

you have avid listeners. The station will be glad to help you compile a definite check. But even if there is no immediate sponsorship—and by immediate I mean at least a year—keep at it. It might be a slight expense to you and it'll take some of your time, but it'll bring them to you at the club.

It's difficult to say which is better: golf lessons or golf gossip. Your own capabilities and local conditions hold the answer. The lessons give the people the idea that they are getting something for nothing. Of course, you give them just enough so they will come to you for the real thing. The golf gossip, by mentioning the names of local people, wins you a lot of friends. Say something good about Duffer X. Thereafter he, his family, all his relatives and friends are your boosters for life.

But don't stop there. In fact, it is only the beginning. Next, make arrangements with your local station for broadcasts directly from the club grounds. Here your first bit of trouble will be the cost, for remote broadcasts take extra engineers, telephone wires or short wave equipment. To defray these expenses there is the chance of sponsorship, your club coming through, or perhaps you and the station working out some deal. Remember, it usually takes a little money to make money.

Novelty Events Click Best

What to broadcast at the club! Oddly enough, my experience has been that the club matches are not as popular with the radio audience—your source of customers and new players—as are the novelty events. One of the first things you want to arrange is a hole-in-one tournament, open to everybody in the district. To broadcast a portion of the event is a "natural." People who have already shot are listening to compare scores, and usually others will be at the same radio; some are interested to see how friends have fared, others are just interested. Spread it out over several days, if possible, and keep the time on the air short.

Last year an Olean (N.Y.) Club and Station WHDL worked together on a very successful hole-in-one tournament. The pro and myself took turns telling the listeners who was shooting and what the result was. We would "bet" on each contestant, and that added more interest as we were both well known in local golf circles.

Other novelty tournaments that lend themselves to broadcasting are driving

A local tournament that's bound to be copied extensively this year, was promoted by Parke Carroll, sports editor of the Kansas City Journal-Post, last season.

It was a pro-amateur team match bringing into competition 10 of the district's foremost pros against 10 amateurs. The amateurs won, 6 matches to 4. The crowd was 4,000.

A curtain raising demonstration was given by Clarence Yockey using 100-year-old clubs, and Bunny Torpey using 50-year-old clubs, vs. Harry Railsback using hickory shaft clubs, and Leland Gibson using a modern 14-club set.

The event's a swell one to put on for some charity.

contests, putting contests, and children's matches. In brief, most games played with a golf club and a golf ball generally have a "twist" to them, are usually humorous, and can be aired.

A word about tournaments! If you do broadcast one, be sure that it and the broadcasting of it are given plenty of ballyhoo beforehand. "Big" matches have the habit of falling dead on the air, and you can't afford that. Unless one of the country's major events comes to your club, forget the detailed description of the whole affair. Better to set up a microphone at the 18th hole and describe what happens there. Interview—and do this yourself, if you possibly can find the time—the incoming players, get their scores, compare them with others, and give general news about the tournament. Again, keep it brief and just hit the high-spots. Get a group of short (five or ten minutes) spots on the air and forget about a straight hour or so.

O. K., Mr. Pros, take it away. And remember, if you need any more suggestions or details, drop me a line—I'll be glad to help out any way I can.

Copy the Docs—Lew Waldron, Mohawk CC (Chicago district) pro, suggests that the bedside manners of doctors are worth studying as an element in resultful golf instruction. "Some doctors," says Lew, "say a few words to the patient and the patient becomes confident he's going to get well. Other doctors may have an unfortunate manner that makes the patient feel as though the situation were so hopelessly serious there's no use of the patient trying to help himself." Waldron counsels against the use of technical terms such as "open and shut face, pronation" and even, in some cases "pivoting" in the instruction of the average golfer. "Might as well talk to them in Sanskrit for all they can make out of it," reflects Lew.

FLASH
as "Golddom" goes to press
January 27th) Tourneys have
won 6 major tournaments and
a total of 16 top money places
for the standout record as
shown on the opposite page.



*The Brightest Spots
on the Grapefruit Circuit-*

TOURNEY CLUBS AND MACGREGOR ADVISORY STAFF PROS

Today in a thousand locker rooms the golf gab turns to Tourney's romp to cash and glory as the front-running clubs of the 1939 Grapefruit Circuit. And as the tournament trek goes into the stretch, Tourneys are getting the call at every turn and still pacing the field.

Tourney's record is like money in the bank for every Pro who catches the big idea that the yen for MacGregor's *Pro-Only Tourneys* is itching right now at the hands (and pockets) of thousands of club golfers in every corner of the U. S. A.

Peering at you from these pages are the fine golfers who are retained on the MacGregor technical and advisory staff for 1939. Some are competing in the winter tournaments—others are contacting and consulting with Pros—but all of them are out to make this *your* greatest year with *Pro-Protected Tourneys*—the clubs that *have clicked all the way* for 1939. Better get in your order early for personal-use sets and sample stocks now—to Crawford, MacGregor, Canby Co., Dayton, Ohio.

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

MacGregor
THE GREATEST NAME IN GOLF
REG. U.S. PAT. OFF.

TOURNEY WOODS, IRONS, BALLS
SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS



DICK METZ

TOURNEYS SCORE BOARD OF 16 TOP MONEY PLACES FOR THE GRAPEFRUIT CIRCUIT
(AS OF JANUARY 27th)

<i>Place</i>	<i>Tournament</i>	<i>Winner Using Tourneys</i>	<i>Other Tourney Top Money Places</i>
Pinehurst, S. C.	Mid South Open	*Tommy Armour	
Miami, Fla.	Miami Open	†Tourney Clubs	*4th Dick Metz
Houston, Texas	Houston Open	†Tourney Clubs	*2nd Dick Metz *3rd Ben Hogan *4th Jimmy Demaret †6th Tourney Clubs
Los Angeles, Calif.	Los Angeles Open	*Jimmy Demaret	†2nd Tourney Clubs
Oakland, Calif.	Oakland Open	*Dick Metz	*3rd Ben Hogan †5th Tourney Clubs *6th Jimmy Demaret †8th Tourney Clubs
San Francisco, Calif.	San Francisco Match Play Open	*Dick Metz	
San Francisco, Calif.	Driving Contest in Conjunction	*Ben Hogan (263 ½ yds.)	

*MacGregor Advisory Staff Pro Used Tourney Clubs.
†Prominent Pro not retained on The MacGregor
Advisory Staff but used Tourney Clubs.



TONEY PENNA



TOMMY ARMOUR



BEN HOGAN



JIMMY HINES



JIM FOULIS



JIMMY DEMARET

Hail Assistant If Shop Profits

By John Budd

CHECK the reasons for success at any professional shop and you will include the man or men behind the throne—the assistants. These servants are to be found at the shop early and late carrying out the program as laid down by their chief. Theirs is the burden of executing the many details of the pro's business.

A real responsibility rests on the pro when he is faced with the selection of a young man to act as his trusted helper. The wider values of fine character, good technique, winning personality and friendly attitude come to the front as necessary traits and qualifications.

Aid Is in Key Spot

As the head of your shop organization you must face the fact that the assistant in your place of business to an extent governs what your members and customers may think of you. They are likely to see the helper more often than the boss, with the boss being on the lesson tee or superintending course work. Member reactions to the general atmosphere of the golf shop may determine their buying habits. Your responsibility being to serve the members and sell them needed equipment for the game, it is vital that you keep check on their reactions, through competent assistants.

An efficient helper can lighten the burden of detail. He can swell the earnings by many useful operations. He can further pro interest among the membership and players. He can see that the shop becomes an indispensable part of the golf plant and can entrench the position of professional golf at his particular spot.

A lazy, insolent or careless assistant can shake the foundations upon which our profession is built and can prove the ruination of his employer. He can sink you in debt, snarl you in the scandal and gossip of idle tongues, and cause your failure as the golf builder of your club.

Guard against any assistant weakness by planning and working more with the boys who must carry your banners in the front line. Command their confidence and respect, yet show them every consideration needed for their happiness and content. They are subject to the frailties and weaknesses of any other human and must be

coached, driven, led and exhorted along the road to fair dealing and fine sportsmanship. You are the moulder of their future and should be their idol.

To his professional superior the assistant owes his finest loyalty and energy. To the assistant the professional must give the highest type of leadership and the strongest creed of sportsmanship. With patience and constant training a fine team-work can be developed that will radiate the finest precepts of the golf business; service, integrity and friendliness.

Louisiana Pros Form State Body

LOUISIANA pros have recently formed a new state organization to be known as the Louisiana Professional Golfers Organization, the purpose of which is to further promote interest in golf in Louisiana. Henry Thomas, City Park GCse, New Orleans, has been named president, with Jimmie Cole, of the Louisiana State U. GC, Baton Rouge, v.-pres., and Ned White, Broadmoor GC, Shreveport, secy.-treas. The organization, as one of its first acts, put on the recent Louisiana State open tournament. Fred Haas, Jr., a member of the 1938 Walker Cup team, won it.

The first Louisiana professional golfers tournament was held just three days prior to the birth of the L.P.G.O. Playing over the City Park course, New Orleans, Jimmy McGonagill of Shreveport CC defeated Jimmie Cole 2-1 in the final match. Cole was medalist in the event with a 72.

Dues in the organization are \$5.00 annually, and officers indicate they hope to become affiliated with the National PGA as the Louisiana section of that body.

DURING a discussion concerning possibilities in pro merchandising Jim Ewell, golf advertising veteran, said that a meat packers' campaign he was conducting drew, from 200 to 600 butchers grocers and their clerks to learn how to sell more sausage.

"If you can get that percentage of retailers out to learn about selling such a prosaic and highly competitive product as sausage, you would think that 85% of all the pros would attend educational sessions on such a lively subject as golf merchandising."

Tank-Town Pro-ology

Don't pity the small-town pro. Sound business judgment, plus psychology, pays out for him as well as for his big city brother. Don Young, of Clewiston, Fla., continues here his reminiscences.

By Don Young

EVERYTHING considered, there is no question as to the desirability to the pro of a big town club over a small one. Granted, the small club operator may not be required to meet such exacting conditions in some respects as is insisted on at the city layout. But he is faced with a highly important one—the dire necessity of making a living in a specialized profession from a very small group of people. So small a group, in truth, that if he stubs his toe on a single one he's very liable to find himself existing on beans and sow-belly before the first bluebird puts in an appearance the following spring.

I wish it were possible for someone to collect in one story all of the ideas and schemes that small-club pros have used in keeping off the WPA. The yarn should be not only a very amusing one, but a literary tribute to human courage, perseverance, and business acumen seldom equalled in any other occupation.

I'll never forget my first professional job. It was at a little cow-pasture club of 35 members in eastern Iowa. You'll ask me, of course, what I did there. I'll tell you—nothing. But the job did serve to convince me I could teach the game, so my efforts at the spot were anything but wasted. And I resolved to stick, win, lose or draw.

My First Indoor School

Late that fall I purchased a second-hand driving net from my friend George Taylor, professional at the Cedar Rapids (Ia.) CC. Making suitable arrangements with a local furniture and undertaking establishment, I installed this net in a corner of the store and opened a winter school. Believe it or not, I had exactly 35 pupils for all-winter study and practice. Of course, I had to take some of this out in trade at various places, but I lasted until spring at any rate.

It's simply amazing what an ambitious small-club pro can do with a winter school—especially when he is faced with the

necessity of eating. I've conducted several of them, against the advice of more mature brother pros, and every one, with a single exception, has been a professional and financial success. My single failure occurred at a club of 200 members. And although I had nearly 100 signed up for winter activity, old Mother Nature put the bee on me in the shape of impassable roads to the club. So I don't allow myself to grieve too much over that one stumble.

Very few pros seem to be successful with winter schools. Just why I cannot say. But one thing sure, you cannot simply erect a net and sit down and wait for the students to come in. I always started organizing my winter schools before the playing season closed, generally around October 1st. Select the ones you know need the training, sign them up, and then branch out from there.

I am of the opinion that winter study and practice under supervision is one of the finest methods of developing a sound golf swing. Some of my best pupils have emerged in the spring out of winter driving nets. And if I am ever again located in the North during the winter, I shall most certainly conduct a school if conditions will permit my doing so. Aside from the actual revenue a school brings in, it is one of the best means of keeping up club interest.

My next professional venture was at a town of 2,500 inhabitants. The club had never had a pro and was delighted with

Lou Miller, pro at Rock Springs GC, Alton, Ill., has given an impressive demonstration of how a pro can "make" his job. When Miller went to Rock Springs in 1935, the club had 25 members. Now it has 205. Much of his first year's work was devoted to getting the course in condition to attract members. Then the job of soliciting new members began in earnest.

Rock Springs dues are \$66 annually. A locker costs \$2 a year. There is no initiation fee. It's Miller's belief that if the PGA gets around to a pro business school course which so many pros desire, that pro education in club membership solicitation alone will make the enterprise highly profitable to pros and clubs.

SOLD!

And when we say SOLD we mean SOLD! These clubs are not shelf warmers. They are selling and how!



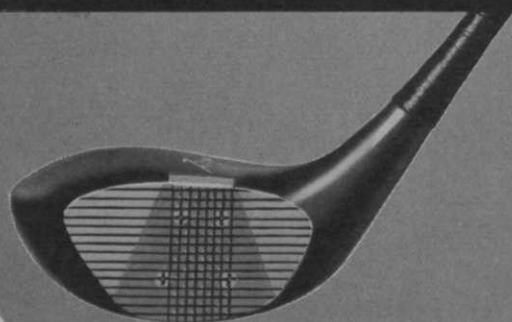
Custom Deluxe. Medium size head finished in dark walnut. Natural face with grey fiber insert. Hagen designed True Temper shaft and punched grip. \$12.00.



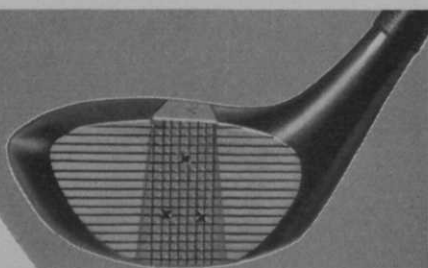
Custom. A powerful model for long hitters. Walnut finished head and natural stripe. Natural face with combination brass face and sole plate. Hagen designed True Temper shaft and punched grip. \$12.00.



*As these four numbers are confined to sale in Pro Shops only they do not appear in our 1939 catalog which is designed for general distribution. It is suggested that you file these pages for future reference.



Custom De Luxe



Custom

in Pro Shops Only

Personally designed by Walter Hagen these four new clubs are sold in Pro Shops only. No tricks, no gadgets. Just fine playing models that have become locker room conversation.



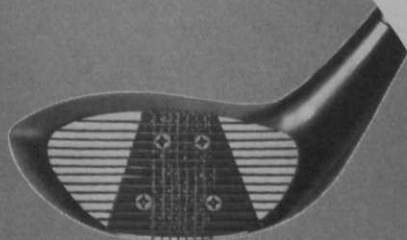
Diplomat—shallow faced model for easy play. Black head with natural face and black fiber insert. Hagen designed True Temper shaft with punched grip. \$10.00.



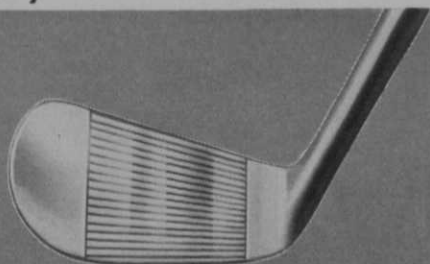
Custom Iron—Pronounced the outstanding sensation of the 1939 season in iron design. Modified flange sole stainless steel head and with heavy top line and slight off-set. Hagen designed True Temper shaft with white hickory sheath and black ferrule. Punched calf grip. \$8.50.



1939 catalog covering complete Hagen line now ready for distribution. Write for your copy today.



Diplomat



Custom



L. A. YOUNG GOLF CO... DETROIT

Danny Williams, one of the Westchester school of pros, was given a grand send-off by members of Shackamaxon CC where he's been for 20 years, the last 14 as pro. Danny goes to Crestmont (N. J.) CC, having been chosen from among 100 applicants. At Shackamaxon Danny developed a number of amateur stars, among them Charlotte Glutting.

the idea. So was I. I thought I saw possibilities there. And I was anxious to try out my wings in this interesting new profession I had taken up.

The club had a neat little 9-hole layout and 55 members. Of that number about 25 played golf. A clever little clubhouse of three floors was arranged with showers and lockers on the first floor, dining-room and dance floor another flight up, and living quarters just under the roof. The club president sealed our verbal agreement with these words:

"We can't pay you a salary but we'll certainly give you all the breaks."

It's a Secret Order

I am completely convinced that all small club officials belong to some secret order and are under oath to deliver the above to their pros before they take up their professional duties. I've heard that song-and-dance done in two sharps, three flats, and in the key of "C". I've also heard it delivered in baritone, contralto, soprano, whiskey tenor, and basso profundo. But the words were always the same.

At any rate, the job caught me in the usual and inevitable financial status of a small-club pro in the spring—practically broke. I was faced with the necessity of saving my few dimes for eating money for a few weeks until things caught on. And at the same time it was imperative that I procure some sort of fixtures and show-cases with which to open a fairly presentable place of business.

After looking the situation over I decided there was but one spot in which I could operate; that was in one end of the men's locker-room. Accordingly, I sought out a downtown business man, who happened to be a club member, and told my story. This man proved to be a regular fellow and today remains one of my staunchest friends. He unearthed from his basement a huge old desk belonging originally to his great-great grandfather. This ancient piece of bric-a-brac was 7 ft. long, 4 ft. high, and covered with 50 years' accumulation of dust, plaster and cobwebs.

My friend became so enthused over the idea that he had this ponderous mass of

old-world architecture delivered to the club at no charge. And after presenting me with enough paint to refinish it, hauled me away to a grocery store pal of his who promptly dug out an antique cigar case from the depths of a cavernous storm cellar. Twenty-four hours later the desk was a bar and the cigar case held my small stock of balls. My shop was equipped.

In looking over the equipment situation I found a general store in town carrying a fairly comprehensive line of clubs and balls. Having no funds with which to purchase a decent showing of stock, although my credit was good, I gave the matter some thought and finally approached the owner of this emporium in somewhat the following manner:

"Mister, I'm the new pro at your country club. I'm making my living here now and what money I spend will be spent in this town. However, I notice you carry a line of golf equipment. Now it just occurs to me that this town has about as much use for two golf stocks as it has for two cemeteries. What can we do about it?"

Eliminating Competition

After some deliberation he made me two propositions. He would either sell me his golf stock, or I could take his entire stock to the club and dispose of same on a liberal commission basis. Exhibiting just the proper amount of hesitation I agreed to the latter course—and immediately made a friend and booster out of what might have been a plenty tough competitor.

Well, we both made money. And every Monday morning I handed my silent partner a check for the past week's sales, less my commission. Also, a stock report. I had not a cent invested, no stock on my hands at the end of the season, and could buy anything I needed on his account. The business that boy steered into my shop was surprising. And when the following season rolled around he very generously stepped out of the equipment picture and let me have it on my own.

In the very small clubs I have found it extremely important to play ball with the local business men. The small town business man may have his faults. He may be eccentric and inclined to narrow-minded opinions. But once he goes to bat for you he generally stays in the box. And he knows a square shooter when he sees one.

The man mentioned above was a school board member, and when going over some

TWO VALUES

that Can't be Duplicated!



It's WILSON Today in Sports Equipment

For 1939 Wilson offers you two improved models in woods—values that can't be duplicated.

The Wilson *Aerflo*—as modern and practical as the steering-column gearshift on today's newest motor cars. Swanky, too.

The Wilson *Strata-Face*—a stylish interpretation of modern functional design—the "theme center" of woods.

Everything about these two Wilson models, including a smart, slip-stream beauty that will captivate you, and True-Temper Steel Shafts with the Wilson "Reminder" Grip, is the last word—at popular prices.

Don't fail to have the Wilson *Aerflo* and *Strata-Face* woods in your stock. They will unquestionably be the biggest news in golf equipment this season.

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

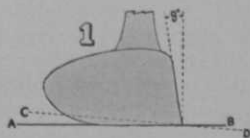


Diagram No. 1 shows new improved type of Wilson wood head design. Practically no falling off on the sole from front to back. Line A-B represents turf line. Line C-D designates part of the club which would be cut away if the sole actually fell back, which is often the case in ordinary woods. Note that line of face slants back to an angle of only 9° in relation to a line that is vertical with the ground. Wilson *Aerflo* and *Strata-Face* models built upon this improved principle of design (namely a minimum of drop off from front to back) assure the golfer of a minimum of error in setting the club head in correct relationship to the ball.

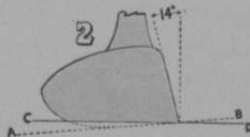
"It pays to play"

Wilson

GOLF EQUIPMENT

By this mark  you shall know
fine golf equipment

Diagram No. 2 illustrates what happens to the line of the face in a club that falls away, as it actually sets upon the ground. Now the line C-D, which designates the section which would be cut away in a club that fell off towards the



back is the same as the ground line. The old sole line is now shown as the dotted line A-B in this figure. This gives you an idea of what happens to the face angle of a club that falls away. Face angle measures 14° in relation to a line that is vertical with the ground.

athletic purchases for the high school, noted a set of golf clubs for the superintendent. This incident occurred after I had taken over the golf business on my own. He immediately cancelled the order and advised the superintendent that no golf equipment would be purchased wholesale by school employees as long as Don Young was in town. The result was that I finally sold enough clubs throughout the school faculty to take a large, juicy bite out of the commission licking I had incurred the previous year.

I increased the membership of that club the first year from 55 to 90 by the simple method of firing with enthusiasm every member, club official and committee with whom I came in contact. The golfers increased from 25 haphazard ones to 75 active ones. Play over a three-month period showed a daily average of 52 golfers.

Must Hold Pep

There's one thing a small-club pro must guard against—loss of enthusiasm. If he loses that he is truly lost. The club spirit of small golf clubs, for some unexplained reason, is inclined to sag in the middle on the slightest provocation. And it is strictly up to the pro to keep a supporting pillar of enthusiasm at this point of sag.

The successful professional at a small club must constantly have his head working at some scheme to pick up some extra money, and in doing so must promote the idea so as to benefit and be an enthusiasm-builder to the club itself. Lessons and sales, in most cases, don't seem to quite cover. There must be a plug from another quarter. Also, whatever form the idea may assume, he should be mighty careful to adjust same to meet local conditions, and be further confident the gag will show an ultimate profit.

In my early days in the pro game I was forced to cook up such schemes from honest necessity. One of the first and most successful I hit upon was the tournament-exhibition idea. It's been played to death, you say? Of course. But it's amazing what can still be done with it if you are in the right spot and use your head.

The first show of this kind I ever staged

Donald Duck has become a propagandist for golf. RKO-Radio's Technicolor "Donald's Golf Game" has a plot in which Donald turns pro to show the game to his nephews, Huey, Dewey and Louie. Donald's not so lucky as a pro. Jack Level, golf nut, is handling Donald's golf publicity for RKO-Radio and doing a grand job.

was at the club last mentioned. I made arrangements with two pros and two amateurs, all pals of mine, and all far enough away to be well but not personally known. One of the pros was my old teacher, Tom H. Harris, now located at the Mason City (Iowa) CC. Tom is an Englishman with a colorful personality. The amateurs were always in the thick of the fight for the state championship title.

I've found if you can't inject some color into these events you are just wasting your time. The old tournament-exhibition day has become a dismal, dreary affair. So figure out something to whip it up.

As I said, these boys were all pals of mine, and as they knew I was trying to make a dollar, most generously refused to accept compensation further than a scotch-and-soda. This assured me of a profit if anyone at all appeared.

I had 1,000 handbills run off in a bright color featuring Tom H. Harris, former exhibition player to the King and Queen of England. (Which fortunately happened to be a fact.) Tom and an amateur from his club would take on another well-known pro and amateur in a best-ball match at my club such-and-such a date. I hit every club, bulletin board, business house, filling station, and cross-roads store within 50 miles with those blazing dodgers. And followed it up with a story in every newspaper in that area.

Plenty for Fifty Cents

The fifty-cent admission included golf privileges for the day, competition in a tournament for valuable prizes, and admission to the exhibition. In other words, I made the price and show so attractive that no golfer in that area could turn it down. And I gave away exactly \$25.00 in prizes out of my stock.

I left tickets for the event in every store in town, and the club cooperated by appointing committees for ticket sales. Also, I didn't overlook free passes to everyone I could think of that would be sure to bring a party with him.

I staged that first circus event, like a fool, on Thursday. Sunday would have been much preferable. But the result left me gasping, nevertheless. There were 345 paid admissions and an estimated crowd of 500. They were there in ages from 8 to 80. And as the club was easily accessible to gate-crashers, I lost plenty in that respect. But I had visitors from as far as 300 miles away.

The club held a dinner dance that night which was attended by 160 club members.