

cal experience to supplement the theory they learn in the classroom. You must also be willing to help them get a foothold somewhere after the college training is completed.

It is not a sacrifice that I am suggesting to you. All that is needed is an expanded outlook as to the field of activity which these men will open to your profession. If ways can be devised to greatly reduce the cost of playing golf to the average man, there will be a demand for many more golf courses. With general recognition of the standards held by your profession and the type of service you are equipped to render, your members will be sought to manage recreation facilities of all sorts where turf is an important part of the set-up. However, you must be a little generous of your time and support to bring this about, and prevent such management from gravitating into the hands of other groups. I see no reason why this program of educating young men should mean the displacement of a single

competent superintendent in your organization today.

One final word of explanation. This program of training young men will not reduce the necessity for the type of self education which you mature superintendents are now carrying out. You will still need your meetings, conferences, and schools, to keep you abreast of the latest scientific discoveries on soils, grasses, diseases, insect pests and methods of applying these new findings to practical turf culture. You will need even more to inquire into the proper place of golf and other forms of recreation in the life of your respective communities, and devise methods of bringing such healthy recreation within the reach of the millions who want it. The program of training young men in the fundamentals of your profession will provide you with adequately prepared recruits who can hold the advances which you have made in the past 20 years and permit you to forge ahead in the development of greater opportunities for service.



LELAND GIBSON

## Camera Is Key To Gibson's Teaching

By David Marsh

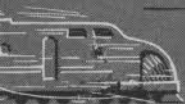
**L**ELAND GIBSON, professional at the Kansas City (Mo.) University Golf Club, has developed and stylized a modern method of golf instruction which has proved invaluable to his club members as well as most lucrative to himself.

At the beginning of last season Gibson took an inventory of his physical and mental assets. He totaled his debits and credits. He examined critically the list of club members, the amount of merchandise sold the year before, the number of lessons given, and came to the conclusion that he should devise a more thorough and systematic method for servicing his members, both for their good and for his own good.

About two weeks before the season opened he mailed to each member a brief personal note suggesting that in order to

get started right for the new season that they sign up for a series of 10 half-hour lessons so that by the time the real summer golfing weather arrived their game would be in good shape for a more successful season than they had ever before experienced. From this point on, Gibson's procedure is this: when the member decides to take the series of lessons Gibson's first step is to set a date to play 9 holes with the member. During the 9 holes of play he may offer a few suggestions, but chiefly he devotes this time to observations and notes on the golfer's outstanding faults.

He notes flaws in the player's swing; he notes where the player uses bad judgment in club selection or in making the shot, and in short, he endeavors to see exactly where the player is losing



# **STREAMLINING**

**AND GIVES A POWERFUL "LIFT"**

**Heddon's**  
Sensible Design-Change from  
**"ROUND" TO**  
**"TEAR-DROP" SHAPE**  
in  
**"SPEED-SWING" SHAFTS**

marks the most important improvement of the decade in fine Golf Club construction.

**Appeals Instantly to the Player**

because the "Tear-Drop" Design is scientifically correct for greater distance, greater accuracy and "sweet feel."

**Heddon**

**"Speed-Swing" Shafts**

—are drawn from the finest and toughest alloy steels, and upon special patented machines, exclusively Heddon's.

Patents:  
Granted and  
Pending

**Heddon**

**"SPEED-SWING"**

**SHAFTS**

**"The Shaft of Steel with the Sweetest Feel"**

# *Comes to Golf!*

## TO "PRO" SALES OF FINER CLUBS

### Heddon's

Sensible Policy of Supplying These  
Scientifically Designed and Playably Correct

### "SPEED-SWING" SHAFTS

Exclusively Through

### "PROS"

is bringing the Golf Club  
business to your shop. Gives  
your shop an exclusive sales  
advantage not obtained in  
other clubs at any price.



The Heddon  
"Power Shoulder"

also obtainable in  
Heddon "Standard"  
Model Shafts.

**PLAY and SELL**  
the Clubs on which you  
have no competition.

Obtainable **ONLY** in  
America's Finest Clubs by  
These Famous Makers:

C. S. B. Golf Products, Inc.  
Hillerich & Bradsby Co.  
Crawford, MacGregor,  
Canby Co.  
Pedersen Mfg. Co.  
Professional Golf Company  
of America, Inc.  
Kenneth Smith  
A. G. Spalding & Bros.  
Stan Thompson Golf Club  
Co.  
Ralph G. Tyler & Co.  
John Wanamaker Phila-  
delphia, Inc.  
Wilson Sporting Goods Co.  
Winter-Dobson

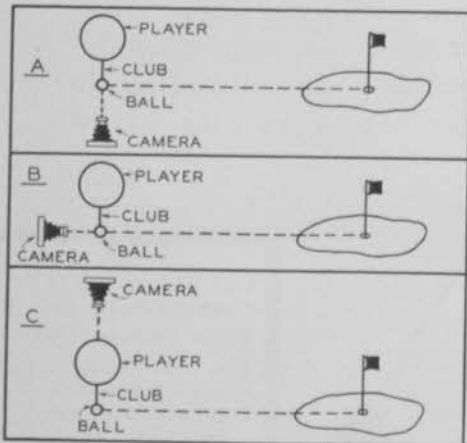
# *Exclusively Yours*

## JAMES HEDDON'S SONS

STEEL GOLF SHAFT DIVISION  
DOWAGIAC, MICH.

from the player's age and physique the course of treatment which should do him the most good. Later, in the pro-shop, he fills out a record card which carries all information pertinent to the player's game. On this card he has the member's name, age, weight, height, make of clubs he uses (this angle can often be used later on in selling the player a new set of clubs which will be more adaptable to the player's swing—whippy shafts for slow swingers, etc.), and general remarks in regard to the student's faults. Also on this card is space for marking the dates on which lessons are taken. For the 9 holes of play and the analysis Gibson makes no charge—just writes it off as good-will advertising.

The lessons themselves are so given that the most time is spent on the worst faults as revealed in the analysis. In addition to this Gibson uses an inexpensive moving picture camera and projector and takes slow-motion pictures of the student making his customary swing before the lessons are started. This affords a basis for comparison later. He finds it most satisfactory and revealing to take the pictures exactly from points as diagrammed below:



The cost of the film, which is very nominal, is borne by the student. Or it can be included in the cost of the series, if preferred. Another roll of pictures is taken from exactly the same points after the series of lessons has been completed. The player can then readily see and understand why he has improved his shots. The old film can be used as a quick reference any time he has a tendency to get back in his old groove, and the new or final film will show him how to retain his new

swing. The player of course owns the two rolls of film which he may keep forever if he pleases.

This moving picture idea is attractive to the average player. We all like to see ourselves in pictures and this can be built up into a powerful selling point for the series of lessons.

Gibson keeps his projection machine at the club so that anyone may run off his own film at any time, thus keeping fresh in his mind the points he learned in the instructions.

### Grip Pix Taken

Another angle which Gibson employs is this: he has had a number of photographs (stills) taken of the grip and stance he advises. But they are different than most golf photographs in that they are taken with the camera lens looking down at the grip, club position, and position of the feet, from the point of view of the eyes of the player. Most photographs are taken from the wrong point of view, Gibson feels, as they are taken from the point of view of a bystander. Gibson has been quite successful with his new style pictures.

Another unique angle to the Gibson system is that he asks his students to refrain from making wagers on their game until the series of lessons has been completed. The reason is this: when a player gets in a tight spot in a money game it is too easy to return to his old style swing because he knows just what sort of shot he can expect to make. It is best to use the new swing, or grip, or what not, in "fun" games until a few weeks after the lessons have been completed. This enables the player to build up confidence in his new style to a point where he knows, and knows he knows, that his new style will produce the best result.

Due to the modern clinical style of attacking the teaching problem Gibson has drawn many players from other clubs in the city. One of his students who at the start of last season had rather an unorthodox swing and played usually in the low or middle 80's, improved so rapidly that by the end of the season he won his club championship. And not only that but defeated in the final round a player who twice had gone to the finals of the Kansas City match play championship. Another of his students went to the finals of his club championship when the best he had ever done before was to

*(Continued on Page 50)*

*What it hasn't  
Gives it what it has!*

**NO CENTRE**

**NO PILL**

**NO CORE**



*in this*  
*Walter Hagen* **"CORELESS"**

**T**HE greatest possible source of trouble in a golf ball—a centre that shifts, breaks or gets off balance—is entirely eliminated in the Hagen Coreless.

For this Hagen Coreless is literally centreless—the entire ball except the cover is formed entirely of Para thread.

And if it's winding that makes a golf ball, what could be better than a ball of all winding? That's exactly what you have to offer your members in the Hagen Coreless!

Here's a golf ball that is going to be the sensation of the 1940 season—that will be locker-room talk all over the nation.

Place your order now and make sure of early spring delivery.



*The L. A. Young Golf Co.*

**GRAND RAPIDS  
MICHIGAN**

HERE IS A  
PROGRAM

*Built*

FOR  
YOU!

. . . T H E  
P R O

IT FEATURES YOU!

● It's a campaign planned to build *you* . . . to put your personality across to the nation's golfers, boost your earning power and increase pro-shop profits! It's *your* PRO-Gram—packed with every sound ad-

#### In National Magazines

. . . puts you in the national spotlight! Builds you up as the lead to a real profit building program "at home"!

#### In Local Newspaper Ads

that feature YOU—*you* as an authority—your name—your picture—your club affiliations.

EACH SELLS THE IDEA —

PLUS *Tommy Armour* TOURNEY

#### They're PRO-ONLY!

And have been since the start! They haven't been "shifted" just to gain your business. No, they've been built for your *personal* play, and for your *personal* selling profit! And this year our PRO-Gram bridges the gap between Pro-Shop and player. Boosts your earnings! See our salesman!



# MacGregor Gram

FOR

1940

vertising idea that will *help sell you*—and help you sell! And it's "*automatic*"—nothing for you to do except get in on it quick! Write, wire, or get in touch with your MacGregor Salesman NOW!

## With "By-Line" Lesson Series

to bring you still closer to the local golfers . . . to pay you sweet earnings through increased income from lessons.

## Radio Questions and Answers

That you can tie-in and use in your own promotion.

## . . . and Pro-Shop Sales Helps

that help you build sales of ALL equipment.

"PLAY THE CLUBS THE PROS PLAY"

CLUBS TO WIN NEW PROFITS!

Pros play *TOURNEY* Balls because they get off the club head faster . . . it assures longer drives—crisper irons—on-the-pin approach shots. Take a tip from these boys who are out to win—play a *TOURNEY*. It's the secret to the stellar Tournament play of MacGregor's Pro Advisory Staff, so take **CAUTION!** *TOURNEYS* are *Hy-Compression*—suitable only for hard hitters! Just ask your Pro!



**MacGregor**  
THE GREATEST NAME IN GOLF

CRAWFORD, MACGREGOR, CANBY CO.- DAYTON, O.

# They Profit From Planning

SEVERAL pros holding down jobs at the smaller clubs over the country were recently asked by GOLFDOM to tell how they operate their shops in a way they have discovered works out best for their clubs, their members, and for their own interests. Douglas C. Doane, pro at the Arundel GC, Kennebunkport, Me., writes:

"At a club like ours, the sale of merchandise accounts for a substantial part of a pro's income. But I feel that profits can be increased if the small club pro would keep, accurately, from year to year a record of his monthly sales of individual items. Too many of the pros at the smaller clubs don't do this. With the information he would gain from a system of records, he would be in a position to keep a minimum, but adequate stock. This would save him money on insurance; it would be easier for him to discount his bills—a good credit rating is worth much in any business; he would not lose sales because of a shortage of stock; and he would be able to reduce to a negligible amount the stock not sold at the end of the year.

## Know Business Methods

"A little time spent in studying sales methods also will pay big dividends. Buyers like to have a variety of merchandise to select from. All articles should be clean, and the prices should be plainly marked. Good display is very important in making sales; displays should be changed about once a week for best results. I have found that by taking the

cheaper balls and clubs, marking and displaying them in a prominent position, sales increased immediately.

"On the smaller items, like tees and adhesive tape, I believe it pays to keep the prices low. Increased sales make up for the lower margin of profit and your customers will know that you will not overcharge them on the more expensive articles—for they will see that your prices compare with other retailers.

"To increase the sales of clubs at golf clubs the size of ours, often a liberal trade-in allowance on the old clubs will bring good results. Another effective policy in selling clubs—especially to a beginner who is buying his first set—is to include a few free lessons.

## Many Repair Jobs Left

"The amount of money a pro could make repairing clubs has fallen off considerably in the last dozen years because clubs today are much stronger in construction. However, there still are many club repair jobs that a pro can do in the pro-shop, such as refinishing wood heads, changing the loft or lie of a club, replacing broken plug, changing the size of grips—work which requires only a small outlay of money for materials. Quick and expert service on repairs creates good will, which in turn results in the sale of other goods and services.

"Teaching is a subject in itself. There is no limit to what one may learn about it. I think it is the most important part of a pro's work, and I think a pro should take every opportunity to watch and help his players.

"I believe the pro at the smaller club is more closely connected to club work than is the pro at a large club. Very often he is responsible for the training and conduct of caddies. By spending a little time to see that they are well trained, a pro helps not only the boys, but his members, his club, and himself as well.

"A good percentage of the members enjoy tournaments, especially one-day affairs and sweepstakes. Promoting them increases the number of rounds of golf played, which means more sales for the pro.

"Members appreciate having little



On a recent trip into Texas, Tom Robbins, of Crawford, MacGregor, Canby's New York office, along with Binnie Plummer, pro at Walnut Hills CC, Dallas, and Joe Phillips, Greenville, went hunting three times. Results: 1st hunt, 26 rabbits; 2nd hunt, 34 rabbits; 3rd hunt, 28 rabbits. Tom is shown in the above photo looking proudly at one of the day's 'hauls.'



Lay a **KROYDON \$5 Hy-Power Iron** alongside the market  
 . . . . . **AND COMPARE!**



AN EXCLUSIVE KROYDON FEATURE—Irons with Nick-Proof Soles—so tough you can cut a brick in two without injuring the club.

America's No. 1 Golf Clubs didn't reach the top by accident! No Sir—they have what it takes! And that covers a long list of design and manufacturing FIRSTS that have made the Kroydon name famous wherever golf is played.

Write for Catalog showing the latest Kroydon Woods from \$5 to \$15 each and Kroydon's Hy-Power Irons from \$5 to \$10—with valuable pointers on **STEPPING UP YOUR PROFITS DURING 1940.**



Kroydon's OFFSET Irons are actually forged with an offset to give added power and control.



**BUILT-IN** not **BUILT-UP.** Only Kroydon duplicates the shape and feel of hickory.

**Kroydon**

**CLUBS FOR BETTER GOLF**



Kroydon's **PITCHING BLASTER** is really two clubs in one—a great help anywhere near the green.

A black and white photograph of a man with a mustache, wearing a dark fedora and a textured suit jacket, sitting and looking at a spiral-bound notebook. The notebook is open to a page featuring a large number '201,378,528' at the top, several small illustrations of golfers in various poses, and a headline that reads 'Here ARE THE A'. Below the headline, there is text that is partially obscured but includes 'timed to run', 'great national', 'during the Pr', and 'most active sal'. At the bottom of the page, it says '201,378,528 n', 'boosting the', 'ACUSHNET b', and 'ing the next 6'. The man is holding the notebook with both hands, and the background shows a window with a grid pattern.

"Take a look! Big two-column ads in The Saturday Evening Post, Newsweek, Life, Fortune, Golf, Golfing and the Pacific Coast Golfer — all through the season!

"It starts in April — and it's going to reach about 28,642,125 people — golfers! — And look at the break we're giving you Pros!

"Sure we do — always will — and look! Here is newspaper advertising to run on the sporting pages of the papers when the tournament scores are published.

"Right here fella. Here are the famous Acushnet score cards, designed for medal and match play, in black and brilliant green — and the ever-popular rule sheets in the same eye-catching color scheme! And the little gold and black and green counter signs! — all the things you've asked for!"