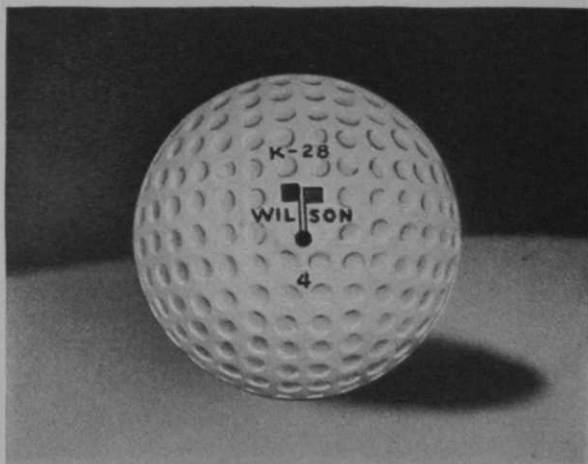


ANNOUNCEMENT



You are now looking at the outstanding Golf Ball of 1939

Demonstrated dramatically and effectively by champion Ralph Guldahl in his breath-taking "win" of the 1939 Masters' Tournament—most spectacular premiere a golf ball ever received.

A brand new liquid center! A new-type winding! An amazing new thin cover and paint job, are the constructional achievements of this "wonder" speed ball. They give you a ball with *much higher compression*; a ball that is hard, fast as lightning. They give you new *uniformity*; every ball identical.

The new K-28 has a marvelous "feel" off both woods and irons—and a sharp, satisfying staccato "click," like a casta-

net. The new K-28 cover, while actually *thinner and faster*, bonds so completely with the new winding that it is more durable and harder to cut.

As Guldahl proved, the new Wilson K-28 speed ball has electrifying action and *get-away*. Its *carry* is tremendous. It goes straight as an arrow in the air and on the green.

Restricted to Pro Selling

The new Wilson K-28 is the ball to play *up* and play *with* in 1939. Restricted to Pro Shop Selling—and now ready for delivery. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

The New K-28D has a tougher, more *durable* cover for those who demand durability.

Player mentioned is retained on Wilson's Advisory Staff.

By this mark  you shall know
Fine Golf Equipment

Wilson
NEW IMPROVED

K-28

IT'S WILSON TODAY IN SPORTS EQUIPMENT

A page of photos in the rotogravure section of the Baltimore Sunday Sun recently, showing Notre Dame of Maryland undergraduates, all young women, going through their regular outdoor and indoor workouts, is a good illustration of the greater publicity and attention golf in schools and colleges is receiving this year.

The Notre Dame of Maryland students are shown receiving personalized attention from Pro E. A. Dempsey, chief golf instructor at the institution, practicing in the indoor cage, playing out of the rough, swinging down the fairway in groups, getting first-hand information on correct arm position, the grip, etc.

giving his services free, just like doctors do at clinics. But, with amazing speed the golf instruction is being converted into a paid proposition, unless regional requirements of teacher's credentials rule out the golf pro. It has been conservatively estimated this next year will yield \$300,000 in pro lesson income.

GOLFDOM has repeatedly urged the PGA nationally to take this vital situation into consideration, and organize to control it. Instances of highly valuable work by the pros in Michigan, St. Louis, Portland and other territories have been cited. It's a long, exacting and baffling job; just as hard a job for pros to handle as it is for them to take a duffer and turn him into a Guldahl in a season.

But it's a job that must be handled by pros for their own security and financial advancement. If it is permitted to slide through neglect or dogmatic argument, there is a danger of having American pro golf get into the peril now confronting British pro tennis. Amateur tennis authorities in England are rating pros not only by playing ability but by instruction ability. Those ratings are going to determine pro tennis players' income, unless the tennis pros follow the lead of Bill Tilden.

Tilden Makes Big Money

Tilden is not internationally known as a guy who'd go out of his way to make work for himself. But he is teaching free classes of tennis to about 2,000 youngsters. The resultant publicity is a positive factor in keeping Tilden far ahead of any other tennis pro in England so far as income is concerned. Recent reports indicate that Tilden's income is equal to, if not in excess of that earned by Henry Cotton. Cotton is reputed to be the world's biggest-earning pro. Bill spends his lavishly, but that's not a part of this story.

Each week this writer has, among other tasks, that of examining the sports sections of about 200 newspapers from all

parts of the United States. In viewing the golf publicity this spring, it is astounding how much advertising is given home club pros who make a smart play of public service. For the first time in any spring I can remember, the home club pros are miles ahead of the tournament pros in publicity, although the tournament pros have had the benefit of sport section featuring of Guldahl and Snead as wonder-boys.

Let's look at some of the stuff the papers are printing, and see how much of it owes its start to the promotion efforts of pros who were willing to invest their time in an effort to build up their business.

One of the most widely used stories of the spring was one that Jack Cuddy, one of the United Press' sportswriting stars, did on Jean Cline. Bob Harlow tipped Jack off to the yarn at Pinehurst and it came out as a great plug for the instruction of Sandy Armour, the Cline kid's home club pro at Bloomington, Ill. The story and pictures appeared in hundreds of papers. A kid star coming out of these pro classes means tremendous advertising for her pro. Stanley Davies, pro at the Omaha (Neb.) Field Club, appears in a picture surrounded by members of the Field Club's Chunkers, a group of girl pupils.

Dahlman Gets 'Ambassador' Title

Marty Walsh at the Omaha (Neb.) Country club, is shown in work of member service — not working on his own game. Joe Dahlman, pro at the McFarlin GC, Tulsa, Okla., is shown as the "State's Golf Ambassador" because of his work in bringing new clubs into the Oklahoma State Golf Assn.

Al Zimmerman gets a three column picture showing him giving Saturday morning class instructions at Alderwood CC, Portland, Ore. It is grand advertising for Al and for the club that wants to get parents of potential golfers to join.

In the Washington Post, Merrell Whitteley is conducting an illustrated tour around the district's courses, and priceless publicity is being given to the activities of pros who are doing "something extra" around their clubs.

Skeet Fincher, pro at the new Rockwood munny course at Fort Worth, Tex., gets a big illustrated feature on what he's doing to teach golf to Marvin Shannon, a Fort Worth lawyer who has been blind since the age of 13.

Clyde Reeves, pro at the Parkdale GC, Dallas, Tex., gets a three column picture

A New Champion **Worthington's** **"CURED" Cover as** **featured in the Post**

• More than \$15,000 in cash and two years of research have gone into Worthington's new "CURED" Cover. It is tougher and more durable than any cover material ever tested in our laboratories.

This "CURED" Cover is featured in *The Saturday Evening Post* on three great balls. Each of these balls, in its own price class, is tops in all around performance—durability—plus distance.

The DICE Ball at 75c
most widely publicized ball of the year.

The KING Ball at 75c
built for 100 holes of play.

The TOMMY ARMOUR at 50c
biggest value of 1939.

Stock, display and enjoy the profits in selling these Worthington balls with new, tough "CURED" Cover. Write:

WORTHINGTON
BALL COMPANY • ELYRIA, OHIO
FOR OVER 35 YEARS

World's Largest Exclusive Golf Ball Maker



and plug on teaching golf to members of the International Ladies Garment Workers Union. Claude Whalen at Fort Worth's Colonial CC, gets a strong boost from sports scribe Amos Melton for the work Claude is doing with his kid class at Colonial.

Denny Champagne, pro at Highland CC, Grand Rapids, Mich., is given a swell story in the Grand Rapids Press on his six-week golf course at the local YMCA.

Pictures of university and high school golf teams, and frequently of their pros,

abound in this spring's newspapers. Stories and pictures of pro classes at clubs have been printed by the hundreds. Newspaper sports editors know that this kid stuff is certain of reader interest, regardless of what any pro may have against the kid class idea as an approach to the parents who may be induced, eventually, to spend some money with the pro, and keep the fellow in a job that may get much better than it now is when those kids grow up to be enthusiastic golfers.

School Golf Grows at Paterson

By Karl Sutphin

EACH year since 1936 the Passaic County Park Commission, Paterson, N. J., has offered the services of its professional, Myron Kniffin, without cost to the schools in the Paterson district, and this opportunity to get started early and right in golf has been accepted to the point where the number of students enrolled has increased from 363 in 1936 to 933 in 1939.

The Commission purchases and makes available all of the clubs necessary for use in the golf classes. Instruction is begun

immediately after the Christmas holidays, and from 4 to 8 periods are given in each school, depending upon examination and vacation schedules. Prior to this year, two additional instruction periods were given at the Passaic County GCse, where the students actually hit out balls. These outdoor periods were discontinued last winter in view of the fact that Kniffin made use of a net during his regular classes in the school gymnasiums.

As a direct result of this program, the Northern New Jersey Interscholastic Golf



Students at Central High School in Paterson, N. J., are shown receiving golf instruction, under Myron Kniffin's direction, in one of the indoor group instruction classes conducted last winter by the Passaic County Park Commission.



In one short month SANDY ANDY jumps to No. 1 position in the hit parade of golf.

Play it sweet or play it hot —there's never a sour shot. Every member of your club is a SANDY ANDY prospect.

Now that the Weather Man is giving us a break, make up for the late start with this new business getter.



SANDY ANDY

Bonally head. White sheathed True Temper shaft. Punched calf grip.

Retail \$6.00

L. A. YOUNG GOLF CO... DETROIT

Conference was organized and has operated in each of the past four years. Golf squads composed of twelve of the best boy golfers from each school compete against each other under a schedule which begins about April 10 and continues until the middle of June.

The Park Commission furnishes encouragement to the extent of selling a \$25 season ticket to each school effective during the period of the schedule, permitting all team members to play on the one ticket. A few matches with teams outside the county also are permitted. There is one exception to the personnel of the teams, in that Miss "Snooks" Kell of the Butler High School team is the only girl that competes in the matches. She was developed by Kniffin since the school golf program began and can hold her own with the best of the boys.

The program was auspiciously started four years ago with personal appearances before the classes by George R. Jacobus, president of the PGA, under whom Kniffin served at the nearby Ridgewood CC. At the beginning of each winter's course it has been the practice for Kniffin to show one or two reels of motion pictures in which the various golf positions and swing are illustrated by such outstanding golfers as Bobby Jones and others.

The Passaic County Park Commission has felt that this was a very worthwhile project and that, in addition to the services rendered to the school students, it will pay dividends in the future when these boys and girls take up golf as a regular pastime.

Golf Week Is Success in First Year of Plan

GOLF WEEK has clicked in the locations where the event has been put on by PGA units. Two very successful Golf Week enterprises were put on in the Twin Cities of Minneapolis and St. Paul and the Tri-Cities of Rock Island, Davenport and Moline. In the latter spots local pros gave golf instruction lectures, and demonstrated shots and presented equipment displays in movie theater lobbies.

In Minneapolis and St. Paul exhibition matches were conducted by PGA members. Prominent pros played with amateur lads and with Patty Berg and Bea Barrett.

The Golf Week idea as conceived and

planned by Frank Sprogell, chairman of the PGA publicity committee, has done so well in its initial presentation that there are high hopes held for its extension as a strong national annual affair.

Pros Compete for Team Award—Professionals of the Oklahoma, Mid-West, Iowa, Nebraska and Eastern Missouri sections of the PGA will compete for a team title on May 9-11 during the playing of the \$750 added golf open to be held on the Swope Park GCse, Kansas City. The tournament will be a 72-hole medal event, and each section's 72-hole score will be totaled to determine the winner in the team play.

The tournament, sponsored by the Palace Clothing Co. of Kansas City, is taking a prominent place on the local golfing calendar, especially since the Kansas City \$5,000 Open has been cancelled this year. The \$3.00 entry fee charged each professional entering the tournament will be added to the original purse of \$750. Proceeds from the amateur entry fee of \$2.00 will be turned over to the Kansas City Salvation Army Penny Ice Fund.

Sponsors of the tournament have assured the pros that if this tournament is a success, it will be put on an annual basis. Local golfers hope that the event will be a forerunner of similar events sponsored by other firms in the different cities of the district.

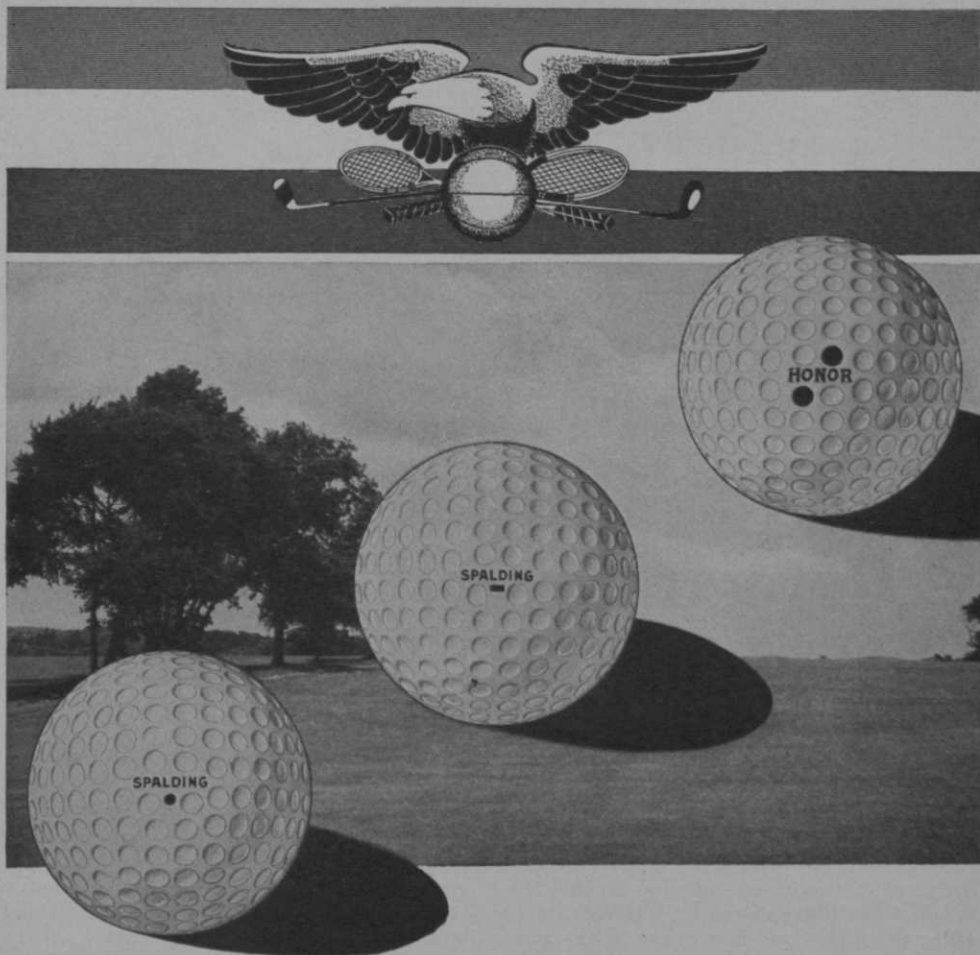
ARNOLD F. FIRLE, manager of the Golf Bag Division of Canvas Products Corp., Fond du Lac, Wis., was married to Miss Meta Stoecker at Fond du Lac, on Saturday, May 6th.



This is Firle's 10th year with the Canvas Products Corp. He has developed a wide acquaintance among professionals and his many friends join with Golfdom in wishing him much success and happiness.

Firle has won numerous golfing championships and now holds his third Fond du Lac county amateur title. He has a hole in one to his credit and has played a 153-hole marathon in 10 hours.

Mr. and Mrs. Firle will make their home in Fond du Lac.



PINEHURST SAW THEM FIRST

Spalding recently introduced two new balls at Pinehurst. The new Dot, a high powered ball for low handicap golfers, and the Dash, a needled ball for the average golfer. In introducing these balls Spalding scored another first—personalized marking. This feature puts an end to the problem of ball identification, eliminating the old, old question, "Whose ball is it?"

By applying 960 different color combinations to the markings on these two sensational balls, Spalding produced an individually marked ball for every club member. No two players in the same club will play the same ball.

Pinehurst heard the story... saw the balls,

and so—Pinehurst went Dot and Dash.

Ask your Spalding representative about this new Spalding contribution to better golf, and ask him too, about the new Spalding Honor ball and the new sensational Jones short hosel Tournament Irons. These clubs, with the many new features that have been incorporated in their construction, assure your members of straighter shots and a ball farther out on the fairway.

Spalding has a story to tell you... a story you will want to hear and merchandise you will want to see. Your Spalding representative knows your merchandise needs and he has the answers to your merchandising problems. Consult him for profit.

A. G. Spalding & Bros.



This practice putting green at Wellshire Municipal Golf Course in Denver is practically always in use. Clubhouse is in background.

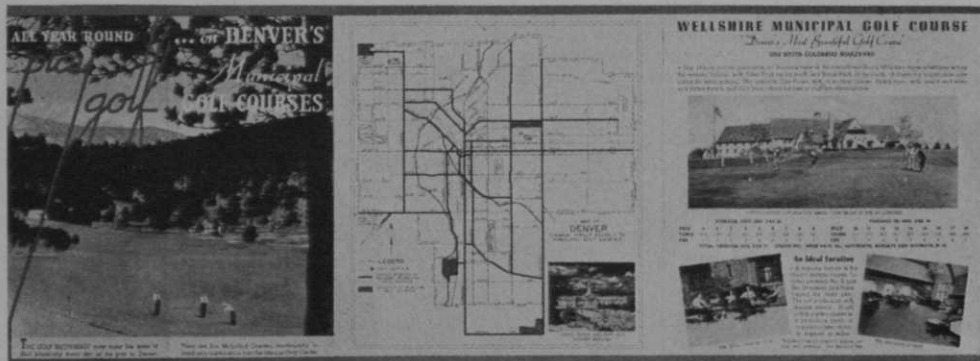
Denver Is Golf Minded!

PLAY on Denver's five municipal golf courses for 1938 showed a nice increase over the amount of rounds played in 1937, according to reports from the Department of Parks in Denver. The total number of rounds played in 1938 was 144,068 compared to 131,502 in 1937, an increase of about 11%.

This increase was due to the interest created by the great success of the National Open tournament held at the Cherry Hills CC in Denver last year; to the publicity given the municipal courses by the publication of a unique golf folder describing the various courses, giving the yardage, clubhouse facilities, two views

of each course, and a map showing the shortest route and location to each course. These courses were kept in excellent condition, and improvements were made on every course to make the game more interesting for the golfers.

"Play Golf the Year Around in Denver," is a popular slogan the players have adopted. Denver has the distinction of being one of the few cities in the country to construct a course among the towering pines and within a stone's throw of the snowcapped Rockies. The Denver Mountain Parks municipal course at Evergreen, Colo., a short 30 minute drive over surfaced highways up scenic Bear Creek can-



Portion of attractive folder to promote more play on Denver's municipal courses is shown above. Front cover of folder, which was widely distributed, is shown at left of map.

These Famous KROYDON "FIRSTS" Build Sales for You



Why do sales on Kroydon Golf Clubs come easier . . . pile up profits faster?

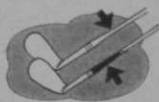
Because Kroydon has pioneered in developing features which make golf a more thrilling and satisfying game for the average player. That's all.

Check these famous Kroydon "FIRSTS." Remember — most of them are still **exclusive** with Kroydon today. And remember, too, your players know **WHY** Kroydon's are "America's No. 1 Golf Clubs."

Kroydon's National Advertising keeps them informed — has for years.

For full information, write:

The KROYDON CO., Maplewood, N. J.



BUILT-IN not BUILT-UP

The only drawn-steel shaft with the shape and feel of hickory.



NICK-PROOF SOLES

Another exclusive Kroydon feature — Irons with hardened, nick-proof soles.



RHYTHMIC SHAFT

One model to fit the "hitter" — another for the "swinger."



NO RIVETS

Rivet-less construction means shock-proof Heads — anchored for all time.



MATCHED SETS

In 3 degrees of power — with individual clubs graduated as to action.

Kroydon

CLUBS FOR BETTER GOLF

Ed Livingston, professional at the Elmwood Park G. C., Sioux Falls, S. D., recently shot four holes in 10 strokes. He had a par-3 at the 6th, an eagle 2 at the 7th, a birdie-2 at the 8th and a birdie-3 at the 9th.

yon, is such a course. This 18-hole course attracts the tourists from the entire nation.

Denver was one of the first cities in the country to build and operate a municipal golf layout, this course being City Park GCse. It was built in 1911, first as a 9-hole course with sand greens. A few years later extensive improvements were made and a clubhouse erected, and today it is one of Denver's most popular courses.

The Denver Public Golf Assn., composed of prominent business and professional men, and Park Department officials have launched an active campaign to bring to Denver the 1940 Public Links Golf Tournament and if successful, the tournament will be played at Case & Wellshire Municipal Golf courses. These two courses are considered two of the finest and most beautiful golf courses in the West.

Hillcrest CC Solves Used Golf Ball Problem

HILLCREST Country Club, Kansas City district, comes up with a smart idea on what to do with all the old balls that accumulate in players' bags, in lockers, around the house, etc. Its plan is to collect all these balls in a barrel located in the pro-shop, and make them available as practice balls for the members. "The Hillcrest, Hillcrest's newsy monthly magazine, tells of the plan:

"We are going to try out a new idea on practice balls. A practice ball barrel will be placed in the golf shop. It will be painted white with blue stripes so that even the near-sighted will have no trouble in locating it. The idea is this. Put all of your practice balls in this barrel. The golf shop will keep a number of bags of practice balls available, using the balls put in the barrel by the members. These bags of practice balls will be furnished free to any member wanting them for practicing. It looks like a pretty good idea but it will work only if all members cooperate by putting their practice balls in the barrel. Dig all those old balls out of your bag and out of your locker and hunt up the big white barrel with the blue stripes."

GOLF CLINIC SHOWS VALUE OF COACHES' SCHOOL FOR PROS

By Herb Graffis

PRO golf came through with its second coaches' school when the golf clinic of the Illinois PGA was held May 1 at the Morrison Hotel in Chicago with an attendance of 81. The first cautious experiment in this field was made several years ago, spurred by the late R. W. (Doc) Treacy. It showed promise but this year's affair, in its first session, proved that the idea has tremendous practical value for pro golfers, their clubs and the game. The May 1 session was the first of two; the concluding session being scheduled for May 8.

Alex Cunningham, pres. of the Illinois PGA, pushed this clinic into operation despite numerous handicaps. It scored so strongly that other sections undoubtedly will conduct their own clinics and provide for pro golf the educational stimulus and training that has so greatly benefited greenkeeping.

Scheduling the opening session for 10 A.M. was the one flaw in the planning. The boys have to get up early, rush in from the suburbs and do their Monday shopping before they can attend the sessions. Several pros from down-state Illinois got up at 4:30 to make the meeting.

Bill Gordon, pro at Tam O Shanter CC (Chicago district) came up with a grand idea at the opening session. Bill described a lesson record card, on the order of the record cards kept by physicians, surgeons and dentists.

Data on the card is the following:

Name

Address

Telephone No.

Handicap Range of scores.....

No. of years played golf.....

Most difficult shot

Player's own grading on clubs:

(driver) (brassie)

(spoon) (long irons)

(short irons) (chips)

(putting)

There is space for reports on 12 lessons