

# We're **PROTECTING** Louisville **POWER-BILT** Leadership

WITH THE FINEST LINE OF CLUBS  
FOR MEN AND WOMEN WE HAVE  
EVER MADE... AND  
AN ADVERTISING  
PROGRAM IN TEN  
LEADING NATIONAL  
MAGAZINES...



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



Are you handling America's  
fastest moving exclusive Pro  
line? Remember, Louisville  
Power-Bilts are sold only  
through Professionals!

*Write for the 1940 catalog*

HILLERICH & BRADSBY CO., INC., LOUISVILLE, KY.

# Schools Hold Answer to Golf's Biggest Development

**E**NTHUSIASM over the possibilities for developing more golfers and more golf play through group instruction classes, is voiced by Maurrie O'Connor, pro at the Branch Brook GC, Belleville, N. J., in a letter to GOLFDOM. Golf educational classes for those of high school age and above O'Connor believes to be the greatest single factor in developing new golfers since the advent of the driving range. Maurrie says of his experiences with group classes:

"One of the classes I had at the start of the term at Belleville High School was a group of 50 new golfers. I did not let them hit a ball for the first three lessons, with each lesson lasting one hour each. After that time, a net was put into use and the students were given an opportunity to hit the ball. In most cases they did surprisingly well—simply because I had given them the more important fundamentals in the preceding lessons, had them study them, and when they found out that they could hit a ball fairly well on their first attempts, they were sold on the game. A good start is worth a whole lot, and they will not become discouraged easily.

"I take up the various golfing fundamentals in my group classes in the following order: grip; stance and address; full swing with driver (but no hitting the ball); practice with No. 6 iron; short approaches; chip shots; full swing with irons; brassie and spoon play; art of putting; types of bunker play.

## Works With Groups of 30

"I am now working with three groups of golfers in the high school—beginners, intermediates and advanced. There are 30 in each group. When my beginners' group was ready for its 7th lesson this term, I put on a showing of the Spalding and Wilson golf movies in the school auditorium, supplementing the films with a short talk on golf. I ran a 'notice to golfers' in the local paper advertising the fact that these pictures were to be shown free, and we filled the auditorium (approximately 900) and had to turn a con-



MAURRIE  
O'CONNOR


siderable number away. We feel that these showings helped not only the golfing students, but helped to promote the game as well.

"There has been a tremendous impetus given golf in New Jersey by the group golf instruction classes, which are becoming quite numerous at schools throughout the state. I think pros, everywhere, wherever given an opportunity, should get behind this class instruction idea because it is going to do a lot for them and for the game. In the case of beginning students in golf, it also affords the pro an excellent opportunity to sell equipment, because he reaches the prospective golfer before he has obtained equipment of any kind."


## High School Golfers' National Tourney Scheduled for June 15

**T**HE inaugural tournament for the high school golf championship of the United States, an event being sponsored by the National Interscholastic Golf Assn., will be held June 15 at the Bethpage Golf Course, Farmingdale, N. Y. Teams from 12 to 15 states are expected to be on hand for the National Interscholastic tourney, according to F. W. Pierce, N. I. G. A. president, who has been largely responsible for getting the event started this year. Teams from high schools in N. Y., N. J., Mass., Conn., Va., Pa., D. C. are already entered, and it is expected that additional teams from the New England area, Ohio, and perhaps Indiana and Illinois will be on hand for the tourney.


Schools will enter a 5-man team or teams at a registration of \$5.00 per team. Each player will play 36 holes and the



**CRAIG - WHY IS THE NEW  
DUNLOP MAXFLI LIKE THE  
FINEST TOBACCOS ?**



**EASY HENRY IT'S SLO-AGED!  
SEASONED 6 FULL MONTHS  
TO GIVE YOU HOLE AFTER HOLE  
OF EXTRA PLAY - WITH A PAINT  
JOB THAT ACTUALLY WEARS LONGER!**



**FOLLOW THE STARS WITH  
DUNLOP FOLKS! ... THIS  
YEAR THEY'VE EVEN GIVEN  
ME A SWEETER "CLICK!"  
TRY ME ... I'M THE GOLF  
BALL BUY OF 1940!**

**New  
1940**

**DUNLOP MAXFLI**

*Now SLO-AGED six months  
for peak performance*

total medal score of the five men will determine the school winning the National interscholastic title for 1940. The four low medal score players will stay over Saturday night and will meet in an 18-hole semi-final Sunday morning; the surviving pair will play an 18-hole final in the afternoon for the individual championship.

Fifteen schools entered from New Jersey district alone, at least ten from Pennsylvania, and 9 from the Long Island, N. Y., district, give some idea of the size of the event; total number of participants is expected to reach 300 to 400. Pierce tells that the national idea caught on very well wherever he appeared this spring, and that all coaches and squads who heard of the plan were most enthusiastic and assured their complete backing.

J. H. Burbeck, superintendent, Bethpage GCse, is reserving one of the four Bethpage courses for the tourney without charge to the association. Suitable prizes will be awarded the winners of the team and individual events, Pierce announced. Additional details may be secured by writing Pierce, at Lawrence, L. I., N. Y.

**T**HE USGA again asks the cooperation of pros and amateurs in supplying historic golf equipment, photographs, documents or old and rare books for its museum.

Exhibits at the USGA museum, 73 E. 57th st., N. Y. C., continue to grow in extent and historic value. Acknowledgments of gifts to the museum are made on the exhibits displayed and by letter and printed record.

If you have some relics kicking around and gathering dust, rather than allow them to be lost why not send them to the USGA, together with a letter describing the history of the specimens so far as you know it?

**Discuss Assn. of Driving Ranges**—Leading operators of practice fairways in the Chicago district have been discussing the possibility of forming a national association of practice fairways. Present status of the plan is that Chicago operators are considering financing preliminary organization work to learn if, and how, other fairway owners throughout the country want a national organization.

Lew Waldron, well-known pro who has been especially active in golf market promotion, is conducting the organizing activities. Among those prominent in the early discussions are C. A. Goelz, Bob Mac-

donald, Walter Keller, A. Huntington, G. Binks, Harold Johnston, Don Sharpless, Art Hibbard, Bill Porter and Joe Muno.

## PGA Sections Again Sponsor 'Golf Week' Programs

"GOLF WEEK" is again being proposed by Frank Sprogell, PGA publicity chairman, for the purpose of creating valuable publicity for the PGA and its members, and as an observance of the opening of the golf season in the majority of the nation's sections. As a result of the initial success of the Golf Week plan last year, several large sections of the PGA have signified their intention of holding the program again this year.

Noticeable this year is the fact that the Golf Week programs to be held by the various sections are scheduled for later dates than those held last season, when earlier scheduling in some sections had the disadvantage of bad weather and being a little too soon for actual season openings at the surrounding clubs.

The PGA publicity committee, realizing that other sports are started off with merchandising drives, and that store merchants of golf goods always start the season with a burst of advertising, knew it would be decidedly for the pros own good to organize in a concerted effort to draw attention to the game, and the pros position in it. Hence, the Golf Week idea.

The benefits derived from the work pros put in on the various Golf Weeks cannot be counted in dollars and cents immediately. The important thing is that it furnishes an opportunity for the home pro to demonstrate his knowledge and ability to the golfers of his city, and places him in the forefront as the acknowledged authority on golf in his locality.

It is suggested that the Southern sections select early May dates for Golf Week, the Central sections, mid-May dates, and the Northern sections, early June.

**Hershey Awarded PGA Tourney**—1940 National PGA championship will be held Aug. 26-Sept. 1 at the Hershey (Pa.) CC, according to an announcement by Tom Walsh, PGA president. The pros' championship will take the place of the Hershey \$5,000 Open, which has been held for the past 7 years. Hershey, incidentally, is the home club of Henry Picard, defending PGA champion.

NOW MILLIONS MORE  
WILL FEEL THE  
**ADVERTISING  
IMPACT**  
BY SPALDING

*Smacko!* Right when and where it will do you the most good – Spalding lays down the biggest barrage of Golf Ball selling power ever! May, June, July. Full pages, half pages in the nine favorite magazines of your members: LIFE, COLLIER'S, TIME, NEWSWEEK, NEW YORKER, FORTUNE, GOLF, GOLFING, PACIFIC COAST GOLFER. Featuring *you* and the Spalding balls you sell. Boosting business for all your Spalding equipment.

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



## Pro Uses Golf Shows to Boost Business

By Karl Sutphin

**S**TAGING golf shows and demonstrations, giving lectures before adult, and high school and college groups, radio appearances, and operating winter indoor golf schools have been for the last several years a regular part of Pro Bud Geoghegan's activities in his golf promotion work in the Nutmeg state. Bud, pro at the Rockledge CC, West Hartford, Conn., is just about the "promotingest" fellow it has recently been our fortune to hear about. What he has done to make golf common language in Connecticut and vicinity would fill a big scrapbook, and that's exactly what has happened. We got a chance to look over the Geoghegan scrap book of the past three years and saw the convincing evidence of pro promotion work doing an A1 job of furthering pro success.

Bud put on his first 1940 indoor golf show on Feb. 5 in the Rockledge CC ballroom before a crowd of more than 500 persons. This golf show, truly of "big league" proportions, featured exhibitions of the various strokes by Connecticut pros, demonstrations of stance and address, practice shots into nets, and lectures and movies on proper golf technique. Following that first session, which was open free to the public, Geoghegan staged a weekly course in golf instruction which he called the "Rockledge College of Golfing Knowledge." Cost for the ten sessions was \$3.50, or 50c for any one lesson.

Geoghegan staged a second show March 4, and although he ran into about the worst weather the Connecticut section experienced the entire winter, a good, big time was had by all. Geoghegan tells of the second golf show in a letter to GOLFDOM:

"It so happened that on the night of the show the worst storm of the year was in progress, but regardless, 'the show went on'. Our courageous golf fans numbered close to 200. Ben Thomson, Yale golf coach, and two members of the Yale team, Ed Meister, No. 1 man, and Ed Gravely, were demonstrators. A new feature, a golf quiz program, was introduced at this show. First, questions were asked

of the audience, and then golf balls were awarded as prizes to those who had answered the questions correctly. We then formed a 'brain-trust', consisting of five well-known golfers, who sat on the platform and answered questions on golfing problems. These 'brain-trusters' were given scores according to the number of questions they were able to answer correctly. Competent judges handled the scoring.

"This 'questioning' portion of the program was accomplished through the use of microphones and amplifiers and was directed by a well-known radio inquisitor, Freddy Hall. The idea went over in grand style and will continue to be a part of my future programs, which will be run each month.

"My experience in promoting and handling Golf Shows dates back several years. I have had a ten-week radio sustaining program at WBRY in Waterbury, known as the '19th Hole.' Last year I gave about 18 golf shows somewhat similar to the two shows put on this spring. Since the first of February this year (letter written in mid-March) I have given two feature golf shows in the ballroom of the Rockledge CC, and have given lectures on golf in two schools, one Y. M. C. A., and at one church 'Father and Son' program.

"To put it mildly, I get a great kick out of promoting our favorite game, and, in addition, I have the belief that this promoting has its compensating aftermath."

### Kansas City Pros Plan Busy Golf Week, May 4-11

**K**ANSAS City is showing the country what can be done by a concerted effort of pros, club officials, local merchants and manufacturers in promoting golf. The city's newspapers carry much live material pepping up the town to a great response.

Exhibitions presenting national and regional star men and women pros and amateurs sparkle during the early part of the program. Fifty cent gates and half-price for school kids applied at the ex-

# Boosting the BURKEmark in 1940

Back of Burke Clubs, Bags, and Balls is a national advertising campaign that will help boost your sales of equipment carrying the good old BURKEmark. Here are some of the advertisements appearing in Collier's. These, and all other advertisements, feature the BURKEmark and the fact that it stands for top golfing value.

**THE BURKE GOLF CO.  
NEWARK, OHIO**



# BURKE

*Clubs • Bags • Balls*

hibition bringing together Guldahl, Snead, Leonard Dodson and Leland Gibson.

The Midwest PGA and the K.C.G.A. in a joint session planned their year's program featuring National Golf Week, May 4-11, inter-club team play, four-ball tournaments giving players at all handicaps competitive play, mixed foursomes, and an extension of golf promotion in schools by K.C. pros who already have been active in this field.

The program for National Golf Week, compiled by the Kansas City group, and outlined for GOLFDOM by M. T. (Speed) Swift, follows:

Sunday—Qualifying round to select pros for Golf Week exhibitions. Driving contest.

Monday, Tuesday, and Wednesday—Lectures by pros at various civic club lunches and dinners. Broadcasts over all K. C. stations. Lectures and demonstra-

tions in Kansas City schools. In the evening there will be golf displays at three of the larger theaters with pros in attendance in the lobbies to give golf advice.

Thursday—Ladies' Day. Prominent women pros in demonstrations and lectures.

Friday—Free outdoor golf school.

Saturday—High school and junior college medal play 18-hole tournament.

Sunday—Exhibition presenting 3 local pros and a national star.

During National Golf Week window displays and newspaper advertisements by local merchants will boost the event. Pros, stores, and clubs consider that the major problem for all is to get more people stirred up about golf instead of spending effort trying to cut up the present market in thinner slices.

## How to Build Driving Range Business

By Walter Keller

**I**N MY article in April GOLFDOM I wrote on how to go about building a driving range. This month, I want to give you a few ideas on how to go about building up driving range business. It's one thing, you know, to have the facilities, and another to have people utilizing these facilities—that's where the hard work really comes in, and that's where a smart range operator who is on his toes and alert to the possibilities around him, makes the money in this business.

The following ideas and suggestions for building, or increasing, business at golf ranges are those I have found most successful in my better than ten years' experience as a range operator:

1. *Class lessons for women.* Group instruction classes for women is one of the greatest promotion ideas I ever put into operation at my two layouts; the girls are your best advertisement, and while they spend little money, their husbands and men friends do. Organize group instruction classes for the ladies and watch your patronage increase.

2. *Help patrons on the tee-line.* The time you spend in imparting tips for better play to golfers practicing at your range, is time well spent. The golfer ap-

preciates your interest, and will want to come back again when he finds he can hit the ball better.

3. *Have a neat, well-groomed range at all times.* It's absolutely essential, to keep the business coming back to you, to have an orderly, clean layout. Balls, clubs, tees, signs, and fairways should be kept in good condition always.

4. *Schedule shot making exhibitions by big-time pros.* It's good publicity for your range to make it the scene of an exhibition by some golfer in the spotlight. Get your newspapers and local radio stations to help you—they will be glad to go along with you.

5. *Contact nearby industrial plants and clubs for golf parties and golf shows.* You're able to book some lucrative "bulk" business by making your range an attractive place for golf-minded clubs, and for parties who select your range as the scene of their outings.

6. *Give patrons immediate attention.* Keep up with the business as the golfers arrive. Always have a sufficient amount of pails and practice clubs on hand so that you can immediately serve, or handle, a sizeable number of golfers who may come unexpectedly.



# Golf's Finest!



**THE SWEET SHOT—75c EACH**

• The most perfect in design and construction of any golf ball on the market. It's extremely "long," and each ball is X-ray tested to insure perfect accuracy. Worthington's Vulcanized Cured Cover is used to insure maximum durability. It has a delightful "click" and an instant responsiveness to stroking that will satisfy the most hard-to-please player. 75c Each.

## **SOLD EXCLUSIVELY TO PROS**

*Rules of Golf for 1940 now ready for distribution to pros. Write for a supply—use club stationery.*

**THE WORTHINGTON BALL CO.**  
**ELYRIA, OHIO**

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



Sporting goods representatives who attended the New York City meeting held April 2 to stimulate participation of sports manufacturers in promotion of Father's Day.

## Manufacturers Push Father's Day Sales

FATHER'S Day meeting of the sporting goods group of the National Council for the Promotion of Father's Day, was held April 2, at the Hotel Pennsylvania, New York City. W. J. Kiley, representing L. B. Icery of the Wilson Sporting Goods Co., co-chairman for the sporting goods industry for the N.C.P.F.D., was in charge of the meeting, the purpose being to stimulate participation in Father's Day by the retailers and manufacturers of sporting goods.

Among those present at the meeting

were Brooke W. Leman, A. G. Spalding & Bros.; G. D. Wallace, Wilson Sporting Goods Co.; E. Rynne, A. J. Reach-Wright & Ditson Co.; and Alvin Austin, director of Father's Day Council. Austin reported that promotion of the council had resulted last year in a 25 per cent increase in volume of sales over the year before, and told that the activities will be financed in 1940 by the sale of Father's Day stamps which are priced at the rate of \$100 for 25,000 stamps. Father's Day this year will be held June 16.

## Michigan PGA Appoints Director of High School Golf

THE spring meeting of the Michigan Section PGA, held Monday, April 22, at the Detroit-Leland Hotel in Detroit, was featured by one of the largest turn-outs in its history. A new and interesting precedent was established at the meeting when James Anderson, section president, announced the appointment of a state director of high school and golf extension to better coordinate the efforts of the Michigan PGA members and the high school and college physical education officials in their golf extension plans.

Douglas Woodrow, professional at Berrien Hills CC, St. Joseph, Mich., and a member of the PGA national high school and college committee, was named by President Anderson to function in the newly created office. Woodrow is also

to head a committee which will be formed to carry on the PGA school golf promotion plans through which the Michigan professionals hope to bring many thousands of additional participants into the game.

The meeting adopted a schedule of competitive events for the year, which include the Michigan open championship to be held at Midland CC, Aug. 16, 17 and 18th. The Michigan PGA championship is to be held at Jackson CC in mid-September.

### Foundation's Activities Outlined

Glenn Morris, director, the National Golf Foundation, was a guest speaker at the session and outlined the purposes and functions of the organization. Morris gave the results of the Foundation's survey of school golf activities throughout the country and outlined its plans for co-operating with PGA sectional organizations during 1940.