

**"Boy! that's some campaign. Those are the magazines all my members read. When does it start — and how many people see it — a couple of million?"**

**"Why, you're picturing the Pro in every ad! 'Sold only Through Pros'... 'Take Lessons from Your Pro'... that's telling 'em! Boy, I like that stuff."**

**"That's swell. That newspaper stuff helped me a lot last year. How about something for my shop!"**

**"Great stuff—I'm for it ... and Acushnet. Get ready to take an order right now! Gosh, we ought to have the best season we have ever had!"**

**ACUSHNET**  
*Advertising*

favors done for them, and it is good policy to do all you possibly can for your players—whether they buy little or much from you. I believe any pro who gives good value and good service will receive the support of his members without having to ask for it.”

Harry Ogden, pro-greenkeeper at Keokuk, Iowa's, Fairview GC, a 9-hole private layout, has a group of directors at the club who work in very close co-operation with him in planning what should be done, in the best way, with a very limited club income. Harry writes:

“I have seven directors who really work with me in getting done what must be done around the shop and course, and this is really a big help in operating a club like ours. Our club is private, we have about 200 members, and about 1,000 out-of-town golfers play on a green-fee each year. I try to show the players all the hospitality I can, and attempt to provide the best service I can with the amount of time I have available—our dues are low and we have to make every penny count.

“I have a young fellow who helps me six months out of the year—I'm at the club 9 months. I do not get to play very much golf, and enter few tournaments; you know two do not have much time for playing, when they have to help take care of the course, besides running the pro-shop.

“At a small club, expenses are the things you have to watch at all times, so I feel that a pro in this type of club should be able to do his own greenkeeping work if the situation demands, and fit in his lessons and shop work with it. I have been at the club for 11 years, and in that time we have installed bent grass greens, a large bent grass putting green, and last fall we installed water lines to our tees. I supervised, and did a lot of the actual work in all of this, in addition to carrying on my pro work, and we were able to get this done only by holding down expenses at every turn.

#### Conducts School Classes

“I have coached the local high school golf squad for the last seven years, and we have won our district championship during four of those years. In addition to coaching the team, I have been working to get just as many students as possible to take up golf. Developing golf among students helps clubs in small towns, because your future members are in school

now, and they have to be encouraged to take up the game when they are young.

“We put on a Keokuk Open every year, and do get some of the good golfers here, although our prize money necessarily cannot be very large. But we've been working it up a little each year, and I hope this year it will be the biggest ever.

“Downtown store competition does not bother me much. I sell more clubs and balls than any of the stores in town, and I don't bother them and they don't bother me. I think too many pros complain about conditions that really aren't as bad as they seem; if you do what you can, and not worry about the other fellow, I think the pro can get along fine at a small club. I am.”

### “I Would Like to Play with My Professional, But—”

By John Budd

“I WOULD like to play with my pro, but he never seems to have time for me,” stated a certain man in a certain club locker-room. This man, naturally, bought his golf balls from a hardware store, his golf bag from a mail order house, and his clubs wholesale, through a friend.

Does our duty to our club include a duty to play as much golf as possible with all of our members? Remember, our membership looks to us as leaders in our chosen field. They admire our biting iron shots, the ease of our well-hit drives.

Howard Beckett of Atlanta told me of a time when one of his best members was disgusted about his game and on the verge of quitting the club and the game. Howard made a point to go on the course with this member and help him out of the rut. Would you say that Howard rendered a great service to his club? Yes; and in doing this he did a lot for his own standing with that member. Who will this member buy his golf equipment from now?

How many professionals of your acquaintance keep a register of all the people played with during the season? My service station keeps me informed as to when the oil needs changing in my car.

In an effort to better service our clientele, we could make every effort to play with as many members as possible.

# 7 times a star

- ★ **in POWER**  
True Temper—ounce for ounce—the strongest, most powerful golf shaft made.
- ★ **in SPEED**  
True Temper—the most efficient—most graceful shape for speed—perfect as a circle.
- ★ **in BALANCE**  
True Temper Shafts are matched for weight and balance.
- ★ **in FINISH**  
True Temper Shafts are finished like fine jewels.
- ★ **in PERFORMANCE**  
True Temper Shafts are played by every National Tournament Winner the world around.
- ★ **in ACTION**  
True Temper Shafts are tops in yardage and accuracy.
- ★ **in SALES**  
True Temper is the choice of the golfing world—it sells itself. Helps you to increase sales—profits and player satisfaction. Manufactured exclusively by The Makers of True Temper Products, Cleveland, Ohio.



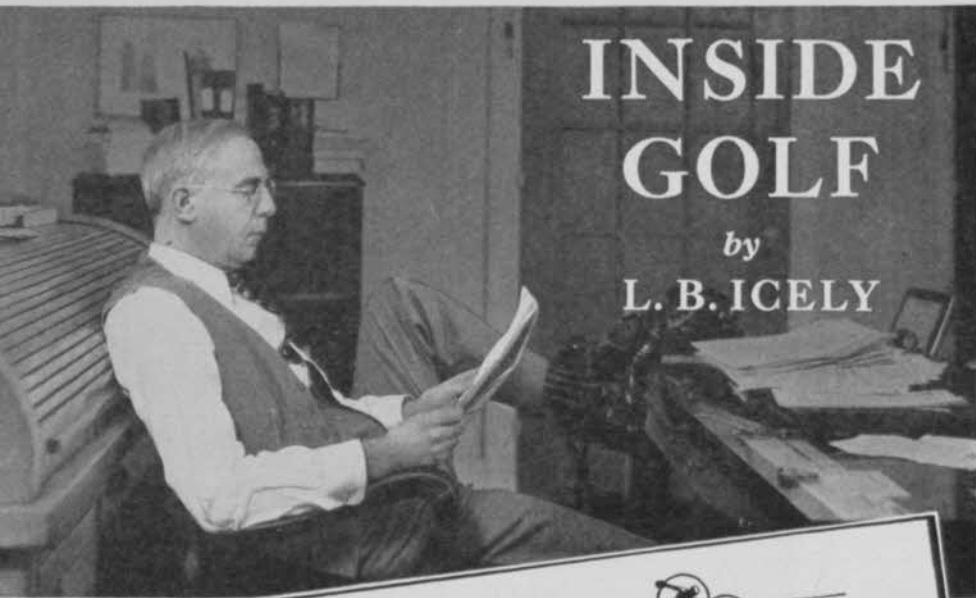
## TRUE TEMPER

STEP DOWN

*The Golf Shaft of Champions*

# INSIDE GOLF

by  
L. B. ICELY



**Wilson**  
SPORTING  
GOODS CO.



2037 NO. CAMPBELL AVENUE  
FORMERLY POWELL AVENUE  
CHICAGO, ILLINOIS  
CABLE ADDRESS WILSPORT CHG

TELEPHONE  
BRUNSWICK  
1 6 0 0

Dear.....:

Your letter contained the first news I'd had of your election to the.....club's presidency. My congratulations to the club and my best wishes to you in a job that I know is difficult enough to call on your abilities.

You say that you are puzzled in trying to put your finger exactly on the spot where attention should be devoted to pep up your club. I'm not.

I have known your pro....., for some years. He and I discussed, last fall, the situation at your club. From the picture as both you and he put it, your club's major problem is that of promotion.

Your pro knows it. He has been having children's classes and women's classes at the club. He has been teaching golf classes at your high school at considerable inconvenience to himself. There has been no direct cash return to him. But there has been a big and increasing indirect profit to him and your club in community good-will advertising. ...., as a good pro businessman, knows that the more who become interested in golf by class lessons, the more private lessons he will give and the more clubs, balls and bags he will sell.

He is extending the market for his services.

Outside of what.....is doing with the class lessons at the club, there's practically no club promotion work being done. And to make this official negligence even more glaring, ask yourself if the club officials have really got in and pitched to help.....publicize his classes. You know they

haven't. The pro has been doing a lone-handed job. You all owe him more than just your thanks for his initiative.

Let's look at your golf club as we would look at a business. First thing we observe is that our plant is idle too much of the time. We have to try to level our load. That means we have to develop far more women and children golfers to play during the week-day mornings. When we get them in sufficient numbers, then there will be far more pressure on husbands and fathers to join—and stay in—golf clubs.

As a matter of business, as well as of sportsmanship and community service, high school teams should be allowed to play occasional matches on private courses. There are many days, other than week-ends, where the presence of four foursomes of serious-minded youngsters on your course wouldn't disturb any of the members. . . . ., in his teaching of golf at your high school, has taught these young men and women golf etiquette. The students' conduct will give no cause for members' complaint.

Now that golf has made a great recovery from the depression, we can see that the old habit of clubs thinking of youngsters as caddies instead of as including a number of prospective members, cost golf club officials many a headache.

Still this old habit of thinking continues in many places. Junior memberships cost too much at most clubs. A nominal fee for junior play restricted to morning hours except Saturdays, Sundays and holidays, would solve many membership problems 5 to 10 years ahead of the time when these membership replacement situations become acute.

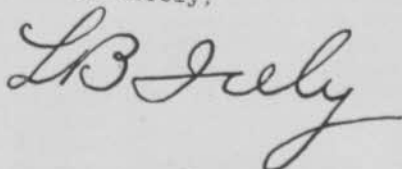
Talk to your pro about the golf promotion work that pros are doing all over the country. You know how your own industry is working on the problem of creating a larger market for its product. You know that's a vital job. But you haven't recognized how vital is the market promotion job at your own club.

Your manager and greenkeeper, as well as your pro ought to be in on these discussions. The work of promoting a club needs all the energy and team-work you can get.

Think it over and see if you don't agree with me that one of the most urgent responsibilities of your administration is that of helping its professional in the golf promotion job he's doing all by himself.

With best regards to you and to . . . . . I am

Sincerely,



President  
Wilson Sporting Goods Co.



# Recent Golf Divots

THE New York State Golf Assn., in its recent annual meeting, decided to do completely away with the stymie. The motion for such action was carried unanimously. . . Pros visiting Florida this last winter are raving about "J. C.", husky Negro caddie at Bradenton CC. The word is that "he can positively hit a golf ball as far as Jimmy Thomson, or any man alive." . . . Midwest Greenkeepers' Assn. 1940 officers are Graham Johnson, Park Ridge CC, president; Ray Gerber, Glen Oak CC, vice-pres.; John Darrah, Beverly CC, re-elected secy.-treas. Directors elected were Harold Clemens, Al Purvey, Frank Mastroleo and Norman Johnson.

*Members of the Ryder Cup Squad made the statement that amateur golf is slowly, but surely, deteriorating, following the pros recent match with a team of star Texas amateurs, the simon-pures taking a 26 to 4 beating in a 2 and 4-ball charity match. "Not that these boys don't have fine shots," said one pro, "but it seems they fight an inferiority complex. They seemed awed by the very sight of the professionals" . . . Clarence L. Young, greenkeeper at the Springfield (Ohio) CC for the past 12 years, died Feb. 8 at his residence in Springfield, following an illness of eight weeks. He was 60 years old.*

On February 15 Willard Hutchinson assumed his new duties as pro at the Valley Club of Montecito in Santa Barbara, one of the wealthiest clubs in California. Hutchinson had previously held pro posts at the Pasadena and La Cumbre clubs. . . . Don Schumacher, Texas amateur champion and one of the finest golfers Texas ever developed, is considering turning pro. . . . Sammy Byrd signed recently to become the playing pro and assistant to George Sayers at the Merion GC (Philadelphia) this coming season. The former New York Yankees' baseball star had been assistant to Ed Dudley at the Philadelphia CC the last three years.

*Sayre, Okla's., golf-minded citizens can hardly wait for the golf season to arrive. The city council recently okayed the plan to build a 9-hole grass green course in Sayre, and work has already begun on the project. . . . A year ago the Manistee (Mich.) G&CC was so hard up financially*

*it was thought that the course would have to be abandoned. Today, the picture, happily, is entirely different. When new officers of the club were elected at the recent annual stockholders' meeting, the treasurer's report revealed the organization is now entirely free from debt and is able to start the 1940 season with a small cash balance. . . . John A. Monroe, secy.-treas., Iron River (Mich.) CC, reports a balance on hand of \$224.08, this being the first time since the establishment of the club that the figures are on the black, instead of the red, side of the ledger.*

A new golf course is virtually assured for Bluffton, Ohio, golfers this summer. It is planned to establish the 9-hole course on a 74-acre farm two miles south of Bluffton. . . . George S. Turpie, pro at New Orleans' Audubon club, has been named president of the New Orleans Professional Golfers Assn. Turpie, known as the "dean" of the pros in that section, has held pro positions in the New Orleans district for 30 years. . . . The USGA has 'cracked down' on the practice of removing loose impediments on the green with a putter, by adding this footnote to Rule 29 (1) in the 1940 issue of the Rules of Golf: "Testing the surface especially prepared for putting by roughing or scraping it with a club or otherwise will be considered as placing a mark on the putting green, and the player will be subject to the penalties of this Rule."

*Bob Alva, assistant pro at Lakeside GC, Hollywood, Calif., has been named pro at the Hillview (Calif.) club. . . . A new clubhouse is going up at the Bear Hill GC, Wakefield, Mass. This replaces the club structure destroyed by fire last September with a loss estimated at that time at about \$15,000. . . . George Fazio has signed as pro at the Glendale CC, Glenolden, Pa. The 27-year old Fazio has been one of the Philadelphia district's first-flight pros for three years. . . . Charles Erickson, veteran course superintendent at Minneapolis' famed Minikahda CC, is in his 40th year of greenkeeping.*

Wes Ferrell, veteran pitcher, won the baseball players' golf championship for the second straight time when he defeated Jack Russell, former Chicago Cubs hurler, 2 and 1, in their final 36-hole match at

FORMER HOSEL WEIGHT SCIENTIFICALLY  
REDISTRIBUTED TO THE BLADE FOR GREATER DISTANCE AND MORE CONTROL

NEW SPALDING  
CONSTRUCTION

AVERAGE  
CONSTRUCTION



## Bobby Jones SAYS....

"The golfer who swings the 1940 Jones Tournament Iron experiences a new sensation. A new feeling of power and constant control. And he can credit this 'sweet feel' to the sensational short hosel feature."

And Bobby's right . . . we've taken unnecessary weight from the hosel and through scientific redistribution put it in the blade where it works with you for a longer, straighter ball.

The Tournament line offers you profitable sales features that your members will ask for . . . features that will make the Pro shop cash register work overtime, and show you a nice sales gain in '40.



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

GOLF EQUIPMENT

LIGHTER SHAFT

SHORTER GRIP

the Palma Ceia club, Tampa, Fla. George Jacobus was publicity director for the successful tournament; Henry Bolesta was host pro. . . . Edwin L. Lennox, 81-year old president of the Indianapolis (Ind.) District Golf Assn., was recently feted by admirers, who gave him a testimonial birthday dinner party in the city's Columbia Club. His age is still par for him, and it started being that when he was 71, because during his 71st year he played several 18-hole rounds in that figure.

*Modesto (Calif.) golfers point with pride to their excellently operated and conditioned municipal golf course, which not so long ago was little more than a goat pasture. There are now 115 players holding memberships, and last year there were 32,793 rounds played over the layout. Ian Macdonald is pro at the course. . . . Mrs. J. Frank Guthrie, 68, manager of the Cypress Point CC, Monterey, Calif., died Feb. 4 from injuries suffered in a fall. Affectionately known as 'Ma' Guthrie to hosts of society folk and golfers throughout the West, she had managed the San Francisco G&CC before moving to Cypress Point in 1922. . . . Virgil E. Morey, pro at Stadium GCse, Terre Haute, Ind., for several years, has been named manager-pro at Brazil's (Ind.) municipal golf course.*

## Purdue Golf Clinic Plans are Maturing

THE Golf Clinic to be held at Purdue University, Lafayette, Ind., on April 10-11, under the sponsorship of the PGA, is an educational feature that will be listed right at the top of important PGA functions for 1940, and every member of the association who can possibly attend is being urged to do so, according to Frank Sprogell, Grand Rapids, Mich., division vice-president.

PGA officials have been working out details of the Clinic with M. L. Clevett, Purdue Recreation Director, who has assured the complete cooperation of the university to make the Clinic successful in every way. There will be four separate sessions: the afternoon and evening of Wednesday, April 10, and the morning and afternoon of Thursday, April 11. Tom Walsh, PGA president; Capt. Charles Clarke, secretary; Alex Cunningham, division vice-president, and Sprogell will act as chairmen at these sessions. All PGA

members attending will hear lectures in psychology, public relations work, salesmanship and other subjects of value to all golf professionals.

Highlights of Wednesday's program are: pros' inspection and reporting own ideas of Purdue's new golf layout; moving pictures and golf instruction demonstration (especially for Purdue students); an indoor demonstration—"Golf Show," with Tom Walsh at the "mike" and group class instruction technique (300 Purdue students as golf pupils).

Alex Cunningham will act as chairman at Thursday morning's sessions. Subjects include: "Golf in High Schools and Colleges"; "In Behalf of the 'Average Golfer'"; "Selling Yourself, Your Services, Your Merchandise"; and golf aptitude tests. Thursday p. m. Capt. Clarke will supervise the showing of movies—as an instruction aid; animated pictures; research and recent developments in golf; and an outdoor demonstration of golf technique on the Purdue 3-hole course and intramural field.

Some of the leading tournament professionals are expected to be on hand for the Clinic, and every member of the association who attends is expected to take an active part in the sessions, especially in the group lesson instruction. Walsh, in discussions with Purdue officials, has brought up the idea of a regular PGA sponsored short course of from 4 to 6 weeks, at Purdue, and possibilities along this line seem very promising at present.

## Snappy Selling Job Done by Club Booklet

OLYMPIA FIELDS (Ill.) CC has just issued one of the finest, most compact booklets on the club—what it offers, that we have seen for quite a while. The booklet is printed in two colors, contains 16 pages, and space is given to picturing and describing every club department and outstanding club activities. The history of the club is given, plus diagrams and description of the four Olympia Fields' courses.

GOLFDOM has been noticing a return to some of the more elaborate country club booklets in recent months; a healthy sign, and good too, for club membership committees who, in many cases, have been sadly lacking in readily available facts concerning their clubs when starting out on membership solicitation.





# Walter Hagen

## PRO-SHOP

### Gossip

**F**ROM time to time I am dropping into pro shops in various sections. Pros throughout the country might be interested in what is happening elsewhere—hence this Walter Hagen page.

**O**N my way to the West Coast Tournaments, stopped to see **JIMMY McGONAGILL** at Shreveport Country Club. Jimmy has a shiny new shop—an equally shiny new course record of 65 on the Broadmoor course. Jimmy was going so hot I persuaded him to come with me to the coast to see if he could hit any of the Jack-pots.

**NED WHITE**, popular little pro at Broadmoor Club, was very much in evidence at the duck dinner given me by **ED INGOUF**, Manager of the Shreveport Country Club. That's one way a fellow can always get his birdie!

**N**EXT, to Dallas and a visit from **BEN BANKS**, greatly pleased with his new job at Parkdale Club.

**D**ROPPED in on **J. A. McCOMBS**, Arlington, Texas, who concocted a streak of lightning known as a Ramos Gin Fizz. That one will last till I see you next year, Mac!

**A** TALK with **DICK GROAT**, the glamour half of the famous **GROAT BROTHERS**, and the boy who puts the polish on member's games at Glen Garden, Forth Worth.

**SKEET FINCHER** of Rockwood Club quietly slumbered while an embryo **Jesse James** used a baby crowbar and flashlight to walk off with his stock of cigarettes. Skeet has a beautiful layout and is handling his job with satisfaction to all concerned.

**A**T El Paso, renewed acquaintances with **PHIL HESSLER**, Country Club Mentor and **BLAINE McNUTT**, one of Texas' finer amateurs—and Texas, plenty big, has plenty of fine ones.

**WILLIE LOW**, of Phoenix, boasts one of the finest shop layouts I have ever seen—with a course second to none.

**A**T Sequoyah Club in Oakland, saw **JIMMY DEMARET** and **CLAYTON**

**HEAFNER** fighting it out for top money, Texas Jimmy copping the coin.

**A**T Lake Merced, **ART BELL**, San Francisco Country Club pro, qualified for this match play tournament, banging out some beauties.

**TOM LoPRESTI**, popular Sacramento pro also qualified, winning his first match from **MARVIN STAHL** of Lansing Country Club, Lansing, Michigan, much to the delight of Tom's lovely little wife.

**A** LONG talk with **HAROLD BEER** of Ingleside. **BROTHER GEORGE**, of the same club also qualified—a tribute to the work on his game by Harold, known as a fine instructor.

**WILLIE GOGGIN** played sensationally to trim **LAWSON LITTLE** and **CLAYTON HEAFNER**. Goggin formerly with San Francisco's El Camino Club, now closed, is unattached. He would do a great job as pro for some lucky club!

**BENNY COLTRIN**, host pro, did fine work running off the tournament without a hitch.

**BACK** in Hollywood, and a few hours with friend **LEW SCOTT**, soon to become professional at Lakeside Club in the Movie City.

**T**HAT Ramos Gin Fizz is sneaking up on me again, so I'll be seeing you.

Walter Hagen



University of Kansas City coeds are shown receiving instruction from Leland Gibson, pro at the University GC. These students take lessons under Gibson three times weekly, for which they receive gym credit.

*(Continued from Page 34)*

win one round in the championship flight.

This style of instruction has kindled much enthusiasm at Gibson's club, so much indeed that at almost any time of day during the summer players may be found on the practice tee keeping their stroke in the groove.

Gibson feels that this type of "clinical merchandising" has far reaching possibilities both for club members and for the pro. His club, a semi-private organization, has reacted most enthusiastically to this teaching style. And if it works with members of moderate means then it will undoubtedly work out even more profitably at clubs where there is a closely knit and financially able group of members.

## Drake Students Enthuse Over New Course in Golf

**A**N enthusiastic report on the tremendous possibilities of developing golf in schools was received recently by GOLF-DOM from Monty Schenck, Woodside GC, Des Moines, Ia., pro, who has just completed the first semester of the first student golf instruction program ever held at Drake University in Des Moines. Says Schenck:

"What I feel is more significant than anything else in regard to the unusually

successful golf program at Drake, is the fact that the university had never before offered golf in its department of physical education curriculum. The great initial success of student golf at Drake shows the tremendous possibilities in schools and colleges for development of golf—if some time and effort is spent along this line.

"The first thing I did upon getting the O. K. from Drake officials to go ahead with school instruction, was to acquire a golf net and mats. I was then assigned to a large room in the field house that was generally used for basketball. This room was 75 ft. by 40 ft. Students signing up for the golf classes (there were four classes each day) numbered 128. It was planned to divide the classes into beginners, and advanced; but the way things turned out three-fourths of the total number were beginners.

"The golf instruction classes ran according to the following schedule—classroom work on Monday and Wednesday, and regular exercises in the practice room on Tuesday, Thursday and Friday. During the semester I obtained two sound motion pictures on golf, and four silent pictures, all in 16 mm. These movies contained instruction and actual shot demonstration by the game's leading golfers. Several times during the semester I had prominent golfers lecture on fundamentals of the game."