

COMING NEXT MONTH:

The EIGHTH ANNUAL
PLANNING & BUDGETING
ISSUE OF

Golfdom!

Reader Interest: For the 8th consecutive year, GOLFDOM devotes its *entire October issue* to the buying and operating problems faced by golf officials and buyers as they plan, budget and buy for the 1941 season ahead. Each article is crammed with *facts* to guide in purchasing, service, merchandising, maintenance, budgeting, management, etc. *An issue to be saved.*

Advertiser Interest: Over 90% of all golf course buying is done by the five key men reached in every club by GOLFDOM—president, green-chairman, manager, pro, greenkeeper. These men, in October, November and December, are busy analyzing the past season's operations and planning those for 1941. It's budget-making time, when purchases for NEXT year are authorized.

Reach *all* the buyers before 1941 plans are laid. Hit them with your selling story NOW. See page 32, this issue, for name of nearest advertising representative.

professionals—George Griffin, at Green Valley, and Marble Hall's John, have a couple of youngsters who may make golf history. George, Jr., now 16, shoots in the low 80's. Young Jackie, at the tender age of 10, comes close to breaking 100 from the back tees. He scored 106 in the recent Conshohocken Open tournament.

California Salesmen Schedule Tourney—Eighth annual pro-salesmen's tournament of the Golf Salesmen's Assn. of Northern California will be held Sept. 30 at Lake Merced G&CC, San Francisco, according to recent word from association officials. Pros, asst. pros, greenkeepers, managers, golf writers and amateurs invited by club professionals will compete for the varied assortment of prizes which include money prizes for the pros and assistants, and trophies for the salesmen and amateur players.

At the recent annual election of the GSANC, Charles McDonald, A. G. Spalding Sales Corp., was named president; Jim Miller, Wilson Sporting Goods Co., v-pres.; Jim Scott, MacGregor golf distributor, secy.; and Jack Lynch, Phil Bekeart Co., treas.; Bill Hay, of Curley-Bates Co., was re-elected chairman of directors. Retiring pres. was Roy Schoepf, U. S. Rubber Co.

New Book Describes Amateurs' Play

"*Golf As I Play It*," edited by Richard D. Chapman and Ledyard Sands, published by Carlyle House, New York, price \$2, presents the examination papers of 28 well-known amateurs.

It's a book that will be especially interesting to pros inasmuch as it gives the boys' own ideas of how they play their shots and affords the expert professional instructor much practical data from which he can get an insight into baffling problems of his own pupils.

The book is not confusingly technical. The lads differ decidedly in their opinions and methods. Some of the differences are accounted for by physical variations, whilst others represent conflicting analyses that show the pros what they are up against when they try to get a simple, sound idea of the golf swing planted into their pupils' minds.

"*Golf As I Play It*" is an addition to the golf instruction library particularly worth reading, inasmuch as it encourages its readers to think out the reason for their shots, rather than merely taking some guy's word on detailed mechanics of the swing.