

Open in February, for salaries, and for upkeep of the course. For instance, the annual grass seed bill is \$1,000; the commercial fertilizer bill runs to about \$1,000 a year. Some amount of trouble has been encountered in upkeep of the greens because of the alkali content of the soil. This has added a \$600 yearly bill for chemicals.

The course installed its own water system at an initial cost of \$18,000, taken from its surplus earnings. The course borders on two 24-in. mains, both within a stone's throw of the water towers, and there is never any problem of getting all the water needed.

There is no charge for water, since the course is within the city limits, and this represents a saving of more than \$3,000 a year. The San Antonio CC course, only a short distance away, pays about \$4,000 a year for water, according to Brooks.

The golf course is not carried on the balance sheet with any sort of valuation figure, since it was a donation. Still, the clubhouse at Brackenridge, opened in 1923, represents an investment of \$75,000, and stands as a monument to the golf course.

No Watering in Winter

Last year at the Texas Open there was some discussion regarding dry greens on the course, but it was not entirely due to the extended drought Texas had been experiencing. Brooks has installed tropical grass on the entire course. During the winter the grass lies dormant, and it will deteriorate if watered.

The full length of the course is 6,500 yards. It has eight natural water hazards, occasioned by the San Antonio river. A feature facilitated by the natural setting at Brackenridge is a fine arrangement of holes. Since Brooks came to Brackenridge 16 years ago, 17 greens have been completely rebuilt, the water system installed, the clubhouse erected and fairways lengthened and improved.

At present there is a \$12,000 improvement program under way, in which rock houses will be built in several parts of the course, and rock bridges and walks in-

stalled. Since the new city administration in San Antonio took office last May 1 a tree surgeon has been put to work on the fine groves of the park.

The Texas Open, which will be played Feb. 9-12, is expected to draw 150 professionals again this year. Likewise, the event touches off the course's three busiest



Murray Brooks,
Brackenridge's golf director

months, February, March and April. Last year, the expenses of the meet, including the \$5,000 purse, totalled about \$6,000. With a gallery of 10,000, a surplus profit of \$2,000 was chalked up.

The Texas Open, held first in 1920, was established with a \$5,000 purse at the outset, and at that time its purse was one of the very largest offered on any course in the entire world. There has been some talk in recent years of increasing the figure.

New Orleans Set for Tourney—Third Annual New Orleans \$10,000 Open golf tournament will be held February 22-25, just in between the close of the Mardi Gras and the opening of the spring Fiesta celebrations. The New Orleans Open has become one of the country's major sport events. The first and second tournaments were successful in every respect and the 1940 tournament is expected to draw record galleries because of the large number of visitors and tourists who will be in New Orleans at this time.

Robert S. Maestri, mayor of the city of New Orleans, is again donating the prize money of \$10,000, a tournament sum that is not topped by any purse in the South. As usual, no gallery fees will be charged the public. The event will take place at the municipally-owned City Park Golf Course No. 1, where the golfers will have the use of the new \$85,000 City Park clubhouse.

Tampa (Fla.) Golf Assn. has collected 48 sets of used clubs from cheerful givers at member clubs. The assembled sets were passed on to high school youngsters who repaired the clubs in their own high school manual training dept. Harry Root, Jr., president of the Tampa GA, organized the junior promotion work.

Recent Golf Divots

FIRE has again caused heavy losses to clubhouses this fall and winter. Biggest loss was the fire of undetermined origin that swept the clubhouse at the French Lick Springs (Ind.) CC on Dec. 9, destroying the building and most of its furnishings. The clubhouse was built at an approximate cost of \$150,000 in 1921. Just the day previous, the Glengarry CC clubhouse at Toledo, Ohio, built at a cost of \$55,000, was destroyed by fire. A few days earlier, smoke and flames caused \$10,000 damage to the locker-room of the Hempstead GC, Hempstead, L. I. Only the use of a new communications system in combating fire prevented greater damage to the structure. Clubhouse at Hickory Hills CC, Springfield, Mo., was totally destroyed by fire in the late fall, and recent word from Hickory Hills officials indicates work has already begun on building a new \$10,000 clubhouse.

Sam Snead's final round of 64, enabling him to win the recent \$10,000 Miami Open, ranks among the best concluding round scores in a major tournament. . . . Members of the Hampton (S. Car.) GC have leased a 32-acre tract in Hampton, and work has begun on laying out a new 9-hole course. . . . Pro golfers within the Carolinas have been given assurance they will be granted a special charter for a new PGA district organization when they produce signatures of 15 PGA members living within the confines of the proposed Carolinas district. George Slingerland, Greensboro (N. Car.) CC pro, reports they expect to have the charter by March. Efforts to secure a Carolinas district charter were started by Slingerland last summer because the current Southeastern section, of which the Carolinas has been a part, was too large, and pros in this area were required to travel too great a distance to compete in tournaments.

Mrs. Dorothy Poynton Hill, champion woman swimmer, proved herself a first-class golfer, too, when she won the recent Class A women's event at the Riviera CC, Pacific Palisades, Calif. . . . Bill Brown, Los Angeles pro, who suffered fractures of both legs in an auto crash a couple of months ago, has left the hospital and is now convalescing at home. It will be two years, though, before he can play golf.

. . . Installation of Max B. Kaesche of the Ridgewood (N. J.) CC as president of the Metropolitan Golf Assn. was marked by the plea of his predecessor, Henry S. Sturgis, to combine four minor groups into one powerful and influential body for the salvation of the Metropolitan Open championship. Sturgis pointed out that the operation of associations in New Jersey, Long Island, Westchester and Fairfield brought about needless expense and considerable duplication of efforts, much of which could be eliminated.

Columbia CC (Washington, D. C.) members got quite a shock not long ago when D'Arcy "Reds" Banagan was seen on the practice tee. Reds admitted it was the second time in his near 30 years as assistant pro. . . . Annual Florida West Coast Seniors tournament is again being held at the Pasadena GC in St. Petersburg. Event is scheduled to be played March 6-8. One hundred twenty-two senior golfers in that district took part last year.

A series of exhibition golf matches by Henry Cotton, leading British pro golfer, has raised nearly 5,000 pounds for the British Red Cross Fund. Cotton, incidentally, was married in mid-December to Mrs. Maria Isabel Moss, wealthy 37 year old Argentine woman. Cotton is 32. . . . The Western Amateur championship, one of the oldest events in the game, returns to the central states again this year. The tourney will be held at the Minneapolis GC the week of July 9. Harry Todd of Dallas, Texas, is defending champion.

E. G. (Eddie) Fitzgerald, widely known veteran manager of golf clubs and resorts, now is associated with Milton C. Smith in the ownership and management of the Kirkwood Hotel, Camden, S. C. . . . Wisconsin PGA's annual wild game dinner was well disguised by its menu. The affair was held at Westmoor CC, Milwaukee, Nov. 6. The pros did away with fowl and meat shot by their nimrod comrades. Gopher broth, mole giblets, roast young June bugs, hearts of chickweed and dissolved sulphates were features of the cuisine, so the menu said. . . . Alice Marble, women's tennis champion, is taking up golf seriously. She has been receiving instruction from Charley Lacey, pro of the Hillcrest club in California.

GSA Gets Set For Convention

By Karl Sutphin

Program is completed for staging of 14th annual greens show at Hotel New Yorker, Feb. 6-9.

GREENKEEPING'S scene of business operations will again swing toward the East when the nation's greenkeepers gather next month for the annual National Turf Conference and Equipment Show of the Greenkeeping Superintendents Assn. The fourteenth annual meeting of the organization is to be held February 6-9 at the Hotel New Yorker in New York City; just one year ago the convention was put on in Kansas City, Mo., the first national turf meeting to be held west of the Mississippi. Twenty-eight manufacturers and dealers have already signed for booths and displays at the equipment show, according to word from Don Boyd, chairman of the show committee.

Ed Cale, Canoe Brook CC, Summit, N. J., and John Anderson, Essex County CC, West Orange, N. J., are co-chairman of the New York convention, and able assistance is being rendered by Percy G. Platt, Forsgate CC, Jamesburg, N. J., and C. Kent Bradley, Passaic County GCse, Paterson, N. J. Cale has been hard at work planning the program of lectures and round-table discussions, and he promises a program as full and well-balanced as ever has been presented at a national meeting.

Educational Program Announced

The educational program boasts an impressive array of talent, and while one or two changes or additions may yet be made, speakers and their subjects as the program now lines up are:

Wednesday p.m.—“Finance and Greenkeeping,” by Dr. John Monteith, Jr., USGA Green Section (supplementing Dr. Monteith's talk will be discussion on that topic led by T. T. Taylor, greenkeeper at Westchester CC, Rye, N. Y., and Leo J. Feser, superintendent at Woodhill CC, Wayzata, Minn.); “Maintenance Labor and the Country Club,” by Mark L. Putnam, Personnel Asst., Western Electric Co.

Thursday p.m.—“Handling One's Self,” by Dr. Edward Hodnett, Columbia University; “Fairway Renovation and Maintenance,” by M. E. Farnham, superintendent, Philadelphia CC (Farnham's subject will be broadened by words from

J. O. Pepper and Fred V. Grau of Pennsylvania State College, Dr. O. B. Dodge of the New York Botanical Gardens, and Charles K. Hallowell, Philadelphia County Agent.

Friday p.m.—“Residual Poisons,” by Dr. W. S. Eisenmenger, Mass. State College; (Prof. Lawrence S. Dickinson, Mass. State College, will assist in the discussion on this subject); “The Superintendent and His Future,” by Howard B. Sprague, New Jersey Agricultural Experiment Station.

Busy Week Planned

The equipment show will get under way Tuesday morning, Feb. 6, and the day will be devoted entirely to the exhibits. The delegates' meeting will be held Tuesday evening, the educational conferences will begin Wednesday, continuing through Friday afternoon, and membership meetings will be held Wednesday evening and Friday morning. The annual banquet will be held Thursday evening. It was decided at the fall board session in Minneapolis that there would be no green building contest this year.

President Frank Ermer, an old hand at conducting equipment shows at these national meetings, will be very much on hand in addition to the work cut out for him in the business end of the meeting. Charley Burns, from the Good Park course in Akron, Ohio, is again in charge of publicity for the event, which means that what the greenkeepers do and say in New York will be common knowledge all over the U. S. A. Nick Calgay, Ed Casey and Percy Platt are in charge of the enter-

GREEN-CHAIRMEN!

Plan now to attend the Annual Greenkeepers Convention—at the Hotel New Yorker, N. Y. C., Feb. 6-9. And by all means, make certain your greenkeeper gets there. It's the best investment your club can make!

tainment during the duration of the convention, and with all the entertainment features New York City has to offer, it looks like the boys (and the girls—Fred Islieb and Charles Laing are handling entertainment for the women) will not lack for something to do in their spare moments.

Don Boyd has suggested chartering a special car from the Midwest to the convention, which will mean a considerable saving in transportation expenses if enough of the greenkeepers from that district decide to make the trip. For further information and details on this or any other feature of the convention write Boyd, c/o Portage CC, Akron, Ohio.

Exhibitors signed for the equipment show are:

American Agricultural Chemical Co.; Bayer-Semesan Co., Inc.; John Bean Mfg. Co.; Chipman Chemical Engineering Co.; Cooper Mfg. Co.; The C. B. Dolge Co.; Fate-Root-Heath Co.; Fertl-Soil Co.; Friend Mfg. Co.; General Chemical Co.; Golf & Lawn Supply Co.; Golfdom; Goulard & Olena; Grasselli Chemicals Dept. (Du Pont); Peter Henderson & Co.; Jacobsen Mfg. Co.; McClain Bros. Co.; MacMullen-Perhune; Mallinckrodt Chemical Works; Henry F. Michell Co.; Milwaukee Sewerage Commission; Arthur D. Peterson Co.; Chas. Pfizer & Co.; Root Mfg. Co.; O. M. Scott & Sons Co.; Skinner Irrigation Co.; Stump & Walter Co.; Swift & Co.; Wood Ridge Mfg. Div. of F. W. Berk & Co., Inc.

N. J. Superintendents Reelect Ed. Cale as '40 President

A LARGE turnout of greenkeepers had assembled for the regular November meeting of the New Jersey Assn. of Golf Course Supts., held Nov. 6 at Echo Lake CC, Westfield, N. J. But a full house was not unusual here because the N. J. monthly meetings have been exceptionally well attended right along. So when the nominating committee gave its report on officers for 1940, someone suggested that since they all were there anyway, why shouldn't the boys do their voting right then and now so there would be more time for fun and gayety at the annual dinner banquet in December. The motion was carried, and the 1940 officers are:

President, Edward B. Cale, Canoe Brook CC; 1st vice-pres., Lester Moffett, Wallkill CC; 2nd vice-pres., Alex H. Reid, Twin Brooks CC, all reelected; secy., Percy

Platt, Forsgate CC; treas., Arthur D. Burton, Mountain Ridge CC, reelected.

Through the courtesy of members of the Suburban Country Club at Union, N. J., the regular monthly meetings will be held there throughout the winter. The annual dinner meeting and banquet was also held at the Suburban club in December.

October meeting of the N. J. superintendents was held at the Harkers Hollow CC, Philipsburg, N. J. The 25 greensmen assembled for the meeting marveled at the condition of the greens at Harkers Hollow, a tribute to the fine work being done there by greenkeeper Charlie Smith. At a round table discussion following the dinner, the boys kept Tom Longnecker, field man for the agricultural experiment station at New Brunswick, busy answering questions—and the interrogators got the answer every time, too.

Drought, Weeds Are War Threat to British Links

IF the European war continues for any length of time, British golfers are very likely to find out there is more than just humor in the story about the man who lost his ball on the green, says Guy B. Farrar, greenkeeper at Hoylake, in commenting on the effects of the war on greenkeeping in a recent issue of *Golf Monthly*. According to Farrar, British greenkeepers' main concern now is in minimizing the damage likely to occur from war-time neglect, "so that when the happy day arrives for the bugles to sound the 'cease fire,' courses will be in a condition to return as quickly as possible to peacetime standards of upkeep."

Farrar points out that most clubs are unlikely to be able to expend large sums on greenkeeping immediately upon the cessation of hostilities, so that courses that are in a healthy, if rough, condition will have a great advantage over others where large areas of dead or dying turf call for heavy expenditure in renovations.

The chief dangers of a seaside course left to look after itself for an indefinite period, Farrar believes to be drought and weeds. If the summers for the duration of the war are wet, and weeds are checked sufficiently, the future of war-time greenkeeping could be faced with every confidence, but it is the danger of drought and dry summers that makes the future look tough indeed, says Farrar.

Pro Tip:**CHANGE WITH THE TIMES**

By Herb Graffis

HERE are views of the pro merchandising situation as seen by a man who makes a big income as a marketing advisor to big business concerns. He gets around to quite a few golf clubs in different parts of the country as a guest, and belongs to one in the New York metropolitan district.

He and I went out to lunch one day. I started telling him about some of the business problems of the pros. Then he told me for three hours.

Exception may be taken, by pros, to the validity of some of this marketing expert's statements. However, all of his opinions are worth the consideration of the thoughtful pro.

* * *

Pros are in a fast changing business (the merchandising authority began) and are very much exposed to the risk of failing in their jobs unless they keep constantly studying trends.

For instance: The trend up to about eight years ago was such that "patronize the pro" was a good line to use. The pro was looked on somewhat in the light of a family retainer. The club itself was considered much as a family proposition. Therefore, the member felt that in limiting his golf purchases to his pro he was, in a way, helping to support his own family. It probably cost more, but it was a gentleman's traditional duty.

Member's Attitude Has Changed

Since the depression began that attitude has changed at many clubs. Members are told "you should support the pro." They ask "why?" The member has been having trouble supporting himself in the style to which he has been accustomed. He may have been able to retain his club membership only by exercise of thrift in some other directions. He feels that he owes to no one the obligation of spending money.

On that account, the pro appeal should be switched from the plea "support your pro" to the helpful suggestion "your pro serves you better." In each detail of the pro's printed or personal advertising, the idea should be put across that buying

from the pro assures the purchaser most satisfactory returns for his money. Any business solicitation by the pro based on the sympathy theme is out of date, and weakens the pro's position as a department head.

The club member does not feel that he himself requires any sympathy, and he doesn't feel any shame, when he buys from a store instead of from the pro. It's sheer stupidity for a pro to scorn or try to humiliate the member who has bought from a store, observes the marketing counselor. In the first place, the pro alienates someone who is buying, regardless from whom. With the per capita buying of golf playing equipment low enough, it obviously is unwise for any pro to discourage the trade of anyone who has given evidence of the buying habit.

Pro's Method May Back-fire

Secondly, unless the pro handles such cases discreetly the member who has bought elsewhere not only will stay away from the pro, but will become active in steering other business away from the pro. If the pro adopts a "get even" policy, so may the member.

In such cases the pro is in a better position than the store merchant because the pro can see who's buying what, and promptly revise his stocks or business solicitation methods accordingly. The merchants could make such discoveries only by lucky accident.

A discreet show of interest in the new purchases and an equally discreet presentation—not buying solicitation—of pro merchandise comparable in quality with the store merchandise and better in fitting or price, should be made. Above all, the pro must not act sore, or pout.

A friend of mine got a bargain set of clubs at a store. His pro hated to lose the sale, of course, but he was smart enough not to show it. The pro said to my friend, "that's a nice looking set of new clubs you have." My friend told about needing some new clubs and being unable to resist the advertised bargain. He told the price. "That's O. K.; I couldn't come within a

Heddon

"SPEED-SWING" Shafts

MONEY-MAKERS FOR YOU, *Because:*

- 1** "Speed-Swing" Shafts are not found in cut-price *competitive* clubs—nor in *cheap* clubs.
- 2** "Speed-Swing" Shafts help you sell more NEW clubs, and, when "Speed-Swing" Shafted, you are selling the *latest* and *finest* in Golf Clubs.

PLAY *and* SELL

the clubs on which you have no
cut-price competition.

They Are Exclusively Yours

Heddon

QUALITY STEEL GOLF SHAFTS

NOT Round, but

STREAM-LINED

(TEAR-DROP SHAPED)

Heddon's new "SPEED-SWING" Shaft
(Tear-drop design) is scientifically corrected

*for greater Distance,
for greater Accuracy,
for sweeter Feel*

EXCLUSIVELY YOURS

Obtainable only in America's finest clubs
by these famous makers:

C. S. B. Golf Products, Inc.

Hillerich & Bradsby Co.

The MacGregor Corp.

Pedersen Mfg. Co.

Professional Golf Company of America, Inc.

Kenneth Smith

Stan Thompson Golf Club Co.


Ralph G. Tyler & Co.

John Wanamaker Philadelphia, Inc.

Wilson Sporting Goods Co.

Winter-Dobson

© JAMES HEDDON'S SONS



The Heddon "Power
Shoulder" is "The
Heart of the Shaft"

The Shaft of Steel with the Sweetest Feel

Heddon

JAMES HEDDON'S SONS STEEL GOLF SHAFT DIVISION
DOWAGIAC, MICHIGAN

Many bulletins of help to pros and club officials who have problems of golf promotion are available free from the American Golf Institute, 19 Beekman St., N. Y. The American Golf Institute is Spalding's organization for golf development and is headed by Bob Jones.

One of the most recent publications of the Institute is a booklet "Group Instruction in Golf" written by Jones and Harold E. Lowe, assistant professor of physical education at Columbia university. It is something that will be a valuable aid to pros who are teaching groups at schools, offices and factories.

half-dollar a club of that," the pro cheerfully admitted. The half-dollar price rather surprised my friend. A saving of \$4.50 wasn't enough to interest him. He'd signed checks for drinks and lunches totalling more than \$4.50 before he'd started to play that afternoon.

"I like these blades, too," the pro remarked. I began to wonder about the pro myself. It listened like he was building up a competitor's merchandise too strong.

The pro wagged the shafts of all the clubs except the putter. "Good clubs for the price, these are," he said. "Say if you want a little tip on how to use them, you might try aiming your shots to the left. These shafts are about right for powerful wrists like Tommy Armour and Johnny Revolta have, but they're too stiff for your swing. I'm afraid you'll slice."

My friend replied; "Afraid I'll slice? I sliced all over the lot this afternoon."

"That's too bad. I see you knicked the sole of the mashie, so you can't take the clubs back and exchange them for some that would fit you. Well, so long. Good luck," the pro concluded cheerfully.

This friend of mine never could use those clubs after that. The psychology, as well as the shafts, were against him. He learned that the pro's advice in buying golf equipment was worth money. He sold himself on doing business with the pro.

Avoid High Pressure Methods

Another friend of mine is scared of high-pressure selling of the pro at his club. "I have two boys, one 11 and the other 14," this friend told me. I would like to have them playing golf but I don't want to start out buying them even \$20 worth of clubs apiece and have them outgrowing the clubs in a few years. They ought to be able to start with old clubs of mine, cut down.

"But I know if I ask our pro to do this, he will give me a fast solicitation on how such clubs won't be right for the kids

and why I should buy them proper sticks, and I won't be able to do anything but kick in. So my kids are not playing golf. The pro isn't looking ahead. He ought to know that after kids get started it won't be long until they put pressure on their old man to buy them new clubs for Christmas presents or birthdays."

Such cases are frequent around golf clubs. Almost every night the successful pro can learn a lot by honestly reviewing his selling work of the day. Almost every action and word of the pro at the club has some relation to his selling, either of his services or his merchandise. The pro must keep examining himself frankly for errors of omission and commission. Neither he, nor anybody else, can escape the dangers of changing conditions.

There is a reminder of the necessity of changing methods with the times when one tries to think of business organizations that were leaders 40 years ago, and who retain their leadership today. There are very few such in the entire country. Golf is changing about as fast as any other business, and if the pro wants to protect himself against being left out on a limb, he must study to anticipate developments. Nobody can do that job for him. It is an individual task and already is showing the survival of the fittest in pro golf.

Dating Clubs Boosts Shop Sale Totals

A NEW England pro started experimenting three years ago with stamping year of purchase of clubs in small figures on the sole plate. He had learned that one reason his members were keeping clubs in play so long was that they didn't realize how old their clubs were.

He says he's already begun to see good selling results from his idea. He points out to players, in casual conversation, that there are about 500 changes annually in head, shaft and other parts of clubs designed and constructed by leading manufacturers. This mechanical improvement together with the change a few years' effects in the physical system of the club user, make it logical for the player to buy new clubs every three or four years. Now, the average life of clubs used by private club players is almost six years, according to a survey made with the cooperation of approximately 150 pros.

Wise Pros 'HEAR' Salesmen

By E. LeRoy Pelletier

WHILE golf professionals are ordinarily the easiest type of golf club buyers to contact and are usually willing to give a few minutes of their time to a salesman, nevertheless there are many pros who can't see any percentage in giving the golf peddler a hearing. "Why should I waste my time talking to a lot of golf salesmen?" Is that your attitude toward the boys who drop around to see you, who represent the various club and ball manufacturers? Or do you feel, as do some of the most successful pros of our acquaintance, that these salesmen perhaps are bringing something of value to you—something that will put more money into that cash register.

Of course, your attitude may vary as the salesmen themselves vary. Some boys are simply order takers. It's difficult to glean information from them. But some of the others—well-educated, alert, open-minded fellows, on whom careful and cautious manufacturers spend good money for salary and traveling expenses—have real contributions to make to your business if you will let them.

A professional can take two viewpoints of his job. One—that he is holding down a position whose horizon is limited by the boundaries of his own golf course, and that what happens elsewhere is of no particular importance to him. The other—and the one that gets him places—that he is a member of a fine, upstanding profession whose scope is the whole United States and that any development touching his profession is a matter of primary concern.

Among the most successful merchandising professionals of the writer's acquaintance are Mortie Dutra and Al Watrous. Mighty fine golfers they are, too, as well as successful business men. And there are not two more approachable professionals in the entire Detroit district to a salesman who knows his job, his product and the latest developments of importance.

Must Keep Up With Changes

This golf business is not a static one—rather it is one of the most dynamic. Competition is keen amongst the manufac-

turers. New products are constantly appearing and the reactions of the public to these offerings are things that may mean profit or loss to you. Word of new and novel tournaments that have worked successfully elsewhere—events that stimulate members' interest, causing more frequent



You might expect it; if an automobile advertising stunt is being done Al Watrous will be right in the middle. The widely known Al, one of the best liked pros in the game, is at Oakland Hills (Detroit district) where fellows in the automotive business throng.

Buick's new advertising plug "Rain or shine, let's get a Buick" is being advertised on golf umbrellas, so Al gets in out of the rain.

play—ways to bring new members into your club—these are often things on which the helpful golf salesman can give you first-hand information.

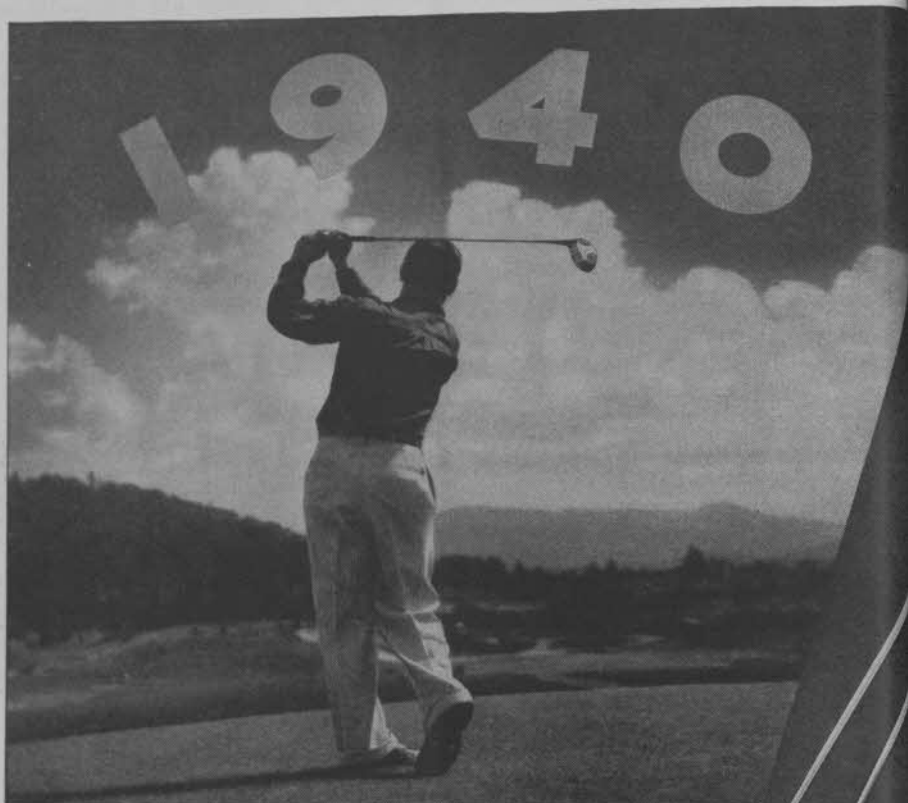
Salesmen Often Guide Pro to Post

Then, too, the wise professional always keeps a weather eye to the future. When the board of directors determines that perhaps the members would like to see a new face in the pro-shop, the fellow who has developed real friendship with influential golf salesmen has a number of friends at court. These fellows have aided hundreds of professionals to find new and often better berths.

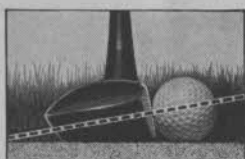
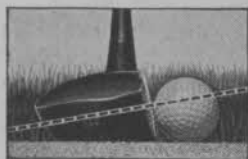
Count it as one of the "musts" of your job that you will give a cordial, courteous reception to these men who jokingly refer to themselves as "golf peddlers" but who often can bring a lot more to you than simply the wares they offer for sale.

FOR A BIGGER AND BETT

The clubs



There are good things ahead in the coming year for the men who sell Kroydons as well as for the men who play them. Each year adds to the prestige and popularity of America's No. 1 Golf Clubs — and the 1940 Kroydons are better than ever and will be backed by even more powerful and far-reaching Advertising!



First introduced last year, sales on Kroydon's No. 632 Woods (set of 4 \$34.00) have been soaring ever since. The illustrations tell the story. With the ordinary wood (left) an imaginary line drawn through the "weight-center" is well above the center of the ball. Check this against illustration at right—Kroydon's No. 632 Wood. Here "weight-center" line passes through center of the ball — the tendency to "top" or "dig" is gone. Be sure you stock No. 632 Woods!

