

# These ads are sending PAR SEEKERS to YOU!

**E**VERYBODY wants to shoot Par golf so we picked the slogan "Built for Par" to rivet golfers' attention on America's Finest Golf Clubs — Louisville Power-Bilts.

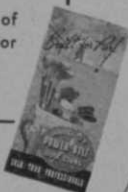
Are you getting the business that the Power-Bilt Advertising is bringing into pro shops all over the country? If you're handling them you are — if not — Remember Power-Bilt Golf Clubs are exclusively Pro Sold.

Ask our representative or write today  
Dept. G

**HILLERICH & BRADSBY CO.**  
INCORPORATED  
LOUISVILLE, KENTUCKY

## TO HELP YOU

Send for your FREE supply of these attractive 2-color folders for mailing with your monthly statements and letters.



## REMEMBER!

Louisville  
**POWER-BILT** Golf Clubs  
ARE EXCLUSIVELY PRO SOLD

**PAR (INQUIRE)**  
It takes a lot of that no Pro will see by the the

**MORE PAR(S) TO YOU!**

A golfer can't be champion...but there's no reason why there's no reason why the non why every golfer can't improve his game in a point where he gets the Power-Bilt for 1939. — the combined experience and recommendations of a group of the nation's leading professionals have been put into Louisville's Power-Bilt for 1939. A set of Power-Bilts will start your season with better scores.

POWER-BILT GOLF CLUBS  
HILLERICH & BRADSBY CO., INC.  
LOUISVILLE, KENTUCKY

**LOUISVILLE POWER-BILT GOLF CLUBS**

POWER-BILT  
BUILT FOR PAR

on the cards. Each lesson space has room for (comments) and (recommendations).

Gordon told that the card has fine advertising effect on the players. The assistant fills in the name, address, telephone number, and handicap on the cards. Bill and the player fill in the range of scores. The player grades his shots. It's made plain that no obligation to take lessons is involved in filling in the cards, but the prospective pupils, seeing the basis on which instruction material is compiled, get the lesson urge. Bill says that the lesson card helps him considerably in making consistent progress with pupils.

Harry H. Wolf, green-chairman of the North Shore CC, former pres. of that organization, and a management engineer of national reputation, gave a great talk on "What a Club Expects in Service from the Golf Pro."

Wolf, a veteran and active amateur, said that the pro should be, and often is, an example to the members. The pro doesn't suggest money games that are too stiff or unfair, he doesn't tell the player what is wrong with his game unless he's asked, he doesn't scold caddies as an alibi and send them back.

#### Pro Must Be Salesman

He told that in his company's management engineering the first step was to show that everybody was a salesman. The pro, Wolf said, had to be a salesman whether he wanted to be or not.

Wolf summarized his points:

1. The first selling point is a smile. It is cheap, but good.
2. Understand your members' needs. Help the club member secure those things for which he joined the club.
3. Be genuinely interested in the member.
4. Don't win arguments. Here the old gag works; "A woman convinced against her will remained unconvinced still." Use the "Yes, but" technique when someone presents arguments against what you have to sell.

Walter Carberry, pro at St. Charles (Ill.) CC, didn't let the spring rains interfere with laying the foundation for a good season.

Tuesday is women's day at St. Charles and after lunch Walter gives the women an hour's free group golf lesson. When it was raining (and how it did rain this spring) Walter cleared the lounge and proceeded to hold his classes despite the downpour.

Carberry says these group lessons are great business and good will builders—he has been doing it long enough to see the results.

5. Your shop looks like you look to the members. You may be you to yourself when you look in a mirror, but your shop is your personality as seen by members. So don't let your shop look sloppy and careless.

6. Have a program of duties and consult it every day.

7. Study golf as a game; not merely study your own game.

8. Don't get your recreation or vacation on duty, any more than any other businessman gives the idea that he is playing when he's supposed to be engaged in his work.

9. Be certain you're helping the member enjoy himself.

10. Be a part of the club organization, not one of the people being entertained at the club.

11. You can obey without sacrificing your standing in a democracy.

12. Seek the advice of older, successful professionals.

The North Shore executive brought out the necessity of taking pros off the bargain-counter and working out a bonus system reward for meritorious pro service, on the same basis that bonuses are given in industry.

#### Discretion Always In Order

Lively discussion followed the Wolf address. Frank Sprogell brought out the warning that younger pros must be careful about the extent to which they participate in members' enjoyment, inasmuch as the pro taking part in a bridge game or having a drink with a few members is liable to occur when some other member wants the pro's services.

Proposal was made during the discussion that the PGA compile a schedule of pro duties as an educational help for members.

In a talk on publicity Frank Sprogell, chairman of the PGA committee for that purpose, emphasized that pros needed all the good publicity they could get because of the keen competition in their business. Competition between pros for business and jobs was a factor just as important, if not as conspicuous, as competition between pros and stores. Because so much of the pro's advertising is his own personality he must devote considerable effort and time to self-education, not alone in his own business but in those matters that put the pro in the class of the cultured people with whom he does business.

He cautioned pros against getting set

*Only Pros  
can follow*



*Tommy  
Armour*

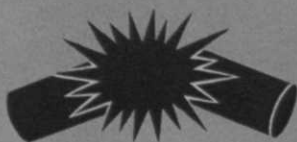
# TOURNEY'S TRAIL

**TO PROFITS**



AN EYEFUL OF BEAUTY

+



A HANDFUL OF DYNAMITE



A PRO SHOP FULL  
OF TOURNEY IRONS

=



PROFITS FOR EVERY PRO

Better wire for your sample stock of pro-protected  
Tommy Armour Tourneys today.

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.

HY-COMPRESSION TOURNEY  
BALLS MADE WITH THE  
"COLD-CURE COVER"—THE  
ANSWER TO A PRO'S PRAYER  
FOR REPEAT BALL SALES

**MacGregor**  
THE GREATEST NAME IN GOLF

TOURNEY WOODS, IRONS, BALLS  
SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS

in their ways. This warning also was given by older pros such as Alex Cunningham and Alex Pirie, who addressed the meeting.

Pro behavior at his club and at tournaments is the most effective advertising a pro can do. Sprogell said that the pro is analyzed by his members more than he realizes so must constantly keep in step with the advance of general business methods. He advised against confusing advertising on shop walls and mentioned the valuable advertising media that each pro had in his members and their families.

Probably one of the addresses that the future of pro golf will regard as historic was that made by Dr. Robert Dyer, widely known amateur golfer in the Chicago district, and prominent nationally as a lecturer at the University of Illinois medical school.

#### Physiology of Golfers Told

In a talk illustrated by diagrams drawn on a blackboard, Dr. Dyer gave the pros a sound close-up of the physiology of golfers.

Dr. Dyer began as identifying pros as dispensers of good health who have the responsibility of keeping men in athletics after the time men usually slump into sedentary work and accompanying ills. The pro should look to his own health and have a thorough annual physical check-up, Dr. Dyer advised. He counseled that the pros look carefully to their feet because the feet go before the legs. He told the pros of the construction and care of the feet so they were reminded to watch this factor in their members' enjoyment of the game.

He told them of the changes in muscle and bone as age comes on and gave them practical tips on instruction of men and women in various age classes and types of physique. He named golf as the most complicated game from a nerve and muscular viewpoint.

Dr. Dyer gave a simplified explanation of what he termed "the athlete's brain", and, for the first time, so far as this reporter knows, went into a new field of athletic physiology which, so far as golf is concerned, may be summarized as keeping the ear on the ball. Bodily equipment for the control of balance is located near the ear. Dr. Dyer described this organization and its functioning simply, and forecast that soon other athletic coaches would begin giving it a lot of attention. Consequently, the pros, by studying it first,

would grab a lead in scientific athletic instruction.

He discussed the master eye, the frequency of sacroiliac injuries among golfers and other matters of muscular, mental, nervous and bone factors in golf, in a simple and most enlightening manner. He said that athletes are most efficient machines between 26 and 28, although many American athletes because of early pushing are burned out before that time. In golf the older man can learn to play an excellent game, unless he has some physical defects, Dr. Dyer said. The older pupils require more time to learn.

Discussion of Dr. Dyer's talk, had it not been stopped by the schedule, would have kept him at the clinic for several days judging from the number and pointed nature of the questions asked him. The lecture was an eye-opener in golf instruction.

Alex Pirie, Dave Cairns, Spencer Meister and Al Lesperance discussed pro-greenkeeping. They emphasized that pro-greenkeeping is a combination of two tough jobs, and unless the combination duty is made a responsibility due to club conditions, it certainly isn't one a pro should accept because of the financial angle.

#### Cooperation Between Officials Necessary

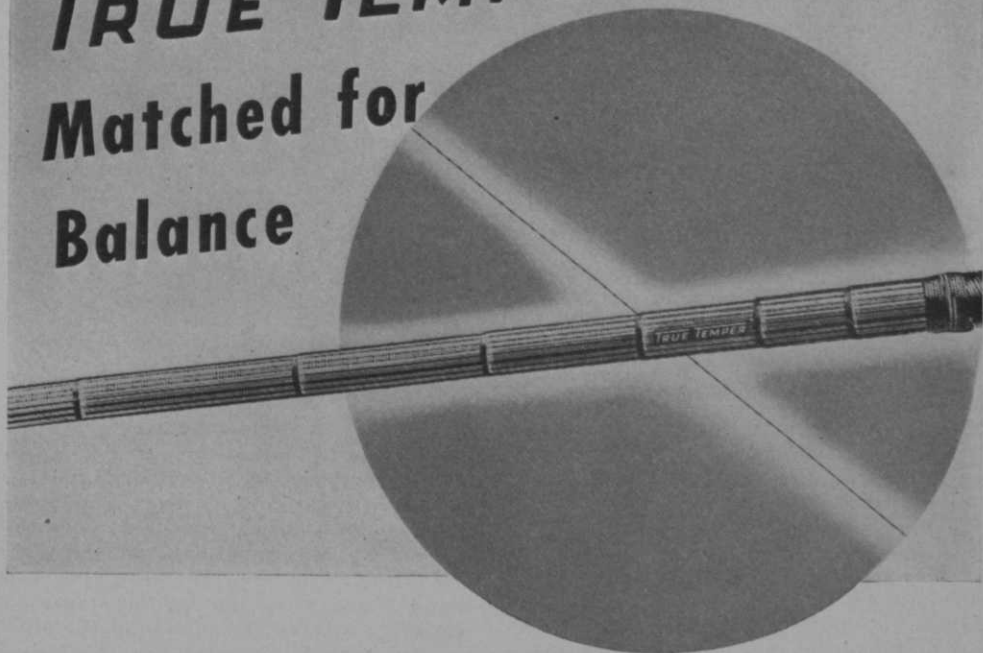
Pirie emphasized the necessity of amiable and thorough cooperation between the pro-greenkeeper and other club executives and employees. Cairns noted the developments in turf culture, especially in grasses, and, as did Meister, went strong on the fact that the pro-greenkeeper's value depends on making a close, practical blend of golfing and turf culture factors. Meister reminded his hearers of the extensive detail involving several sciences and machine maintenance and told how the great advance in greenkeeping methods during the past 10 years had aided thrifty course maintenance.

Lesperance said that the pro-greenkeeping job was one that required a man to prove that he could handle it because no amount of talk ever could explain away difficulties with a course.

Lee Harrington of Wilson's, doubling for himself and John Miller, of Spalding's, the latter being ill and unable to appear, gave highly interesting and helpful observations on pro-shop merchandising. He pointed out that the pro had assumed responsibility for merchandising; that it had not been forced on him pri-

# TRUE TEMPER

## Matched for Balance



● Each set of TRUE TEMPER Shafts is matched for balance point as well as weight. The result—your clubs are better balanced when shafted with TRUE TEMPER Steel, and the rhythmic timing so essential to better golf is easier to achieve.

To secure this balance, TRUE TEMPER Shafts for iron clubs, as an example, are drawn with a tapered hole. The wall of these shafts at the tip end is nearly twice as thick as at the grip end. This brings the weight down, gives balance and great

strength where just these qualities are necessary. As a result, your club head has great power as it meets the ball.

Every golf club maker uses TRUE TEMPER Shafts on his finer clubs. Every player accepts TRUE TEMPER as the highest standard of performance. Every Professional finds it easier to sell TRUE TEMPER Shafted Clubs. You will find TRUE TEMPER'S popularity is the shortest route to profits in the golf shop. The American Fork & Hoe Company, Cleveland, O.

# TRUE TEMPER

STEP DOWN

*The Golf Shaft of Champions*



marily. Hence the pro has to handle the work that goes with the responsibility, in a competent manner. Harrington noted that the physical set-up of many pro-shops is bad. They are not located on the line of march between parking place and first tee. Untidy shops he noted as one of the surest forecasts of change in a pro job.

Confidence in the pro he named as the big selling point that would offset any advantages a store might enjoy in the competitive situation. He remarked that the women's part of the golf goods market was now about 30%, and that the pros needed to pay more attention to this because women were naturally store buyers and exceedingly critical of merchandising service.

#### Buy on Saleability of Goods

Harrington counseled pros not to buy so much on the basis of friendship but on the moving-power of the merchandise. A larger selection of fewer brands he said was a good idea for many pro-shops to follow.

The need of member education about the pro job Harrington said was brought out by a survey he made through which about 2,000 golf club members were asked "what is the salary of your pro?" Only two members knew definitely. Then the questionnaire asked, "how does the pro manage to live?" Very few had the slightest idea of the answer.

He impressed on the pros the necessity of putting price tags on their merchandise because surveys had revealed that many members had the idea that pro prices were too high, whereas plain pricing of the shop stock would show pro prices were right in line. He urged that pros select and train their assistants in the same way that stores hire and train clerks.

Tommy Armour, speaking on tournaments and rules, told of the precarious financial experiences of the tournament players and cited figures to show that education or vacation were the classifications under which pros might justify tournament deficits. As profitable investments with risk element minimized, Armour urged that pros stay on their jobs and handle them well, rather than depend on the tournament business for solvency.

On rules he spoke humorously, citing incidents of the celebrated players' ignorance of rules and recommended that if a

pro wants to attain rare distinction, he should learn the rules.

The Illinois PGA clinic was given strong coverage in type and pictures by local newspapers. The story of pros in session to extend and improve their service to members was carried to Chicago district golfers. Horton Trautman of the Chicago Daily News, Jim Enright of the Evening American and Fred Proctor of the Herald-Examiner addressed the meeting on ways of increasing pro and club publicity.

Presiding at the clinic were Alex Cunningham, Illinois PGA pres.; Matt Matteson, sec., Lew Waldron and Herb Graffis.

### PROMotion Supplies Three Additional Helps to Pros

THREE items were supplied for pro use by the PROMotion campaign in April. Two of the pieces were circulars to be enclosed with club bills in May or June, or at other times during the season when the pro can make arrangements with his club. One circular is entitled "How Do You Stand?" and gives tips on the stance on one page, with an explanation of the pro's position with his members on the facing page. An analysis chart of the member's game, for the purpose of encouraging members to ask pros instruction questions and become interested in lessons, is on the back page of each folder.

The other folder is front-paged "Get A Grip on Your Game." It gives some grip tips, and shows on the page facing the tips, how the member has a grip on the pro—a grip that the member can use to greater enjoyment of his golf.

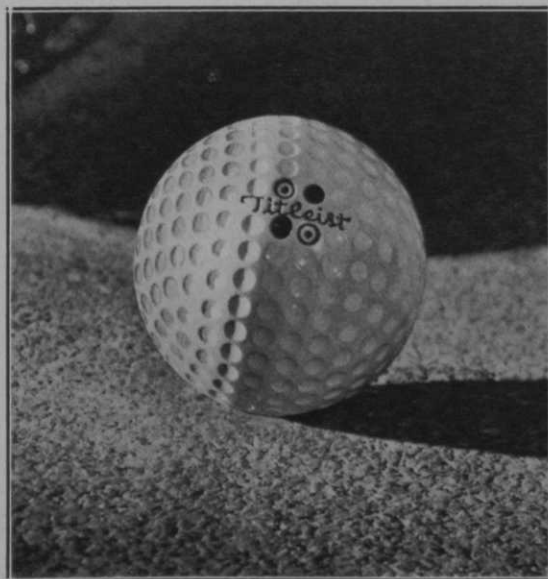
As a third item there is a small metal ball marker, on one side of which are the words, "My Club Handicap Is." There is space left for the pro to take figure punches and tap in the correct handicaps. This, if properly used, will get members coming into the pro-shop to have handicap figures punched on the markers. On the other side are the words, concerning the handicap: "It would be less if I'd see my pro more."

All three items are available for pros at merely the cost of packing and mailing. Expenses of their production are borne by the PROMotion fund. Pros who haven't received samples of these items may have them on request, from PROMotion, 14 E. Jackson Blvd., Chicago.

# EXCLUSIVE!

—Story Below

YOU HAVE NO COMPETITORS WHEN YOU  
SELL THE TITLEIST



**Pro-Profit Winner.** The over-night, nationwide popularity of the Titleist among golf club members has kept pro-shop cash registers ringing merrily since the day this famous ball was first introduced.

It's better than ever! During the winter months we made several important construction improvements in "the wonder ball of 1938". We anticipate the Titleist will break many of its last year records for distance, accuracy, uniformity, stamina—and *pro-sales*—and **PRO-PROFITS**. Now is a good time to order. Acushnet Process Sales Company, New Bedford, Massachusetts.



## No Sales Leaks

No sports shops, gas stations, cigar stores (or what have you) can sell Titleists to your members. Every Titleist sale is a Pro-Shop sale.



**Monopolist.** All the retail profit there is on Titleists is Pro-Shop profit—and boy!—is that a "box car figure"!

SOLD ONLY THROUGH PRO SHOPS

Titleist 75c  
For experts only  
Green Ray 50c - Pinnacle 35c - Club Special 25c

Bedford 75c  
The Ball That Can Take It

# ACUSHNET TITLEIST



Davenport's official golf headquarters during Golf Week was in the lobby of the Orpheum theater, where Ed White (left), pro at the Davenport munny course, Tom Cunningham, Davenport CC professional, and Bert Lacy, Jackman Sportswear representative, conducted this equipment display.

## Davenport Pros Move Golf Headquarters Into Theater Lobby

THE official golf season opening at Davenport, Iowa this spring featured a smart innovation in golf promotion by Tom Cunningham and Ed White, professionals at the Davenport CC and the Davenport municipal course, respectively, who established Official Golf Headquarters in the lobby of the city's largest downtown theater.

Through the cooperation of the theater manager, Jack Neary, they brought golf to approximately 19,000 theater patrons at the Orpheum theater in three days via a Bobby Jones movie, free golf demonstrations and lessons by themselves, and a comprehensive display of golf equipment in the theater lobby.

### Newspapers Give Cooperation

The official opening and entire tie-up was publicized by the sports editors of two daily newspapers with writeups on the sport pages, and by the theater giving the 'stunt' billing as an extra added attraction in all the newspaper ads and publicity stories. Stress was placed on the personal appearance of two golf pros in the lobby, the elaborate lobby display on golf and the Bobby Jones short, listing its stars, Harry Cooper, Jimmy Thomson, Horton Smith, Lawson Little and Bobby Jones. A special advertising display was

also used in front of the theater announcing the added golf attractions.

White and Cunningham also arranged for constant ballyhoo on two radio stations, with news copy on the event included in the various sport news broadcasts and special interviews on the air. Two "Man on the Street" broadcasts featured questions and answers pertaining to golf prepared by the golf pros. Golf Week was announced on these broadcasts in full detail, and with selling statements regarding the local pros and their respective courses. White and Cunningham were in the theater lobby afternoon and night to answer the questions of golfers and to demonstrate equipment.

Last year there were approximately 90,000 rounds of golf played on the Davenport courses, and Cunningham and White expect a bigger season than ever as a result of the publicity received from their Golf Show. Arrangements have been made to continue the idea as an annual event in Davenport.

**Teach Kids About Clubs**—Fred Newnham, veteran pro at the Raleigh (N. C.) CC, who has been compiling a great record in the development of young golfers, points out that one of the important phases of the youngsters' golf education is that of teaching them about clubs. Fred tells of Grover Poole, Jr., 15, and Grover Dillion, Jr., 14, two of his latest prodigies spending a good deal of time in his shop examining clubs and talking with Fred about club design and construction.



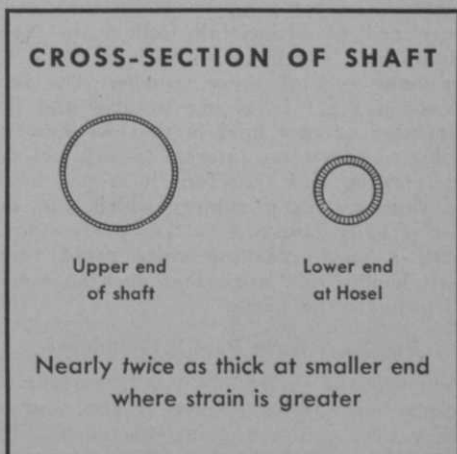
# Greater Strength where Strength is needed ... at SMALL end

Heddon Custom-made Double-Whip Shafts are drawn for Clubs to suit the requirements of all golfers. The distribution of the metal in the different types of Shafts is varied to incorporate in each individual Shaft the correct playing characteristics for the type of Clubs for which they are intended.

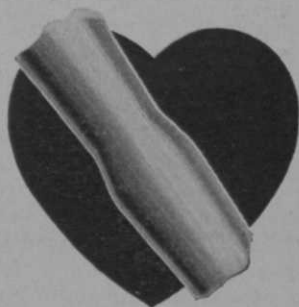
*For the hard hitter:* It was Heddon who perfected and supplied the Club manufacturers with the greatly increased wall-thickness at the *small* end of the Shaft.

This greatly increases the Strength and Power of the Shaft at its most vulnerable point. The wall-thickness at the small end of this type of Shaft is practically *double* the wall-thickness at the large end, as shown in the drawing.

**HEDDON SHAFTS** are featured only in **FINEST** grade clubs of leading manufacturers



The "Double-Whip"  
POWER SHOULDER



THE HEART OF  
THE SHAFT

*The Shaft of Steel with the Sweetest Feel*

# HEDDON "Custom-Drawn" STEEL GOLF SHAFTS

JAMES HEDDON'S SONS • Steel Golf Shaft Division • DOWAGIAC, MICH.

## GROUP TEACHING METHODS I HAVE FOUND SUCCESSFUL

By Rodney D. Howard

Pocasset Golf Club, Pocasset, Mass.

FROM my own experience in teaching I have found several ways to hold the interest of my pupils either in groups, or in individual instruction. To me, these methods are very interesting and seem to be necessary in modern teaching. I have just completed a lecture program at Exeter Academy and at Stoneleigh College in New Hampshire which I feel will do much to promote golf at these schools. The impression I get in giving lectures and instruction of this kind is that we have a subject of extreme interest to any and all individuals, and therefore it is not hard to converse on a subject which you do not actually have to sell. Any professional with a good speaking voice could very well handle this work that does so much to promote the game.

### Pro Must Have Pupil's Confidence

In working in schools it is important to secure the full confidence of the youngsters that you are going to teach. To gain this confidence I find it extremely beneficial to prove to them that I have the qualifications that would class me on the same plane as their professors. Once this confidence is instilled in their minds I have gained an advantage that cannot be underestimated in their continued interest in golf in the future.

My suggestion to the pro facing the problem of instruction at a school is to prepare his talk and then arrange with the school athletic director for a suitable time to give his prepared lecture. The following are notes on the golf lectures I have given at Exeter and Stoneleigh, and they may prove of some value for other pros who may be called upon to give similar talks promoting golf before schools or assemblies:

(a) Extend thanks to the school offi-

Of all the little advertising stunts that get a pro's name around to promote instruction, the paper match book is most effective and cheapest, says Cyril Wagner. Wagner, for several years at private clubs, opened a golf school in Chicago's Uptown district. He swamped the neighborhood with matches. The reaction was a filled lesson book.

cial for the privilege of addressing the group.

(b) Get across to the students that my services are also for the welfare of the school and the authorities are also thankful for my services.

(c) Emphasize the importance of being able to play golf for years after school has been completed. Impress upon them the health value of golf in future years, and the length of time that they may continue to play. Example: John D. Rockefeller.

(d) Stress the importance of regular periods for checking up on golf etiquette. Give students a mental picture of the real and appreciated courtesies of the game.

(e) Show pictures of shot execution by some outstanding golfer, impressing the perfection angle. (This section of the lecture mostly ad-lib; give your thoughts on the proper swing).

(f) Give details to the students on just what school is going to do regarding golf instruction and promotion.

It is my suggestion that, if possible, any lecture before groups of students be accompanied by pictures showing how the masters execute their shots. To me, the story told by these pictures seemed to grip and fascinate the students more than any other part of the talk.

## THIS BOOK IS A "MUST"

*"Golf; Its Rules & Decisions", by Richard S. Francis. Revised edition. 413 pages. Published by The Macmillan Co., New York. \$3.00.*

HISTORY is blank on the absolute first rule of golf, but it must have been something like this: "Hit the ball from the tee and keep hitting away until you have holed out." But early golfers soon discovered that many things can happen between tee and cup, and so the Rules grew until today they are a complete code, meticulously worded to cover with exactitude every playing emergency that arises.

The fact that all likely situations are covered by the Rules has an unfortunate result—they are too complicated for the average golfer, who plays the game for fun and has no desire to make a serious study of the Rules. But when some extraordinary situation arises in the course of play, the rules ignorance of this same golfer forces him to guess the proper