

# IT'S THE DOUBLE DOT IN 1940

## *Pros Acclaim Extreme Toughness of Spalding's Double Dot*

By now you have probably read or heard about the "Double Dot" — the new, sensationally tough, Spalding golf ball introduced at the North and South Open at Pinehurst last month. This ball for the average golfer (a companion to the "Dot\*" for the powerful swinging, low-handicap golfer, and "Dash\*" for the low-handicap golfer with normal hard swing and, like them, to be sold through professionals only) won instant acclaim as the answer to a long-felt golfing need.

When the Spalding Research Laboratory produced the "Double Dot" they said that it was by far and away the *toughest* ball ever to bear our name. Long playing tests checked this scientific finding — the "Double Dot" is practically immune to cutting. But *toughness* is only half the story. This new ball is needed for extra distance so that nothing is sacrificed in the interest of *toughness*. And, of course, it has the Spalding True-Solution Center for accuracy.

The "Double Dot" is going places — in play and in sales. Its reception at Pinehurst is evidence of that. Become acquainted with the "Double Dot" while the season is still young and the cash register just limbering up. You'll find it profitable.

\* Reg. U. S. Pat. Off.

*A. G. Spalding & Bros.*  
DIVISION OF SPALDING SALES CORPORATION

**GOLF EQUIPMENT**

# Advertising Pays Livie BIG

By George J. Roberts

ONE of the South's outstanding clubs, the Charlotte (N. Car.) CC, which went right through the Depression years paying 6 per cent on its stock, and which during that time built a \$500,000 clubhouse in addition to other course improvements, regards the relationship with its pro, Bill Livie, the same as that pro considers his spot with the club—a combination 'made for each other.' Bill has found in the Charlotte CC a club which gives him the opportunity he has always sought—the chance to apply, and see them work out successfully, ideas that other clubs had said 'wouldn't click'; and the Charlotte club likes the way Livie handles his business so well that during 1939 they did more buying from Livie's pro-shop than they had ever done with any other Charlotte CC pro.

Bill, who is in his third season at the club, figures he sells his members at least 80% of all the golf equipment they buy; promotion ideas he is working on for 1940 should make this sales percentage go even higher. That's because the members like the way Livie conducts his business. Livie has instituted so many successful innovations at the Charlotte CC, that it's well worth while putting down what some of these are:

Livie is a firm believer in making periodic mailings to his membership—telling them just what he is trying to do—that he is there to help them in any way he can. Whenever he sees an opportunity to purchase equipment on which the members may realize a saving, Livie

is quick to let them know about it. They appreciate the fact that the pro is trying to do them a favor—that he is not trying to get every last cent out of them while he can. The following is taken from one of the letters telling of pro-shop bargains:

This month I have purchased the finest merchandise in golf clubs, bags, balls and accessories, at a saving which I want to pass on to you as a member of the club.

Starting August 1st, this merchandise will be reduced 20 and 30%, some at 50% off. This is the time to discard your old clubs and get equipped with the latest models, and selected by me to suit each individual for better golf.

Stop in and see this fine stock of golf equipment, and talk it over with me. I will be glad to give you advice if your golf game is sick, and prescribe some remedy for same.

Thanking you again for the patronage you have given me, and hoping that you have reduced your handicap like others who have benefited by my selection of golf clubs, I am

Very truly yours,

The last two winters Livie, with two other Charlotte pros, Bob Clark and Leonard Davis, has operated a golf shop and clinic in downtown Charlotte. Bill has found the store idea an excellent way to move his surplus stock at Christmas, selling considerable equipment to golfers connected in no way with his club. Many players come in from nearby towns, where no pro is located, to do their



The downtown golf store that Livie operates with two other Charlotte pros provides golfers in nearby towns, whose clubs have no pro, regular pro-shop facilities.

pro-shop buying; they find this pro store gives them the benefit of professional advice private clubs pay for. Livie sent the following letter, on attractive holiday stationery, to his membership in December, which called attention to the work that was being done to provide golfing enjoyment for the juniors, and which also mentioned the opening of the new downtown store:

Dear Member:

The 1939 golf season is drawing to a close, and I am happy to say that it has been a busy and a delightful one for your professional.

Your cooperation and patronage in buying your golf supplies at the golf shop has made it possible for me to purchase the finest merchandise at a larger discount, which was passed on to you as a member.

As a professional, it is my duty to make it pleasant for all members to play golf, and I take great pride in knowing that the past season more golfers are using the course and reducing handicaps; also the greater interest in golf events has pleased the Committee, who spend some time planning such tournaments.

The future for all country clubs depends on the development of the juniors, and I am happy to say that your president, Mr. C. A. Cochran and Mr. W. G. Thomas, chairman of the green-committee, have given the right to lay out a small course for this purpose; it is now under construction, and will be ready to play next summer.

It has been an old Scottish custom, which Americans have adopted, to hand down our old clubs to the younger ones, to start them playing golf. Some clubs are useful, but the majority are poor, and are a handicap to the beginner because golf clubs are improved each year.

Being very much interested in the younger players, having so many of them in my class periods during the summer, I have purchased many sets of clubs made to my specifications, for this purpose. I would suggest these as Christmas presents, which will never be forgotten should your children wish to play golf.

I have opened a store at 205 S. Tryon St. for your convenience, as I did last year, and which proved very successful. Mr. Bob Clark and Leonard Davis are in charge of this store where you can select gifts which all golfers appreciate.

Thanking you as a member, also for the co-operation I have been given

A swell job of getting out a newsy and helpful bulletin for pros on the Pacific Coast is being done by Pat Patterson. Pat is compiling the Wilson Sporting Goods Co. News Letter, a monthly publication.

If you're a pro in the Pacific Coast territory and are not getting this Letter, write Pat at 917 W. 8th St., Los Angeles, Calif.

by your committees in making my services very pleasant at your fine country club, and wishing you and your families a very Merry Christmas and a Happy New Year, I am

Sincerely yours,

Livie is thoroughly sold on advertising. Last year he gave each member a small cigarette lighter with his compliments. The lighter carried Livie's name with a reminder that he sold golf merchandise. The investment was well worth while, Bill says. He also gave his downtown golf store considerable advertising in the local papers, listing prices on equipment, announcing that facilities of the shop were available to all, etc. This newspaper plug paid out well, too.

#### Clock Controls First Tee

Another popular Livie item is the new clock method of regulating starting times at the club. Bill has eliminated one of the common headaches at a busy course by installing a 'clock' that tells each player the time he *should* be on the tee, and the time he *must* be there. Livie noticed that in the first year the system was tried, which was last season, crowding at tees and delays in starting were eliminated, play was regulated all over the course, members were reminded to be punctual and to always reserve starting times, and petty arguments over where and when play was to start became a thing of the past.

Members must now call in to the pro-shop under this system and get their starting times from the caddiemaster. The hands of the clock are set at 5-minute intervals, with the names of the players due to start at that particular time placed on a card holder on the clock. The board and clock is situated between the No. 1 and No. 10 tees, and is large enough so that players who are using the practice putting green some distance away can easily see, by watching the hands of the clock, what group is due on the tee. The face of the clock is designed on both sides of the board, so players on either the 1st or 10th tees can see the time

# ***TRUE TEMPER***

## **Golf Shaft of Champions The World Around**

### **Roll Call of Golfing Championships WON BY PLAYERS USING *TRUE TEMPER* STEP DOWN GOLF SHAFTS**

#### **IN THE BRITISH ISLES**

British Open Championship  
British Amateur Championship  
Irish Open Championship  
Scottish Amateur Championship  
Scottish Professional Championship  
Welsh Professional Championship

#### **IN EUROPE**

Belgian Open Championship  
French Amateur Open Championship  
German Open Championship

German Amateur Championship  
Dutch Open Championship

#### **IN AFRICA**

South African Open Championship

#### **IN AUSTRALIA**

Australian Open Championship  
Australian Amateur Championship

#### **IN CANADA**

Canadian Open Championship  
Canadian Amateur Championship

#### ***In the United States***

National Open Championship  
P. G. A. Championship  
Western Open Championship  
National Amateur Championship  
National Public Links Championship  
National Women's Championship  
North and South Women's Championship  
Women's Western Championship  
Women's Southern Championship  
St. Paul Open Championship

Metropolitan Open Championship  
Pacific Northwest Open Championship  
North and South Open Championship  
Los Angeles Open Championship  
San Francisco Open Championship  
St. Petersburg Open Championship  
Mid-West Amateur Championship  
Western Amateur Championship  
Metropolitan P. G. A. Championship  
Asheville Open Championship  
Texas Open Championship

# ***TRUE TEMPER***





## Roll Call of American Golf Club Manufacturers

USING TRUE TEMPER STEP DOWN GOLF  
SHAFTS ON THEIR BETTER CLUBS

A. G. Spalding & Bros.  
Allied Golf Corporation  
Burke Golf Company  
Crawford, MacGregor,  
Canby Co.  
C. S. B. Golf Products Corp.  
Dunlop Tire & Rubber Co.  
Hillerich & Bradsby Co.

Kenneth Smith  
L. A. Young Golf Co.  
Ralph G. Tyler & Co.  
Pedersen Mfg. Co.  
Professional Golf Co.  
P. Goldsmith Sons, Inc.  
Reach, Wright and Ditson  
Wilson Sporting Goods Co.

**T**RUE TEMPER Golf Shafts are the universal choice of champion players and famous club makers. They are the most powerful golf shafts made, the sweetest in action, tops in yardage and tops in accuracy. Each shaft is made by the exclusive TRUE TEMPER Step Down Process from a seamless tube of super-alloy steel—tem-

pered as finely as a Damascus blade and finished like a fine jewel. Play with TRUE TEMPER Shafted Clubs and you play with the confidence of a champion. For descriptive booklet, write The American Fork & Hoe Company, Cleveland, Ohio, Makers of TRUE TEMPER Products.

**NOTE:** We make Golf Shafts only — no other golf equipment of any kind

*The Golf Shaft of Champions*



The Charlotte CC starting clock, which is 7½ ft. high by 8 ft. wide, has clockface, score sheet, blackboard and holder for cards and pencils on either side of clock, to accommodate players on 1st and 10th tees.

quickly. Members who have not arranged starting times in advance are taken care of by sending off such players every twenty minutes, with the members having made reservations teeing off at 5-minute intervals in between.

This coming season Livie is making arrangements to have the time on the starting clock moved at 5-minute intervals to coincide with the clock in the locker-room. Thus, players will have a double check on when they are due on the tee. A speaking system will be installed this season, also; under this arrangement players will be notified, if they are in the dining-room or locker-room, 5 minutes in advance of the time they are due on the tee.

Promotion by radio is another Livie advertising idea this season. Bill is putting on a program sponsored by golf equipment manufacturers, boosting lessons and sales through pros, thereby licking some of the store competition that pros are faced with. A few of the programs will be put on from the downtown Golf Clinic and Shop, with part of the broadcast devoted to descriptions of the equipment in the store. This brings about a perfect commercial tie-up; the announcer walks around the store describing, for instance, clubs, bags, balls, and perhaps sportswear. Also, in broadcasts from the studio, commercial announce-

ments are to be made in the interest of equipment manufacturers.

Bill feels that a program that would include a lot of talk on what individuals are doing at the various clubs in the community (such as holes-in-one, who won the different weekly events at the clubs, spectacular shots or amusing incidents, etc.) would interest golfers tremendously. Different pros in the locality will handle the programs, giving the happenings at their particular clubs that week, in addition to important golf news of a national character.

## New "Golf In Schools" Book Explains Instruction Procedure

**T**HIRD edition of "Golf in Schools," the National Golf Foundation book to extend pro influence in the rapidly expanding field of golf at high schools and colleges, is on the presses.

The book will be sent to principals and athletic directors of all high schools in cities of 10,000 and more population, to presidents and athletic directors of all colleges and universities, and to all professional golfers having club connections.

Previous editions of the book having achieved their purpose of getting many educational institutions to give golf a prominent place in their physical educa-

## for the Forgotten Man



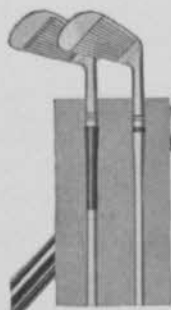
### Forged OFFSET HEADS

Golfers instantly sense the extra power and control provided by these blades which are actually *forged with an offset*—a Kroydon feature that has made thousands of friends since it was first introduced in 1938.



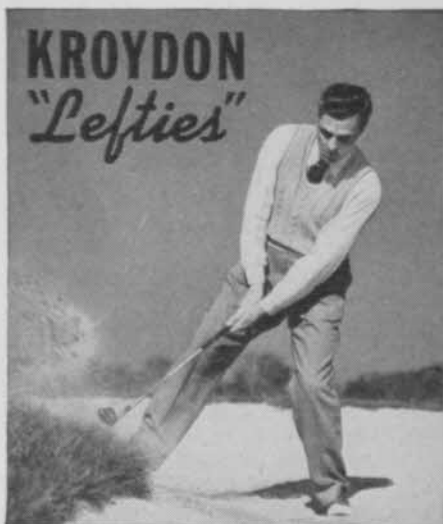
### NICK-PROOF SOLE

Kroydon Left-Handed Irons are specially heat treated and hardened to a point where you can cut a brick in two without damaging the club.



**BUILT-UP vs. BUILT-IN**

"Lefties" have Kroydon's exclusive world-famous HY-POWER Shaft that forms a sturdy all-steel shoulder just above the club head. No celluloid or composition substitutes here!



At last, the left-handed golfer comes into his own! Kroydon "Lefties" put him right up there on a par with the right-handed players, as far as equipment is concerned. And these irons have *all* of the exclusive features that have made Kroydons "*America's No. 1 Golf Clubs.*" Kroydon invested thousands of dollars in special dies to give you this big point of advantage with left-handed players — but prices are exactly the same as for our right-handed Offset Irons — \$6 to \$10 each, retail. For details, write: The Kroydon Co., Maplewood, N. J.

# Kroydon

**CLUBS FOR BETTER GOLF**

tion work and to appreciate the value of competent pro instruction, the new edition is concerned mainly with the details of school golf instruction under expert pro supervision.

Methods pros have found most successful in conducting school golf classes are set forth in the new edition. As in previous editions, emphasis is placed on the importance of getting the students started right with specialized and highly qualified pro golfer instruction. Promotion work already done by pros in the school field has developed a substantial increase in pro income after the introductory lessons have been given as pro advertising and public service.

### Pros Pushing School Golf

Foresighted pros have been quick to see the wisdom of pros getting in on the ground floor of development in the school field which is speedily progressing due to the high rating educators place on golf as a long span sport pupils can play well after school years. The new Golf in Schools book directs school officials to PGA officials, sectionally and nationally, for advice in adding golf to the physical education curriculum.

Availability of the instruction helps such as the motion pictures put out by the PGA, Spalding and Wilson, and the primer lesson sheets of the National Golf Foundation, also is brought to attention of the school authorities. It is made plain that the lesson sheets of which more than 300,000 sets have been used by pros in group instruction, are merely to serve the same purpose that primers of reading, writing and arithmetic serve in other instruction.

There was a slight degree of pro misunderstanding about these sheets. A few who were not acquainted with the function and successful use of these sheets were apprehensive that these sheets might develop competitive instructors. Those many pros who have used the sheets effectively assured the doubters that pro instruction was complicated and exacting far beyond the point where even pseudo-pros could be educated by 5 elementary outlines. Pros having experience with these free sheets in junior and adult classes testify that the sheets have supplied powerful preliminary advertising for building private lesson work.

A copy of the new edition of Golf in Schools will be sent on receipt of 5 cents to cover mailing, by National Golf Foundation, 14 E. Jackson Blvd., Chicago.

## Jersey PGA Announces Three Pro Clinics

**A**NOTHER in a series of golf educational clinics sponsored by various PGA sections this year, is scheduled to be held April 29, May 6 and May 13, put on this time by the New Jersey PGA section. The first two sessions, April 29 and May 6, will be held at the Essex House, Broad St., Newark, N. J.; the May 13 meeting is scheduled for the Glen Ridge (N. J.) CC.

Speakers at the initial session will be Joe Dey of the USGA; Maj. Jones, Baltusrol CC, who will speak on pro-manager cooperation; George R. Jacobus, Lester Palmer, William Braid, Dr. R. R. Lauckner, Dr. F. E. Steele, who will talk on the physical structure of the body; J. A. Wiesing, L. Dreyfuss, Thos. J. Harmon and Glenn Morris, director, the National Golf Foundation. Opening remarks will be made by Jack Fox, N. J. section president, who is general chairman of the clinic program. The PGA golf motion picture is also scheduled to be shown at the initial session.

On May 6, Jim Dante will get the program under way with a few words explaining the afternoon's schedule. Following Dante to the speaker's stand will be Jack Beckett and Jack Fox, who will tell of the "Art of Clubmaking." Harry Nash will speak on "What Radio Means to Golf;" C. W. Littlefield, Harold Sanderson, George Jacobus, and Johnny Farrell are also scheduled for informative talks. Dr. F. E. Steele, continuing the lecture on the physical structure of the golfer and its relation to his performance, will stress "Care of the Feet," at the second clinic. The A. G. Spalding & Bros. and Wilson Sporting Goods Co. golf motion pictures are scheduled to be shown at the clinic on May 6.

The May 13 outdoor meeting at the Glen Ridge CC will feature golf instruction, both individual and group. Bruce Heatly and Jack Fox will collaborate in directing the group instruction session. A demonstration of shots by members of the N. J. PGA section will close the regularly scheduled program. A pro-amateur tournament will be played that afternoon over the Glen Ridge course. Officials of all clubs and golf associations and members of the golf trade, have been invited to attend, and the general public will be welcome.



# THIS IS PENFOLD'S 10TH PRO-ONLY SEASON!

## AN ALL-TIME RECORD FOR CONTINUOUS PRO PROTECTION!

### 10TH ANNIVERSARY SPECIAL

the new 1940

### "LL PENFOLD 75"

Generally accredited to be the world's longest ball. Toughened for all types of play.

75c



TEN season's ago, Penfold launched the 'pro-only' idea. "It won't work," the experts told us, but the idea of an exclusive pro-ball caught on. And, as pro support grew, sales boomed!

Today, there are pros in every corner of the country who make Penfolds the backbone of their ball business, to beat off store competition. Every time they switch a member to Penfolds, that member has to come back to the pro for more. Penfolds are not on sale "downtown."

#### NOT A PRO ON THE PAYROLL!

The Penfold Pro-only Policy plays no favorites. All pros, whether they buy single dozens, by the gross or by the case, are shown the same fine consideration. There are no Penfold "house favorites"—nor "subsidy men." Penfold is set-up to serve the business pro primarily.

For 1940—our 10th Anniversary season, Penfolds have been especially stepped-up and dolled-up. An unusual packing stunt tells the story at a glance without intricate set-up or special display.

If you haven't a Spring order in—write or wire for stocks. You'll be wise to order early this season since prices may move up without much notice.

Here's wishing you a top-notch 1940 season.

*PUSH* **PENFOLDS** *AND*  
**BUILD A STORE-PROOF BALL BUSINESS**



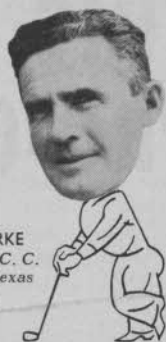
GORDON AUGSPURGER  
Elks C. C.  
Hamilton, Ohio  
(Left)



MARIUS AHLSTROM  
Shawnee C. C.  
Topeka, Kans.  
(Right)



BILL WOTHERSPOON  
Southern Hills C. C.  
Tulsa, Okla.  
(Left)



JACK BURKE  
River Oaks C. C.  
Houston, Texas  
(Right)



# PLAY THE CLUBS THE PROS PLAY *Tommy Armour* TOURNEYS



SAM E. SCHNEIDER  
Corpus Christi  
C. C.  
Corpus Christi,  
Texas  
(Left)



MAURICE E. O'CONNOR  
Branch Brook G. C.  
Belleville, N. J.  
(Above)



HARRY CLOW  
Pendleton C. C.  
Pendleton, Oregon  
(Left)



LEVI LYNCH  
Cedarcrest C. C.  
Dallas, Texas  
(Above)



NORMAN BUTLER  
Scioto C. C.  
Columbus, Ohio  
(Above)



AL GRUBER  
Palos Verdes  
G. C.  
Palos Verdes  
Estates, Calif.  
(Left)



BOB ALVA  
Hillview Pub. G. C.  
San Jose, Calif.  
(Above)

MEL SIBUL  
Hillcrest C. C.  
Cincinnati, O.  
(Right)



LEWIS NASH  
Westwood C. C.  
Bellaire, Texas  
(Right)



MATTY COGHLAN  
Wildwood C. C.  
Middletown, O.  
(Right)

JOE SCARANTINO  
Cedar Point G. C.  
Woodmere, L. I., N.Y.  
(Left)

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and Tec