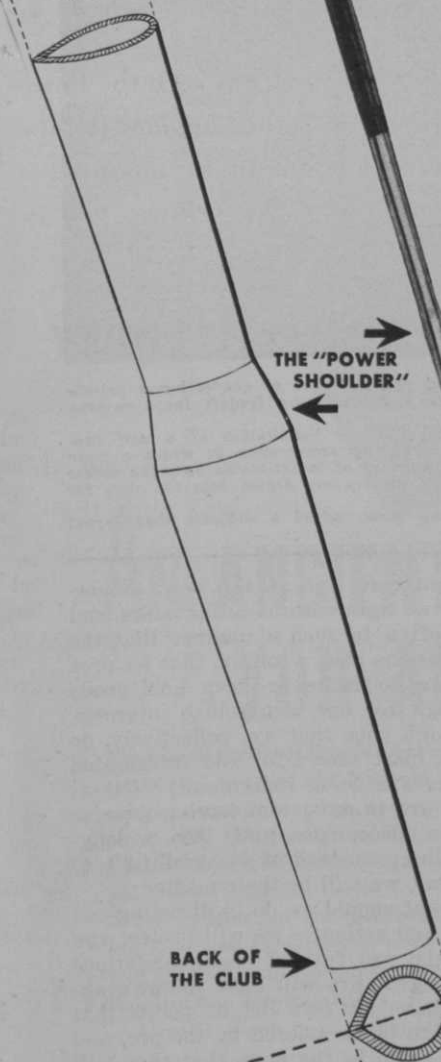
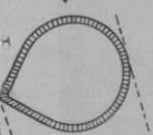


THE NEW
TEAR-DROP
SHAPE



BACK OF
THE CLUB

THE "POWER
SHOULDER"

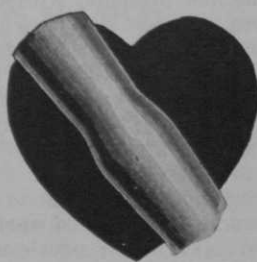
Not drawn to
scale—for
convenience
of illustration

The New "SPEED-SWING" Shaft with the "Power Shoulder"

FOR THE MAN WHO WANTS THE BEST

- 1 Less air resistance.
- 2 Greater resistance in the line of swing at time of impact. More distance. Greater accuracy.
- 3 Heddon's famous Power Shoulder affords a sweeter *feel* at time of impact—better Balance—more Power.
- 4 Striking eye- and sales-appeal that make for profitable sales for the Pro.

This new shaft will be featured this coming year in the lines of America's finest custom-made clubs for the Pro. No finer playing shaft has ever been made.



THE HEDDON
"POWER SHOULDER"
IS "THE HEART OF
THE SHAFT"

WITH THE SWEETEST FEEL



Bon-Air CC (Chicago district) represents the interesting and profitable job of converting a private golf club into a commercial pleasure plant, with the golf course and pool being feeders for a rushing night club business.

Re-design and rehabilitation of the locker-room was accompanied by installation of a new pro-shop at which Herbert (Scotty) Irwin presides. Irwin has a highly attractive shop in which a main feature is window display space. With non-membership traffic going out of locker-rooms onto the course merchandise is so extensively and invitingly displayed that many players are drawn into the shop for purchases.

Irwin, a veteran in pro golf although still a fairly young man, solved a difficult shop layout problem by this use of window space instead of walls.

our goods. Now the conditions are changed with respect to golf merchandise. Can we solve the new problems without qualifying ourselves to meet the new competition?

When I think of the older pros who made good substantially, it is very easy for me to see that each of them had an almost uncanny faculty of analyzing the temperament and requirements of the public to which they were so close. The pro of today is not as close to his members as the successful old pro was, and therein lies pro golf's major problem. There are more golfers than there used to be, so naturally it's harder for a pro to get close to them. The factor of price is far more important than it used to be, not alone because of tighter times but because of the spread of golf interest to people in a lower financial strata.

In endeavoring to adjust ourselves we pros play into the hands of the store competitors by devoting our association plans to price protection on merchandise rather than to making our main concerted effort that of winning the sentimental and logical favor of the public. We argue among ourselves about politics in which the public

has no interest, and at the best, amusement; or we fight with manufacturers, and do that often in such a manner that the public gets the idea, wrongly, that we pros are trying to make or keep golf goods prices high for our own selfish interests.

It is high time that we, collectively, do what the most successful and foresighted among us are doing individually. Otherwise, we are in danger of having adverse conditions sweep pro golf into a long-lasting slump, instead of so handling conditions that we will be their master.

Just what should we do in directing our thinking and action so we will protect and enlarge the pro future? Each ambitious and intelligent pro will have his own answer. I have my own list of points that will have to be considered by the pro, and I submit them in the hope that they will provoke thought and constructive argument.

1. Individually we must educate ourselves in business. Just as a primary item; how many pros can—and do—study and analyze the monthly financial statements of his own club so he is in a position to contribute business judgment to improve-



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.

A club manager who is one of the real artists of cuisine indulges in a quiet bit of heart-break. He comments on the small size of a superb menu at a distinguished club, saying we've fallen on evil days when one of the last strongholds of the gourmet succumbs to a streamlined menu.

ment of the club's position? If pros don't do that, would you say they have exhibited qualification to control the multi-million dollar annual business of golf goods retailing?

2. We must individually direct our efforts to training of the young in golf. We must see to it that high school and university youngsters are given a zest for the game and a command of its fundamentals so we are not dependent on caddies growing up to replace less active older players. We have the additional important duty of selecting and training our own assistants so we may provide clubs with competent pro material. The plain truth is that there aren't enough thoroughly trained pros to supply the need right now, and that deficiency is a sign of neglect in education that pros collectively must correct.

3. We must get closer to our members. Our financial position depends on a smart use of personality as well as of business judgment. The one big thing that we have in pro golf is the possibility of close and helpful contact with the players as *they play*. Because pro golf has not continued to develop that tremendous asset, stores have been able, by the impersonal factors of newspaper advertising and price, to get closer to the buying player than the pro

who can—and should—have a personal interest in the value the player receives from the merchandise he buys.

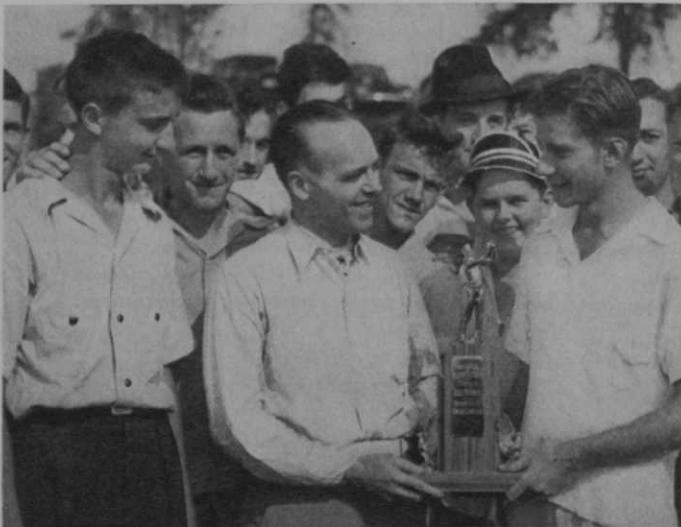
4. We must give a lot of thought and foresighted planning to a generally new basis of pro income; probably that which calls for each club member paying a fee for pro service along with annual—or semi-annual dues. That would provide instruction as a set factor of membership, just as playing is, and bring the pro closer to all members. It would provide a definite income for the pro instead of a fluctuating lesson income. It would bring members out to the club oftener, and by increasing their proficiency, get them playing more golf—and more enjoyable golf.

In many clubs that now are having difficulty in getting members, a new basis of pro contract, calling for an increasing guarantee dependent on the number of new members secured, would make both the pro and officials aware of the pro's value and responsibility in getting members and keeping them.

Death of E. C. Conlin Is Real Loss to Golf Industry

EDWARD CHARLES CONLIN, for 16 years with the United States Rubber Co., died at his home in New York City August 21. He was 61 years old. Illness that took a serious turn last April and compelled his retirement as sales mgr. of the US golf ball dept. caused Conlin's death.

Prior to his association with the US



Winner of the recent Summit (Ohio) county juvenile golf tourney held on the J. Edward Good Park course, Akron, was Parke Thornton, Jr., shown (right) receiving the winner's trophy from Judge Oscar Hunsicker, Juvenile Court, donor. At left is Walter Baily, runner-up. Thornton and Baily, both 17, tied for medal honors in a field that numbered 244, and, oddly enough, Baily defeated Thornton in a playoff for the qualifying medal. No entry fee or green fee was charged the youthful contestants, and they were fed every day at noon with eats 'on the house.' They consumed 100 lbs. of weiners, 40 cases of soda pop, 400 candy bars, 70 doz. buns and 30 cases of milk. The tournament attracted considerable attention among adults, and several hundred adult spectators attended the tournament every day.

A COMBINATION THAT *Can't* BE BEAT!

Professionally Built!
Professionally Sold!



Because no other group of men know as much about the game as the Pros themselves, the designing and suggestions of Leading Professional Golfers are built into Louisville Power-Bilt Clubs.

Today the Louisville Power-Bilt line is improved and broadened to meet the demands of the most exacting golfer. Thus, with the personal service — prompt shipments — liberal profits — and *Complete Protection* offered, you have a combination that can't be beat!

Are you tied up with America's fastest selling Professional golf line?

HILLERICH & BRADSBY CO.

Incorporated

LOUISVILLE, KENTUCKY

Louisville Power-Bilts are packed in the exclusive H & B Panel Display Carton.

Far for golfers - Profits for you!

LOUISVILLE
POWER-BILT
GOLF CLUBS

Rubber Co., Conlin was connected with the Spalding organization, and for 18 years was advertising manager of the Munsey publications. His first job was with Scribner's magazine, of which he became advertising manager.

He always was actively interested in sports. As a youth he was a member of championship rowing crews. For 25 years he was one of the country's foremost tennis umpires, officiating at many national and international championships. He was first president of the Tennis Umpires' Assn. and was mainly responsible for the initial compilation of the Tennis Umpires' Manual.

Ed Conlin was prominent as an official in the Golf Ball Manufacturers' Assn., and was one of the leading factors in getting the golf PROMotion campaign organized

and financed, and into operation.

He was widely known in pro and amateur golf circles. Due to extensive travel and intimate contacts among pro golfers Conlin gained an insight into pro golf business that resulted in numerous pro educational and sales promotion policies which the US Rubber Co. adopted.

He was an energetic, straight-shooting fellow who would fight them all when he thought he was right, and sit down and laugh with them and like them when the battle was over. He had the respect of his business associates, his competitors, his customers and the hundreds whose relations with him were entirely social.

Surviving him are his wife, the former Frances Stephens, and two children by a former marriage, Edward Conlin and Mrs. Arnold McCaffrey.

\$10 Buys Year of Lessons

By Karl Sutphin

ANOTHER successful and promising application of the idea of having members sign for unlimited instruction service has been made by Al Collins, pro at the Highland G & CC, Indianapolis. This idea, first suggested by Willie Ogg of the Worcester (Mass.) CC in GOLFDOM several years ago, has been slowly but solidly growing in favor. The president of a Providence, R. I., club wrote in GOLFDOM about the adoption of the idea at his club with considerable satisfaction to the club, its members and the pro.

The idea is based on the observation that fairly frequent brief instruction periods so improve the game of the average member that they visit the club more and enjoy their games to a greater degree. Therefore the club income hikes and the member gets more pleasure out of his investment in membership. Where the pro comes in is that he is guaranteed a good

income and makes so many close contacts with members that he can give them all expert, individual attention to their games.

To give this plan a test Collins solicited the Highland members at half the price of \$20 a year, which has been acceptable, generally, for such instruction. Furthermore he limited the number of members to whom instruction on this basis would be given. The plan appealed so strongly to Highland members that Collins was compelled to enlarge the number of members to whom it would apply.

The letter with which Collins announced the plan:

Dear Members:

In a recent letter I promised a new plan of instruction, which I hoped would appeal to the members.

I propose to be your "Golf Doctor." Just as you engage a professional man on a retainer basis. I will give you all the instruction you want every day except Saturday afternoons, Sundays and Mondays from now until October first. This for a fee of \$10, payable in advance.

I need a minimum of thirty contracts to tie up my entire season. Therefore, the arrangement is contingent upon that enrollment.

I might add that this is a practical, workable plan and has been adopted by some prominent Eastern clubs. It is a

Gopher hunts are unlisted caddie entertainment events at some clubs. Kids flood out gopher holes and knock off the gophers with clubs or .22 rifles. Rifle shooting is done despite commands of greenkeepers, who frown on such method due to danger involving the kids.

Some greenkeepers have made a sport of reducing gopher population. John MacGregor, supt. at Chicago GC, has killed as many as 300 gophers in a year with a 410 shotgun on early morning inspection tours of the course.



There is no Mystery about Wilson Success

*By L. B. Icely, President
Wilson Sporting Goods Co.*



Success is not a place, it's a *reward*. And the formula is neither secret nor mysterious. It is a combination of a little genius mixed with generous portions of long hours, much sweat, abiding faith and grim determination.

Wilson Golf Equipment rules the fairways of Public Approval today. Wherever golf is played and in leading Pro Shops throughout the land, the acceptance of Wilson Irons and Woods and of Wilson Golf Balls as *leaders* is as sharply defined as a white ball on a velvety green . . . It's *Wilson* today in Golf Equipment because Wilson Clubs and Wilson Golf Balls are obviously outstanding—in scientific development—in craftsmanship—and in the way they promote better play among today's golf players.

To you, a professional, Wilson Leadership has especial importance. It means that when you feature Wilson Clubs and Golf Balls you have the most popular name in golf today, working for you. A name that guarantees easier selling with less of your time and selling effort. A name that means more sales and bigger profits.

Are you taking advantage of Wilson *popularity*—Wilson *prestige* and the superior *quality* of Wilson Sports Equipment?

Wilson Sporting Goods Co., Chicago, New York and other leading cities.

WILSON MEN
ARE ON
THE WAY WITH
THE NEW
1940 WILSON
MODELS.
IT IS TO YOUR
ADVANTAGE
TO BUY
THIS FALL.

"It pays to play"

**.. IT'S Wilson TODAY
IN SPORTS EQUIPMENT ..**

sure fire way to keep your swing in the groove. I'll guarantee results if you will co-operate.

Please sign and return the enclosed card if you are interested. I am ready to go to work. My job is to make golf more enjoyable at Highland and I am sure this is the answer.

Yours for a better swing,

Previous to sending this form letter to the membership, Collins had signed up a number of members for a series of 6 lessons for \$10. These members, of course, got longer, more intense lessons. However, the fundamental policy of the season course is more a "service job" of repairing the flagrantly bad parts of a swing than that of providing the nicety that is needed to polish up the low handicap player's game.

Club officials who have studied this plan go for it strong. It involves some delicate adjustment of the pro's time and sometimes a fine diplomacy on his part, but there are no cases recorded in which the plan has revealed any serious faults. It gives to the private club with a first-class pro an edge in membership service and interest, so club officials who have observed the plan in operation are convinced.

When the \$20 annual charge is made payments are divided, half at the start of the season and half in mid-season. Collins

started his plan after the season was well advanced, which was another reason for the reduced price of \$10.

Another letter that Collins sent to the Highland membership went across big as a service feature and a promoter of play. This letter also contained some club event announcements. The idea Collins proposed:

I look for a rush to make up for lost time once the skies clear. My own playing time will be restricted, so I have hit upon a plan that will help me play with as many members as possible.

If you want me to fill in your foursome, please call the golf shop, Broadway 5431.

I am also going to reserve playing time for the ladies, and Mrs. C. L. Smith has kindly offered to make up the games for me, so if the ladies will contact her, I will appreciate it.

Speaking of playing golf, please remember, if at any time you are alone and want a game, phone us before you leave the office and we can have everything arranged when you arrive at the club. Arranging games is our specialty.

Another stunt he has worked at Highland is that of putting a boy at the green of the shortest hole on Saturdays. Players are charged 25 cents if they want to enter the deal. They are given a 75 cent ball if their shot stays on the green. About 125 go for the deal each Saturday. As the odds have worked out it's an even deal



Marion Askew, pro at Oakhurst CC, Tulsa, Okla., expects a real champion to come from the above group of boy and girl golfers who take class lessons from him at the club. Since the picture was taken there have been 33 new enrollees in the class, which now averages around 92 or 93, and is considered the largest junior class in that part of the country.

The boys and girls meet every Thursday, with the boys in one class and the girls in another. Once a month the two groups are combined and mixed class instruction given. Askew does this junior class work gratis and his members really appreciate what he is doing for their children. Askew posts a prominent notice on the club bulletin board announcing the classes and ties in a little pro advertising with a line like this: "These lessons come free from Marion Askew, your pro."

A tourney for members of the junior group is held just before school begins and prizes are given in all flights. Askew has gotten much private lesson business from members of the junior classes who want more individual instruction and, in several cases, the pupils' parents, previously not interested, have taken a series of lessons because of interest shown by their children.

for the players, inasmuch as about one ball in three stays on the green. Al then is ahead about 40 sales of 75 cent balls, plus the advertising value of an interesting contest.

133 Shoot for Prizes at Golf Peddlers Tourney

allow to annual Golf Peddlers Assn. golf tournament, held August 14 at the Elyria (Ohio) CC, kept the boys talking for quite some time after, on the grand day, grand crowd, and general all-around good time they had. There were 133 entries and prizes for most everyone, including cash awards for the best golfers of the day. Tony Joy, Squaw Creek (Youngstown, Ohio) pro, won the \$100 first prize by shooting a three under par 70, nosing out Billy Burke, Cleveland CC, by one stroke. Burke, needing a par five to tie and a birdie four to win, topped a second shot into the creek on the last hole and took a six, finishing with 36—35—71.

Among the 'peddlers,' Eddie Rankin of the L. A. Young Co. walked off with top honors, being awarded a \$50 golf bag. Harry Zink, U. S. Rubber Co., R. E. Reilly, Rubber Cork Grip Co., and Ed Austin, Atlantic Products Co., were all presented with fishing rods as runners-up. Two seniors were present, Jack Smith and Dave Livie, each shooting an 88 and winning \$20 apiece. All Class A assistants—Alex Ogilvie, Jr., Sonny Hendricks, Bill Simpson, William Powers, and Grange Alves, Jr., received cash prizes.

Charlie Burns, manager, Good Park GCse, Akron, Ohio, won a Tuf-Horse bag, first prize for managers. Parke Thornton, Mike Page, John Buckley, D. Endress and Jack Taylor received one dozen golf balls each. Six newspaper men participated in the tournament. Bob Mills of the Cleveland Press was low, and close behind were Tom Bolger, Jack Senn, L. Stolle, John Sable, and Russ Davies.

Officers of the G.P.A. are Earl Schlax, The Kroydon Co., president; William Roney, Burke Golf Co., and Gordon Goyette, L. A. Young Co., vice-pres.; and Lloyd Barton, Worthington Ball Co., sec'y-treas. Schlax announced that the tournament had more than paid expenses, and predicted an even bigger and better tournament for the group for next year, although all were agreed it would have to go some to beat this year's swell party.

SWING TO SILVER KING



PUTTING

OR JUST

PUTTERING?

STOP that puttering around the pin so ruinous to good scores! Silver King, balanced from cover to core, follows your stroke straight to the cup! Keyed to modern driving and putting—built for long, hard service. Try three and see!

75¢
EVERYWHERE
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SILVER KING
PLUS
for pros and
crack
amateurs
also 75¢
The '39



SILVER KING

GOES A LONG WAY TO SAVE A STROKE

JOHN WANAMAKER
PHILADELPHIA—NEW YORK

GOLF COURSE EQUIPMENT AND SUPPLY DEALERS.

Illinois

CHICAGO FENCE & EQUIPMENT CO.

4400 Addison St.
Kildare 1000

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C. E. GRIENER COMPANY

43 S. Delaware St.
Market 4538

INDIANAPOLIS, IND.

KENNEY MACHINERY COMPANY

301 W. Maryland St.
Phone: Riley 9118

INDIANAPOLIS, IND.

Massachusetts

HOVEY & COMPANY, INC.

100 Milk St.
Phone: Hancock 1454

BOSTON, MASS.

NEW ENGLAND TORO COMPANY

1121 Washington St.
Phone: NEWton North 7900

WEST NEWTON, MASS.

Missouri

D. B. BELL & SON

1826-28 Grand Ave.
Phone: Harrison 4714

KANSAS CITY, MO.

New York

ARTHUR D. PETERSON COMPANY, INC.

420 Lexington Ave.
Phone: Mohawk 4-0450—4-0410

NEW YORK, N. Y.

ANONYMOUS GOLF BALLS

FULNAME for FAIRPLAY

Unmarked golf balls promote petty annoyances that do not belong to a gentleman's game. FULNAME markers now in use at thousands of clubs speed up play by preventing mistakes, give closer control over caddies—and make money. Write today! THE FULNAME CO., Station "O," Cincinnati, O.

● BENT GRASS ●

BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

Course Operators Queried on Reducing Fees for Students

NATION-WIDE plan to give high school and college golfers reduced fees at restricted hours on pay-as-you-play courses is being studied by the National Golf Foundation. The National Golf Foundation is an extension of PROMotion, which, with energetic cooperation from pros, *bring* greatly developed scholastic golf pla^{ce}, *upon* ing the past two seasons.

Officials of public, daily fee and private courses are being queried on details of the plan with a questionnaire which is revealing a vast amount of close-up information on methods of satisfactorily increasing the number of scholastic golfers.

Executives and pros of clubs who have not received the scholastic development questionnaire are asked to write for a copy of it, addressing National Golf Foundation, 14 E. Jackson blvd., Chicago.

Glenn Morris, Director of the Foundation, soon will release a summary of questionnaire returns which will be sent to interested club officials and to school administrative and athletic authorities.

Colorado Golfers Plan Open Tourney—Grand Junction, Colo., chamber of commerce is sponsoring a \$500 open golf tournament September 23-24, which will be held at the Lincoln Park Golf Course. Many entries have already been received from Denver and Salt Lake City golfers, and tournament officials are working to obtain several of the touring pros for the event. First prize money will be \$200. Haydon Newton is the host pro.

Golf Salesmen's Assn. to Hold Annual Tourney, Sept. 18

SEVENTH annual Golf Salesmen's Association pro-salesmen's tournament and party will be held at the Lake Merced G & CC, San Francisco, on Monday, September 18. Purse will range from \$600 to \$1000 depending on the entry and annual benefit raffle. There will be prizes for all flights, which include greenkeepers, newspaper men, club managers, assistant pros, and salesmen.

The party following the tournament promises to be a dandy, with plenty of local talent on the program. The tournament and party is strictly an invitational affair. Invited professionals, however, in turn may invite their club manager, greenkeeper, assistant and one amateur from