

the Palma Ceia club, Tampa, Fla. George Jacobus was publicity director for the successful tournament; Henry Bolesta was host pro. . . . Edwin L. Lennox, 81-year old president of the Indianapolis (Ind.) District Golf Assn., was recently feted by admirers, who gave him a testimonial birthday dinner party in the city's Columbia Club. His age is still par for him, and it started being that when he was 71, because during his 71st year he played several 18-hole rounds in that figure.

*Modesto (Calif.) golfers point with pride to their excellently operated and conditioned municipal golf course, which not so long ago was little more than a goat pasture. There are now 115 players holding memberships, and last year there were 32,793 rounds played over the layout. Ian Macdonald is pro at the course. . . . Mrs. J. Frank Guthrie, 68, manager of the Cypress Point CC, Monterey, Calif., died Feb. 4 from injuries suffered in a fall. Affectionately known as 'Ma' Guthrie to hosts of society folk and golfers throughout the West, she had managed the San Francisco G&CC before moving to Cypress Point in 1922. . . . Virgil E. Morey, pro at Stadium GCse, Terre Haute, Ind., for several years, has been named manager-pro at Brazil's (Ind.) municipal golf course.*

## Purdue Golf Clinic Plans are Maturing

THE Golf Clinic to be held at Purdue University, Lafayette, Ind., on April 10-11, under the sponsorship of the PGA, is an educational feature that will be listed right at the top of important PGA functions for 1940, and every member of the association who can possibly attend is being urged to do so, according to Frank Sprogell, Grand Rapids, Mich., division vice-president.

PGA officials have been working out details of the Clinic with M. L. Clevett, Purdue Recreation Director, who has assured the complete cooperation of the university to make the Clinic successful in every way. There will be four separate sessions: the afternoon and evening of Wednesday, April 10, and the morning and afternoon of Thursday, April 11. Tom Walsh, PGA president; Capt. Charles Clarke, secretary; Alex Cunningham, division vice-president, and Sprogell will act as chairmen at these sessions. All PGA

members attending will hear lectures in psychology, public relations work, salesmanship and other subjects of value to all golf professionals.

Highlights of Wednesday's program are: pros' inspection and reporting own ideas of Purdue's new golf layout; moving pictures and golf instruction demonstration (especially for Purdue students); an indoor demonstration—"Golf Show," with Tom Walsh at the "mike" and group class instruction technique (300 Purdue students as golf pupils).

Alex Cunningham will act as chairman at Thursday morning's sessions. Subjects include: "Golf in High Schools and Colleges"; "In Behalf of the 'Average Golfer'"; "Selling Yourself, Your Services, Your Merchandise"; and golf aptitude tests. Thursday p. m. Capt. Clarke will supervise the showing of movies—as an instruction aid; animated pictures; research and recent developments in golf; and an outdoor demonstration of golf technique on the Purdue 3-hole course and intramural field.

Some of the leading tournament professionals are expected to be on hand for the Clinic, and every member of the association who attends is expected to take an active part in the sessions, especially in the group lesson instruction. Walsh, in discussions with Purdue officials, has brought up the idea of a regular PGA sponsored short course of from 4 to 6 weeks, at Purdue, and possibilities along this line seem very promising at present.

## Snappy Selling Job Done by Club Booklet

OLYMPIA FIELDS (Ill.) CC has just issued one of the finest, most compact booklets on the club—what it offers, that we have seen for quite a while. The booklet is printed in two colors, contains 16 pages, and space is given to picturing and describing every club department and outstanding club activities. The history of the club is given, plus diagrams and description of the four Olympia Fields' courses.

GOLFDOM has been noticing a return to some of the more elaborate country club booklets in recent months; a healthy sign, and good too, for club membership committees who, in many cases, have been sadly lacking in readily available facts concerning their clubs when starting out on membership solicitation.