

Halfway?

and up" class, there's the tough-hided, medium-tensioned Spartan. For experts and Pros who are terrifically hard hitters, there's the new high-tensioned 19W40—"HH".

This great line of Wilson "Player-Fitted" Golf Balls is made for Pro shops exclusively. Only the Pros can offer the priceless "Player-fitted" feature of these balls to the golfers. They offer you an unequalled chance not only to serve your players, but to end a lot of grief and benefit yourself. Wilson "Player-Fitted" Golf Balls come in the new, prize-winning Wilson Display Carton with 3-ball trays of individually packed golf balls.

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This new Wilson Golf Ball Carton received the Prize Award in the All America Package Competition for 1939, sponsored by Modern Packaging.



Wilson

"Player-Fitted"
GOLF BALLS

bag-toter turns it in for cash at the end of the day. Both player and caddie, however, write their names on the ticket and thus a record of the transaction is kept.

Players have another opportunity of purchasing balls, tape and other necessary items at the halfway mark, for Kirkwood keeps the shelter near the 10th tee well stocked.

Kirkwood, a candid camera devotee, takes pictures of members in unguarded moments, later develops and enlarges them himself. They're handy in pointing out a player's faults on tee and green. He also takes colored moving pictures of the players and shows them on club nights.

This year he started a ringer tournament for the ladies, offering as a prize an expensive bag and matched set of clubs. Cards cost 10 cents apiece, and competitors can turn in as many as they desire. Kirkwood scans the scores turned in, keeps account of the player's best holes on each card. He also runs a kickers' tournament for the men members every weekend.

About 80 lessons are given every week at Huntingdon Valley, with Joe dividing the chores among himself, Joe, Jr., and Charlie Sheppard. Sheppard, former Castlewood CC pro, has been with Kirkwood since last April. Junior golf also gets an enthusiastic nod from Joe and a class of boys and girls are given free instruction every Saturday morning.

Cards Identify Club's Caddies Needing Lift to Work

MOUNTAIN Ridge CC, West Caldwell, N. J., is remote from the caddie supply center and on the same road as four other courses that need kids. Mountain Ridge members when driving to the club would pick up youngsters, but if the kids were regulars at another of the 5 clubs on the road, the kids would ride only as far as the courses at which they worked.

The Mountain View boys have caps on which are the club initials but the kids lose, or forget the caps. Hence M. S. Stern, Mountain View's green-chairman, thought of issuing identification cards the club's kids could flash in getting preference in pick-ups by club members. The cards are handsome jobs printed on yellow celluloid, and are numbered as issued to the respec-

tive caddies. The cards were donated to the club by M. P. Leeds, a member.

On the back of the cards are 6 of the major rules for caddies. Jim Taylor, Mountain View pro, says the card system has been the answer to the transportation problem.

The club employs the PGA caddie charts in its caddie education. The charts are covered with cellophane which keeps them in good condition. The caddiemaster posts a different chart each Friday night and talks to the kids on this chart each Saturday morning.

P. A. Vaile, Well Known Golf Writer, Dies in Chicago

P. A. VAILE, prolific veteran writer on golf and tennis, died in the Cook County hospital, Chicago, July 19, of coronary thrombosis. Almost two years ago he had suffered an illness from which he never fully recovered.

A native of New Zealand, in which country he practiced law, Mr. Vaile went to England where he became prominent as a writer on golf and tennis, and in general literary and intellectual circles. Two of his works, "Cosmography" and "Wake Up England," revealed a prophetic trait in this somewhat eccentric genius.

He also was active as an inventor of golf and tennis equipment and of marine and aviation devices.

Finishing 3-Year Loop—Into GOLFDOM's offices just at press time came 41-year-old George "Happy" O'Brien, itinerant caddie who has 28 scrapbooks filled with attested scorecards and newspaper write-ups to prove that since June 1, 1937 he has caddied at 1,120 different courses in the U. S., the British Isles and South America. Happy estimates he has walked and hitch-hiked about 70,000 miles these past three years (he scorns to use train or bus) and that he has been air-viewed by sportscasters at 230 radio stations.

Now he's on his way back to his home town, Boston, to sit down and write his reminiscences, in which among other things he will state that Oakmont is the toughest golf course he has seen, that Cypress Point is the most beautiful, and that the course at City Park, New Orleans, is the finest muny layout in the States.

Rockford Pros Doing Well

By Herb Graffis

GOLFDOM'S staff recently made a study of the golf situation in Rockford, Ill., as part of this magazine's persistent hunt for golf operating, market and development data. Rockford, with 90,000 population, has been developed by live pro and park department work into a city where at least 200,000 rounds of golf will be played this year. This is considerably above the national average.

From time to time there have been references in GOLFDOM to pro activities in Rockford. When Bill Gordon, now of Tam O' Shanter CC (Chicago district) was at Rockford he taught winter indoor classes of public utility company employees that established a practice now widely followed by pros in obtaining a good winter income.

Runs Driving Range

Gunnar Nelson, pro at the Rockford CC., has been frequently mentioned as a developer of young golfers who have won state and other titles. This sort of development work is one of the surest means of increasing golf play among the boys and girls and an interest that warms the parents to the game. Gunnar also has a fine practice range on a heavily-travelled road near his club, and just outside the city limits. The range does a capacity business in the evenings and is well patronized in the mornings and afternoons.

Like all other of the Nelson operations, the range is neat and equipment is considerably above the average at ranges. Patrons are supplied with good golf balls, and that helps business. Conspicuous markings of the balls and reasonable supervision keep theft at a minimum.

Nelson recently has been through a session of poor health. The reason for it is something that should warn all pros. He has a heavy teaching schedule and would come in from sweating on the lesson tee to cool off with a couple of ice-cold cokes. The belly rebelled.

A newcomer in his second year as pro at Rockford's Forest Hills Country Club, is Jock Hutchison, Jr., son of the internationally known veteran star. This is Jock, Jr.'s first big job. He was at the Four Seasons Club, a summer resort, for

one year. Two years he served as assistant to Alex Cunningham, Illinois PGA president, at North Shore CC (Chicago district).

The Forest Hills club has 330 members of whom 290 are golfers. It has an attractive course and handsome clubhouse. Membership is mainly of the younger businessmen and their families. Members are of moderate circumstances and of a lively temperament. They are intent on getting good value for their money.

Every bag rack in the shop is taken. Young Hutch sees to it that the clubs get more than just a dash of the buffer. Shafts, heads and grips are kept clean and touched up so members' attention to their equipment is developed.

Jock, Jr. competes with stores for the members' business but he won't carry junk in his shop. Careful shopping and a good cash and credit record enables him to pick up close-out lines and pass on bargains to the Forest Hills people. However, by far the greater part of his club business is in the better grades. He features leading lines of clubs and keeps dropping tactful sales talks to his members so that he has implanted in them the idea of having first class equipment.

Golfers Must Enter Shop

His shop is located at an entrance to the men's locker-room and handy to the first tee. He has new and attractive show-cases, carpeting on the floor, venetian blinds on the window, and inviting summer furniture in a corner of the shop where members and guests can loaf and look over golf literature. He has golf equipment catalogs on the table in this corner and has sold considerable merchandise from these catalogs.

The young fellow is a lively merchant in every respect. He uses the selling ideas instead of letting them lie around. The Wilson demonstration set has sold 9 sets of irons for him thus far this season. He has had repeated offers to sell his own set of clubs but deftly turns them down by putting on a personalized fitting of clubs for the prospective buyer.

His accessory and apparel business is

good. He carries a fine stock of sports hosiery, headwear and gloves and is constantly reordering. He does a highly profitable golf shoe business.

Members can charge or pay cash at the shop. Jock, Jr. does his own collecting. Last year he didn't lose a penny in bad accounts.

The Hutchison boy has an excellent assistant in Francis (Curley) Williamson. They run the shop end of the business on the platform that selling service at a pro-shop should be one of the valuable features of club membership. The members are not high-pressured to buy. They're told, discreetly, what will help them. Women who are new to the game, and children, have low priced clubs in the Hutchison stock fitted to them with as much care as received by those whose game warrants more expensive equipment.

Club Has Full Calendar

There is a lot of club tournament interest at Forest Hills. From 130 to 170 play on Ladies' Day. There are two or three twilight mixed foursomes each summer month, with a 50 cent entry fee for the team. Husband and wife cannot be on the same team. The entry fee is spent on prizes. Half the field gets prizes. From 80 to 120 enter these events.

Hutchison puts on Saturday and Sunday A.M. blind bogeys and raffles. He says he might be able to run more of these things but he doesn't want to overdo them. After all, the idea is to encourage low cost and interesting competition and the competitors have to play with clubs and balls which Hutch, Jr. has for sale in his shop.

The rain jacket business is something else young Jock has promoted. He's sold a lot of them, and of everything else. Business is well ahead of last year even though the course was closed for two weeks by heavy spring rains.

One of the great helps to the young fellow in developing his job has been the cordial interest and cooperation of Andy Gillett, course supt. at the club. Gillett has done grand work in getting the course in condition and enjoys a deserved close acquaintanceship with directors and members. He began plugging for the new pro when young Jock got on the job, and as in every other club, the cooperation of a veteran employee smoothed over many a rough spot.

A rough spot that greeted young Jock soon after he got the Forest Hills job

was a caddie strike. The kids went out on a Ladies' Day. Hutchison explained the situation to the women and they caddied for themselves. The strike ended the next day.

Since that time Hutchison has devoted considerable attention to caddie recruiting, training and supervision. This year he found the PGA caddie educational charts extremely helpful. The caddies as yet haven't voted Young Hutch in as America's sweetheart but they are respectful and very much on the job. In fact the caddying job done at Forest Hills is about as good as you'll find at any club in any city. The kids seem to realize they're in the army now.

By easing around and visiting with all the members who come to the club Hutchison has built his lesson business until it includes about 90% of the members. Approximately half of them are steady pupils. Jock, Jr. runs free classes for members' kids each Saturday morning.

The young man is handling his job like it's a real business and not simply a pleasant way of making money by playing golf.

Patty Berg Turns Pro to Plug Women's Play

PATTY BERG, 1938 Women's National champion, runner-up in 1937 and 1935, and winner of numerous regional titles, has turned pro to represent the Wilson Sporting Goods Co. in a promotional capacity.

Patty's work will be mainly among students at girls' schools and among girl members of the larger industrial and commercial employees' organizations. Later her field will be enlarged to educational work with women and girls groups as features of municipal golf programs.

Out of 60 fast-field tournaments in which Patty played she was winner of 29, runner-up in 14 and semi-finalist in 4. She was medalist in 30 of the events. As team-mates on the Wilson women's promotional staff Patty has Helen Hicks Harb, Opal Hill and Helen Dettweiler.

Miss Berg made her pro debut at a lunch given by L. B. Icely, Wilson president. She told officials of women's and men's pro and amateur golf associations and newspapermen present of her ambition in extending women's golf play.

How an Unknown Ball

COST THE PRO \$1.50

A True Story

CLUB MEMBER: "Jim, I think I can use three golf balls. What kind do you recommend?"

THE ASSISTANT PRO: . "Here's a good ball—the "BLANK".

CLUB MEMBER: "It's good, eh? Well, it's a stranger to me. But let's try one—on your say-so."

● You notice that the member originally asked for 3 balls and only bought one. He was willing to gamble 75c that the Assistant Pro was right. But, the "unknown" recommendation cost his boss, the Pro \$1.50. It's a safe bet that if he had passed out three Spalding Balls—Mr. Golfer would have accepted them with thanks. No questions asked.

It's the old, time-proved principle of successful retailing. Give a man what he knows

about—and he's satisfied. *Standard* merchandise is *pre-sold*. Builds prestige for the seller. Nobody knows better than the smart Pro that the name "Spalding" means top performance in balls and clubs. Every year Spalding balls give Pros more profit than any other brand.

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SPALDING GOLF BALLS

IT'S ON THE HOUSE

By **TOM BEAM**
Mgr., Westmoreland CC

A wise manager doesn't shut off a member's complaint. He realizes that to let the member fully state it and get it out of his system is half the battle of mollifying the member.

Keep on talking terms with undesirable competitors, if possible. Then you can still talk them into being the desirable kind of competitors.

Many a club is a success solely because a good club man refused to be licked.

A club is mightily advertised when members and guests speak of it as serving the best food in the district.

Some can learn the club business in any sort of a club. Others couldn't learn the club business in any club.

One can learn more about running a club from a cranky member than from a crack club man.

Getting to be somebody in the club business usually calls for being nobody in it for a few years.

Let's remember that a smile has a way of creating things to smile about.

The club employee who likes his job only on pay day won't have it long.

Say "Good Morning" in a way that calls attention to the fact it is a nice day, if it is that, or that makes it seem brighter, if it isn't.

No work is dishonorable that is necessary.

There's no use figuring on getting to the top in the club business unless one is reconciled to working hard.

Part of the club's success depends on keeping up to date.

If members demand "service" let's blush for putting them to the necessity of doing that.

Ever try a pocket note book to arrest the flight of really good ideas?

It isn't the size of the manager in the fight, but the size of the fight in the manager, that counts.

Elyria CC Is Host to Annual "Peddlers" Tourney

A FIELD of 161 pros, asst. pros, managers, golf salesmen, and newspapermen competed in the second annual Golf Peddlers tournament held July 29 at the Elyria (Ohio) CC. Byron Nelson shot one of the finest competitive rounds ever recorded in the Cleveland district, a 65, to break Elyria's par by 8 strokes and lead the field by 5 shots. Tied for second position among the pros, 5 strokes behind, were Billy Burke, Country Club, Cleveland, Al Espinosa, Portage CC, Akron, and Albert Alcroft, Youngstown CC.

Best score shot by the club managers was a 77 by Fred Peters, Battle Creek, Mich. Prizes won by the managers, however, awarded according to a blind par, went to Park Thornton, Turkey Foot GC, Akron, Mel Harrison, Par Three GCse, North Olmsted, O., and Jack Taylor, Shaker CC, Shaker Hts., O., in that order.

Among the peddlers, Art Hagan, Hillerich & Bradsby, Louisville, led with 77. Art also won first prize in the salesmen's blind par group; second was awarded to Joe Gaynor, Lowe & Campbell, and third prize went to Jack Keefe, Wilson Sporting Goods Co. Dave Livie of Shaker Heights was properly proud of a 77 that won him the senior professionals' first prize of \$25. Following Dave in the senior's group were Dave Ogilvie, Bill Gordon and Jack Smith. Assistants who won money were Ed Brosky, Tony Spena, Will Simpson and M. Cislak.

Of the \$500 prize money, Nelson got \$100; Espinosa, Burke and Alcroft divided \$125; Herman Keiser and Marion Reid, who shot 71s, split \$25, and there were eight other prizes of \$10, and 10 more of \$5. The balance was distributed among the senior pros and assistants. The tournament, which was originated by the golf equipment salesmen in the Elyria locality, will be taken to the Western G&CC, Detroit, in 1941.

The Racine (Wis.) CC, instead of getting out a monthly club calendar that merely lists the club golf and clubhouse events for the month, boxes these events in a layout of the month's daily calendar.

In addition to informing members what day of the week certain events are to occur the appearance of the calendar shows there's a lot doing at the club.

Summer Fare Hints

Unusual dishes give welcome variety to hot-weather menus

By Peter Greig

HERE are a few hot weather suggestions; unusual touches perhaps, for ladies' luncheon parties. They may enhance the prestige of your kitchen. For example, start off the meal with half a cantaloupe (or other melon) with slices of ham cut very thin. Or, if you start with a melon cocktail of balls of watermelon, cantaloupe, honeydew, casaba, etc., suggest to the hostess you bedew them, just before serving, with half a glass per portion of a cold white sparkling wine. Champagne is probably too expensive. Use a white sparkling saumur, either that imported by Ackerman-Laurance or by Veuve Amiot, both from saumur. Or at a most reasonable cost use an imported English sparkling cider such as Gaymer's Royal Norfolk, new on this market. These sparkling ciders from England go well with melon on all occasions, whether before the meal or a dessert.

Melons and wine get along quite well together, especially if the wine is a trifle on the sweet side and from the Anjou district of France. For example, a still Vouvray, or a Coteaux du Layon. If peaches or fresh peach ice cream is the dessert, don't forget to suggest a glass of very cold sweet sauternes to be served with them. The combination is just about perfect. And for a small party on a

hot day, instead of a demi-tasse after the meal, suggest a small tumbler of iced coffee and cream with a jigger of apple brandy poured in. As a reward to those members left behind from the beaches in the sweltering weather, try this recipe for a Spanish mayonnaise made the Havana way, called La Zaragozana. Put 3 egg yolks in a bowl with the juice of 3 limes and a pinch of salt. Then add slowly a fifth of a gallon of Spanish olive oil. Beat with a wire whisk. Add a whiff of garlic and dry mustard and just a little cold water to tone down the color.

And here is a suggestion for a hot dish to start off a cold meal, easy and inexpensive to serve. It would be perfect to start a special dinner for a member you know likes sea food. I am assuming you can get good hard shelled clams in your neighborhood. Put them in a small saucepan containing enough water to cover them, adding a quarter of a clove of garlic, half an onion and a little pepper. Bring to a boil until the clams open. Then remove them, leaving the liquid in the pot and let cool, thus allowing the sand, etc., to settle.

Then pour the liquid carefully into another pot. Meanwhile remove clams from their shells, grind them up with pieces of white bread and an onion, and soak in a

Texas PGA Pros Give Amateurs 9-6 Defeat



Texas amateurs and PGA pros tangled July 14 at the Beaumont (Tex) CC for the eighth annual Texas Cup matches, the pros winning 9 to 6 for their fourth win and one tie in eight encounters. The event was preceded on July 11 by a pro-amateur, and on July 12 and 13 by the Texas PGA championship. Jack Burke (River Oaks, Houston) won this latter event, plus \$500 of the \$3,000 purse offered.

Photos show amateur team above and pro team (plus officers) below. Amateurs (l. to r.): O'Hara Watts, Don Schumacher, Billy Coffey, Morris Norton, Jack Tinnin, Hack Williford, J. T. Hammett, Bobby Riegel, Iverson Martin, Buck Luce, Earl Stewart Jr., Percy Berly, Joe Worthington, Joe Moore Jr. Pro team and officers (l. to r.): Jimmy Gaunt, Tony Butler, Henry Ransom, Willie Maguire, Tom Sockwell, Jimmy Demaret, Morgan Baker, Irving King, Barney Clark, Sam Schneider, Ray Hill, Jack Burke, Don Murphy, Tod Menefee, Harvey Penick, Skeet Fincher, Levi Lynch, Larry Nabholz, Dr. Alden Coffey.



little milk. Mix them all up with a teaspoon or so of flour to bind. Heat a tablespoonful of olive oil really hot in a saucepan, add the mixture and stir well. If by any chance it tastes bitter, add a little sugar. Then fill the clam shells with this mixture, sprinkle with some bread crumbs and bake in a slow oven for ten minutes before serving with the broth in bouillon cups, hot, on the side. Simple to make, for the clams have so much flavor of their own they need very little seasoning.

I can never understand why August is called "The Gourmet's Lent," because this month brings to the table some delicious, though simple, joys. For example, the delicately flavored butterfish or the small Tinker mackerel. Plain broiled as soon as possible after they are caught, they almost melt in one's mouth. Or try them cold; this might be quite a novelty to your members. Split and then poach or broil them. When cold, skin them and cover with mayonnaise sauce as given above, with a little chopped parsley and lettuce. But alas, not all of us can get really fresh mackerel. So a good way to cook fish mongers' mackerel is in butter, and five minutes before serving, smother him with peas which have been cooked with

chopped onions and strips of lettuce. Serve with stewed gooseberries if you can get them, or gooseberry jam. Mackerel, to my taste, calls for a dry white wine other than sauternes, which is too sweet for the assertive flavor of the fish. A chablis, or alsatian, or dry graves, will go well. Of course, any kind of vin rose, especially tavel.

August brings us also the juicy, "acidic" early fall apple, which if really fresh from the tree is clean, white and crunchy. Montrachet, the greatest of all French white wines, drinks very well with these early apples. The rich, grapey dryness of the wine finds a true mate in the acid juice of the young apple. But when we get the softer, sweeter October and November apples, port or sherry is your wine.

Finally, for the hottest day of the season, here is a recipe for a magnificent planter's punch, recommended for use only on very special occasions and only by those who can devote time and skill to its preparation and serving. Enough for four people:

| | |
|-----------------------|----------------------|
| Juice of 4 limes | 2 jiggers Siegerts' |
| 2 dashes of grenadine | Bouque rum |
| ½ fresh pineapple | (Trinidad, B. W. I.) |

Use These 10 Country Club Cartoons

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Locker - Room or Golf Shop

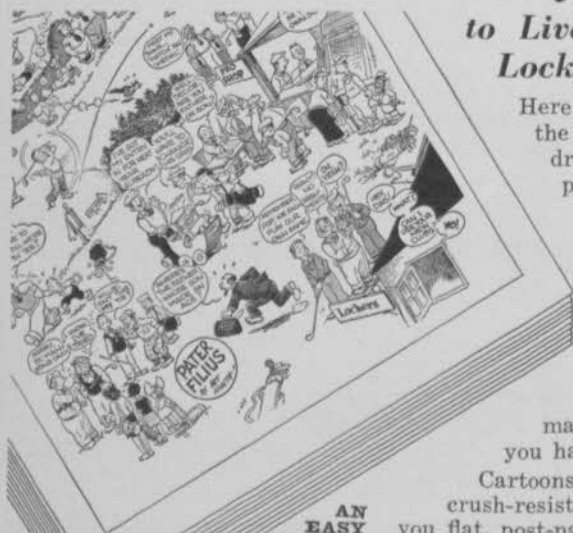
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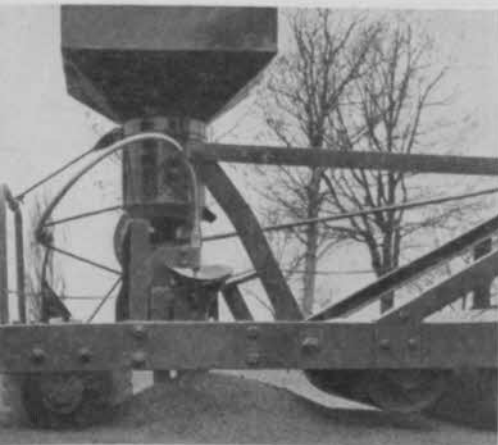
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MSC Holds Annual Lawn Day—Massachusetts State College's annual Lawn Day program, held in MSC's Stockbridge hall on July 26, was successful both in attendance, and in the practical, informative character of the educational program it presented.

The program got under way at 10 in the morning, and continued until late that afternoon, during which time Fred V. Grau, Pennsylvania State College's nationally known turf expert, and Prof. Lawrence S. Dickinson, MSC, alternated in presenting usable ideas on how to care for lawns and fine turf. Visiting greensmen, who had previously submitted special problems and questions to the committee in charge, were given opportunity both in the morning and afternoon to have their particular turf trouble considered. This portion of the program was unusually interesting, and many important facts were learned thereby.

The Lawn Day program was a part of the MSC Farm and Home Week program.

Tam O'Shanter To Hold Annual Open—Plans to inaugurate an annual Tam O'Shanter Open golf tournament were announced just before players teed off for the first day's play in the recent Chicago Open, which was held at Tam O'Shanter CC.

The announcement was made by George S. May, president of Tam O'Shanter who said that the club would guarantee a very attractive purse for the event which will be inaugurated late in the summer of 1941.

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