

journalists covering the meeting, picked up a wealth of story material to do justice to the work of the pro oldsters and to overcome the lack of helpful pro publicity possible from national PGA sessions.

At the Senior pros' annual banquet, a great roster of entertainment talent performed. Jack Jolly was master of ceremonies. Alex Duncan, Val Flood, Wm. Sherwood, Bill Gourlay, Dick Clarkson, Wm. Entwistle, Arthur Reid, O. B. Keeler and other veterans put on a merry show. Tom Walsh, sec'y of the National PGA, read a poem glorifying the veteran pros, written by Herb Graffis of GOLFDOM, while under the genial influence of the old pros and positively no other cheering spirits.

Final scores of the 36-hole tournament: (Class C Players, 50 to 54 Years of Age)

Otto Hackbarth, 154; Jock Hutchison, 158; E. W. Harbert, 159; Dave Livie, 161; Bob Craigs, 161; Charles Mayo, 162; James West, 164; Tom Bonnar, 164; Jack Kennedy, 165; George Dodge, 166; Charles Hall, 166; Jack Pirie, 166; Tom Boyd, 166; William Crichton, 167; Milton Theobald, 167; William Gordon, 169; Fred Miley, 170; Fred Brand, 174; Dave Cuthbert, 185. (Class B Players, 55 to 59 Years of Age)

Fred McLeod, 154; Frank Bellwood, 157; Dave Ogilvie, 158; Frank Coltart, 159; George Gordon, 161; William Sherwood, 161; George Sargent, 162; Alex Armour, 162; John Inglis, 163; Jack Hobens, 164; Arthur Reid, 170; Richard Clarkson, 173; William Entwistle, 174; William Courlay, 177; Peter Robertson, 179; Henry Williams, 180; Jack Jolly, 187.

(Class A Players, 60 Years and Over)

Jack Campbell, 160; Tom Clark, 163; Val Flood (withdrew); J. H. Chandler, 185.

Bill Klish Dies—Golf lost one of its outstanding younger pros Nov. 30 when Bill Klish, popular professional for the past two years at the Chase CC, Waterbury, Conn., died of a heart ailment. Bill had been in poor health for some time, but his death was entirely unexpected.

Klish was a former Waterbury CC caddiemaster, and has served as pro at clubs in New York and Pennsylvania. He succeeded Paul Prill at the Mattatuck club just before it changed its name to the Chase CC two years ago. Klish's passing was a big blow to his many friends in pro golf, and a huge loss to the golfing profession.

Pros Tell How They Plan Their Pre-Season Activities

LETTERS from representative pros who tell what they do during January, February and March in preparing for the new golf season indicate plainly that the successful pro is one who regards his job as a full-time proposition, even though profits may be forthcoming in only a few of the 12 months. The following comments strengthen the position that pro profits are to be had when the real work that is demanded to realize these profits, has been done.

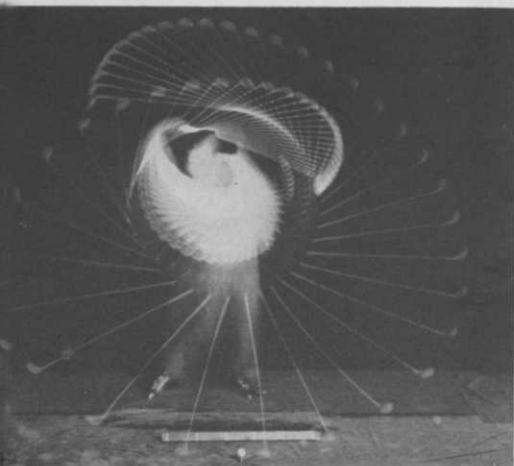
Leny Calderwood, pro at the Meadowlark GC, Wichita, Kans., leads off with the following interesting comment:

"I believe a change in appearance of the shop at the beginning of the season is a great help in making the members realize it is time to get rid of the old and modernize with new equipment. The shop is the pro's biggest asset. It is his place of business. Therefore, the shop should be arranged comfortably—it should be an inviting place for loafing purposes. The members should enjoy spending their leisure moments in your shop; there is nothing worse for your business than to have a drab or dirty shop.

"Golfers enjoy looking at golf pictures as well as reading about the game. That's why I have many fine and unusual pictures hanging in my shop, as well as placing late golf magazines in a convenient place.

"The average pro sells a few sets of clubs during the winter months, especially around Christmas. In many cases he must take in used clubs. A little time during the off-season will put these clubs in fine shape and pay big dividends when the season opens. If a pro cannot refinish and repair clubs, he should spend a lot of time during the winter months learning how; it'll bring in many extra dollars for him when money is most needed.

"The winter months are a great time to get out and contact your members to see those who are prospects for buying your merchandise. The pro has time to take care of these personal calls; also, the members enjoy a visit by their pro to their offices. Oftentimes, on good, open days during the winter, the pro can give certain of his members a ring on the telephone and arrange a little game of golf. During this game, the pro can look over the members' equipment and see what they



Newspapers all over the U. S. published this photograph in December of Bobby Jones in a full drive, taken with a new ultra-speed camera which will be part of the equipment at Spalding's recently organized Research Department. Interval of time between images in the above picture is 1/100 second; the time of each exposure is 1/100,000 of a second. Measurements on the photo indicate the clubhead was travelling 166 feet per second prior to impact and 114 feet per second after impact. The ball left the club going 225 feet per second

will be likely to need for the coming year. The members will also appreciate a few tips on hitting the ball during these games, and this should help the pro's lesson business considerably later on.

"Pros generally neglect the newspapers and radio stations too much during the winter. Sports writers are eager to get any type of golf news during the cold months, and there is no reason why we pros cannot keep the game of golf before the public in the off season. If there is no golf news, we can make golf news. That is my theory, and I have a pretty good winter turnout, although Kansas is not any too sunny during these months."

Ted Longworth, pro at Waverly CC, Portland, Ore., works energetically during the winter months on junior golf promotion, and he believes this kind of work will repay him, as well as contribute more to

Henry Cotton's expression of keen interest in an exhibition tour of the U. S. was prompted by an offer of cash made by Elmer Ward, former New England amateur champion, president of the Goodall Co., makers of Palm Beach suits, and angel of the round robin tournament at Cincinnati.

If Henry names a figure within reason Elmer will lay it on the line, and Cotton can pick up additional money in a tour Fred Corcoran will arrange.

golf, than any other single bit of activity by the pro. Says Ted:

"There is no program a golf professional can work out that will bring in more revenue, stimulate more play, make more real friends, and do more for the future of golf than to promote this junior golf activity. I carry on this work without any charge whatsoever to the juniors, even to collecting old golf clubs and fitting them to the juniors.

"Our biggest job with the juniors though, is to increase their enthusiasm for the game, and I believe the women's golf committees are the logical groups for the professional to work with." Longworth wrote suggestions to the women's golf committees of the private clubs in the Portland district regarding the formation of regular junior golf classes at each club, and outlined to them the junior plan which has worked out so well at Waverly.

Holds Huddle With Helper

Bill Adams, pro at Sioux City Boat Club's Elmwood Golf Course, Sioux City, Ia., writes:

"In getting ready for spring opening, I call in my assistant, Herman LaPlante, who has been with me for 8 years, and together we check over our spring orders to see if there will be adequate merchandise. Sometimes an item or two is canceled, or we may order additional equipment. We're always on the lookout for anything new in golf that might fit into our program for the betterment of the members.

"We get started on our shop revamping program just as early as the weather permits. We paint, move our furniture around, put up new drapes, maybe add a new rug here and there, all with the object of getting the shop clean and attractive. We've learned that our members like to see the place changed a bit each year. Many of our members now say when they come out in the spring, 'Well Bill, what changes have you made in the shop this year?' Remarks such as these tell you that the members are really interested in your place of business.

"One of the best things that I have ever gotten into for the promotion of my business is the radio. Mike Shearman, pro at Sioux City CC, and myself have been on the air for several weeks, broadcasting a 15 minute golf program every Saturday night over station KSCJ. The program is called, "Keep out of the rough" with "Bill

and Mike." We dedicate our programs to the smaller towns within a 100 mile radius, and we give a golf lesson, golf skit, golf news, and answer questions on golf sent in by mail.

"Mike and I, along with Wally Hatter, our announcer, have given several talks on golf and have shown golf moving pictures at the Rotary club, chamber of commerce, and Iowa Public Service Co. meetings. We're going to visit several of the smaller towns later on this winter to give lectures and show the sound motion pictures on golf."

Mel Smith, pro at the two courses at French Lick Springs, Ind., believes the best way to insure smooth operation and efficient management of the pro-shop, which is the very heart of the pro business, is to hire a competent, reliable assistant, or assistants, as the case may be. Smith says:

"The first, and indeed most important pro's thought, should be in the hiring of a good assistant. Too much stress cannot be placed on his selection of this man. He must be a man who will take the pro's personal interests and responsibilities to heart; not just a shop boy who has no interests other than pay day, or his personal game or gain.

"The assistant should have full authority over the caddiemaster and club cleaner, with the cooperation of the pro behind him. Thus the assistant is responsible for the operation of the entire shop—sales, services rendered, cleanliness, education and efficiency of the caddies, along with the care of the members' clubs stored in the pro-shop. With such responsibilities resting on his shoulders the assistant feels the pro has confidence in his ability to manage the shop business 100%; therefore, the assistant can't let the pro down.

"Most all misunderstandings or ill feeling toward a club pro start in the pro-shop. Long before the season gets under way the pro should talk with his selected assistant so that a definite understanding will be had of his duties and responsibilities. I have here at French Lick Springs, two golf shops to operate, maintenance responsibilities on two golf courses, caring for some 500 caddies, teaching, along with other professional duties. To get along successfully, then, I must be surrounded with capable assistants. I make sure my assistants will be able to handle their work by preparing them for it before the playing season begins."

ARCH REID SLATED FOR RE-ELECTION AS USGA PRESIDENT

Report of the USGA Nominating Committee, which is tantamount to election, names the following officials for the USGA in 1939:

President, A. M. Reid, St. Andrew's GC, Hastings-on-Hudson, N. Y.

Vice-Presidents, Harold W. Pierce, The Country Club, Brookline, Mass.; R. Arthur Wood, Exmoor CC, Highland Park, Ill.

Secretary, Frank M. Hardt, Merion Cricket Club, Haverford, Pa.

Treasurer, Jess W. Sweetser, Siwanoy CC, Bronxville, N. Y.

Counsel, Charles W. Littlefield, Montclair GC, Montclair, N. J.

EXECUTIVE COMMITTEE

George W. Blossom, Jr., Onwentsia Club, Lake Forest, Ill.; Morton G. Bogue, National Golf Links of America, Southampton, N. Y.; Edward L. Cheyney, The Country Club, Cleveland, Ohio; Paul P. Farrons, Alderwood CC, Portland, Ore.; Frank M. Hardt; W. F. Nicholson, Denver CC, Denver, Colo.; Harold W. Pierce; Charles V. Rainwater, Atlanta AC, Atlanta, Ga.; A. M. Reid; Jess W. Sweetser; Thomas Telfer, Claremont CC, Oakland, Cal.; Fielding Wallace, Augusta National GC, Augusta, Ga.; R. Arthur Wood.

Miami Open Clicks—Pros owe H. H. Arnold, mgr. of Miami Springs (Fla.) CC, plenty of gratitude for the manner in which the energetic veteran manager of the Miami muni course successfully staged the Miami \$10,000 Open (heretofore \$2,500) after Henry Doherty's withdrawal from the Miami-Biltmore hotel cancelled the hotel's annual ten grand event.

Arnold went out on a limb with the local government in risking a heavy deficit. Lively ballyhoo by Miami newspapermen and radio stations and a good break in weather, brought a fine gate, and the stretch battle between two grand golfers and A-1 guys, Jug McSpaden, the winner, and Henry Picard, a stroke behind with 276, provided a thrilling show.

Gallery figures exceeded by far those of any other Miami Open. On the basis of this year's showing the 1939 Miami Open is to have additional financial sponsoring by local individuals.