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Cape Cod. Previously, he was at Oyster Harbors, also on the Cape. For the past 13 winters, he has been pro at Mid Pines, Pinehurst, N. C. He was Massachusetts open champ in 1934.

Roy and his assistant, Johnny Schoonmaker—brought up this year for the first time from Southern Pines, N. C.—will give, between them, 25 lessons a day at the height of the Brae Burn season.

The way the pro department at Brae Burn has built up the storage servicing business is amazing. Just a few years back, there were 90 sets of clubs in the lockers at the repair shop where they are stored. Last year the racks had to be enlarged, because the number of members taking advantage of this service was

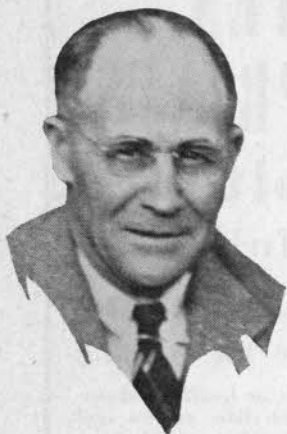
steadily rising, and under Bronsdon's supervision the number has jumped this year to over 400!

For \$7.50 a season the clubs are inspected and polished after each round, re-wound, lacquered, and cleaned as needed during the season, and are conveniently stored.

This is not made possible entirely by the fact that Brae Burn is an unusually big and wealthy club. A few years ago, Bronsdon was pro at a small 72-member club on Cape Cod, and every one of the 72 members used his storage-cleaning-repairing service. And as for buying in the pro-shop, they were his customers, 100%.

In giving lessons, if the pupil so wishes, Bronsdon has a set of still pictures taken,

# The Background



**"My assistants must learn to merit the friendship of club members . . .,"**

**Says - JOHN INGLIS**

*Pro at the Fairview Country Club, Elmsford, N. Y., by whom, as his assistants, many famous Professionals have been guided on paths to success.*

**"W**HEN the older Pro sees boys who were his assistants making good on jobs of their own, then the veteran knows that he has made good *again* for his club, himself and the younger fellow and the club that gives the young fellow the responsibility of a Pro job.

"A Professional's or assistant's job requires delicate handling, demanding complete education in the golf business, and constant carefulness. His club members are his *friends* whose friendship and confidence is far more important than the primary factor of profit which must rule in most businesses.

"All of my assistants have been chosen, first, because they were boys of high character and worthy of friendship, then because they were aspiring golf students.

"By temperament and training they become qualified to deserve the trust a member must place in a first-class Professional. What I teach my boys is that they are entrusted with one of the member's greatest assets—the member's golf pleasure. Therefore, at my shop, and when the boy graduates into a job of his own, he must be competent to counsel the player in his choice of equipment and his playing methods so the player will receive physical and mental value from his golf game.

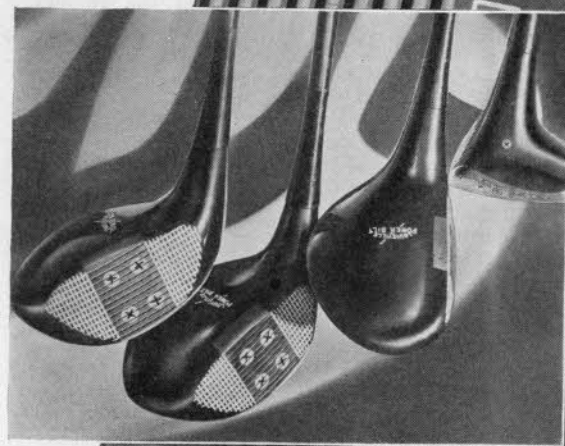
"I am more proud of what my assistants have done than I am of anything else I have done myself to extend the happiness golf makes possible to men.

"Wherever my assistants have gone, they have reflected credit on Fairview and its members. The boys now in my shop please me greatly by showing, with the same brightness, the old spirit which is—'the assistant who serves Fairview best, pleases Inglis most!'"

\*Among the prominent professionals and players developed by John Inglis are the Turnesa brothers, Fred Decker, Tony Manero, Micky Gallagher, Louis Costello, Pat Costello, Bill Creavey, Joe Matthews, Matty Scanlon, the Madden brothers, John and Jimmy Farrell, and others.

# of Pro Success

know of no other class of businessmen anywhere, whose dealings with their "customers" involve these personal relationships that exist between Pro and Club members. Therefore, Professionals who exercise extreme care in the selection of the merchandise that they recommend and feature in their shops favor Louisville Power-Bilt clubs. Aside from the assurance which all Power-Bilt Professionals have that their "customer-friends" are getting quality, the Hillerich & Bradsby policy of complete protection is a further satisfaction to Professionals who feature Power-Bilt clubs. Its sincerity of plan and purpose has been proved and the quality built into Hillerich & Bradsby products is unsurpassed.



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each shot demonstrating some one important phase of the swing. These, he finds, are easy for the pupil to study because any or all of them can be kept right before a person's eyes to be looked at just as long as necessary. The lesson fee is \$2. Roy also offers an eight-lesson course for \$14.

He conducts a junior class every Saturday morning. There are 34 in this class and he splits them up into two groups of 17 each. This class has its equipment serviced and stored at no extra



Roy Bronsdon giving a lesson.

charge. (That, incidentally, is an excellent way to get them started with the right habits.) These beginners not only take lessons from Roy, but as a matter of course, every one of them has a set of clubs fitted by him. Too, he keeps record cards for all his pupils.

With a regular membership of 650 at Brae Burn, there are 780 persons (counting all classes of members) with golf privileges; 408 players have handicaps; 230 are women. On joining, the member buys a \$500 debenture and pays a \$100 initiation fee. Dues are \$120. Golf privileges cost \$25 each for the first two members of a family and \$12.50 for each additional. Junior memberships (age 21-31) are \$25; associate memberships (age 16-21) are \$10.

The "Outside Skating Memberships" cost \$25 for the first two and \$3 for each additional. Locker fee is \$10.

## Golf Promotion in Schools Pushed By Portland Plan

PORTLAND (ORE.) school officials, golf pros and local amateurs, with the active cooperation of Portland sports writers, are at work on one of the most complete golf-in-school programs conceived since this development became a major feature of pro business extension.

Highlights of the Portland plan are given by a story in the *Oregon Journal*, as follows:

Portland public schools will include the teaching of golf in their curriculum beginning with the spring of 1941, it was decided at a meeting of a committee headed by Oscar Furuset, president of the Oregon State Golf association.

Instruction in the schools will be handled by the regular physical education teachers. These instructors will first be trained in basic fundamentals of golf teaching by members of the Oregon Professional Golfers Association.

Assistance in the program will also be received, said Eldon Jenne, school athletic director, from the National Golf Foundation, the Oregon Public Links association and the Oregon Women's Golf association.

Equipment will be sought by a city-wide subscription drive in which golfers will be asked to donate old, discarded and unused golf clubs and bags. Barrels, properly marked, will be installed at the 18 city golf clubs for receiving the equipment and a central collecting agency established at Lloyd's golf course under the supervision of Joe Mozel.

A bring-a-club day will be conducted also in the various schools, with student golfers urged on that date to bring a golf club each to donate to the cause. The equipment collected will be made into playing sets and checked in and out by a system comparable to the book loaning setup in the libraries.

The subscription method of providing the equipment, Jenne said, is necessitated by the tremendous cost involved in trying to furnish all the schools with adequate clubs and bags. The playing materials received will become the property of the Portland district and be used for instructional purposes only.

To provide a place for students to play golf, once taught, a committee headed by Furuset, and with Jenne, School Superintendent R. E. Dugdale, and a representative of the Federated Community clubs as members, is to confer with the city about special student rates on city-owned courses.



## They'll be out there Saturday..

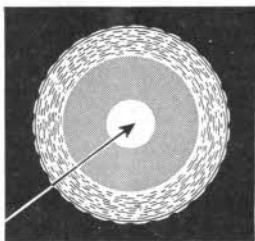
... HORSE-TRADING on handicaps ... ribbing about form ... bragging about "that sweet shot I made on the dog-leg" ... or what have you!

They'd rather win four bits from Al than get an extra dividend from Consolidated Can. They're long on advice to each other. But will they take it? You bet they will ... if it comes from *you*. And you can give them one tip that they will welcome. It's that inside story on Spalding Balls: How the DOT, DASH and DOUBLE DOT have the "True Solution Center". Why that means uniform balance ... and prevents undeserved

hooks or slices. And finally ... that clincher about the Spalding Geer patent cover ... *tougher than ever*.

Through hard-hitting national advertising, this Spalding story is getting over to your members. It features the Spalding balls sold exclusively by Pros ... the DOT, the DASH, the DOUBLE DOT.

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



**TRUE SOLUTION CENTER** — an exclusive Spalding feature. 100% liquid. No minerals to settle and throw it off balance. Frees the player from the common hazard of the unbalanced ball that too often causes undeserved hooks and slices.

## Spalding Golf Balls



# CADDIE PROBLEM Tackled by New Gadget

Kaddie Kart in use at Jackson Park, Chicago's most popular many course. Four of Jackson Park's women experts line up to roll their own.

ONE of the most useful gadgets in golf is some arrangement to eliminate the load put upon the golfers and the caddie by the caddie-bag and clubs. There are many of these devices, but until recently most of them failed to register with the golfers.

In 1939 a Chicago inventor by the name of Sam Caron perfected a device that is becoming widely used. Caron, in commenting on his device, states that the two biggest obstacles to the use of his Kaddie Kart are the fact that a great many players are naturally afraid of being ribbed for not being he-men and not carrying their own bags, and the fact that the caddie-master and pros are afraid that the caddies may lose their jobs.

A canvass of those who have just gotten through using Kaddie Kart reveals that these objections are vanishing.

## Caddie Shortage Problem Solved

Recently at the Roselle (Ill.) CC a tournament was held on a week day. It was impossible to recruit enough caddies for this tournament and the club was in an uproar. The professional, Byron Harcke, immediately ordered 10 Karts to be placed in operation. The club's manager stated that the Kaddie Kart has been the solution of caddie shortage problems for the club.

Many clubs throughout the country are far away from adequate caddie supply. It is evident that many players will not

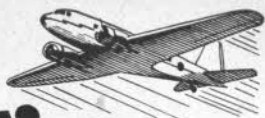
play golf unless they have a caddie. At these clubs Kaddie Kart becomes the most welcome substitute, as it will eliminate entirely the necessity of the player carrying clubs, and in a great many cases will eliminate some of the aggravations that a caddie often gives the player, especially in carrying double. Private clubs in the Chicago area have adopted Kaddie Kart as a welcome auxiliary to their caddie system. Maurice White, pro at LaGrange CC, used them last fall and found they were exceedingly well received by the membership. In fact, a great many members who have big bags often are willing to pay the extra rental fee of 25c to relieve the caddie of the weight.

Tom Walsh, PGA president, has a number of Kaddie Karts in continuous operation at his course, Westgate Valley. In comment about Kaddie Kart, Tom said, "At first I was skeptical and did not think that they would be practical, but I find that there are a certain class of people that Kaddie Kart appeals to and I believe that it has kept a number of these coming to my course that ordinarily would not come, simply because they can get a Kaddie Kart to carry their clubs. I find also that it in no way interferes with the caddie business, because the players who ordinarily have caddies will not substitute a Kaddie Kart for the caddie. In fact I believe that it is a good way to get players started to using a caddie by giving them a taste of the game without carrying their own bags."

There are a number of precedents in the golf business that have been overcome throughout the years, and the Kaddie Kart people are confident they are downing the traditional avoidance of mechanical caddy-ing devices.

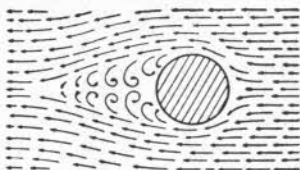
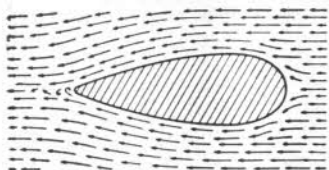
The veteran Dave Cuthbert, pro at Brunswick (Ga.) CC, is another one who comes up with a kid he claims is promising material for the National Amateur title within the next 6 years. The kid is 14-year-old A. E. Fiveash, Jr.

# On the Fairways



# Take a Tip from the Airways

## Modern Scientific Designing Calls for "STREAMLINING"



**TODAY'S AIRLINERS** are designed to make the most of "streamlining." Note above cross section of streamlined strut compared with "circle" strut as shown in Col. C. C. Carter's recent book, "Simple Aerodynamics and the Airplane", published by The Ronald Press Company, New York City . . . "Streamlined struts 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."

**TODAY Famous Makers Equip Finest Clubs with**

Heddon "*Speed-Swing*"  
**STEEL GOLF SHAFTS**

Not **ROUND** but "**TEAR-DROP**" SHAPE

You *see* the difference streamlining has made the instant your eyes light on the sleek "Speed-Swing" Shafted club. You *sense* the difference when you give the club a swing.

"Tear-Drop" Design lessens air resistance, gives greater "swing-speed" with less effort. "Tear-Drop" Design also tends to hold the line of swing truer when the shaft flexes at the moment of impact. It gives you more confidence in your control.

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

### JAMES HEDDON'S SONS

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See the distinctive Tear-Drop  
Design and the famous Heddon  
Tear-Shoulder.

HEDDON "TEAR-DROP" SHAFTS FOR CLUBS WITH THE GREATEST FLEXIBILITY

# Jersey Pro Clinic Is Big Success

By William D. Richardson

THE New Jersey section of the PGA recently concluded one of the most successful ventures in the history of metropolitan (N. Y.) district golf — its first annual golf clinic. The first two sessions were held in the Essex House, Newark, N. J., and the final one at the Glen Ridge CC, home grounds of Jack Fox, president of the New Jersey PGA.

On the final day of a three-day session, held in successive Mondays, starting April 29th and ending May 13, more than 200 turned out for the event which consisted of a demonstration of shot-making with all grades of clubs by leading New Jersey pros in the morning and an 18-hole pro-amateur event in the afternoon.

That the demonstration produced results was shown when Maurrie O'Connor and Mike Cestone, Branch Brook pair, won first honors with a best-ball of 65, six under par, and Johnny Farrell, one-time U. S. Open Champion, paced the pros in the individual event with a 71 despite a 2-over par 7 on the long No. 12 hole. For O'Connor and Cestone it was a mere continuation of a series of triumphs that saw them crowned New Jersey state pro-amateur champions only the day before.

Despite the fact that April 29th turned out to be the only real golf day players had dished up to them by the weather man, there was a goodly turnout for the opening session at which a great many matters of interest to the pros was discussed.

## Speak on Many Pro Subjects

President Fox, energetic head of the New Jersey organization and founder of the Fox system of getting them interested in golf while they're young, traced the history of golf from its early beginnings down to the present, dealing chiefly with the professional angle. Former national

Caddie charts of the PGA have been by a considerable margin, the most widely used feature of PGA publicity. Numerous newspapers reprinted much of the material, with credit to the PGA. Life Magazine's May 27 issue used the PGA educational course for caddies together with its own pictures which were taken at Baltusrol GC, with Johnny Farrell, two of his assistants and Baltusrol caddies collaborating.

president George R. Jacobus also discussed the golf pro and the game, while several officials of the Metropolitan and New Jersey State golf associations, Max Kaesche, president of the M. G. A., and Bob Lansdell, President of the Hackensack GC, gave talks on the arrangements of tournaments and tournament golf and rules, Farrell and Tommy Harmon contributing to the rules discussion. Dr. H. Weber of East Orange, in charge of physical education in the schools of that city, gave an interesting talk on muscle control pointing out the importance the physical structure has in golf and telling the pros to take account of physical deformities and weaknesses when they are teaching pupils.

"What a Club Expects from a Professional" was the topic discussed by Dr. R. R. Lauckner, president of the N.J.G.A., and Leonard Dreyfuss, member of the Mountain Ridge Club, injected several brand new sales ideas in his talk on "Shop Management and Advertising."

## Predicts 15,000,000 Golfers

Glenn Morris, head of the National Golf Foundation, enlightened his audience with facts concerning the growth of golf interest in the schools and colleges, predicting an increase from 2,700,000 to 15,000,000 players, and also talked about the club rental plan which is now being used so successfully in the development of new players. "Caddie Training and Activities" was the topic discussed by Jack Weising, chairman of the M. G. A. caddie committee, while Jacobus discussed the relationship of the assistant professional to the club. The meeting ended with lantern slides of various golf courses and holes shown by Robert Trent Jones, golf architect, and several reels of PGA instructional movies. Harry Nash of the Newark *Evening News* and John Beer of the Newark *Sunday Call* acted as masters of ceremonies.

On the second day, May 6th, President Fox and Jack Beckett who, by the way, has just completed 25 years of service as pro at the Yountakah club, discussed the art of club-making and Jacobus and John Alberti gave some pointers on the buying of merchandise. "Pro-Greenkeeping" was





# Walter Hagen

## PRO-SHOP

### Gossip

ON THIS lap of our itinerary we take off from Columbus, Ga., where we had a most enjoyable chat with FRED HASKINS at the Country Club.

AND while some fellows own a piece of a night club, Fred is satisfied with stock in a soft drink manufacturing concern. If he takes three putts occasionally, he just shrugs off his ill luck in contemplation that the boys in the locker room, and the kids up town are drinking enough of his pet beverage to increase the size of his next dividend. So what the h----!

NEXT, to Brook Haven Country Club, Atlanta, where HOWARD BECKETT has JOE KIRKWOOD's boy as his assistant. I got a real thrill out of seeing the lad following in his distinguished father's footsteps.

IN PINEHURST, visited a while with that grand old man of the game, DONALD ROSS, and my good friend ERIC NELSON.

THEN time out on my way through Richmond, for a hello to BOBBY CRUICKSHANK. Bobby is looking forward to a fine season. He's having several more windows put in his shop so his stock can be well looked over inside, and not over-looked, by members passing outside. He's onto the "ins" and "outs" of business!

NEXT through the Cherry Blossoms of Washington, D.C., to the East Potomac Park G.C. There TOMMY DOERER has a fine set-up, and receiving great support from club members.

FREDDIE McLEOD and "REDS" BANAGAN next welcomed me at the Columbia C.C. in the Nation's Capital. Freddie and I played a round. He has not lost his touch and still puts the ball where he wants it. (Don't I wish I could!)

THEN in Baltimore, I enjoyed a round (of golf) with ANDY GIBSON, CHARLES BETCHLER and BILL SCHREIBER at Mt. Pleasant where Bill has a layout that is really a layout!

FRED SCHNEIDER in Philadelphia, too has a grand course. The Club House was being renovated, and with all the enlarging and remodeling I've seen everywhere, it looks like everybody is anticipating a good golf year.

MY OLD globe-trotting friend, JOE KIRKWOOD gave me a regular Ubangi greeting at Huntingdon Valley C.C. in Philadelphia. Joe is happy in his job—the members are happy with Joe—which makes his an ideal set-up.

CLARENCE EHRESMAN of Ashbourn C.C. has the science of booking lessons down to a fine art. He's out there teaching from morning till night and that's the one best way of making money, and also of having an intensely interested club-membership.

DINNER with JIMMY D'ANGELO who has taken over management of the clubhouse along with the duties as professional at Baederwood G.C. in Jenkintown, Pa.—and doing a great job at both.

AND SO, as I used to say to the Mexican Senoritas—Buenos Noches!

Walter Hagen

the topic of the veteran William Brail and Harry K. Smith, while several pros, among them Jim Barnes, current Jersey open champion, Frank Kringle, Francis X. Coakley, William Walker, Danny Williams and Tommy Harmon participated in a discussion on the value of instruction from a qualified golf professional. "Group Instruction" was the subject of a talk by Bruce Heatley and Prexy Fox, and Nash, whose descriptions of golfing events over the radio have been heard by millions, discussed that topic. "What it Means to be a PGA member" was ex-president Jacobus's topic and there were also instructional movies put on by the Wilson Sporting Goods Company and A. G. Spalding & Bros. Company.

Jack Forrester, vice-president of the New Jersey section, opened the final session on May 13 and Francis Coakley acted as master of ceremonies. At this session the pros demonstrated the 'how' and 'why' of every club in the bag.

## Golfers Flock to Pittsburgh's First Golf Clinic

PITTSBURGH's first big scale golf clinic, given under the sponsorship of the Tri-State PGA Section, was held Sunday, May 19, at the Shannopin CC. Officials of the Pennsylvania Golf Assn. and the Western Pennsylvania Golf Assn. joined with the PGA members in planning and participating in the demonstrations and lectures.

After introductory remarks by Nels Zimmerman, v-pres., Tri-State Section; J. R. McGregor, Shannopin president; S. Davison Herron, Penn GA pres., and W. H. Duff, II, president of the WPGA, came a 9-hole exhibition match between Dick Shoemaker and Perry DelVecchio and amateurs Jack Benson and Andy Szwedko.

Following the match Glenn Morris, director, National Golf Foundation; Dr. Charles Henninger, Vincent Eldred, Dave McKay, Charles Manning, Emil Loeffler and Paul Erath gave short talks and demonstrations on golf promotion, and pro and greenkeeping work respectively. Shot demonstrations were given by Mrs. T. E. Nolan, West Penn women's champion, Shoemaker, Pat Janssen, Ted Luther, Pete O'Hara, Sam Parks, Jr., and Ralph Guldahl. John Capebianco, pro at Aliquippa CC, directed the day's activities.

# IT'S ON THE HOUSE

By TOM BEAM  
Mgr., Westmoreland CC

Do you take all your club magazine statements as gospel truth or do you sometimes dissent? There is always value in constructive comment.

*Collodion glue applied to slivered corners of tables or chair legs prevents damage to silk hosiery.*

Get in step with the "better light—better sight" movement fostered by the Illuminating Engineering Society.

*Each restaurant employee should have a medical examination before going to work and one periodically thereafter.*

Food merchandising is a hard, tough, exacting vocation and cannot be run loosely or without personal attention.

*Repair or replace the door mats that curl up and trip up.*

Look at payroll costs from the angle of your club standards.

*A baggage tag can be hung on other items besides the fire extinguisher. Date oil changes on the refrigerator, cleaning day on the cooler coils, on the range stack, etc.*

Members can hardly be expected to be enthusiastic over furniture of a type they discarded in their homes ten years ago.

*Good management is management that suspects that there has been mismanagement each time something goes wrong in the club.*

Do the best you can with what you have where you are.

*How a guest registers at your club isn't half as important as how your club registers with the guest.*

Any club can be what a good club should be—clean and restful.

*A club manager is as big as the things that annoy him.*