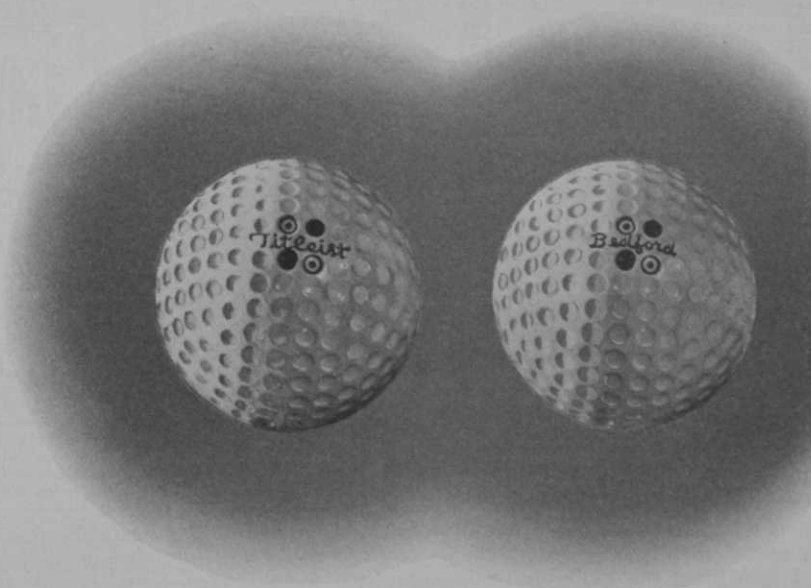


THAR'S **GOLD** IN THEM THAR PILLS!*



**Gold . . . profit . . . call it what you like . . .
it's there . . . and it's all yours!**

SALES of the Titleist are well ahead of last year's sensational figures. Sales of the Bedford are surpassing those of any 75c "tough ball" we've ever offered, indicating beyond doubt that the entirely new type of construction used in this ball is delivering performance beyond even our expectations. Sales on all Acushnet balls are growing with every passing week . . . and every single Acushnet sale is a pro-shop-sale at a pro-shop profit.

Add it up! . . . immediate popularity based

on performance . . . plus continued popularity based on unvarying quality . . . plus the exclusive "through-the-pro-shop-only" sales policy! The answer is money in your pocket . . . and in nobody else's pocket . . . and that's why we say: "Thar's Gold in them thar pills" — *gold for you.*

* **MR. PRO.**—You'll notice we haven't talked much about the "feel" . . . "distance" . . . "endurance" of Acushnet Balls. We figure you know as well as we do whether a ball is topnotch or not. You've played Acushnet Balls—and we're willing to let the balls themselves do their own selling so far as performance is concerned. Profits . . . pro-profits . . . exclusive pro-profits . . . profits for you is the point we wish to emphasize.

SOLD ONLY THROUGH PRO SHOPS

TITLEIST 75c
For experts only

BEDFORD 75c
The ball that can take it

GREEN RAY 50c · PINNACLE 35c · CLUB SPECIAL 25c

ACUSHNET GOLF BALLS

GET OUT OF DOORS FOR HEALTH AND FUN	<p>GET OUT AND PLAY</p> <p>GOLF</p> <p>Lakeside Golf Course GRAND AVE. AT LAKEVIEW RD., TOLEDO</p>	TODAY IT'S GOLF FOR HEALTH AND SPORT	<p>GET OUT AND PLAY</p> <p>GOLF</p> <p>Lakeside Golf Course GRAND AVE. AT LAKEVIEW RD., TOLEDO</p>	BE SMART • KEEP FIT WITH GOLF	<p>WOMEN</p> <p>BE active KEEP attractive!</p> <p>GET OUT AND PLAY</p> <p>GOLF</p> <p>Lakeside Golf Course GRAND AVE. AT LAKEVIEW RD., TOLEDO</p>
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Response to the National Golf Foundation's recent offer to supply daily fee course operators with a series of advertising posters for the purpose of stimulating play on their courses, was so great that a re-run of posters in now "in the works", and this time, municipal courses are being given the opportunity to order the "personalized", three-color posters.

The three posters, illustrated above, measure 11x16 inches, are made by Colorgraphic process in three attractive colors, and on good quality 15-ply poster-board. The fact that, for the first time, the great majority, of "pay as you play" courses find the cost of such posters within their budget, whereas heretofore, the price has been prohibitive, accounts for the popularity of the offer.

A survey showed the need of advertising to create more daily fee golf customers. High printing costs, due to the more or less limited quantities a course owner could use, had always put posters out of the question for most courses. Only by large run production could effective advertising posters be made available at a low cost. The Foundation thus overcame this obstacle by underwriting the series of posters.

Each poster in the series bears the name and address of the course in bold lettering, in the quantities ordered. This will appear where the name "Lakeside Golf Course" is imprinted on the samples above. If you have not received your order blank for the posters, address your inquiry immediately to the National Golf Foundation, 14 E. Jackson Blvd., Chicago. The offer will remain open for a limited time only.

telephone Elmer when he didn't show up by one o'clock?

I look after the Friday tournaments for the ladies (bless 'em!) and give them an after-luncheon instruction lecture about three times a season. The girls charge fifty cents for their Friday tournament affairs, and I relieve the committee of a burden by collecting the money and handling the tournament. They show their appreciation of this service by spending the amount with me for ball prizes. (When they buy their club championship trophy, however, they get it from a downtown jeweler whose wife is chairman of the Flinch and Domino Committee.)

Well, I do this and that—and this and that and this and that. As a club pro you will understand. It's just part of the game. I take the bitter with the sweet—even if the bitter has given me stomach ulcers. And like it!

I belong to the national association that represents the boys who make their bread and butter out of golf. It costs me thirty dollars a year. Whatever other local or state associations that are organized to help the game, get my dough and my support. And gladly. I support the State Open, the Pro-Amateur event of the State

Amateur, the State Professional, and all other events that are, or should be, good for the game as a whole. My chances of winning a dollar at any of these is so remote as to be almost nil. I'm too busy trying to make a living to retain whatever playing ability I may have at one time possessed.

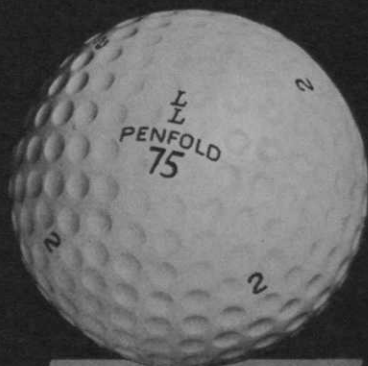
I start to work the first of March each season and stick on the job twelve hours every week day, Sunday and holiday for nine months. The other three months I spend worrying how to get along until the next March.

Anyhow, at the end of the nine months I get out the old books, pay up remaining bills, (I hope) figure out my profits, (if any) and wonder just how it is possible for a man to put in so many hours through 275 days and have so little to show for it.

In other words, my fine-feathered friend, I've devoted most of my life to this game, all of my enthusiasm, and each season that rolls around I see the relative importance of my profession to the game slip further and further into the background.

The public gives me a small salary (on which I cannot exist) to be on the job

PENFOLD GOES THE LIMIT FOR DISTANCE



This year Penfold shoots the works for Distance! He's uncovered a ball-building trick that will put your shots yards beyond the longest you've ever hit. It's easy to check: simply ask your pro' for the new "LL Penfold 75" and hit it against any ball you think longer.

LL PENFOLD 75 (limit of length) 75c
 LT PENFOLD 75 (long but tough) 75c
 PENFOLD Autograph . . . \$1.00
 PENFOLD 50 50c
 PENFOLD 35 35c

at pro shops only

PENFOLD 75

FREE: amusing beer coasters for your private bar. Write PENFOLD, 11 Park Place, New York.

Reproduction of Penfold Magazine Advertisement for July

Get your members playing a ball they can get only from you . . . and you'll soon be free of store competition!

Members go for Penfold . . . the longest of all by test. Pro-only since 1931. Send for Catalog.

PENFOLD GOLF BALLS, Inc.

11 PARK PLACE, NEW YORK, N. Y.

Bright boy, this Pat Markovich at the Carquinez GC, Giant, Calif. In "The Approach," the club's lively little monthly, Pat has an item which reads:

This month I am happy to announce that plans are progressing rapidly on the formation of a class for ladies with a 20 handicap or over. Group lessons will be given to interested ladies for the modest charge of 25 cents apiece. Instruction will be given one hour or more each week, and at a time convenient to the majority. I plan to start this class the second week in June. If you are interested, see me at the pro-shop.

here at any time the fancy may strike them to play a round of golf. The balance I am supposed to make up through my own initiative by the sale of lessons, balls, clubs, and other equipment. That set-up is okay with me, pal, but—

The dear public has finally arrived at the place where it seems to feel that a bone thrown to me in the shape of a two dollar lesson about once a season is ample—and entitles them to free tips whenever and wherever they may meet me; in the shop, on the golf course, at the Elk's Club, or just after Christian Endeavor. And for some reason or other they have absorbed the idea that whatever they may buy of me will be a premium price—and no better than they can purchase downtown. When I point out the evident differences in quality and workmanship they blandly agree with me—and drop in at Minsky's Drug the next day for another dozen Flying Fools, two hundred tees, and a \$1.69 chipping iron.

Not long ago a member of this club walked into my shop with a spanking new set of Blank's top-range clubs. He had purchased them wholesale through a friend of his that keeps books at the local light and power office. Believe me, I was irked plenty. He had priced these clubs of me previously, and the price I made him was below retail figures. I had made him the price in self-defense because I was afraid of the very thing that happened. Well, discreet inquiry brought to light that he had bought the outfit ten dollars under my price!

The customer couldn't tell the difference between the pro-only line and this 'top range' stuff, although there was a difference. I'm asking you, where in all that's holy is this thing going?

Who made the playing and merchandising end of this game what it is today? You know—the pros. Who teaches them

for nothing when they are young in order to make golfers of them when they get dry behind the ears? The pros! Who has contributed unstintingly of time, money, and enthusiasm to every step upward the game has made? The pros! And where has it got us?

There was at least another thirty minutes of Ted Blayton's verbal blast. He was fighting mad and his tongue dripped acid. He touched on a good many other angles but the foregoing was the meat of the subject.

Ted, in spite of his prejudiced and bitter blast at the conditions existing in his profession, is a smart, level-headed pro-business man. He applies sound business principles to his affairs, and conducts his business along accepted business-like lines. Knowing this, I was satisfied Ted would be reasonable when he cooled off. He was.

We began a clear-headed discussion of the situation over an eight o'clock steak dinner—and closed up at four the next morning over a scotch and soda. And brother, before we got through we were forced to stare cold reason full in the face. The things we saw there were not all pleasant, but we took 'em in stride.

If you dislike cold, hard truths about yourself you'd better start ducking—because there were some discoveries made you certainly will not like.

(To be concluded in August)

J. W. Sproul Named US Golf Ball Sales Mgr.

JOHN W. SPROUL, for many years assistant sales mgr. of the golf ball dept., United States Rubber Co., now is sales mgr. of the department. Sproul is widely known among professionals, having made the tournaments from coast to coast for years, conducted many of the US Rubber pro business conferences, and called on hundreds of pros at their clubs.

Sproul has been with the US company since July, 1923, and with the golf ball dept. since Jan., 1924. He was made asst. sales manager in 1929.

He knows what the pro picture is and goes into his new responsibility with the best wishes of an army of pros.

Sproul succeeds E. C. Conlin who resigned several weeks ago and now is in the Roosevelt Hospital, New York, putting up a strong battle to regain his health.



AN ANCIENT FORMULA BRINGS YOU ADDED PROFITS

Thanks to the Spalding Research Laboratories and the age old formula of combinations, you can earn new profits this year with the Spalding Dot and Dash *Personalized* golf balls—the answer to the old cry “Whose ball is it?”

For by that ancient formula the Spalding Research Department worked out the 960 different color combinations that personalize the service stripes.

Already these new *personalized* balls,

sold in dozen lots* through pro and club shops, have captured the golfing world—the Dot, with its carry, uniformity and controllability for the low handicap golfer—the Dash, with power needling and all round toughness for the average golfer.

And there's another new Spalding ball too for added profit—The Honor—a low priced ball with popular appeal.

Tie in with Spalding this summer for added profit and satisfied customers.

A. G. Spalding & Bros.
GOLF EQUIPMENT

* Dot and Dash balls are also supplied in four standard color markings (not personalized) for sale in three ball packages.

Selling Taught Me To Sell

I WAS a pro for quite a few years. Then, for four years I was a golf manufacturer's salesman. Now I am a pro again. The reason I am back at pro golf is that the pro's job is easier than the salesman's job, and the pro who knows the answers the golf goods salesman knows and uses these answers on his club members, makes more money than a golf goods salesman.

From what I have seen on both sides of the fence I have decided that in selling golf we all—pros and manufacturers—waste too much time complaining.

In my pro job I have store competition. My members aren't especially rich. They have to be worked on constantly by me, or some store sells them for less money . . . once. After they have used a set of cut-price clubs a month or so, I ease up

to them and say, "Mr. So-and-so, those shafts are much too stiff (or limber) for your swing. Just for fun, let me loan you a set that's right for you."

It is about 11 to 3 that a store won't sell a man the right sort of shafts for his clubs. How can they? They don't know his swing.

Well, the store sucker or the buy-it-wholesale chiseler takes me up and about 4 times out of 5 my loaned clubs work pretty good. The psychology is all for me. The ordinary golfer remembers a few good shots, and credits them to the clubs instead of to the help of heaven. Incidentally, when I let the guy take a set I usually manage to slip in a teaching tip that helps him get away from the fault that it is easy to see is his worst and

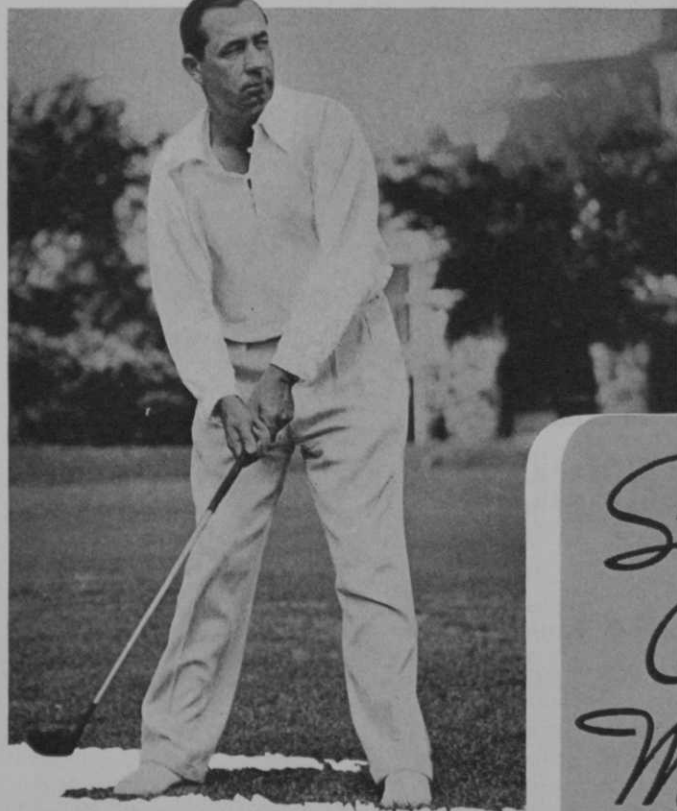
A DISTINCTIVE HOTEL FOR DISCRIMINATING PEOPLE



The SPINK-WAWASEE HOTEL is in the lake region of Northern Indiana, and on the largest lake in the State. A perfect setting for a perfect resort, just 120 miles east of Chicago. Easily reached by train, auto or plane.

A beautiful hotel, fireproof, all rooms and suites with bath, commodious lounges and porches, delightful dining rooms with excellent cuisine and service. Every form of sport and pleasure: five golf courses, tennis, horses, airport with plane, swimming, fishing, speedboats, etc. Hotel orchestra plays during meals and for dancing each evening. Write for reservations.

SPINK-WAWASEE HOTEL AND COUNTRY CLUB
WAWASEE, INDIANA



*Still the
Great
Master!*

In the National four-ball—the Goodall—and the Inverness Open, Walter Hagen repeatedly showed those flashes of genius that have won for him his world-wide renown.

At Inverness—matching shot for shot with the outstanding professionals in the game—the redoubtable Hagen wound up all even with the field after four gruelling days of match play.

That kind of showing after 25 years of active competition, is the result of Hagen's perfectly grounded swing—his thorough knowledge and mastery of the fundamentals of the game.

Hagen knows how to make every shot in the bag and he knows how to

design and build the clubs to make them with. His genius as a club designer—long recognized by every professional in the business—was again amply proven by the phenomenal success of the Hagen 1939 line of clubs—personally designed in their every feature by the great Haig.

And if Time does eventually eliminate him from active competition, it can never take from him that eye for line and contour in a club model he has gained in years of competitive experience.

Hagen, the great competitor on the golf course, will still remain Hagen the great competitor in the field of golf equipment.

L. A. YOUNG GOLF CO... DETROIT

What is a Lathyrus Latifolius?
How deep do you plant stolons?
When should you topdress?
What do waves on bedknife indicate?

... find your solution to these and hundreds of other problems of modern maintenance in

GOLF COURSE COMMON SENSE

By G. A. FARLEY

\$²⁰⁰

Formerly \$4.00—Now **2** Postpaid

This valuable and practical guide to successful greenkeeping explains, in detail, the methods of the country's foremost greenkeepers. And the book has just taken it's first price cut, which makes it, more than ever, the outstanding bargain-buy for those connected in any way with golf course maintenance. A complete manual of greenkeeping in simple, usable form; each chapter is rich in working instructions.

PARTIAL TABLE OF CONTENTS

Soils, Fertilization and Growth.
 Grasses, Fairways, Hazards.
 Tees, Putting Greens.
 Topdressings and Turf Repair.
 Weeds and Diseases.
 Equipment and Supplies.
 Greenkeeping in the South.
 Golf Course Trees.
 Drainage and Water Systems.
 Birds, Animals and Insects.
 Keeping Course Records.
 Growing Choice Flowers.

Send cash, check or money order today for your copy of Golf Course Common Sense.

GOLFDOM BOOK DEPARTMENT

14 E. Jackson Blvd.

Chicago

and undoubtedly the most costly.

I have these fellows now talking around the club that they got stung. They are campaigning for me against other club members buying away from the shop. They are making themselves "horrible examples" of suckers. Two of the fellows who bought store sets this spring gave them to their kids after I gave them the trial treatment with a set that was better for them.

Members' Psychology Is O.K.

People don't like to be cheap skates, or to be stung. They buy away from the pro-shop because they think they are smart and getting something as good as the pro-shop has, for less money. Who's fault is that? If you were them, and didn't have any too much money, what would you do? Would you pay more to buy from the pro just because he is at your club?

The office-to-office ball peddling racket started to cut in on my sales last month. I murdered that, and quick. Four of the fellows who bought balls from an office peddler were in the locker-room drinking after a round. I eased up and said to the loudest-mouthed one, real shy and apologetic-like, "Could I have a word with you. Nothing confidential, but I want your advice?"

The guy swelled up like he was Hitler and Mussolini together. "Shoot," he said.

"I have been sort of thinking about going into a sideline. I see some fellows are selling golf balls to offices, and I thought I might as well get a few kids to peddle and get in on some of that easy money. I would give them a better deal instead of being a hog about it. I would give them a 3-for-a-buck ball instead of the two-bit balls the trimmers are giving the suckers for a half-dollar, saying it is a 75 center. Do you think there is a chance in this business? It doesn't call for much investment." Then I acted very interested like my whole future depended on his answer.

Another member butted in.

"A two-bit ball, you say they are selling to offices?" he asked.

"Yes sir," I answered. But what scares me is that the suckers may get wise before I can get in on some of this easy money and give the people a better proposition."

"No wonder I couldn't hit that rock the length of my putter," one guy says.

That session ended with me getting into a swell little educational session on the ball business. Due to having sold golf

balls and clubs I knew ten times more about ball-making and the tricks of ball selling than the average pro. The average pro doesn't go to a lot of trouble to smart himself up on these things. So I came out finessing these wise-guys into buying 15 dozen 3-for-buck balls for themselves and their friends, at a cute price. For 15 dozen balls that will keep competition out, I would trim the price a bit any time.

If some of the pros think they have competition they ought to get a close-up on the competition between the salesmen who sell to them. The salesmen really have tough competition, but have to sell despite it, so they just listen and act like they are sympathetic when they hear how a store is taking sales away from the pro. The salesmen wonder why the pros don't think more about taking away business from the stores.

After I was selling a year, one thing that never got me stirred up like it did at first, was pros' threats to boycott my company. When I had been a pro I used to pull that one myself and thought I was doing somebody dirt. I was—myself.

The funny part of it is that the pros don't make a bid for low-priced business, and if a store sells a guy low-priced clubs the chances are the buyer eventually is going to wind up buying from the pro. Also, the newspaper advertising the stores do on cut-price clubs get a lot of people thinking about buying clubs, who end by buying from the pro. If they hadn't seen the ads, they would be using the same old tools.

I saw several cases where I was practically boycotted by pros in towns, and having to sell some clubs or lose my job, I did just exactly what any pro would do, if we were trading places.

Boycott Generally Backfires

I picked out some stuff that the factory was anxious to turn into cash, being overstocked, and I talked business on a cash basis with the store buyer. Instead of being dead in the town we did a good piece of business that wouldn't have come my way if the boys hadn't got bull-headed and put the chill on me. After a few of those experiences I saw how a boycott, worked smartly by a salesman who gave a good proposition to just one store instead of thinning it out, turned out to be a dumb thing for pros.

There usually is enough bargain stuff available for stores due to some pros still having the habit of turning back merchan-



A Faulty Stance!

Sani-Treads will safeguard your members against infectious foot diseases

Club managers find it's good business to buy Sani-Treads; they are light, tough and water resisting. Club members feel secure from "athlete's foot" when supplied with Sani-Treads.

You save money on laundry bills, because Sani-Treads eliminate the use of that extra towel to clean feet. The laundry and towel bills invariably go down when you supply Sani-Treads. Order a stock today!



Patented Sani-Tread Slippers are now selling at rock-bottom prices. Write for folder and free sample today.

SANI-TREADS

REG. U.S. PAT. OFFICE

THE ORIGINAL CLUB BATH SLIPPERS

SANI-TREAD COMPANY, Inc.

567 Washington St., Buffalo, N. Y.

578 King St. W., Toronto, Canada

CHARLES F. HUBBS & COMPANY

383-389 Lafayette St., New York City

Distributors in Metropolitan District

FREE to Pros
this
three colored
WALLHANGER

SEND
FOR IT
NOW

There's a Golf bag here designed for . . . YOU

GOLF BAG SPECIALS



FEATURES of the CADDY MASTER



Buy from your
Pro... They're
the golfers who
KNOW

GOLF FASHIONS LINE FOR 1939



Patronize your Pro... he helps the club "Go".

Sales Pepper-upper GOLF BAGS

This large colorful wall hanger illustrates 3 outstanding lines each with distinctive features. The patented features of the "Caddy Master" bags will appeal to the golfer who wants the utmost in beauty, practical design, and durable construction. Newest in styling, convenience and carrying comfort is embodied in our "Fiddle Bags." They have a full length tapered zipper pocket that conceals the hood.

The special design of our "Golf Fashion Line" for 1939 offers a bag with few obstacles to show wear. The zipper hood when not used is concealed in a full length sweater pocket. A collection of bags that will win players approval, priced to sell easily and net you a sweet profit. Get your wall hanger now.

RETAIL PRICES ILLUSTRATED

Write now to

CANVAS PRODUCTS CORP

19-21-23 E. McWilliam Street

Fond du Lac, Wisconsin

dise instead of paying for it. The manufacturer who is stuck with this stuff has had his dough tied up for some time, so he even makes some more of it if there is a store demand at a price that will enable him to dump enough of a quantity to make up the loss on his idle investment while the clubs were in pro stocks.

Certainly I am all for the pros. They are the best qualified people, as a general proposition, to serve the public. They are my kind of people, anyway. A thing that is holding a lot of them back is hating to be told the truth. I could see what the answers were plenty of times when fellows were not paying their bills, or doing much business at their clubs, or on the verge of getting canned. But do you think that it would have done me any good to tell those boys? They would have been insulted and knocked me all around the territory.

There are a great many pros doing a pretty fair business these days, and doing it just by using their heads and hands and feet on their jobs. They are not the guys who are hoping that some magic can be worked out to make the pro rich. They are doing all right by minding their own business.

That is what I am trying to do, so if anything in this seems to you like I am trying to run your business, forget it. The best thing I have learned about business, as a golf salesman and a pro, is that the only guy who can do any tricks to make you money in this game is yourself.

C. R. Riley, Steel Shaft Pioneer, Dies at Age 64

CHARLES R. RILEY, for more than 30 years an official of the Horton Mfg. Co., and one of the finest gentlemen golf ever knew, died in the Bristol (Conn.) hospital June 17. He was 64 years old. He is survived by his wife, a son, and two sisters.

He had been in poor health for several years, and 10 years ago relinquished the general management of the Horton Mfg. Co. into whose employment he had gone in 1906.

Riley had a great deal to do with introducing the steel shaft to golf and was a pioneer in the steel fishing rod business. It was his easy, straight-forward way that did much to overcome early suspicion of the steel shaft. By golf officials who knew him, by pro and amateur players