deadline be strictly enforced; their implication being that unless the PGA championship trip were held forth as bait, the boys wouldn't pay up. That is debatable, too, in view of the good credit standing of PGA members and the emphasis the organization has put on the credit factor. In this matter of the dues deadline, the main complication is that of allotment of places, sectionally, for the championship. However, even that seemed to have been handled in the past without any public disturbance, by the stragglers paying at the first tees.

#### Lesser-Lights Have Legit Kick

Much of the jawing about the Pomonok case concerned making an exception of Shute, two-time former champion, and ruling out other tardy PGA members of lesser fame. The lesser known boys have a legitimate squawk there. At that, for the betterment of pro-public relations and the protection of the tournament sponsors, probably the fellows without comparatively recent championship records would have reconciled themselves quietly and philosophically to a flavor of favoritism which, theoretically, should be non-existent when the boys draw their drivers out on the first tee of a tournament.

But, the thing's all stirred up, and the public's talking. Whether the talk will die out and leave both home and tournament pros in public graces as a pro golf unity having good judgment, is your own guess.

Individually, the pros do all right with their members, but collectively, they are getting into deep water and had better beware. Now is an especially bad time for any pro squabble, with the PGA attempting to get introduced a coreless ball on which manufacturers are asked to pay \$1.00 a dozen royalty into the PGA, and still maintain current retail prices on which both pro and manufacturer are finding it difficult to make a reasonable profit. The public may begin to get fed-up and ask "How about us?"

"How about the public?" should be the PGA's first thought, just as "How about my members" is the first thought of the PGA member who makes a success of his business and stands high in the esteem of his members.

Public reaction was not considered when the PGA got itself into its mess at Pomonok, so the sooner the public is allowed to forget the PGA forgot about the public, the better it will be for pros.

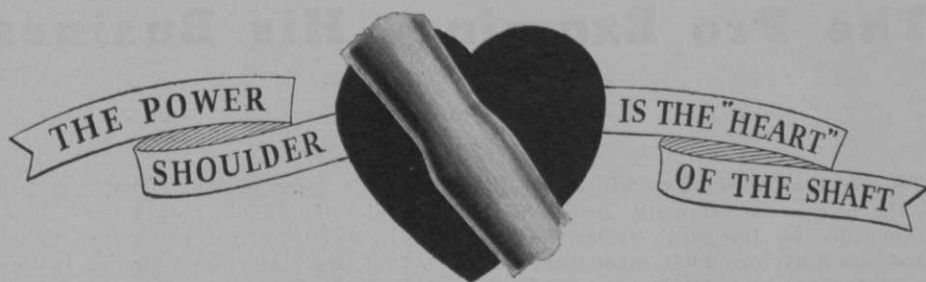
---

### Advocate Elimination of Sand Traps

VETERAN pros who were acquainted with the late A. H. Toogood, one of England's prominent pre-war pros, will be interested to learn that his grandson, age 8, not long ago became probably the youngest player to get an ace. The lad knocked in an ace on a 110 yard hole at a Tasmanian golf club.

News of the youngster's achievement was received by Ralph Stonehouse, Indianapolis pro, in a letter in which the boy's father, also an A. H. Toogood, commented favorably and enthusiastically on a statement by Ralph, reprinted in Golf in Australia. Stonehouse favored doing away with sand traps, saying that the star players had virtually solved the sand as a shot-making hazard.

Toogood, one of the top-notch Australian pros, maintains that grassy hollows provide a shot that's more puzzling to the stars, less aggravating to the average player, and less expensive to maintain than sand traps.



# A RECOGNIZED MARK OF DISTINCTION AND SUPERIOR PLAYMANSHIP

Heddon "Power-Shoulder" Steel Shafts  
are found only on the *finest* grade clubs  
of leading manufacturers . . .

*for the man who prefers the best*

**T**HERE are certain fine things that all men recognize, things which combine finer quality with finer performance, like the beautiful rods and guns used and cherished by the expert sportsman.

Heddon Custom Drawn Steel Shafts, with the exclusive "power-shoulder" construction, occupy that place among modern golf shafts.

You never find them on cheap or "popular-priced" golf clubs. The improved playing "feel" imparted to the

hands and the effortless *rhythm* and *follow through* which the Heddon power-shoulder design makes possible, are available only in the *finest* grade clubs produced by the leading makers—the *quality* clubs that carry a high profit for the "pro".

"Pros" everywhere have come to realize that Heddon's Pro-policy protects the "pro" against cut-price competition, and that it pays to feature clubs with Heddon Shafts.

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

# HEDDON

*Custom Drawn Steel Golf Shafts*

THE SHAFT OF STEEL WITH THE SWEETEST FEEL

# The Pro Examines His Business

By Don Young, Pro,  
Clewiston (Fla.) GC

[In Two Parts: Part Two]

I'M sure that most of us will admit that the pros were originally most directly responsible for the great strides that golf made in America. They made the equipment, taught the public how to use it, and in a truly professional manner instilled in this country the desire to play the game. Well and good. They created their own market and the market was their own. At the time, nobody seemed to consider challenging them.

As the game caught hold of the public's fancy, however, and exhibited a remarkable tendency toward rapid growth, alert and progressive manufacturers cast a discerning eye toward the possibilities of a new market. And before many moons had passed they were turning out a quite desirable, and in many ways superior, product.

Well, the pros gave way to the inevitable. The handwriting was on the wall and there was nothing else for them to do. But they made one bad mistake in doing so—they gave way too far.

Before long the demand for golf equipment was tremendous. It was in demand everywhere. And where could it be bought? Anywhere! (Still can, for all of that).

## Manufacturers' Road Rough

Common sense tells us that the manufacturers must have done well for a few years. But like the long lane, there was a turning. And whether the pros are aware of it or not, the fact remains that the manufacturers reached that turning some years ago. And since that turn the road has been anything but smooth for them.

There are plenty of pros who will scoff at the idea that manufacturers are suffering any nervous chills over the golf equipment market situation. But if you want to convince yourself, just look over the yearly audited report of the golf department of any leading manufacturer. The story is there—not in black and white—but in cold, cardinal figures.

What have the pros been doing through these years? We formed an Association and thought, by cracky, that would turn the trick. But it didn't. So we took off our high-hats and got down and mingled

with the common mob. That didn't seem to bake the biscuits, either. So some of us have finally just given way to belly-aching like a kid whose nursing-bottle has just fallen on the floor—and hoping meanwhile, without visible effort to assist, that some kind person will happen along and hand the bottle back to us.

What about the manufacturers? Well, they are wishing fervently and sincerely that they had one (instead of ten) good, reliable outlet for every \$1,000 worth of equipment they make.

There's the situation. The golf equipment market is a tough affair viewed from any angle. What's to be done about it?

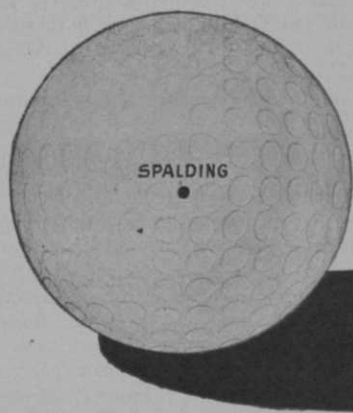
From what information I can gather, the manufacturers would welcome with open arms any one major outlet for their product that would allow them to operate at a profit. If that's the case why don't they put their eggs in one basket and give it to us? Here's why—we're not smart enough to handle it.

## Pro Education Is the Answer

The situation simmers down to a dire necessity for pro education. We're not competent to intelligently handle and dominate the retail distribution of the very market we ourselves created. Until we mentally equip ourselves to handle it intelligently we'll not get it, either.

Yes, there's the answer in one compact nutshell—education. Whip these pro ranks together and make competent pro-business men of them and you'll find the manufacturers greeting us from all angles with open arms—and the golf merchandising mess smoothed out as pretty as the Caribbean after a hurricane.

What should such an educational program include? Here are some of the major subjects: buying, selling, bookkeeping, budgets, stock control, teaching, group instruction, advertising, radio, publicity, playing programs, tournaments, merchandising methods, credits, caddie problems, club and public relations, intelligent training of assistants, clubmaking, club care and repairing, club and ball construction, winter schools, manufacturing methods (clubs and balls) coopera-



## SPALDING DOT AND DASH BALLS ARE PERSONALIZED

# WITH A NEW AND EXCLUSIVE FEATURE

It's new and exclusive features that mean added sales in the cash register. Once more Spalding brings you these sales aids with the new Dot and Dash *Personalized Balls*.

Personalization—that's an entirely new Spalding feature. The Dot and Dash are marked with 960 different color combinations so every player at any club can have his own personal markings. Added to that, they're the greatest balls ever developed by Spalding research. The Dot is the Geer patent cover low handicap ball. It's straighter and longer than ever before. The Dash, for average golfers, is power needed and has a rugged Geer patent cover.



Both these balls are packed in dozens which gives you a dozen sales—a dozen profits—each time.\*

Sell them by the dozen along with the new HONOR, a ball that once again places the grand old Spalding name on a low price ball with a double tough Geer patent cover.

\*Dot and Dash balls are also available in 4 standard color markings (not personalized) in packages of three.

*A. G. Spalding & Bros.*

G O L F E Q U I P M E N T

## BEFORE BROWN PATCH attacks your greens—



### Start preventive treatment with **SPECIAL SEMESAN**

**SPECIAL SEMESAN** serves a *double* need. It is effective in preventing large brown patch and dollar spot—even under adverse conditions—and if the diseases have already struck, quickly helps the turf back to health.

Does not burn, "thin" or otherwise injure turf when used at recommended strength. Goes farther—one pound treats 6,000 square feet for as little as \$1.23. Easily applied in water solution or dry with compost. No damage to sprayers. Saves in labor because fewer applications are required. *Two* organic mercury ingredients instead of one assure *quick, longer-lasting* protection!

5 lbs., \$7.00; 25 lbs., \$33.00; 100 lbs., \$122.85.  
Order from your supply house.

Regular SEMESAN and NU-GREEN, favorite fungicides of many greenkeepers, are also stocked by your supply house. Ask for prices.

For free Turf Disease Pamphlet, write

**BAYER-SEMESAN COMPANY, Inc.**  
DU PONT BUILDING WILMINGTON, DEL.

tion with other club departments. And last but not least: how to stock a pro-shop, at a profit, to meet the needs of all classes of golfers.

Those are some of the important subjects that should be and *could* be covered.

If you are a successful pro perhaps you will say: "Well, I'm pretty thoroughly versed in most of those subjects." We'll assume that you are, as related to your profession, but the successful boys represent a minority percentage of our ranks. I'm wondering how many of us are acquainted, actually, with the hosel construction and thoroughly familiar with the principles of the head design of Flub's new 1939 Commander Irons? If someone were to tell on us we would all blush with shame. But whether you are operating successfully or not has no bearing on this matter. The program would be for the good of the entire pro ranks, individually and collectively—in order to salvage a merchandising gem we lost in the distribution hazard years ago. And what helps Bill Jones will help you too, directly and indirectly. And the manufacturers as well.

#### Manufacturers Will Help

Now if you don't think the manufacturers would go for this thing, you're crazy. Ask 'em! I have. And they'll go for it—big. Even lend some financial aid. Why shouldn't they? They've been spending plenty of money trying to find an answer to this problem.

How can such an educational program be handled? How can we get it over to the boys, intelligently and effectively, and at a price they can handle?

It seems to be the concensus of opinion among the smart boys I have talked to that the PGA is the logical body to sponsor such a program. And it is their idea that if the organization would take over the idea and sponsor it, pro golf in the U. S. would be making the biggest step forward in its history.

There are plenty of smart boys in our profession. But the day these boys, the PGA, and the manufacturers get together and draw up definite plans for nation-wide pro education—such as was introduced by The Illinois PGA—that's the day that pro golf and golf equipment merchandising will start its long trek out of the tall and uncut.

In drawing up the plans for such a program, it might be wise to bear in mind that one of the greatest evils in pro golf is the fact that we have no recognized

standards by which the clubs and the public at large may judge us. If a man is a fine player, that speaks for itself, of course. But tell me, just how is a club to determine whether a club pro is a competent, patient and understanding teacher; a sober, reliable business man; a skilled professional craftsman; a good organizer; and a man in whose hands it is safe to place the golfing future of that club's younger set? Is he industrious? Does he cooperate fully with the other club departments, such as the greenkeeper, the manager, and the various heads of the various committees?

Theoretically it would seem quite a simple matter to obtain any or all of that information by going through the man's past employers. In actual practice it is not.

Yes, the PGA is undoubtedly the logical group to sponsor this educational program. The organization could, by soliciting advice and cooperation from the manufacturers, the USGA, and all other available intelligent channels, whip the idea into concrete form and release same through their sectional PGA organizations. As a starter it might not be far wrong to slice the country into sections and hold one-week winter schools in each section. As the profession takes hold of it, and I sincerely believe it will, the sections could be narrowed down, more schools held, and the time of attendance lengthened. A nominal tuition could be charged.

Experts to cover the various subjects would be available to us through the manufacturers, the press, the radio, and organizations associated with golf. If we are forced to face the issue of a deficit in conducting such a program, financial aid should not be too hard to find. The PGA has a good substantial treasury. After all, this thing is not alone for the pros—it would benefit the entire industry. And unless I am badly mistaken, the entire industry has for some time had its ear attuned to us, awaiting patiently that first sloshing sound that will denote our initial efforts at pulling our feet out of the mud of professional ignorance and cocksureness.

#### Credits Should Be Given

Credits should be given for the completion of such studies. Additional credits should be issued to the man who applies such principles to his job. And further credits should be awarded for results obtained on his job. And they should all be compiled by a central rating body—that



**SWING TO SILVER KING**



Is YOUR ball a "cup dodger," or "green shy," or is it allergic to the rough? Maybe there, sir, is your golf grief.

Swing to Silver King. Watch how quickly your strokes sweeten. Silver King is perfectly balanced from cover to core—for true flight—for perfect club response—for smooth-as-silk putting.

● Play three and see—it's your "swing" to a smoother game.

● Sold everywhere at 75c

**GOES A LONG WAY TO SAVE A STROKE**

● Silver King Plus—the "tops" for canny pros and shrewd amateurs.

● Also 75c at Pro Shops

**JOHN WANAMAKER**  
PHILADELPHIA—NEW YORK

# BOOK BARGAINS!

No golf club in America should be without copies of the two foremost books on greenkeeping . . .

## GOLF COURSE COMMON SENSE

By G. A. FARLEY

\$2<sup>00</sup>

Formerly \$4.00—Now **\$2<sup>00</sup>** Postpaid

A complete manual of greenkeeping in simple, usable form—explains in detail the methods of the country's foremost greenkeepers in handling every conceivable problem around a golf course. And just two months ago the book took its first price cut—from \$4 to \$2—which makes it more than ever greenkeeping's outstanding bargain buy!

## THE LINKS

ROBERT HUNTER'S

*famous book on golf architecture*

This recognized authority, a best seller at \$4, offered to GOLFDOM's readers for **75c** ONLY

Profusely illustrated with photographs and diagrams of famous golf holes in America and England, and tells why these holes are famous.

Send \$2.75 in cash, check or money order TODAY for greenkeeping's biggest bargain book buys—or order singly, as you prefer.

**GOLFDOM BOOK DEPARTMENT**

14 E. Jackson Blvd.

Chicago

all the golf world might see that here is a pro who knows his business. You just can't get around facts.

No, you certainly cannot get around facts. We pros, as a class, can't get around the fact that we have allowed the merchandising plum to slip through our fingers simply because we have been too indolent and cocksure of ourselves to look in a mirror and recognize what we see there. And the manufacturers can't get around the fact that they, in their eagerness to get profits, overstepped themselves. And when the thing kicked back at them they retreated to the wholesale—wholesale exit—only to find it was not an exit, after all.

Would such an educational program assure us that every man emerging therefrom be competent and a credit to our profession? Certainly not. Such an assumption would be asinine. If a man is not endowed with good old-fashioned guts, education is merely a horse for him to ride—and fall off of.

It all boils down to an application of sound business principles. In a recent conversation with one of the best informed figures in the golf industry, he said:

"The pros are worried so much about running the manufacturers' business and the manufacturers are worried so damn much about running the pros business that in my opinion both of them have neglected to realize that it is the ordinary player who runs the whole show."

We had all better get that latter fact firmly in our heads—and now! And the sooner the pros convince the manufacturers that we have reformed, reconnoitered and regenerated, the sooner the manufacturers will reciprocate by tossing the golf merchandise market back where it belongs—In the the pro-shop!

### Tom McNamara, Veteran Pro, Dies at Age 57

TOM McNAMARA, one of the most widely known and beloved figures in pro golf, died suddenly at his home at Mount Vernon, N. Y., July 21. Tom was 57 at time of his death. He was born at Brookline, Mass., and in 1892 began caddyng at The Country Club, where his brother Dan was pro. Rapidly Tom devel-



oped as a golfer and became the first of the great home-bred players. He was second to George Sargent in the 1909 National Open at Englewood, second to Johnny McDermott in the 1912 Open at the Country Club of Buffalo, and second to Jerry Travers in the 1915 Open at Baltusrol. In the National Opens of 1909 and 1912 he broke 70, being the first man to accomplish the feat in the major U. S. tournament. He was the first American pro to qualify for the British Open.

#### Became Pro at 17

Tom broke in as a pro in New Hampshire when he was 17 years old, then served several clubs in the Boston district as pro. He was in Houston, Texas, several winters as the Country Club's pro. Tom won innumerable regional tournaments from fast fields. In 1921 he shot 58 at Southbridge, Mass., over a course that was far from a set-up.

In 1913 he became Wright & Ditson's sports goods manager at Boston. After three years in this capacity he went to New York to manage Wanamaker's wholesale golf dept. In 1921 he became one of the founders of Holmac, Inc. In 1924 he joined the Wilson Sporting Goods Co. as field representative and was an active, valuable member of that organization until the day of his death. Tom is survived by his widow, Mrs. Mary E. McNamara; five sons, Thomas, jr., Edward, Paul, James and Leo, and a daughter, Mary.

Services were held at Sacred Heart church, Mount Vernon, July 24. When news of Tom's death was received during the Western Open Championship the Medinah Country Club's flag was lowered to half-mast. McNamara won this championship in 1915.

Tom was a kindly man. Time without number he went far out of his way to encourage, aid and counsel some pro, young or old, native or foreign born, when that fellow was in dire need of a wise, true friend. Thrice disappointed when golf's foremost playing honor slipped away from him, Tom never showed the slightest sign of souring. He was a quiet, helpful philosopher who knew the business of golf, the game of golf, the spirit of golf, and of all these, the hearts of men.

He was a fellow we'll all miss; even those in golf who never met him. May his fine soul rest in peace.

## \* CUREX -

for  
**BROWN PATCH**

An organic mercury compound. Will not shock or discolor turf. Constantly improved during the last six years, its efficiency has now been increased to a marked degree. Product of Curex, Inc.

## \* MAGIKIL ANT BAIT

**KILLS ANTS!**

A 32 oz. can of viscous liquid with special applicator costs only \$5. Order from your supply house now, and plan to use Magikil Golf Club Ant-Bait during the season. Product of Lethelin Products Co., Inc.

## \* FUNGCHEX -

for Better Control  
of **BROWN PATCH**

A calomel corrosive sublimate mixture containing a special activating ingredient increasing efficiency of both materials; very voluminous; wide margin of safety when applied either wet or dry.

## WOOD-RIDGE MIXTURE '21'

for Turf  
**DISEASE CONTROL**

Used for many years from coast to coast by leading Greenkeepers to control large Brown Patch, Dollar Spot and Snow-mold on golf greens and fine lawns.

Your regular dealer can supply you. Write for literature covering the use of the above products.

### THE WOOD RIDGE MFG.

Division of

F. W. BERK & CO., Inc.

Wood Ridge,

New Jersey

\*Registered U. S. Patent Office.

## Midlothian Honors 'Haig' By Silver Jubilee Tourney

By 'Shorty' Fall

**T**WENTY-FIVE years is a long time to stay up on top or among the leaders in any profession, yet there is one name in the blue book of golf that stands out—Walter Hagen—who hot or cold, rain or shine has been playing the golf courses of the world, capturing a title here and there and always giving the galleryites one of golfdom's greatest shows. In acknowledgment of that fact, "the Haig" will be honored by a silver jubilee tournament, at Midlothian Country Club, Chicago district, the scene of his first major triumph, the National Open, in which he beat Chick Evans by one stroke with a score of 290. His rounds in that August 25 years ago were 68, 74, 75, 73.

This month, Aug. 24-27, sixteen of the leading pros of the nation, numbering some of his old friends and friendly enemies, battle-scarred by many a tough match with the old master, will gather in the nicest sentimental gesture of the age. Eight two-man teams will compete in a \$5,400 round robin tournament in which each team meets every other team. The winning team is determined at the end of four days of play on the basis of the most holes won. The sixteen players who compose these teams are present and former title holders of all American and British professional and open tournaments. Hagen himself, Sarazen, Guldahl, Snead, Armour, Nelson, Revolta, Picard, Burke, Thomson, Dudley, Metz, Harrison, Shute, Runyan and Horton Smith, each a star in his own right, will gather to honor one of their own who has done so much for golf.

### Evans Is Honorary Chairman

Chick Evans, whom Hagen defeated for his first title, will be chairman of an honorary committee composed of Robert T. Jones, Jr., Grantland Rice, Gene Sarazen, Tommy Armour and George R. Jacobus.

Midlothian, one of Chicago's pioneer clubs, is rich in the traditions that surround the game of golf. Situated at 147th street, ¼ mile west of Cicero avenue, it is easily accessible by automobile or by the suburban train services of the Illinois Central and Rock Island railroads. The tournament committee of Joe Creevy and Jack Carroll have wisely decreed that the four-somes will be started two holes apart, thus

making an ideal arrangement for gallery and players alike. Play will begin each morning at 9:30 and each afternoon at 2:30.

Partners for the event are: Hagen and Sarazen, Guldahl and Snead, Picard and Revolta, Shute and Harrison, Runyan and Smith, Nelson and Metz, Thomson and Armour, and Dudley and Burke.

## Success of British Event Is Tip-off for U. S. Pros

**D**ICK BURTON, British Open winner, gave warning that he was hot, when a month before the Open, he teamed with veteran Fred Robson and won the True Temper \$5,000 Professional Foursomes after a 3-way tie with the Henry Cottons, B. A. Shepard and R. Cox-L. Topping teams.

The event drew a field of 178. Partners were drawn from a hat, established pros picking from slips bearing the names of younger pros and assistants.

It looks like a great training event, as well as one of considerable gallery interest. There's nothing of this sort on American tournament schedules. The event might well be added to sectional PGA tournament calendars until it's put on in a big way by some sponsor.

## Suggests Spring Exhibitions to Advertise Pro Services

**T**OM MURPHY, Ipswich (Mass.) pro, comes up with an idea worth considering well in advance of the 1940 season. Tom suggests that leading manufacturers and pros put on spring golf shows in key cities early next spring. Displays of equipment, demonstrations and group instruction by the big-name pros would have a terrific circus sock, Tom says, and would give the pros the spectacular advertising and sales effort they need to impress upon the public the value of pro service-selling.

Murphy is of the opinion that a group operation by pros in each sector could be conducted at assembly halls, hotels or other convention halls, and set the stage so pros could sell considerable equipment. He believes that in such shows displays