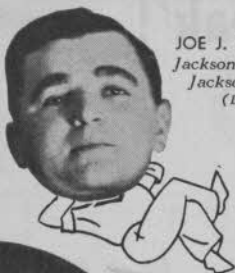


EDDIE HETZEL  
Madden Park  
Dayton, Ohio  
(Left)



JOE J. THOMAS  
Jackson Co. C. C.  
Jackson, Ohio  
(Left)



FRED  
HAAS, SR.  
Metairie C. C.  
N. Orleans, La.  
(Left)

HOWARD  
SCHMIDT  
Midwick C. C.  
Monterey Park, Cal.  
(Right)



TOM BRYANT  
Dayton C. C.  
Dayton, Ohio  
(Right)



BOB  
MacLAREN  
Edgewood C. C.  
Walled Lake,  
Mich.  
(Above)



CHICK RUTAN  
3901 Crenshaw  
Blvd.  
Los Ang., Cal.  
(Above)



STEVE ZAPPE  
Springfield C. C.  
Springfield, O.  
(Above)



HORTER McVEIGH  
Breezy Point C. C.  
Pequot, Minn.  
(Above)



PAT SAWYER  
Birmingham  
G. C.  
Birmingham,  
Mich.  
(Left)



M. FREDERICK  
D. P. & L.  
Recreation C.  
Dayton, Ohio  
(Left)

**MacGregor**  
THE GREATEST NAME IN GOLF  
REG. U. S. PAT. OFF.  
CRAWFORD, MACGREGOR, CANBY CO., Dayton, Ohio

**HY-COMPRESSION TOURNEY-THE BALL WITH "FASTER GET-AWAY"**

Hy-Compression Tourneys have amazing *in-built* speed to get off the club-head *faster!* It means longer drives—crisper irons—on-the-pin approach shots. Take a tip from the pros who are out to win—play a HY-COMPRESSION Tourney! It's the secret to the unsurpassed tournament play of MacGregor's Pro-Advisory Staff!

**CAUTION:** Hy-Compression Tourneys are suitable only for hard-hitters. Just ask your pro!

Players are not members of the MacGregor Pro Advisory Technical Staff, but play these clubs through personal choice.

# Give The Members a 'Break'!

By Alex McIntyre

Pro, Edison Club, Rexford, N. Y.



ALEX McINTYRE

I differentiate between the various types of jobs a pro may hold by dividing all golf clubs into three distinct classifications: the high class clubs whose dues vary from \$100 to \$250 and up; middle class, with dues varying from \$30 to \$75, and municipal, daily-fee, and some semi-public courses (pay as you play layouts). I am a professional at a middle class type club, and my observations on the pro job and pro situation are taken from the viewpoint of a 'middle classer.'

I know that what I am about to say might not be applicable to a lot of pros, but I know that if many of us are going to make any kind of livelihood out of the game, it is becoming necessary for us to take advantage of manufacturers' close-outs and sell this merchandise at the same percentage that we get on the regular lines—and NOT at the regular higher price. That is where the supposed cut-rate stores get an advantage on the pro who thinks that here is a chance to make a little extra money for himself.

Members of clubs of the type where I'm pro try to save a few dollars also, and when a member comes to the club with exactly the same set that the pro was trying to make extra money on, the pro appears surprised and chagrined and curses the supposed cut-rate store. The trouble with him is that he wasn't smart enough to know that these stores make a reasonable profit, too. Had the pro been satisfied with the same profit, he in all likelihood, would have made the sale.

## Applying Golden Rule

We must always remember that the members are exactly like ourselves, and we must always treat them as we would like to be treated. Give the member a break when we get a break and show them that we are trying hard to save them money, and are not out to sting them. You will be surprised at the immediate, hearty response you get from your members. They are not dumb, so why should we try to treat them like dummies.

Golf ball sales are one of the pros' biggest items, and I for one believe (in the middle class clubs) that the 75c golf balls should be sold 3 for \$2.00. All stores do

it—and that will be a means of getting the members to buy all their balls from the pro, and at the same time, will keep them in the habit of buying in the pro-shop. Granted, we don't make quite as much on the sale, but I believe in the old saying—"Half a loaf is better than none"—and I want a lot of half loaves.

I cannot see, just because a man can afford to buy a dozen 75c balls for \$8.00, that the less fortunate must pay \$2.25 for three balls. I will not charge that, because I am one of the little fellows who can't afford to pay much myself, and what I would like to get, I want to give.

## Drives Business Away

I would not be surprised in the least if this has not had a lot to do with some of the "buy it wholesale" competition we're faced with, and I think that if we as a class understood a little better how the member feels, a lot more business would pour into the pro-shop—where it rightfully belongs.

I know I have worked along these lines for a long time, and I can honestly say that there is a noticeable kindly feeling between the members and myself. I think that if pros, who are faced with some of the problems as given here, would take the time to check up and perhaps discover that there have been times when they may have been a little too zealous for quick, or larger profits, that right there they will find the answer to many of their troubles. Cut price competition—baloney!

**Managers Meet in Buffalo in '41**—Club Managers Assn. 1941 convention has been awarded to Buffalo, according to word from Wayne D. Miller, CMA national secretary. Buffalo was awarded the convention following a meeting of the board of directors held at the close of the recent annual conclave at Detroit. Hosts for the 1941 show will be the N. Y. CMA chapter.

# P R O V E D

BY PROFESSIONALS  
FROM COAST TO COAST

Year after year, the growing Power-Bilt family of Professionals who feature Louisville Power-Bilt Golf Clubs has had a chance to learn that there is a difference . . . not only in fine golf clubs, but in the policies, merchandising programs, service and protection which manufacturers offer to Pro dealers.

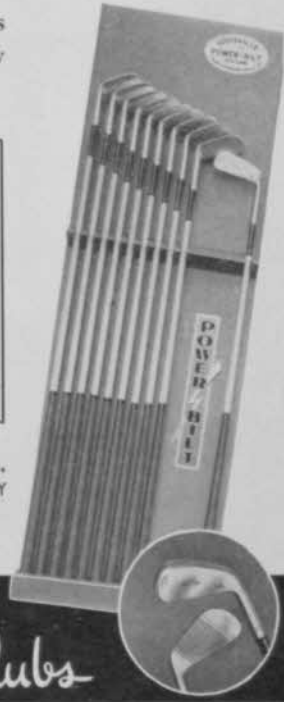
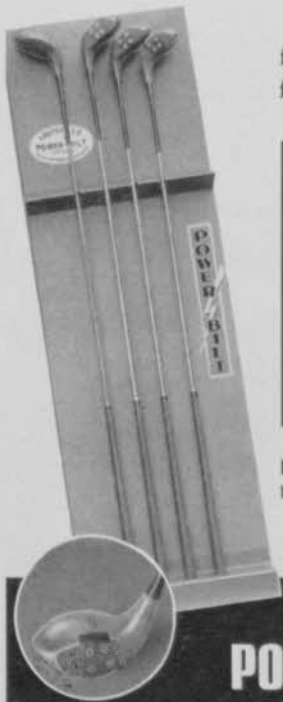
Today, Louisville Power-Bilts have more to offer than ever before. The Power-Bilt line is improved and broadened to meet the demands of the most exacting men and women golfers; and this, together with personal service . . . prompt shipments . . . liberal profits . . . and complete protection, gives Power-Bilt Pro dealers a combination that can't be beat.

Are you tied up to America's fastest selling golf clubs? Write now for our new 1940 catalog.

Louisville POWER-BILT Advertising will appear in the following publications in 1940:

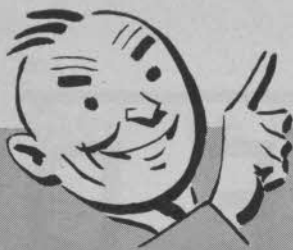
Fortune Magazine	New Yorker
Golfing	Town & Country
Country Life	Golf Mademoiselle
Golfer & Sportsman	Esquire
Pacific Coast Golfer	

HILLERICH & BRADSBY CO., Inc.  
LOUISVILLE KENTUCKY

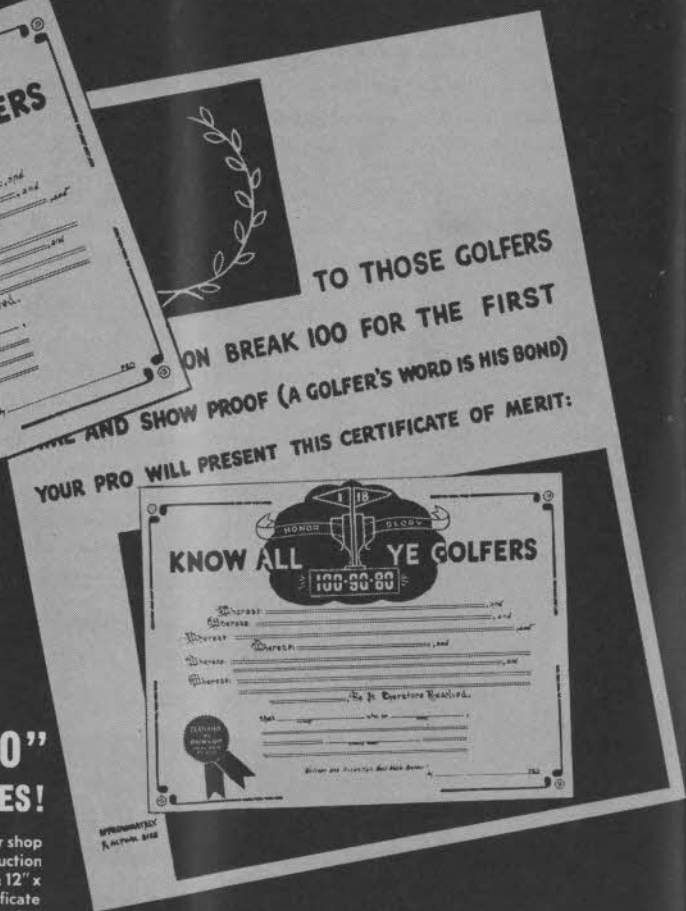


Louisville  
**POWER-BILT** Golf Clubs

SOLD EXCLUSIVELY THROUGH GOLF PROFESSIONALS



# PROS! HERE'S A BOOST LESSONS, BIG DUNLOP "BREAK 100"



*free...*

**"BREAK 100-90-80"  
POSTERS AND CERTIFICATES!**

RIGHT: Big 11" x 14" black, white and green poster for shop and locker room display. Carries a half-size reproduction of the Dunlop "Break 100" Certificate, itself. ABOVE: 12" x 9" black, white and green Dunlop "Break 100" Certificate to present club members who break 100, 90 or 80 for first time in 1940! Just wait until the locker room gang gets behind this campaign! Use coupon—specify how many Posters and Certificates you'll need! . . . Send for your supply today!

**BRAND NEW IDEA...**

# SALES WITH THE "100-90-80" CAMPAIGN

**A new way to sell the 2,162,000 men, women  
and children who will play golf in 1940!**

Here's a brand-new way to promote lessons! A new way to get at those club members of yours who could break 100 or 90 or 80—with professional instruction!

Dunlop's new "Break 100-90-80" promotion is designed to help every aggressive pro to new business, both in instruction and sales! It's a complete campaign—FREE for the asking—that gives golfers something new to strive for! Every club member who breaks 100, 90 or 80 for the first time in 1940 gets one of your Dunlop Certificates! He talks it up around the locker room—you get free publicity, extra shop traffic, new sales!

Read the other important facts on this page, then clip the coupon for your supply of FREE "Break 100-90-80" Posters and Certificates! Remember: the better the golfer, the better your chance of selling him lessons to cut his score! Take advantage of this profit "natural" right away!

**DUNLOP TIRE & RUBBER CORPORATION**  
500 FIFTH AVENUE, NEW YORK CITY

*Boost instruction and  
you boost your sales!*

The big Dunlop "Break 100-90-80" campaign is designed primarily to step up professional instruction—to get you more paying students! But there's a second route to extra profits in this new promotion scheme: when you boost interest in lessons, you increase shop traffic—more club members see your merchandise, more golfers buy your clubs and balls! Act now! Get behind this two-fold money-making opportunity today!

## SEND FOR FREE SALES HELPS!

DUNLOP TIRE & RUBBER CORP., DEPT. 25  
500 FIFTH AVE., NEW YORK CITY

Please send me booklet outlining the Dunlop  
"Break 100-90-80" Campaign at my club.

Name .....

Club .....

Street .....

City .....

State .....

*New  
1940*

# DUNLOP MAXFLI

*Now SLO-AGED six months  
for peak performance*

# How to Construct a DRIVING RANGE

By Walter Keller

SO you want to open a driving range! All right, that's fine, and it's a pretty fine business to be in, after you're really 'in' it—and have gotten the ideas you might have had about big money quickly, out of the way. I've heard a lot about what the driving ranges need to make more money, and I've tried some of these ideas, and others, myself—some working, a few proving flops—and after ten years in this business I've come to some pretty definite conclusions.

Taking it for granted that in order to succeed and make money you have, to begin with, a reasonably good location, sufficient equipment, enough driving tees, lights, etc., let me suggest a few additional things that I believe will go a long way toward making better conditions, and more money, for the driving range operators. First, I believe that where there are a sufficient number of driving ranges in a community, the operators, for their own protection, and because of the opportunity to get greater protection at less cost, should take advantage of group insurance rates, which are considerably lower than the cost to individuals.

Secondly, I believe that driving range operators should cooperate with one another to the extent of doing group buying of balls, clubs and tees. The ball problem, especially, is one of the range owner's major headaches, and often times he finds himself down practically to the last few pails, so to speak, because the sources of supply have been diminished by too much buying by certain individual operators. Group buying of balls, too, would open up new sources of supply of balls. The needs of a whole group would make a proposition attractive, whereas what one operator may need might not interest.

## Shot Exhibitions Are Helpful

Another thing, I think we driving range operators should take advantage of the publicity value of any important tournament to be held in the vicinity, and make arrangements with the manufacturers to have one or two or more, of the star performers put on driving and shot demonstrations at our practice ranges. Exhibitions of this kind always attract large crowds, who get acquainted with what the

range has to offer, and who find it natural to want to go there the next time they get the urge to practice their shots.

Now, having set down the above thoughts, on which I recommend your serious consideration if you contemplate getting into this business in the future, I will list the physical requirements that are necessary, I've found, to successfully install a practice layout:

**Location**—well traveled street in or close to city.

**Space**—400' by 600', with fence in rear.

**Parking Space**—ample parking space is necessary because you have a lot of people who like to come and watch the players, and who in time become customers.

**Building**—build a fair-sized building, as a small one will defeat your purpose, and will allow no room to sell equipment.

**Lights**—install lights when you feel business warrants it. This is your largest item from a standpoint of expense. Light poles should be at least 20' high with a play-area floodlight on top, and two flood lighting projectors at the 15' level on each pole; set 5' in ground in concrete. Light poles should be 50' apart, and 25' in back of tee line. Illumination is the greatest medium of advertising that you can have.

## The Fairway—

(a) **Drainage**—make wide shallow ditches for water to drain off quickly, otherwise in rainy weather balls will sink in ground.

(b) **Mowers**—any well known make of new or used three gang mower.

(c) **Mowing**—keep grass cut short; it will also make it easy to pick up the balls.

(d) **Greens**—one or two greens should be built on an incline to pitch to, with white board in back.

(e) **Yardage markers**—erect wooden signs with numerals from 50 yards to 250 yards painted on them.

(f) **Flags**—install bright colored flags for fairway and greens—such as red, yellow, blue, and white.

**Tee-Line**—If you are in a part of the country where there is much rain, the tee-

# Golf's Finest!



## THE SWEET SHOT

• Completely new—sets a new high in design, construction and performance. Pressure filled liquid center—hi-tension power winding—and that new marvel of rubber chemistry, *WORTHINGTON'S VULCANIZED CURED COVER*—give extreme distance, extreme accuracy and top durability for a ball in the high performance class. Each ball individually tested for “click” and accuracy to assure finest performance.

### SOLD EXCLUSIVELY TO PROS

*Rules of Golf for 1940 Booklet now  
ready for distribution to Pros. Write*

**THE WORTHINGTON BALL CO.**

**ELYRIA, OHIO**

**WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER**

line must be built about one foot above ground level, and situated so that players do not shoot into the sun.

- (a) Platforms—make of boards 3' by 3½' and covered with heavy roofing paper.
- (b) Mats—use heavy leather belting (5 or 6 ply) 30"x12" or 15", to shoot from; put small slits in them so that tees can be placed.
- (c) Tee arrows—boards shaped like arrows 1" by 8" by 3½' brightly painted, and pointing toward fairway.

**Golf Balls and Clubs**—have good golf balls and clubs, and a sufficient number of each, as they are 'the backbone' of the business. (A 'sufficient' number of balls would mean approximately 100 balls per tee.)

**Competitors**—One of the Golden Rules of us operators in the Chicago District is never to irritate your competitor; he can do you more harm than any group of customers. Also, when the customers tell you how to run your business, you had better look for a new business, as you will never make money in this one. You must remember you have to live for 12 months from the proceeds of this five-month business, so you must save money whenever you can. Ours is a strictly cash business with no reductions, and we operators must all stick by it.

Driving range operators, if they are wise, will never 'fight' another in the same business. We should all strive to help one another so that the public will patronize us more often. I would appreciate hearing from other range owners, or prospective range operators, on this subject. We need all the good ideas we can get because we're in a tough business—but one that pays out if it's worked right.

## Wilson Ad Campaign "Sells" Golfers on Pro Services

**PRINTERS' INK**, famous weekly of the advertising profession, featured in its March 8 issue a story on the Wilson Sporting Goods Co. 1940, golfer player campaign. Under the head "Promoting the Pro," Printers' Ink tells how the Wilson campaign running in national magazines, mentions no merchandise, but sells services of the club professional to golfers.

The advertising journal marks the Wilson campaign as a notable contribution to pro development as a powerful and popular

factor in the distribution of golf goods. Advertisements in the campaign already have run in **GOLFING**, *Life* and *Time*.

In telling advertising men of the campaign Printers' Ink says:

The average professional is a representative for the top-ranking merchandise of all leading golf equipment manufacturers, selling, for the most part, from sample displays. His market is relatively small, being limited, as a rule, to some three or four hundred club members. He can't afford to advertise, of course, and he naturally can't be overly aggressive in his selling approach to members. Further, he is rarely possessed of the salesman's temperament, for his basic qualification for his job is his athletic prowess.

At the same time, from the standpoint of the golf equipment manufacturer, the golf pro in the aggregate is a very important figure in the distribution picture. He is the sole factor in equipment salesmanship at what is often the point of greatest consumer accessibility and lowest sales resistance—that is, on the actual premises of the golf club. Moreover, he is particularly important in the sale of the higher quality of golf equipment, since members of private clubs usually possess a higher buying power than the average run of golf addicts.

Through the new advertising program L. B. Icely, president of Wilson Sporting Goods, proposes to build up the golf pro's business—to move his market in through the front door and up to the counter.

The job is a broad one and the benefit to the company will necessarily be indirect, but Mr. Icely is satisfied that the advertising investment will bring definite returns. A wider appreciation of the pro's importance to the golfer will inevitably broaden his opportunity to sell to a greater number of those who compose his market. And insofar as the advertising messages and the pro's coaching operations help to increase golfers' pleasure in the game, the combination will naturally favor the sales of quality merchandise. As a leading manufacturer of golf equipment, Wilson naturally figures to come in for its share of the increased volume.

Further, the activity is not going to do Wilson any damage in the pro's eyes. The fact that the company is conducting a major promotion effort in the pro's direct and exclusive behalf will inevitably create plenty of good-will. The advertising will, of course, be thoroughly merchandised to professionals throughout the country.



ANOTHER HAGEN YEAR...

**NO MOVING PARTS**  
*- but how it moves!*

*Coreless*

*Walter Hagen*  
**"CORELESS"**

It's the moving parts that cause all the trouble in mechanical contrivances, just as it is centers that move, shift or break in golf balls, that cause major golf ball troubles. So we've moved out the moving parts and along with them the trouble!

In the Hagen Coreless there is just literally no centre, no pill, no core. The entire ball, except the cover, is

formed entirely of Para thread.

And with a cover plenty tough to withstand abuse, the Hagen Coreless is just about as trouble-proof a golf ball as you could conceive.

This Hagen Coreless will really move down the fairway and it will move off your shelves with alacrity too! So tie to the Hagen Coreless for profit in 1940—plenty of golfers are going to tie into it!

*The L. A. Young Golf Co.*

GRAND RAPIDS<sup>®</sup>  
MICHIGAN

(Continued from Page 28)

to collect at the last minute to pay off notes and other obligations. We have made no plans for a celebration after the drawings are over, and I doubt if we will. The hurrahs will be held in abeyance until the next annual meeting, which will be in January, 1941. However, it seems certain that we will repeat the membership plan."

Jarnagin points out that the Sheldon

club does not wish to claim that the plan it is using is of its origin. He concludes, "The plan was 'borrowed' from the Ida Grove, Ia., club, which is now using it for the second time. We understand that other Midwest clubs have used it, too. It was largely upon the recommendation of Chas. W. Lakin, associate editor of the Ida Grove Pioneer-Record, that we investigated the Ida Grove plan and adapted it to fit our needs."

## Recent Golf Divots

MRS. BABE Didrikson Zaharias had a round of 70 over the tough Lakeside (Calif.) course the other day, with all putts holed. Babe's best round so far is a 65 over her home course, Brentwood, making the 18th hole in an eagle 2. The course is 6,600 yards in length. . . . Construction of a \$30,000 clubhouse has begun at the Bobby Jones course (Atlanta, Ga.), and plans to lengthen the layout 460 yards have been completed. . . . A mortgage burning ceremony was the highlight of the stag party staged late in February at the Manistee (Mich.) G&CC.

Charlie Erickson, greenkeeper at the Minakahda (Minneapolis district) CC the last 39 years, suffered a broken hip in an accident at the club last Feb. 21. Charlie, who is convalescing in the Northwestern Hospital in Minneapolis, would appreciate your dropping him a line. . . . Attendance at short courses this year has reached an all time high. Dr. John Monteith estimates he has appeared before 600 persons at the various conferences. . . . Watertown (S. Dak.) municipal golf course opens this spring with every one of its 18 holes in grass, which makes it the only all-grass course in that part of the country. The course, which is more than 20 years old, has been having its putting surfaces grassed the past four years. Greenkeeper there is Owen Palmer.

Woody Laffoon, 22-year-old brother of Ky Laffoon, has been appointed professional at the Park Hill GC, Denver district. Woody assisted his older brother for 5 years at Chicago's Northmoor club, before coming to Denver. . . . Maurie Luxford, past president of the Lakeside (Los Angeles) GC, has been chosen chairman

of the 41st annual California State golf championships, which will be held over the Lakeside course June 17-23. . . . Cyril Wagner, formerly pro at the Chicago district Tam O'Shanter CC, has been appointed to the pro post at the Mohawk CC in the same district. Cyril spends his winters as pro at the Ponce de Leon course in Florida. . . .

Clarence "Doc" Yockey has been named golf pro at the White Lakes GC, Topeka, Kans. . . . Melvin 'Chick' Harbert, Battle Creek's outstanding amateur golfer for nearly a decade, has quit the amateur ranks to sign as professional at the Battle Creek (Mich.) CC. . . . Joe Kirkwood, Jr., 20-year old son of the famous trick shot artist, has taken up his new duties as assistant to Pro Howard Beckett at the Capital City GC, Atlanta Ga. . . . Joe Rush, Minneapolis CC supt., succeeds Len Bloomquist, Superior GC, as Minnesota Greenkeepers Assn. president. . . .

Denny Shute recently underwent a wrist operation and will not know for six months whether he can compete again. A cyst was removed from the bone of his right forearm at the wrist joint and the defect was filled with bone grafted from his shin. We're all pulling for you, Denny. . . . Ben Hogan, so often a 'bridesmaid,' finally got that win he has been seeking. Ben took down top honors in the North and South with a record 277. He did even better just a few days later when he also won the Greensboro (N. Car.) \$5,000 Open, with a record score of 270—and each of his 4 rounds was under the 70 mark! . . . They liked the way the Tri-State Greenkeepers Assn. officers handled things in 1939—the entire slate was re-elected for 1940.