

advertising, are sweeping along to spectacular success for two good reasons:—

- (1) *You* have long wished for a way to end the grief that results when the wrong ball and the wrong type of player get together. Wilson "Player-Fitted" Golf Balls are the answer to *that* need. They give you a ball accurately tensioned and otherwise expertly fitted for each of the three types of players.
- (2) *Players* naturally prefer golf balls expertly fitted to their specific types of game. Wilson "Player-Fitted" Golf Balls fill *that* need, too. By seeing that each player gets the ball suited to *his* game, you serve both the player and yourself. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Wilson "Player-Fitted" Golf Balls

New "19W40"

Finest modern construction. Fitted especially to the game of the "better-than-average" players—the low handicappers. Fine click, carry, controllability. New paint job that stays white and sticks tight. 75c

New "Spartan"

Same superior construction as the 19W40 but fitted to the game of the "90" shooters and higher. Responds to light and medium hitting with maximum hitting with Tough cover gives Spartan-like resistance to ill-directed blows. New stay-white, stick-tight paint job. 75c

The New "HH"

The finest example of high-tension winding and super craftsmanship. A ball especially fitted to the Hard Hitters. Should be used only by Experts and Pros who hit accurately and with terrific force. 75c

Wilson "Player-Fitted" GOLF BALLS



In the new Prize-winning
Trays and Display Carton.

IT'S WILSON TODAY IN SPORTS EQUIPMENT

We favor adequate preparedness
for National Defense

etc., are so much Greek. Your helpful pupil probably won't pipe up and reveal his or her shameful ignorance.

At this point some of your golf-wise professionals are saying, "you should start them off with the short shots and teach them how to control the club with the hands." Whether your teaching method involves working up from the short shots or from the big swing down to the wee ones shouldn't matter. I personally like to start an aspirant out with a driver because I think he gets more of a kick out of it. Should he exhibit a marked inability to hit the ball a quick switch is made to a mashie. The moral might be, "never let your pupil fail."

I'd like to have a shilling for every pupil I've tried to teach too much or tried to teach him something he couldn't do. I allowed those pupils to fail. If I get an awkward pupil and have to start him with a one inch putt and keep him at putting for a whole series, it will be because I won't let my pupil become discouraged.

It doesn't take a Dies investigation to prove that golf, on the whole, is badly played in this country. When I look at the list of 30 handicappers who belong to my club, the Minneapolis Golf Club, I feel a sense of humility at my inability to reach them. If we pros, as salesmen of golf, could only get close enough to these high-handicap players long enough to make them realize nobody can expect to play good golf until he has learned to swing into the ball from inside the line of flight, there might be less weeping and gnashing of teeth at the locker-room bar.

A golfer who swings into the ball from outside the line of flight has about as much chance of waylaying General Par and Colonel Bogey as a driver going down the wrong side of the street has of living.

WHEN you're boosting your junior classes for the good will, insurance, and professional pride that's in this pro activity, you might use a line like Jack Fox uses in his junior class announcements.

Jack says:

"If you have any old clubs that can be cut down for these youngsters, I am sure they would be appreciated. There is no charge for my services."

This overcomes the reservations of the parent who would like to have his youngsters take up golf but is scared that new expense for clubs immediately will be slapped on him.

Baseball Players to Compete for New Golf Trophy in '41

PARTICIPANTS in the 1941 National Baseball Players' Golf Championship, to be conducted at St. Petersburg, Fla., in 1941, will compete for a new trophy to be awarded by J. G. Taylor Spink, publisher of *The Sporting News*, national baseball weekly.

Publisher Spink offered the new award after the Powel Crosley trophy, placed in competition by the president of the Cin-



cinnati Reds, was retired as the permanent possession of Pitcher Wes Ferrell, whose 1940 victory was his third in the event.

The Sporting News Trophy, in ivory and gold finish, is surmounted by figures of baseball and golf players and provides space for the inscription of the names of the yearly winners.

Willie Hoare Keeps Active—Willie Hoare, widely known veteran pro, continues to keep sprightly in spirit and light action, despite an illness that's had him confined for almost 5 years. One of Willie's recent enterprises has been that of getting together a collection of postage stamps bearing signatures of U. S. and British Open and Amateur champions.

Pros: Let's Be More 'Professional'

By James M. Anderson, Pro

Pine Lake CC, Pontiac, Mich.

OFTEN pros refer to themselves as "doctors of golf". We frequently talk among ourselves about the pro conducting his operations on the "professional" basis of the doctor and lawyer. This all is very ambitious and high-sounding. It would be much better if we'd do more, and talk less, along these lines.

As a matter of cold fact only a few of us—and then only at intervals—act as professional men. I'm using the word professional in its association with the professions, not as defining the status of one who takes pay for services in sport.

This isn't scolding. It's confessional, and the result of cold and severe self-examination, in this particular case of Jimmy Anderson who counts himself a representative golf pro.

Let's take one primary case of professional practice which golf pros only rarely follow; the case of the clients whose needs baffle our own qualifications.

Can't Help Some Pupils

I have had cases of pupils upon whom I've used every talent, trick and patience that my experience has given to me in teaching golf. I'd work with them, and lie awake nights wondering why I couldn't get them straightened out. Still they didn't improve. What pro hasn't had the same disturbing experience?

Then, too, I have had players come to me from other pros' clubs in search of instruction that will cut their scores. I know the pros who have tried to teach these pupils are good men. From quite a few of these pros I've learned valuable instruction pointers myself.

Fairly often I am able to take these pupils and get them to consistently hitting the ball and scoring in good shape. The sober, certain truth must be that other pros have the same experience with pupils I've been unable to cure.

Admitting the existence of such cases certainly doesn't reflect on the true professional status of a golf pro. We need not be ashamed to confess that our high and wide sort of genius can't convert every duffer who comes to us and lead him or her into the upper realms of the lower handicaps.

Doctors are not ashamed to call other doctors into consultation. The patient gets

a feeling of confidence in the doctor's ability and sincerity when he calls in a specialist for consultation. The general lawyer is not reluctant to call in an income tax specialist or real estate or libel specialist when his client is in a jam in one of these phases of the law.

But pros, who talk of being recognized as men of professional status, are deathly scared, apparently, of regarding other pros as instruction consultants.

I have tried the experiment of asking pupils upon whom my instruction has not been working satisfactorily (to me, at least) if they'd have any objection to me sending them to another pro to be looked over so I could have an expert and independent check-up on the case. The pupils are flattered by the candid admission that their cases are tough. They get into a more susceptible attitude toward instruction. I recall the statement of Dr. Kelly at the Purdue golf conference that fundamentally golf must be learned rather than taught. Dr. Kelly, as a psychologist of high rank, tipped me off to sharply define something that I've long suspected. The function of a good pro instructor is not only knowing what to teach but how to get the pupil to learn it.

Armour Gives Others Credit

I recall the remark made by Tommy Armour when he was receiving great credit after Lawson Little won four consecutive U. S. and British National Amateur championships. Armour disclaimed having given Little any appreciable amount of instruction in shot-making. "He knew how to make shots. He'd learned that from some very good but comparatively unknown teachers. All I could tell Lawson was how to play tournaments, and give him a workout in competitive tactics."

One of the acknowledged great authorities in golf instruction making a statement like that was one of the finest tributes to the "horse and buggy" doctors of

Ed Livingston, pro at Elmwood Park, Sioux Falls, S. D., sold his set of clubs to a member—Don Hetland. Ed had holed an ace on the club's eighth hole with his No. 6 iron. Hetland hauled out the 6 at the eighth right after making his buy and holed an ace himself.

GRAY LITTLE
Lake Charles
G & C. C.
Lake Charles, La
(Right)

JAMES DOLAN
Hillcrest C. C.
Leicester, Mass.
(Below)

L. L. "SPUD" WHALEN
Lewiston G. C.
Lewiston, Idaho
(Left)

ROBERT SANFORD
Hooper G. C.
Walpole, N. H.
(Right)

DAVE D. HENDRY
Maysville C. C.
Maysville, Ky
(Left)

STAN MURRAY
En-Joie Golf Club
Endicott, N. Y.
(Left)

PLAY THE CLUBS THE PROS PLAY

Tommy Armour

TOURNEYS

REG. U. S. PAT. OFF.

They're picked by Pros from coast to coast because TOURNEYS have the "feel" it takes to win! Just drop in at your Pro-Shop and waggle a TOURNEY — get a taste of their perfect balance — the sweet groove-cutting swing of these masterful clubs. Then step out for a "foursome" low score with a set styled by leaders and used by experts *and play to win!* There's an individual shaft on these guild crafted heads patterned for *your* game. — Simply ask your Pro for a "fitting"!

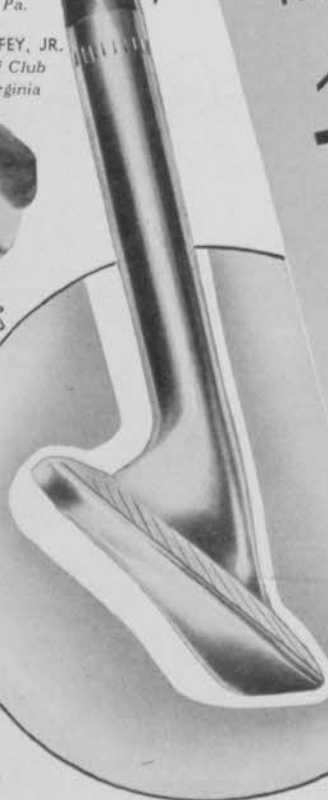
CLINTON "SHANTY"
HOGAN
Stamford C. C.
Stamford, Texas
(Right)

These players
visory and Te



"BOB" JOHNSTON
Tam O'Shanter G. C.
West Middlesex, Pa.
(Above)

E. R. "RUT" COFFEY, JR.
Winchester Golf Club
Winchester, Virginia
(Below)



H O'DONNELL
Min Lake G. C.
Monks, N. Y.
(Right)



PETER BAILEY
Bay City C. C.
Bay City, Texas
(Right)



ELDIN RIKE
Meadowbrook C. C.
Dayton, Ohio
(Left)



GENE LOVEJOY
Lincoln Park G. C.
Grand Forks, N. D.
(Above)



CLAYDON
ATTRIDGE
Pensacola C. C.
Pensacola, Fla.
(Left)

DONALD TAYLOR
Sleepy Hollow G. C.
San Anselmo, Calif.
(Right)



JOE LETTMAN
Rockport C. C.
Rockport, Mass.
(Above)

"MUS" OLINGER
Spottswood C. C.
Harrisonburg, Va.
(Left)



NORMAN V. NEVINS
Blue Hill C. C.
Blue Hill, Maine
(Above)

GIE SPENCER
Mont Field Club
Farmington, W. Va.
(Above)



JOHNSON
The Forest C. C.
Lawrenceville, Kansas
(Right)



HAROLD CLASEN
Ridgeview G. C.
Duluth, Minn.
(Right)



ers of the MacGregor Pro Ad-
-play these clubs through choice.

HY-COMPRESSION TOURNEY

REG. U. S. PAT. OFF.

1940's Greatest Money Ball

Has A Partner For "95" Players!

Hy-Compression TOURNEYS—the ball with FASTER Get-Away—far surpassed all other makes combined in total winter Tournament wins. But the good news for "average" golfers is the **REGULAR TOURNEY**—built with a tougher cover to withstand punishing play—but still giving true flight—crisp iron action—but still giving true flight—crisp iron action—accurate putting... so whatever your game, play a **TOURNEY**. Give yourself the "break" that helps knock strokes from every round! Just ask your Pro! More than likely he, too, plays Tourneys.

Caution: Hy-Compression Tourneys are suitable only for hard-hitters! Just ask your Pro!

**HY-COMPRESSION
TOURNEYS**
For Hard
Hitters

REGULAR TOURNEYS
For Average Players



MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.
CRAWFORD, MACGREGOR, CANBY CO., Dayton, Ohio

pro golf instruction I've ever heard. It also was a tip to the application of truly professional procedure to golf instruction. Little picked up instruction from a number of good sound pros. The ordinary club member is kept strictly to his own local practitioner.

My point is that the home pro doesn't

lose, but gains, when he advocates other expert pro consultation in stubborn cases of instruction. The pupil gets the right idea that golf instruction isn't such an easy, simple thing that any one pro, regardless of how good he is, knows it all.

Furthermore, in actually building ourselves up in professional status, it is ob-



Paul Runyan, noted golfer, is shown instructing Columbia university golfers at the Gedney Farms CC, White Plains, N. Y. Runyan became instructor for the spring term of this class, which is one of the many comprising the Physical Education (required) program for freshmen and sophomores at Columbia. In the early spring and during bad weather two golf nets are set up in the main gymnasium (University Hall) on the NY campus.



One of the group instruction classes at the University of Nebraska, Lincoln, is shown in the above photo working out under the direction of Instructor Ed Newkirk, who is pro at the Lincoln CC. Ed reports an unusual amount of interest in golf among the students at the university this spring, and says he has been kept plenty busy instructing regular classes for both men and women students in the department of physical education. The students realize that golf instruction is something that cannot be crammed into too short a period of time, according to Ed, who says that when he queried the classes as to whether or not the course in golf should be covered in one semester or two, he found that most of the students felt at least two semesters and even three, should be devoted to learning golf. Their point was that they should not be rushed through the subject, so as not to touch some points too lightly, and over-stress others.

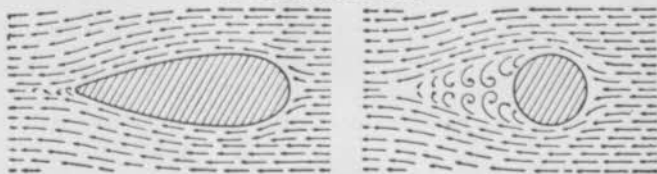


From the Airways to the Fairways



**Comes This Vital Improvement
to Help YOUR Game!**

A Scientific Fact



Streamlined Shafts like Streamlined Struts cut down Air Resistance—Speaking of airplane struts, Col. C. C. Carter says, in his recent text book, "Simple Aerodynamics and the Airplane", published by The Ronald Press Company, New York City . . . "The Compression members are 'streamlined' in order that they will offer as little resistance as possible to passage through the air . . . the eddying of the air behind the cylinder is responsible for the increase in resistance."

NOW . . . America's Finest Clubs Come to You Equipped with

Heddon *"Speed-Swing"* **STEEL GOLF SHAFTS** Not ROUND but "TEAR-DROP" SHAPE

See for yourself why these modern clubs make a difference in your game. Step into your Pro's shop and pick one up. Even at first glance, you recognize a club with "Speed-Swing" Shaft by its sleek, streamlined beauty. Take it in your grip and give it a swing. Note that it feels better balanced.

But your real surprise will come when the club head goes into action! Then you discover that clubs with "Speed-Swing" Shafts give you two great advantages.—More Power, because of decreased air resistance.—Controlled accuracy, because the tear-drop shape tends to hold the line of swing truer when the shaft flexes at the moment of impact. Get your Pro to show you clubs mounted with Heddon "Speed-Swing" Shafts, and see for yourself what they do for your game.

Heddon "Speed-Swing" Shafts are restricted to the finest clubs of America's finest manufacturers.

JAMES HEDDON'S SONS Steel Golf Shaft Division
Dowagiac, Michigan

Ask Your "Professional"

—to show you clubs having the new Heddon "Speed-Swing" Shafts. Available in the finest clubs produced by these famous makers:

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|----------------------------------------|-----------------------------------|
| C. S. B. Golf Products, Inc. | A. G. Spalding & Bros. |
| Crawford, MacGregor, Canby Co. | Stan Thompson Golf Club Co. |
| Hillierich & Bradsky Co. | Ralph G. Tyler & Co. |
| Pedersen Mfg. Co. | John Wanamaker Philadelphia, Inc. |
| Professional Golf Co. of America, Inc. | Wilson Sporting Goods Co. |
| Kenneth Smith | Winter-Dabson |

Note the distinctive Tear-Drop design and the famous Heddon Power-Shoulder.

HEDDON — "The Shaft of Steel with the Sweetest Feel"

A hole-in-one idea that's worth wider use is that conceived by E. Leonard, pro at Butte Des Morts CC, Appleton, Wis. Leonard gets the ball the player has holed with a tee shot, and mounts this ball on a small wood pedestal. Felt goes on the bottom of the pedestal so the trophy may be used as a paper weight.

On the ball is lettered in ink the name of the player, the hole, distance and date. On the pedestal is "Presented by E. Leonard, Butte Des Morts pro."

vious that we neglect some of the most important basis details. How many of our pupils really know about golf clubs? We make a great point of saying that proper fitting of clubs by a pro expert is a fundamental of good golf. But have any of us made part of our instruction interesting and informative lectures on clubs and how they are designed and made to do their work?

Rules of golf we have neglected, too. Pros are not naturally reading men and I doubt that 5 per cent of them have read the Rules of Golf, the primary manual of their business, from cover to cover. I believe that with the development of pro golf clinics we are going to hear the Rules of Golf read aloud and clear through—and discussed.

The ignorance of tournament players in the rules of the game is something that we can't regard merely as unfortunate. It's a reflection of a serious oversight in the educational plan of pro golf which has as its objective the establishment of a sound and higher status, with greater earning possibilities, for the man who is qualified to be called a master golf professional.

Photographic Murals Are Ideal for Club Use

ART PHOTO ASSOCIATES, 330 N. Michigan Ave., Chicago, is going into the country club field with its photographic murals, now extensively used on walls of offices and a few of the ritziest cafes.

These photographic murals select, as subject material, some beautiful view of the course. The photograph may be enlarged as much as 11 feet high and 48 inches wide. The cost is approximately one cent a square inch for the finished work.

Scenes of historic matches played over the course also make good shots for the murals to be displayed in the lounge,

dining room, grille or bar of the clubhouse.

The murals are applied to the wall in a manner similar to hanging wallpaper, or made in panels.

Inasmuch as summer activities supply the scenes that are most usually transferred to the mural locations, Art Photo Associates advises that club managers or officials look into the matter promptly while early summer foliage and verdure is most luxuriant.

PGA Promoting Red Cross Matches During July

THE PGA is pushing Red Cross matches in July, hoping to set a sports record for funds secured. Besides the Detroit match between the Ryder Cup 1939 team and the sharpshooting orphans, PGA members will promote blind bogey tournaments at their own clubs, all entry fees income, minus a nominal prize amount, going to the local or national Red Cross.

The team match idea was steamed up by Sarazen after plans for a tour by Sarazen, Hagen and Armour had been proposed by the Squire. Tom Walsh, PGA president, came up with the nation-wide Red Cross tourney idea. Washington (DC) pros put on a Red Cross pro-amateur match that drew well. Scioto CC, Columbus, Ohio, also put on a very successful benefit match on June 9.

Lawson Little is making frequent contributions of his services to Red Cross benefits and now has virtually run out of available charity match time.

Noted pros are getting many requests for their services in Red Cross matches. The boys don't mind generous contributions of their services but they shy at appearing in matches where the promotion expenses, involving, usually, nothing for them, leaves the Red Cross coming out with small change. They want to be sure the Red Cross gets a goodly chunk. Hagen says he'll play in Red Cross matches any place his schedule will permit, but the Red Cross must be guaranteed a minimum of \$500 before he takes a club out of the bag. That chills those who have noble but impracticable ideas, and want Walter to do the heavy work.

The PGA has a long record of fundraising service. In 1916, first year of the organization, it raised \$1,800 for an ambulance to operate in France.



**“Darling I did it!
Tom put me wise”**

- Telling his wife and 20 million other Americans listening in — how he broke 90 — thanks to a tip from his friend the Pro. One more of the dramatic, powerful pages in the SPALDING Advertising Campaign, sending members to your shop to buy SPALDING “True Solution Center” Balls and other SPALDING equipment.

- Every year SPALDING Golf Balls give Pros more dollars in profit than any other brand.

SPALDING GOLF BALLS

A. G. Spalding & Bros.
DIVISION OF SPALDING SALES CORPORATION



DOT
DASH
DOUBLE DOT

*Sold only
through
Pro shops*

Hot Weather 'Hit' Dishes

Food connoisseur suggests dishes that tempt aplenty—even in hottest weather

By Peter Greig

NOW IS the season for cold soups such as madrilene and vichyssoise (that delicious concoction of white chicken stock, potatoes, cream and, or its not vichyssoise, leeks). Cold cherry soup and other fruit soups are delicious on sultry July days. Incidentally, a few parsnips added to the vegetables used in making cold consommé gives a surprisingly sweet and almost cherry-like flavor to the soup when properly clarified. But even the best of cold soups pall after a time. Here is where watercress rushes to the rescue.

Unfortunately, most recipes call for potatoes which, to my view, makes the soup too thick and heavy for summer and kills the delicious freshness it ought to have. Here is a recipe without potatoes that we always use at home and I assure you it makes a beautiful, light, summer soup, served hot.

| | |
|-----------------------|----------------------|
| 2 cups of white stock | 2 bunches watercress |
| 3 tablespoons butter | ½ cup cream |
| 1 yolk of egg | salt and pepper |

Chop the watercress fine and cook for five minutes in 2 tablespoons of butter; add the stock and boil for five minutes. Thicken with the rest of the butter, and season. Just before serving add the cream and the egg yolk which has been slightly beaten. Serve with tiny nubbins of fried toast.

All through July you will have plenty of boiled salmon on hand, so if yours is a residential club and your rooms are all occupied, don't forget kedgeree for breakfast or even for a Sunday lunch. Kedgeree is a fine dish for using up cooked fish that has an assertive flavor—not forgetting even lobster—and if you serve salmon kedgeree for lunch you can be generous with the curry powder (and make a note to remind yourself of kedgeree as a winter breakfast dish made with finnan haddie). Chop up the salmon fine and boil some rice; also chop the whites of two hard boiled eggs. Put some butter in a stewpan

Use These 10 Country Club Cartoons

*to Liven - Up Your Club Grill
Locker - Room or Golf Shop*



Here are ten all-different golf cartoons, the most humorous and true-to-life ever drawn! Handsomely printed on heavy paper to make them suitable for framing. Big, too—11 in. by 14 in. Each cartoon contains 40 or more little individual golfers saying and doing just the sort of things the golfers at *your course* say and do every day.

The set is ideal for walls of club grills, locker-rooms, pro-shops. Or makes the "different" tournament prize you have been looking for.

Cartoons are carefully packed in a crush-resistant envelope and mailed you flat, post-paid. *Order today!* **PER SET POST PAID**

Hundreds of clubs, pros and golfers own these clever cartoons. You'll be delighted with them, too!

Book Dept., GOLFDOM, 14 East Jackson, Chicago

AN EASY WAY TO ORDER.
Just tear out this page, write your name and address in the margin, attach a dollar bill, and mail.

\$1