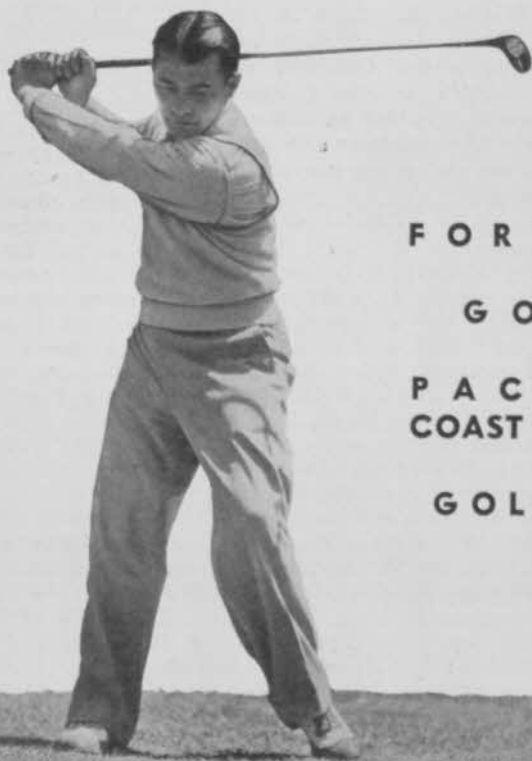


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SATURDAY
EVENING POST

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FORTUNE
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GOLFING

This year, Kroydon's Advertising Campaign is driving home the *strong points* of America's No. 1 Golf Clubs more effectively than ever.

It's telling the nation's golfers,

in the pages of their favorite magazines, WHY and HOW Kroydon's will help them live up to their ambition to shoot a BETTER game.

Show us a golfer who *isn't* interested in THAT!

The KROYDON COMPANY, MAPLEWOOD, N. J.

Kroydon CLUBS FOR BETTER GOLF

Golf Clinics Study Pros' Problems

By Herb Graffis

THREE well-attended and highly interesting golf clinics under the joint sponsorship of the PGA and educational institutions were held during April at the universities of Minnesota and Baltimore and at Purdue university. Combined attendance of the clinical sessions exceeded 700, to which should be added an audience of approximately 3,000 students attending the demonstrations and group instruction session at Purdue.

Developments of the clinical treatment of pro problems which has hit a lively stride this spring makes it plainly evident that the alert pro considers himself master of his own destiny and is depending on his own education for his professional advancement and security. Pro golf clinics now have been held on the West Coast and in Illinois, in addition to the Minnesota, Maryland and Indiana sessions previously mentioned. New Jersey's PGA conducts a clinic on three consecutive Mondays, beginning April 29, and pros in the Pittsburgh sector hold a clinic May 27.

Illinois PGA pros, for the second year, are holding pro educational clinics. The first meeting, conducted as an informal forum, was held April 29, and similar sessions are scheduled for May 6 and 13. Sessions are held at Hotel Morrison, Chicago.

For initial sessions to determine the future course of clinics by the necessary trial-and-error method, the April clinics

rated high. At Purdue there were pros from 15 states, coming from as far south as the Gulf Coast and from Canada. Officials of men's and women's amateur organizations, at the Baltimore clinic, cooperated with the Middle Atlantic PGA by getting a crowd of 300 to see and hear Middle Atlantic professional experts explain fundamentals of good golf. This session was keyed to the public as a pro good-will campaign.

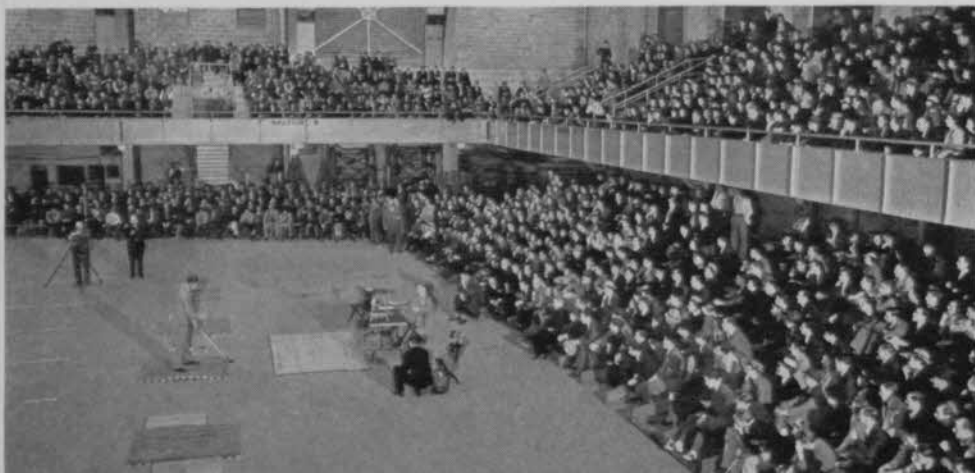
Purdue's clinic combined pro technical discussion, addresses of physiological and psychological authorities, and of physical and general education experts. The group instruction demonstration held at evening in the vast Purdue fieldhouse also provided a great study opportunity for pros who are well aware of the opportunities and problems of group instruction.

Minnesota's clinic was featured by pro testimony and discussion on the strictly business problems of their work. Pros who had been conspicuously successful at various phases of their business told of their methods and thoughts and were queried by their fellows.

The finale of the Minnesota affair was a merry banquet at which teams of pros and sports writers engaged in an "Information Please" query contest. The pros won the decision over the writers in answering questions on rules and personalities of the game.

Outstanding at the business clinic was

Horton Smith (below) demonstrates pro angles of shotmaking before part of the crowd of over 3,000 who attended the indoor golf show at Purdue U.



YOU'RE "GOING PLACES" with "Streamlined Shafts"

The One Big Improvement
in Clubs!

Sold ONLY
in "PRO-SHOPS"

You know what that can mean to your sales and profits. How often you have talked up the sale of certain clubs, only to have your prospect buy the same club elsewhere for less. That can't happen if you specify Heddon "Speed-Swing" Steel Shafts on clubs you order this season. You'll find them easier to sell, too, because they truly represent a scientific advance in Golf Club construction. The "Tear-drop" shape is a *visible* improvement. It's easy to see it *does* cut down wind-resistance. Heddon "Speed-Swing" Shafts are ultra-modern . . . ultra-sleek . . . ultra-fast.

These Famous Makers equip their Finest Clubs
with Heddon "Speed-Swing" Shafts

C. S. B. Golf Products, Inc.
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Note the Distinctive
Tear-Drop design and
the famous Heddon
Power-Shoulder.

Heddon
"SPEED-SWING"
SHAFTS
"The Shaft of Steel with the Sweetest Feel"

Patents:
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Not
ROUND but
"TEAR-DROP"
Shape

Exclusively Yours

JAMES HEDDON'S SONS

STEEL GOLF SHAFT DIVISION
DOWAGIAC, MICH.



A portion of the group of 350 students, faculty members and townspeople who took part in the Purdue class instruction session.

the participation of pros who have been signally successful in their jobs. It was evident that the wise pro, regardless of age, considered that his individual success didn't blind him to the fact there was plenty of still to be learned about the business of golf. It also was repeatedly in evidence that the smart pro didn't place his trust in the panaceas frequently cited as the pros' main hope of making a good living, but had found that the pros' salvation lies with the educated and energetic individual.

Study Boosting of Storage Income

Snapping up pro-shop service with special reference to care of equipment in rack storage was an especially timely subject treated by Willie Kidd at the Minnesota clinic. With many pros wondering how they can retain and extend club storage business, the Kidd talk contained practical suggestions that by themselves paid many of the pros for their attendance.

Golf instruction methods employed by Jock Hendry, Les Bolstad and Norman Clark was another of the Minnesota highlights. At all the spring clinics the science and art of effective instruction has been given considerable attention which is certain to be reflected in increased sale and results of lessons.

Art Ingleston and Len Mattson, the latter chairman of the Minnesota PGA-University of Minnesota Athletic Department clinic, were chairmen of the two day session held at U of M's Cook Hall.

The program:

Shop Service—Willie Kidd; Pro-Greenkeeping—Ed McElligott, Jock Hendry, Gordon Haberkorn, Herb Theinell; Rules of Golf—Bill Barrett; Merchandising—John Miller, A. G. Spalding & Bros.; Publicity—Geo. Higgins, Perry Dodson, Louie Green, Al Wold, Geo. Edmond, Rollie Johnson; Golf Architecture, Maintenance and

Construction—Paul Coates, Consulting Engineer and Golf Architect; What a Club Expects From Its Pro—Dr. E. S. Powell.

Caddie Training—Wally Mund; Club Events and Tournaments—Vernon Allen, Herb Snow, Ray Keller; How I Teach Golf—Jock Hendry, Les Bolstad, Norman Clark (Pictures and Demonstrations); Amateur Golf—Geo. Robbins; Public Course Golf—Carl Raymond, Paul Feist; Physical Structures—Dr. E. M. Jones; Women's Golf—Patty Berg; Future of the Golf Pro—Herb Graffis.

An interesting part of the Purdue clinic was the exchange of ideas between the pros and men and women physical ed. instructors. The P. E. instructors from their own college experience and their post-college work in coaching high school and college students contributed several very helpful ideas on athletic instruction.

As in California, the pros at Purdue generally were of the opinion that the P. E. teachers pro-instructed to acquaint youngsters with a few fundamentals of the golf swing, would provide a tremendous boost for pro individual instruction.

P. E. Instructors Aren't Competitors

Energetic proponents of pro-physical education teacher co-operation answered objections of pros who saw in the P. E. teachers potential pro competition by doubting that the P. E. teachers would devote collegiate training of 4 years and additional preparatory field training to equipping themselves for the precarious jobs that beginning pros have to take. Furthermore, pro advocates of pro cooperation with P. E. teachers, said, "after hearing the 'never had a pro lesson in my life' statement frequently uttered, what have pros to fear from missionary work in pro instruction by the physical education teachers?"

National and regional PGA officials were



Walter Hagen

PRO-SHOP

Gossip

AS THIS magazine comes out only once a month it makes some of my dope a little late, but here goes anyway:—

EN ROUTE to Florida, dropped in on JIMMY MUSTARD, professional at Biloxi Country Club, Biloxi, Miss. He and ED RANKIN, who peddles golf equipment in the summer time, are doing a fine business as co-owners of the club. Fairways and greens are in as fine condition as any I have seen in the South, which accounts for the constantly increasing play at this popular resort.

AT TAMPA, I enjoyed a few holes of golf with my old friend HENRY BOLESTA, professional at Palma Ceia Golf Club, which a few years ago was my old stamping grounds on the Florida West Coast.

BOB BARNETT, pro at the Indian Creek Country Club gave his members as well as himself, a great thrill when he tied for first place in the Annual Pro-Amateur Tournament held at his club. Bob found himself a little better than \$2,000 richer when the lights went on.

WILLIE KLEIN enjoyed a great season at La Gorce this winter, along with his very fine assistant, ZIGGY MELLON.

DURING the International Four-Ball at the Miami Biltmore, Coral Gables, NED EVERHARDT and his very charming little wife Hazel, who is also his very efficient secretary, played hosts to the boys at their club, doing a grand job of it. They are planning a trip to California to gallery the women's matches at Pebble Beach.

OVER at the Seminole Club, at Palm Beach, that grand old veteran, WILFRED REID is still batting one thousand per cent. He is as much a fixture there as the club-house. Seminole was the scene of the world's richest golf tournament—no less than 56,000 berries being put up for the boys to shoot at.

ANDY KAY, ex-professional champion of Canada, took me on for a round at his new club, Miami Shores Country Club, opened in December. This is a magnificent spot and a great test for any man's game.

STOPPED in of course too, to see GEORGE JACOBUS who has been at the Bobby Jones course at Sarasota for many years, but who now has taken over the North Shore Country Club. His contract gives him management of the entire club. North Shore was the course where we played the first half of the famous match, Bobby Jones against Walter Hagen.

AND now that I have gone back to reminiscing I think I'll sign off before I ramble too far afield. I'll be seeing you!

Walter Hagen

C. E. GARRINGER
Speedway G. C.
Indianapolis, Ind
(Right)



CHARLES ARENA,
PRO
Cooper River
Country Club
Collingswood,
New Jersey
(Below)



LEN GALLETT
North Shore C. C.
Milwaukee, Wis.
(Right)



TOM CREAUV
Albany C. C.
Albany, 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 just for YOUR game—Simply ask your Pro for a "fitting"!

GEO. ASTOR
Haverhill C. C.
Haverhill, Mass.
(Right)



CLIFF GOOD
Urbana C. C.
Urbana, Ohio
(Below)



BOB HAMILTON
Helrich Field G. C.
Evansville, Indiana
(Right)



DIXIE RUTHERFORD
Bryn Mar Golf
Range,
Dayton, Ohio
(Right)



BILL SWING
Guyan G. & C. C.
Huntington, W. Va.
(Right)



B. O. (BLACKIE)
NELTHORPE
Westmoor Country
Club
Milwaukee, Wis.
(Right)



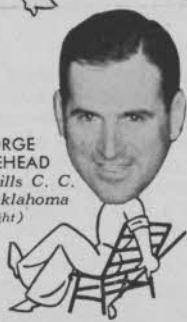
LEO MALLORY
Wee Burn Club
Noroton, Conn.
(Left)



FRED J. REO
Seneca Lake C. C.
Geneva, N. Y.
(Left)



GEORGE
WHITEHEAD
Indian Hills C. C.
Tulsa, Oklahoma
(Right)



JOE PALETTI, PRO
Fairfield Country
Club
Fairfield, Iowa
(Above)



JESS STUTTLE
Tulsa C. C.
Tulsa, Oklahoma
(Above)



JACK
SCHNEIDERMAN
Mt. Pleasant G. C.
Leicester, Mass.
(Left)



GENE ROOT
Huber Golf Course
Borger, Texas
(Above)

These players are not members of the MacGregor Pro Advisory and Technical Staff, but play these clubs through choice.

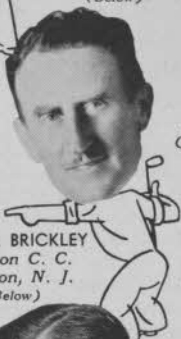
LAWRENCE JUEL
Beeville C. C.
Beeville, Texas
(Left)



FRANK J. TABOR
Glenmore Golf Club
San Angelo, Texas
(Below)



JOHN BERNARDI
Charles River C. C.
Newton Centre,
Mass.
(Above)



WALTER BRICKLEY
Riverton C. C.
Riverton, N. J.
(Below)

BUDDY POTEET
Northridge Golf
Club
Tulsa, Oklahoma
(Below)



JOHN BEADLE
Paxon Hollow C. C.
Media, Pa.
(Above)



HY-COMPRESSION TOURNEY

REG. U. S. PAT. OFF.

The 1940 Money Ball!

Hy-Compression TOURNEYS were in the cup for more winter Tournament wins than any other ball! It's course-tested proof of TOURNEYS Faster Get-a-Way! Here's the results!

- ★ **Masters**—Jimmy Demaret winner; Runnerup used Tourneys; Byron Nelson, third.
- ★ **Asheville Open**—Ben Hogan winner.
- ★ **Greensboro Open**—Ben Hogan winner.
- ★ **North & South Open**—Ben Hogan winner.
- ★ **Thomasville Open**—Winner used Tourneys; Byron Nelson runner-up.
- ★ **St. Petersburg Open**—Jimmy Demaret winner; Byron Nelson runnerup.
- ★ **New Orleans**—Jimmy Demaret winner.
- ★ **Western Open**—Jimmy Demaret winner; Toney Penna runnerup.
- ★ **Texas Open**—Byron Nelson winner; Ben Hogan runnerup.
- ★ **Phoenix Open**—Ben Hogan runner-up.
- ★ **San Francisco Match Play Open**—Winner, Jimmy Demaret.
- ★ **Oakland Open**—Jimmy Demaret winner; Ben Hogan runnerup.

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

★ Won with Hy-Compression TOURNEYS!



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



Purdue's students took especial interest in the driving exhibitions put on by star pros at that school's golf clinic. Photo shows Dick Metz driving, with pros Gene Sarazen and Johnny Revolta looking on.

leaders in the Purdue clinic. Horton Smith, Gene Sarazen, Dick Metz and Johnny Revolta headlined the aggregation of playing stars who demonstrated and taught at the Purdue affair.

The Purdue program:

Tips on Teaching from the Psychologist—Dr. E. L. Kelly, Division of Education and Applied Psychology, Purdue University; The Doctor Looks at Golf—Dr. Robert E. Dyer, Chicago; Inspection of New Purdue Golf Course, with William Diddel, Architect; Mass Class Instruction—350 Students, faculty and townspeople forming the class.

Golf in the High Schools—Frank S. Stafford, Assistant Chief, Indiana Bureau Health and Physical Education; Golf in the Colleges—Professor Helen Hazelton, Head, Department Physical Education for Women, Purdue, and Ted Payseur, Golf Coach, Northwestern; Golf in a City Recreation Program—Tam Dearing, Director, Public Recreation Commission, Cincinnati; The Average Golfer—Herb Graffis; Selling-Yourself, Services, Merchandise—Dr. Edward C. Elliott, President, Purdue University; Golf Attitude Tests—Dr. J. Tiffin, Division of Education and Applied Psychology, Purdue.

Pictures as an Instructional Aid—W. R. Smith, Golf Coach, University of Minnesota, Minneapolis; Use of Amateur Photography—Roy Smith, Indianapolis, Tom Lundy, Greenville, Miss., Joe Hosner, Grand Blanc, Mich., Leonard B. Schmutte, Findlay, Ohio, Irving E. Schloss, Towson, Md., Oscar Widmer, Louisville, Ky.; Research and Recent Developments—Dr. C. H. Robertson, Inventor and Lecturer, West Lafayette, Ind.

The sessions at Baltimore were held on the first four Mondays in April, for the announced purposes of "encouraging those who are contemplating playing golf to participate," and "encouraging those who are playing to improve their games."

The Baltimore program, as held in the Auditorium of the U of B.

Outline of Purpose of the Clinic—B. Herbert Brown, Jr., Vice-President of the University of Baltimore; Golf, Past and Present—Ralph Beach, President, Middle-Atlantic PGA; Maryland Golf As-

sociation's Activities—Edgar M. Lucas, V.P.; Demonstration of Grip—Charles P. Betschler and Jesse Dowling, Jr.; Demonstration of Stance—Andy Gibson and Johnny Bass; Demonstration of Swing—Carroll T. MacMaster, Otto Greiner, and Ralph Beach.

Information about Public Golf Facilities—Johnny Bass, Bill Schreiber, Frank Invernizzi, and Gus Hook; Golf Equipment Information—Irvin Schloss and Andy Gibson; Analysis of Golf Swing for Pitch Shots—Johnny Flattery, Bill Schreiber, and Eddie Johnston.

Building Your Golf Game—Charles P. Betschler; Golf Etiquette and Rules—Bob Williams; Golf Talks—Johnny Farrell and Horton Smith; Open Forum on Golf—Questions by audience and answers by the following: Ralph Beach, Charles P. Betschler, Carroll T. MacMaster, John Flattery, Bill Schreiber, Johnny Bass, Frank Invernizzi, Bob Williams, Andy Gibson, Alec Taylor, Jimmy Roche, Bill Scott, Leo Kerman, Edgar M. Lucas and Mrs. T. E. Schludenberg.

F. H. Ohaus, Kroydon Vice-Pres., Elected to High Fraternal Post

FELIX H. OHAUS, vice-president of the Kroydon Company, Maplewood, N. J., was recently made the Exalted Ruler Elect of the Irvington Lodge, No. 1245, of the B. P. O. E.

Ohaus was born in Newark, N. J., and got his first job with J. Wiss & Son Co. as an office boy, under C. L. Gairroad. The association with Gairroad still continues, for both are now officers in the Kroydon Company. In 1921 Ohaus became sales manager and was elected vice-president in 1938.

Golf is one of his principal hobbies, and he has played the game in every state in the Union.



THIS **STAR** LEADS THE WAY TO MORE CLUB SALES AT A BETTER PROFIT

TRUE TEMPER is a star in action—and in sales.

It is nationally advertised in Collier's, Golfing, Golf—to over 3,000,000 golf players.

It is the most powerful golf shaft made—the sweetest in action and the finest in finish. As perfect as a circle in design, it gives maximum speed to the swing plus uniform torsion—which is impossible to obtain in any other design.

It is recognized and accepted the world around as "The Golf Shaft of Champions" used by all major tournament winners—by

more than 90% of all tournament players.

TRUE TEMPER literally sells itself—it speeds up turnover—and that means better profits. It eliminates that costly hold-over stock at the season's end—and this again means better profits.

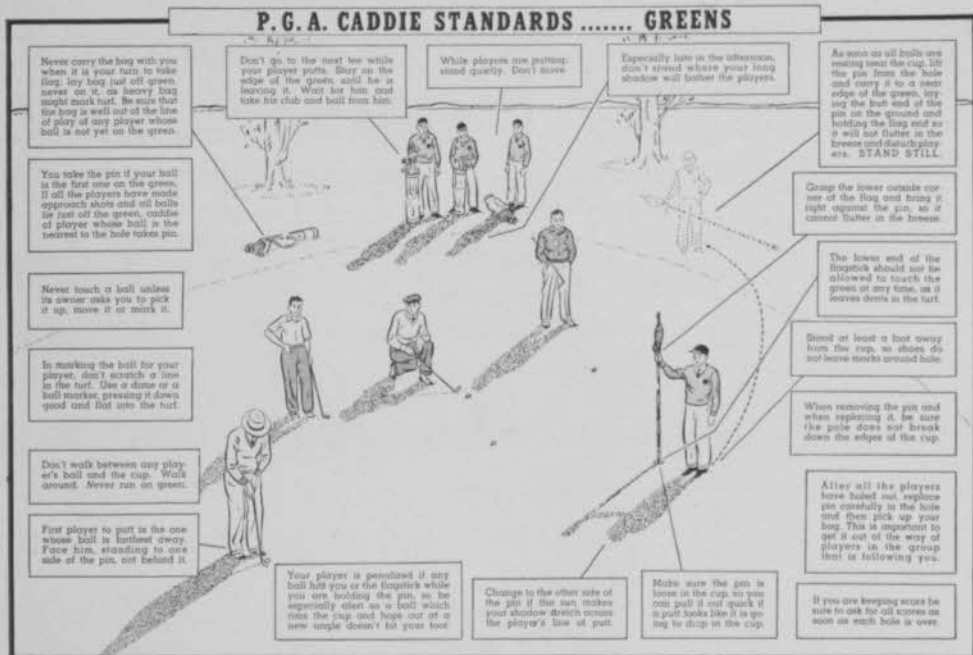
Stock your favorite makes of clubs—be sure they are TRUE TEMPER Shafted for *more sales—at a better profit*. Write for descriptive booklet, free on request. Address The Makers of TRUE TEMPER Products, Cleveland, Ohio.

TRUE TEMPER

STEP DOWN

The Golf Shaft of Champions

P. G. A. CADDIE STANDARDS GREENS



* SUPPLIED BY THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA IN THE INTEREST OF BETTER CADDING *

Chart shown above explains duties expected of caddies when play is on green. Other charts are: Fairways; Tees; Rough and Hazards; Checking Out and In.

PGA To Educate Caddies

PROFESSIONAL Golfers' Association of America distributed in April to all U. S. golf courses where PGA members are employed, a series of five wall charts which explain in word and diagram every duty a caddie is expected to perform from the time he is assigned to a golfer until he is paid off at the end of the round. The charts are designed to be posted in caddie-shelters; caddies will then be asked to study the material and be prepared to take an examination on it at the end of the week.

Charts are not meant to be posted all at once, however. Instead, according to Tom Walsh, PGA president, clubs are requested to post the charts one at a time a week apart. Thus, at the end of five weeks every caddie in every PGA club in the U. S., an estimated 250,000 lads, will

have been given a complete course in caddying duties. An immediate improvement in caddie standards throughout the country is a certain result of this PGA move.

Golfers will also be given a chance to see the charts, so they'll know what to expect of a caddie. For this, the wall-charts will be duplicated in much smaller size, for posting on club bulletin boards.

"In the past," President Walsh explains, "there has been no uniform system of caddie training. A golfer's caddie might be good or bad depending on the training he had received from the club caddie committee, the caddie-master, and the professional. Most leading clubs have developed excellent systems of training, and we have taken the best features of all of them in preparing the charts. Material on the charts was compiled from outstanding systems of training as developed by members of our Association throughout the country. Everything a good caddie should know is on them, yet no unreasonable demand on the lads is included."

British golf business is recovering from first impact of war. Gasoline shortage has laid off traveling men. Younger men in the golf factories have joined the forces, but veterans, with adequate supplies of raw materials, carry on.