

Midlothian Honors 'Haig' By Silver Jubilee Tourney

By 'Shorty' Fall

TWENTY-FIVE years is a long time to stay up on top or among the leaders in any profession, yet there is one name in the blue book of golf that stands out—Walter Hagen—who hot or cold, rain or shine has been playing the golf courses of the world, capturing a title here and there and always giving the galleryites one of golfdom's greatest shows. In acknowledgment of that fact, "the Haig" will be honored by a silver jubilee tournament, at Midlothian Country Club, Chicago district, the scene of his first major triumph, the National Open, in which he beat Chick Evans by one stroke with a score of 290. His rounds in that August 25 years ago were 68, 74, 75, 73.

This month, Aug. 24-27, sixteen of the leading pros of the nation, numbering some of his old friends and friendly enemies, battle-scarred by many a tough match with the old master, will gather in the nicest sentimental gesture of the age. Eight two-man teams will compete in a \$5,400 round robin tournament in which each team meets every other team. The winning team is determined at the end of four days of play on the basis of the most holes won. The sixteen players who compose these teams are present and former title holders of all American and British professional and open tournaments. Hagen himself, Sarazen, Guldahl, Snead, Armour, Nelson, Revolta, Picard, Burke, Thomson, Dudley, Metz, Harrison, Shute, Runyan and Horton Smith, each a star in his own right, will gather to honor one of their own who has done so much for golf.

Evans Is Honorary Chairman

Chick Evans, whom Hagen defeated for his first title, will be chairman of an honorary committee composed of Robert T. Jones, Jr., Grantland Rice, Gene Sarazen, Tommy Armour and George R. Jacobus.

Midlothian, one of Chicago's pioneer clubs, is rich in the traditions that surround the game of golf. Situated at 147th street, ¼ mile west of Cicero avenue, it is easily accessible by automobile or by the suburban train services of the Illinois Central and Rock Island railroads. The tournament committee of Joe Creevy and Jack Carroll have wisely decreed that the four-somes will be started two holes apart, thus

making an ideal arrangement for gallery and players alike. Play will begin each morning at 9:30 and each afternoon at 2:30.

Partners for the event are: Hagen and Sarazen, Guldahl and Snead, Picard and Revolta, Shute and Harrison, Runyan and Smith, Nelson and Metz, Thomson and Armour, and Dudley and Burke.

Success of British Event Is Tip-off for U. S. Pros

DICK BURTON, British Open winner, gave warning that he was hot, when a month before the Open, he teamed with veteran Fred Robson and won the True Temper \$5,000 Professional Foursomes after a 3-way tie with the Henry Cottons, B. A. Shepard and R. Cox-L. Topping teams.

The event drew a field of 178. Partners were drawn from a hat, established pros picking from slips bearing the names of younger pros and assistants.

It looks like a great training event, as well as one of considerable gallery interest. There's nothing of this sort on American tournament schedules. The event might well be added to sectional PGA tournament calendars until it's put on in a big way by some sponsor.

Suggests Spring Exhibitions to Advertise Pro Services

TOM MURPHY, Ipswich (Mass.) pro, comes up with an idea worth considering well in advance of the 1940 season. Tom suggests that leading manufacturers and pros put on spring golf shows in key cities early next spring. Displays of equipment, demonstrations and group instruction by the big-name pros would have a terrific circus sock, Tom says, and would give the pros the spectacular advertising and sales effort they need to impress upon the public the value of pro service-selling.

Murphy is of the opinion that a group operation by pros in each sector could be conducted at assembly halls, hotels or other convention halls, and set the stage so pros could sell considerable equipment. He believes that in such shows displays

could be made of bargain merchandise as well as of standard price clubs, and by showing the extent of pro stocks, the pros could nullify a lot of cut-price store competition.

He points out that stores in the northern and central states start their golf selling season with a bang and move considerable merchandise. To adopt successful competitive measures the pros, Murphy says, must get together in a selling circus of their own.

Each member of a club or fee course registrant could be sent a free ticket, or a ticket with a nominal price of a dime, would entitle the bearer to admission. The combination of the leading tournament players and the home club pros not only would draw a crowd to buy, but would put the pros in strong by providing a great entertainment and education feature.

Pros' Putters May Explain Fewer Putter Sales

HERE, maybe, is something to think about. It's from the Sports Trader of London, Eng., in the Trader's department "Scottish Scraps." Under the heading "Rusty Putters," the item reads:

Why is it so few putters are being bought? About 95% of sets of golf clubs sold nowadays do not boast a putter. It appears that an old hickory-shafted, rusty-headed putter has become to be regarded as fashionable by many star players, amateurs and professional. Go to any championship and you will see this is true. For some reason or other, the public seems to object to paying as much for this club as they would, say, for a mashie; so would not the manufacturers be well advised to charge five shillings less for the putter? Surely the costings and profits could easily be adjusted.

The practice of many prominent U. S. tournament pros of using putters that look like they were picked from a scrap pile, is extending rapidly among amateurs of widely varying scoring abilities. Putter sales, formerly a rather lively season-long source of profits to pros, have dwindled.

It appears that the playing pros on both sides of the Atlantic have set a bad example for club buyers by using putters of cheap, junk-yard appearance.



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