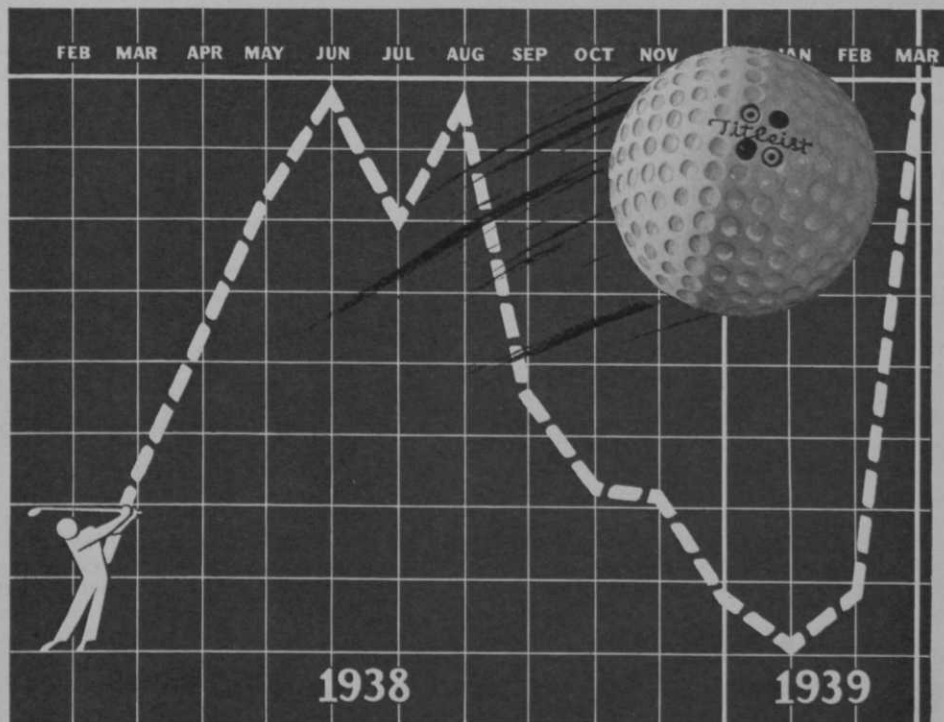


Hold Your Hats

-- here we go again!

NOTE: Sales in March, 1939, in spite of bad weather, almost equal the 1938 peak in June!

This is history! — the life history of the Titleist to date, and you are making it.

YES, it is a sales chart — but it's a lot more than that. It's a popularity portrait of a great golf ball. It's a pro-profit picture that grows brighter with every passing day

Since we have been making golf balls, we've never seen a ball catch on the way the Titleist did from the moment we introduced it last year. It broke every sales record for 75c balls that we have in the shop — and it's still on the way up.

So we say to you, get your orders in—and don't pull your punches on quantity. We expect the biggest year ever and we want you to share in it.

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 TITLEIST

lying thought in advertising the world over today. The price of an article, so far as the manufacturer is concerned and so far as a large percentage of the prospective buyers are concerned, is secondary. Even those who are compelled by lack of money to buy on what might be termed a "temporary basis" realize, just as the others more fortunate appreciate, that you get only that which you pay for.

Some companies which handle those important commodities necessary to our everyday life, spend the largest part of their advertising appropriation not in saying how cheaply you may buy their particular product but rather in telling you the story over and over again of the quality of their product. This is referred to in advertising parlance as "institutional copy."

There are other manufacturers who from time to time make the tragic mistake of eliminating institutional copy when conditions are bad and they hope to save money. For the moment it may be money in hand but over the long haul they will have lost out, not only for a temporary period but in many cases for all time.

When you are in business, your natural reaction, when you are first approached with the idea of advertising your product, is that advertising raises the cost of your

TURF'S INDISPENSABLE MAINTENANCE GUIDE

GOLF COURSE COMMON SENSE

By G. A. FARLEY

Formerly \$4.00—NOW **\$2.00** *postpaid*

The outstanding book on golf course maintenance **TAKES ITS FIRST PRICE CUT!** So you'd better get your order in now, while the limited supply lasts, because we know there'll be a big demand for this book—a complete manual of greenkeeping in simple, usable form. Explains in detail the methods of the country's foremost greenkeepers. Each chapter is rich in working instructions.

Whether it's **SOILS, GRASSES, INSECTS or DISEASES**, you'll find your solution to these and other problems of modern maintenance in

GOLF COURSE COMMON SENSE—Now \$2

Send cash, check or money order **TODAY** to

GOLFDOM BOOK DEPARTMENT

14 E. JACKSON BLVD.

CHICAGO, ILL.

product or service. As a matter of fact, the very opposite is true.

Let me give you an example: The price that you pay for any product covers several items, including the cost of making it, the cost of selling it and all of the taxes—federal, state, county, city, as well as many hidden taxes direct and indirect.

By advertising, the cost of production and the cost of selling is made less. Business men know that in order to manufacture economically, they must have volume production. This in turn means volume sales and volume sales cannot be achieved economically without advertising!

Without advertising, people do not readily learn about merchandise or services or make up their minds to buy. Knowing this, dealers are slow to invest in merchandise which is not well advertised. When they do so, they must be permitted to make a bigger margin of profit because that merchandise sells much more slowly. The public has to pay the larger price, quality considered.

G. P. A. Organized to Smooth Pro-Salesman Relations

ABOUT 40 golf salesmen operating in and around Ohio have organized an association called the G. P. A. (Golf Peddlers Association). A. Earle Schlaw (Kroydon Golf Co.), 310 East 238th Street, Euclid, O., is president; Lloyd "Red" Barton (Worthington Ball Co.), Box 71, Elyria, O., is secretary and treasurer; and William Roney (Burke), and Gordon Goyette (Hagen), are vice-presidents.

The association is essentially social in operation but it plans to bring the salesmen and pros in closer contact, and sell professionals on patronizing golf salesmen, who have year-round positions. It also plans to create better understanding between salesmen of competitive firms.

Toward this end the G. P. A. will stage a tournament at the Elyria (Ohio) CC, August 7. A sweepstakes will enable the pros, peddlers, and newspapermen to shoot for about \$700 in cash and merchandise. This Pro-Peddler scramble will be open to all pros and class A assistants in the Cleveland, Youngstown, and Akron districts, along with the presidents of the other PGA districts in Ohio. Next year the event will be held in Cincinnati. Columbus and Toledo will get the event in the order named, thereafter.

Pros Only Know



1

**HOW TO
MAKE FRIENDS
AND
INFLUENCE
PROFITS WITH**

2

Tommy Armour
* **TOURNEYS**

The Irons That Do Everything
But Ask Your Club Members
To Try Them And Buy Them

3



HOW'S YOUR STOCK?

4

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

**TOURNEY WOODS,
IRONS and BALLS**

Sold Exclusively Through Golf Professionals

Hy-Compression **TOURNEY**
BALLS, made with the "cold-
cure cover"—the answer to a
pro's prayer for repeat sales

Reg. U. S. Pat. Off.

**CRAWFORD, MACGREGOR,
CANBY CO., DAYTON, OHIO**

BRANCH OFFICES: New York, 11 Park Pl.; Chicago, 23 E.
Jackson Blvd.; Los Angeles, 714 S. Hill St.; San Francisco, 121
Second St.; Seattle, 1107 Second Ave.; Boston, 24 Lincoln St.

Golf Is Tops at Wentworth

By Weston Westover

Golf in schools is developing to the point where the study of this field and its thoughtful encouragement is an important subject for pros, club officials and other department heads.

The kids are getting sold on the idea of playing the game and on the necessity of expert instruction for fullest enjoyment and proficiency.

How the kids, school authorities and the faculty member assigned to instruction look at the growing picture of golf education in schools is told in this article about the game's growth among students at one of the country's well-known military academies.

YOUNG men who dream of delightful golf sessions at Pinehurst, White Sulphur Springs, and even St. Andrews in years to come, are given an opportunity to study the sport at Wentworth Military Academy, Lexington, Mo.

"Golf is tops at Wentworth," Capt. Owen Davis, golf instructor at the school, informs me. "Many folks consider this a minor sport, but today it is demanding major interest. The interest in golf here has surpassed all our expectations. Golf is so popular here that there are times when we must appease coaches of other sports and encourage boys to register for a sport other than golf."

Response to Golf Is Amazing

The genial captain thought that he was going to have a picnic when he took the job offered to him by Wentworth. You can imagine his surprise when he took over the reins and discovered that golf was not only a sport but also a tantalizing habit with the cadets. Fifty students who came out for instruction this year verify this statement; golf is a hard game to resist when all of one's friends are talking and playing golf.

At any military school you will discover that athletics is featured as much as military training. The object back of this program is to help each student find at least one sport in which he can discover some modicum of pleasure, and to provide him with at least one form of

recreation wherein he can keep himself physically fit.

The athletic program at the school allows for golf instruction three times a week. When inclement weather prevails, classes are conducted indoors. Beginners are given intensive training while those in advanced classes are given special instruction as the need arises.

There is no extra charge for using the course at the Academy. Instruction and the use of the course is included in the tuition set for the year. The only expense is individual equipment, and as the average pro well comprehends, most golfers can be educated to become as proud of their golf outfits as their wives are of the dress styles they display.

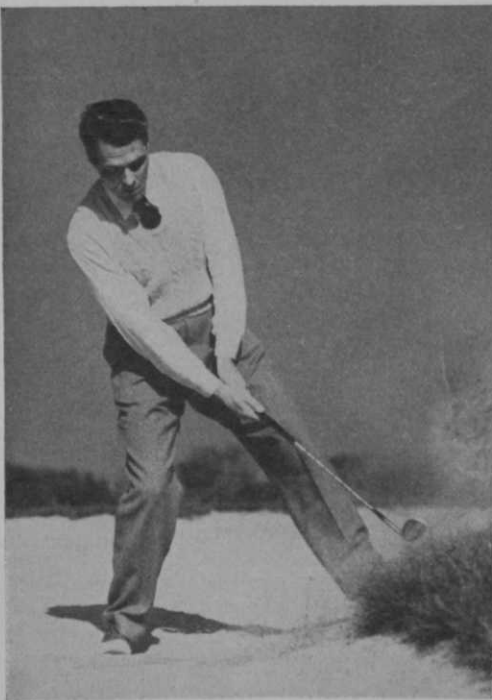
"If you want to be a golfer," the Captain tells his novice class every year, "you have to feel the part and the proper clothing and clubs will help invest you with the required assurance that you can send that ball sailing out into space."

Urges Use of Best Equipment

As the instructor he naturally advises boys on the very best make of equipment. Helping a cadet to purchase a complete set of clubs, bags, balls, shoes . . . these constitute an integral part of his daily program. The Wentworth quartermaster buys these goods upon the recommendation of Capt. Davis. "The best equipment usually brings the best results," he informs the boys as he warns them against the bargain buying habit of the prospective golfer who thinks that all he needs is a club, a cheap ball, and a lot of nerve. "Better to play a good game than to talk a big game," he advises time after time throughout the year. The Captain is a former University of Missouri champion.

Until this year the Academy leased the facilities of the Lexington CC; now the school has taken over the ownership of the club and operates it under its new name, the Wentworth CC. Though the school owns and directs the country club activities, membership is open to outsiders upon invitation, all of which helps in the elimination of unforeseen overhead.

About 60 men and women from three counties are members in good standing. Members come highly recommended and must be passed upon by the Board of Di-



● TRUE TEMPER Golf Shafts are helping golfers everywhere to develop skill and power. More than 90% of all tournament players use clubs shafted with TRUE TEMPER Steel.

The new TRUETEMPER models of 1939 are finer than ever before—more powerful—sweeter in action. They are shaped by master craftsmen from seamless tubes of costly super alloy steel, tapered by an exclusive process, tempered as carefully as a Damascus blade, and finished like costly jewels.

Every golf

NOTE:—we make golf shafts exclusively—no clubs or other golf equipment of any kind.

TRUE TEMPER *The Golf Shaft of Champions*

WINNING

Skill and Power

WITH



club maker uses TRUE TEMPER Shafts on his finer clubs. Championship winners the world over play TRUE TEMPER Shafted clubs. Champions know that the exclusive *step down* taper of TRUE TEMPER absorbs vibration and amplifies their power. For descriptive booklet, write: The American Fork & Hoe Company, Cleveland, Ohio.





Golf Instructor Capt. Owen Davis, center, emphasizes the importance of the correct grip, in this class lesson for beginning students in golf at Wentworth.

rectors. This insures a high type membership and assures the cadets clean, wholesome contacts. A transient rate is provided for occasional guests of members and cadets, and even transient players must pass a close scrutiny.

Immediately upon acquisition of the club the Academy built stables and added horseback riding as a feature. All cadets and members are permitted to ride upon the payment of a very small fee.

The club is also utilized for a variety of social functions. Company dances, alumni meetings, bridge sessions, and informal parties are conducted at the club. The club quarters are rented to reputable organizations from time to time when their events will not conflict with the school's social program.

Why do cadets prefer golf to other sports? For one thing it is a leisurely sport and one need not play the game as if he were rushing for the midnight train. Then too, golf provides for perfect muscular co-ordination, helps make one mentally agile, and helps acquire poise and assurance which are carried over in non-sport undertakings.

Lessons Important to Students

Today students are sagacious enough to understand that many of the breaks in life materialize on the golf course. They realize that landing jobs, securing promotions, placing orders, making valuable contacts, all are facilitated if one is a golfer. One cadet told Capt. Davis that he thought golf was as much a *sine quo non* today as is ballroom dancing. Another cadet confessed that he considered his golf course as important as he did his course in Money & Banking.

When students manifest this attitude, Capt. Davis does not reprimand them by pointing out that golf is a game for the blessed few who approach the sport with reverence—play it because of their love for a very noble and captivating game.

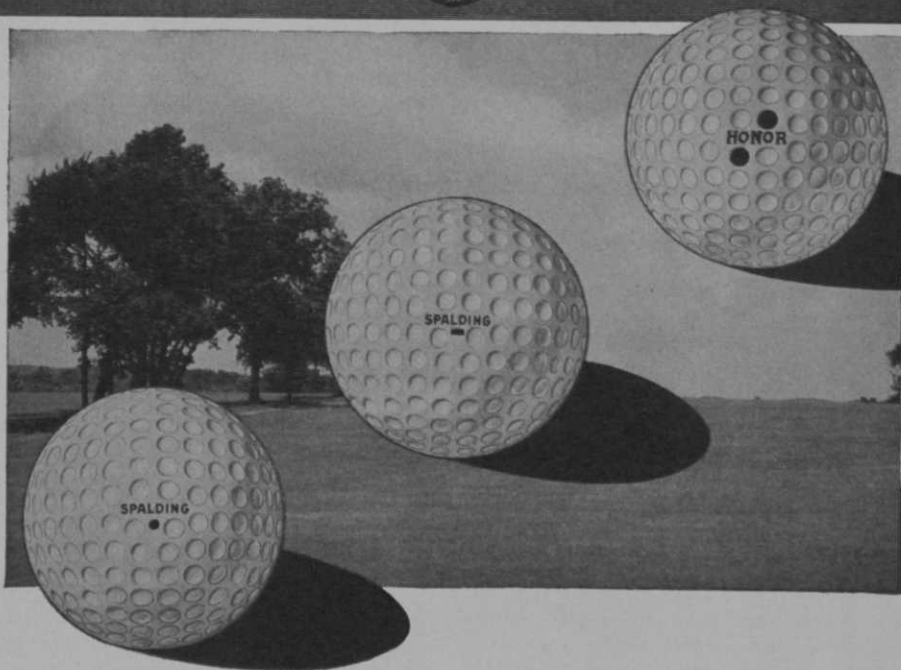
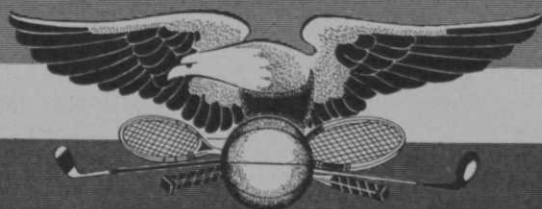
"After all," he continued, "the aim of the instruction in the school is not to prepare professional golfers, but rather to teach students to enjoy themselves on the links. If a student can be taught to play a little better than average, we feel that we have done a good day's work. Professionals are not turned out wholesale; pros grow into golf—they acquire not only the feel of the game, but also develop a mastery of it."

Beginners Use Cheaper Balls

Beginners are encouraged to use cheap balls or seconds because neophytes have a tendency to employ wild swings. An attempt is made to destroy the illusion that golf is an expensive game, a millionaire's pastime. Of course, once cadets have learned the art of keeping the eye on the ball and of knocking out a good drive, they are advised to use balls that will take the breeze and will chalk-up the yardage.

For this reason the greenkeeper always keeps a number of old balls in his supply room. These are sold to students for a nickel each, and if a few of these balls are lost, students are not big losers. All novice players strive to reach the stage where they can use good balls and keep from losing them.

The student in a military school has a steady daily grind. Not only does he have the usual academic tasks ahead of him, but he has anywhere from one to



THEY'LL BUY 'EM BY THE DOZEN Spalding's new DOT and DASH Balls

Here's Spalding's newest sales aid for Golf Professionals—dozen packaging plus "personalized" customer appeal.

The new Spalding DOT and DASH Personalized golf balls, though introduced at Pinehurst only last March, are already best sellers. Packaged to sell in dozen lots, through Golf Professionals and club shops only, they automatically mean increased sales for you.

With 960 different four-color service stripe combinations, the new SPALDING DOT and DASH give the final answer to the old query "whose ball is it?" And the variety of color combinations means you can assure your members that there is no likelihood of duplication on your course for at least ninety days.

The new DOT is the low handicap ball. It has a Geer patent cover and is even longer and straighter than the famous Tournament. Spalding

research has made it the most uniform ball ever developed.

The new DASH, for the average golfer, is the best all-around quality ball ever made. It has a sweet clicking durable Geer patent cover combined with power needling. It's not as high-test as the DOT but will take more punishment from the average golfer.

Both the Spalding DOT and DASH in standard color combinations are also available without personalized markings in lots of threes.

And there is another new Spalding ball—The Honor—packed in threes, which once again places the grand old Spalding name on a fast-selling lower price ball with a Geer patent cover.

Cut your selling time in half! Stock these Spalding balls for dozen sales! Tie in with the best known and respected name in Golf.

A. G. Spalding & Bros. GOLF EQUIPMENT

Nice Work—And You Can Get Plenty of It.

MAN AND WIFE to act as caretaker and cook for small country club near Charleston. Must live on premises. —*Charleston (W. Va.) Daily Mail, via Country Gentleman.*

three hours of military work too. Golf helps him to quit worrying about the obscurities in Donne or the intricacies in combat principles. After a session on the links the cadets lose all inertia and are ready for two hours of study during the evening C. Q.

The best players are selected to play against other schools, to participate in local tournaments. For those whose golf is so-so, there is still an opportunity to go out for the company team, and competition here is fierce. It means as much to the cadets for their company to win the golf championship as it does to win the highest military honors.

There are times when the golf teaching load becomes a bit cumbersome. After all is said and done, members are also entitled to instruction, though with them there is a fee charged for each lesson. Whenever his time does not allow him sufficient opportunity to give students individual attention they may require, he calls upon his assistant, Capt. Kahle. Ordinarily, they divide the work between them. Capt. Kahle instructs the high school lads, while Capt. Davis gives his attention to the college students. Nevertheless, he has a good idea of the progress each boy is making; accurate records kept in his office keep him informed of each student's school golf progress.

Capt. Davis practically talks golf day in and day out. In his attempt to keep tabs on all the boys, he insists that in addition to the instruction that he and Capt. Kahle give on the links, that each boy taking golf come in for a conference every month.

What is his greatest problem as a golf instructor? Capt. Davis will tell you that he has problems rather than a given problem. There is the jitterbug who is in such a hurry to hit the ball that anything you tell him will pass over his head; the jitterbug is advised to stick to dancing unless he can learn to concentrate on the game. Then there is the student who thinks he is a hot-shot just because he has made a round in near par. Others who must be brought down a few pegs are those who have been praised too much by

friends or by the sports writers in the school paper.

How will all this school instruction affect the pro? Capt. Davis believes that it will help him. "Instruction in the schools and colleges will simplify the work of professional instructors. The law of averages operating, a certain number of student golfers will develop a sufficient interest in golf that they will want to learn all that they can about the game. That is where the pro comes in. Pros and their students in such instances, need not start with the rudiments of golf.

"School and college instructors are not competing with pros," he affirms. "Rather they are trying to help create an interest in the game. Naturally, with the present demand for golf in the schools, the most that the instructor can do is to apply to his teachings a few principles of crowd psychology. The school instructor will carry students over the rough road; the pro will step in later to teach him the finer points about golf."

Golf is tops at Wentworth—one main reason why the school decided to establish its own club rather than use the facilities of the old Lexington CC. The country club is a paying proposition at the school, according to the Captain, and he should know, for besides being golf instructor, he is a trained accountant and the school registrar; he has inside dope on the entire situation.

Fee Courses Offered Window Display Cards

WINDOW display cards for courses that want to advertise daily-fee facilities now are provided by the National Golf Foundation, 14 E. Jackson Blvd., Chicago, as the latest activity in golf PROMOTION.

There is a series of 3 different cards, on which the course name and address are to be specially printed. Cards are striking color jobs and make very attractive displays. Costs are below the cost of production, the difference being absorbed by the golf PROMOTION budget.

Samples of the cards and complete details have been mailed to all daily fee courses. Officials of courses that may be interested in making use of these cards, may secure samples, if they have not already received them, by writing the National Golf Foundation.

**Sell the
"Compression" idea—
and you'll
sell these**

Walter Hagen 288's



"Compression" is the soundest point from which to start in determining exactly what type of ball a golfer should play.

You know many golfers who can't possibly get their maximum distance out of one of those high-power, high-compression balls—they can't hit a ball hard enough. Nor do they get even reasonable durability.

Others—the heavy hitters—lose distance every time they play anything but a ball of highest compression.

And there are the fellows between these two extremes.

So for the power hitters, we give you the Hagen 288 Red—compression-rated at 65 to 85.

For those golfers who want maximum distance—yet are not extremely hard hitters—there's the Hagen 288 Blue at 50-65.

Then the Hagen 288 Green at 40 to 50, is built for the player who wants a ball combining distance and durability.

Here's a practical merchandising idea with a background of real service to the golfer. Cash in on it!

L. A. YOUNG GOLF CO.. DETROIT

Statement, Attributed to PGA Head, That Equipment IS Too Costly, Denied

PROS who read in local newspapers, and who heard quoted by members, an Associated Press statement attributed to George Jacobus, PGA president, to the effect that golf equipment is too expensive, now may have their bewilderment cleared.

Jacobus flatly denies having made the remark.

The statement, widely interpreted as indicating excessive margins in golf playing equipment retailing, appeared under a Schenectady, N. Y., dateline of May 6. It read, in part:

"Speaking to the Northeastern New York PGA and members of the Mohawk Golf club last night, the Ridgewood, N. J. pro declared:

"There is no reason why a first class golf ball should not retail for 50 cents and the finest club for not more than \$5."

Inasmuch as the bulk of pro retailing is in the higher quality and price brackets, and adjustment to a 50 cent and \$5 top would reduce pro annual sales income approximately \$1,200,000, pros were baffled when players cited the statement in supporting buyers' contention that prices

should be lower. Further puzzling the pros in this matter was their awareness that neither pros nor manufacturers had enjoyed a satisfactory profit position for many years.

Jacobus' attitude is set forth in a letter of May 15, in which he wrote:

"I most certainly did not make the statements contained in the A.P. release. As usual, my statements were misquoted. What I actually said, and I think I was absolutely right, was that the pro is just as anxious to sell 50 cent balls and \$5.00 clubs as he is the expensive equipment, that the pro is able to furnish the cheaper lines of merchandise just the same as the stores, and I pointed out that often the public has the idea that the pro sells nothing but 75 cent balls and \$10 and \$12 clubs, which is not correct."

Jacobus adds: "I am not interested in the pro getting into any price war even to save his business from the cheap, chiseling price-cutting which the stores are doing today." He disclaimed knowledge of an impending golf ball price war to follow the introduction of the PGA coreless center ball. Rumor of such a war, involving an item on which pros depend for more than half their shop sales income, was reported in the New York World-Telegram, May 17. Manufacturers denied



Bayer Semesan Co., Wilmington, Del., to assist greenkeepers in securing the most efficient control of turf diseases, offers a new service this season. The company has equipped a demonstration truck (shown above) with a power spray rig, and a trained demonstrator will operate it through Kansas, Missouri, and other western states. The demonstrator will call on greenkeepers, and aid them in developing a disease control program with Du Bay Fungicides. This service was designed to help greenkeepers reduce their turf disease handicap, and show how regular application of Special "Semesan" can give effective, safe protection from both large brown-patch and dollar spot, at low cost. Another truck without the spray rig, will operate in the states of Illinois, Wisconsin, Iowa, Nebraska, and Minnesota.