

"PLAY THE CLUBS THE PROS PLAY"



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Berwick, Pa.



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Riverside Golf Club
Selma, Ala.



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Jefferson City C. C.
Jefferson City, Mo.



CLARK BLACK
Elyria C. C.
Elyria, Ohio



F. S. GALLETT
Blue Mound Golf & C. C.
Wauwatosa, Wis.



JOE LETTMAN
Rockport G. C.
Rockport, Mass.



CARL GIEHLER
Stoughton C. C.
Stoughton, Wis.



CHICK PONTIUS
Lawrence Country Club
Lawrence, Kans.



HARRY SCHWAB
Community C. C.
Dayton, Ohio

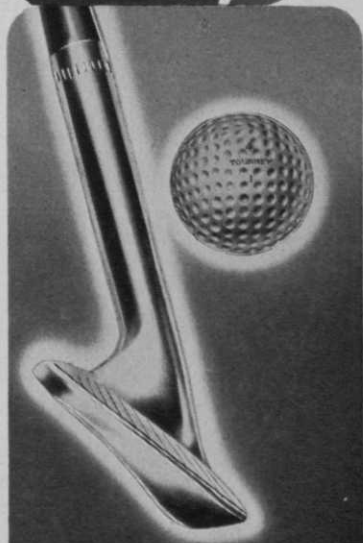


BERNIE GUENTNER
Oak Hills G. C.
Butler, Pa.

NORMAN BUTLER
Scioto C. C.
Columbus, Ohio



DORSEY MEADE
Two Rivers Golf Club
Danville, Va.



The wide demand for Tourneys is demonstrated by the vast number of pros who personally use them! At both the National Open and P.G.A. Championship last season, more Tommy Armour Tourney Clubs were used by the contestants than any other make. Tommy Armour Tourneys are sold exclusively by golf professionals.

MacGregor
THE GREATEST NAME IN GOLF

CRAWFORD, MACGREGOR, CANBY CO., DAYTON, OHIO

Players pictured are not members of the MacGregor Pro Advisory and Technical Staff, but play these clubs through personal choice.

Timken Technical High School, Canton, Ohio, will sponsor a golf clinic for that community May 1, in the auditorium of the high school. This will be preceded in the afternoon by a pro-amateur with pros from Akron, Cleveland and Youngstown participating. Talks and exhibition of shots will be made during the evening by Paul Runyan, Billy Burke and Sam Parks. Canton pros Lloyd Gullickson, George Howard and Harry Moots, will also take part in the demonstration.

broken club from you or got it at the store down town. He is one of your members and one of a very limited market open to you and you just can't afford to miss the opportunity of pleasing him.

Professor Bursleson calls up to say that he has left his wallet in the locker-room and his hat at the shop. Sure, you will hold it for him and maybe you can have one of the boys drive it down to his home.

"Well, I didn't expect you to do that," says the professor.

"That's all right." He has the habit of using those 29c drug store balls but next time he comes out you solicit his ball business and explain the merits of the better balls.

"Maybe you are right. I'll try three of these tough ones."

Mr. Newmember is out in front of the shop swinging his old driver at the dandelions and you notice that he has the old duffer's grip, with both thumbs on top of the shaft and an outside-in swing. You also notice that he has only one other wood club; a spoon with a big head and brassie loft. You drift over and get acquainted and tell him you noticed his grip and swing. Show him the correct grip; explain the true groove of a golf

swing to him and lend him without obligation a matched set of four woods to try out. Perhaps he does think you are rushing him a bit but, by golly, he shot the best score he ever had and that new grip does feel awkward but it cut out a lot of the slice. You have simply softened him up for a sale for which a genuine need existed.

Mrs. Brown arrives at the club looking for her husband.

"He's on No. 14, Mrs. Brown. He'll be through in a half hour."

You move one of the porch chairs over in the shade for her and ask her if she ever played golf.

"Oh, no, I am so busy at home with the children and club work that I wouldn't have time."

You noticed that she weighs 175 and go to work in that half hour explaining the benefits of golf and tactfully—very tactfully—mentioning the streamlining features of the game on a woman.

Her ten-year-old boy comes down from the car, saying that he would like to play golf. Give him an old mashie and an old ball and go to work on him for your kid-classes. Mr. Brown comes in finally and Mrs. Brown tells him she is going to take some lessons and play golf.

"Fine; I have been trying for years to get her to play."

Who is going to sell her a set of clubs? You're asleep, if you don't.

Mr. Evans drives into the club—been in Florida all winter. Clean up his clubs, lacquer the wood heads and file the nicks from the soles of his irons while he is in the locker-room. He comes down to the shop.

"Hello, Mr. Evans. Have a nice winter?"



Photo shows greensmen inspecting the exhibit of golf course upkeep materials collected by Connecticut Assn. of Golf Course Supts. (Left to right) Andrew Lentine, Tumblebrook CC, examines a seed sample. Irving R. Pierson, New Haven munny course, custodian of the exhibit, tells Michael J. Pillion, Goodwin Park munny, about a tree insect. John Pekar, Fairfield CC, studies a tear gas injector for soil sterilization. Leroy W. Cooper, Keney Park, and A. M. Locke, Longmeadow (Mass.) CC, discuss a fertilizer material. More than 200 items are included in the exhibit. (A. B. Longo photo)



HAVE YOU EVER SEEN A DREAM *Flying?*

● If you've never seen a dream flying, play 18 holes with a new Supercharged Sweet Shot. Supercharging—an exclusive Worthington process—is a scientifically controlled method for stepping up internal tension—makes the Sweet Shot faster in get-away, longer in flight, more accurate and easier to control. Its improved, thin Vulcanized Cured Cover, made by our exclusive process, gives extra durability.

If your players find out about the Supercharged Sweet Shot from someone else, they are going to start wondering why you held out on them. Stock twelve dozen Supercharged Sweet Shots now and recommend them to your best players. They'll thank you and you'll have some extra profits to put in the bank.

The Supercharged Sweet Shot, price 75c each—is Sold only to Professionals at the Better Golf Courses.

WRITE

THE WORTHINGTON BALL CO.
ELYRIA, OHIO
 WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

"Fine! Won a cup in Miami seventh flight"

"Fine."

"Say, what happened to my clubs? They were in terrible shape."

"Thought I would clean them up while you were dressing, Mr. Evans."

"Great. Say, I saw some 1941 model clubs in Florida that look good to me."

"Got them right here in stock. Your length, too. Try 'em out and if you like them I will make you a good allowance on your old clubs. Don't buy any club until you have tried it out and are sure you like it."

Sounds negative but it is really confidence-building and few pros adopt a club themselves until they have felt it on a golf ball, so why not give your members the same break? Sure, they will scar up a few new clubs and not buy them, but you will sell a lot more stuff by the try-out method—especially putters, blasters and No. 4 woods.

You will have on hand antiseptic and tape for members' cuts and blisters.

Give Tips To Member Willingly

You will take their golf bags to the harness shop for small repairs to save them the trouble. You will lacquer the wood heads often, keep the faces true and properly scored and the bags saddle-soaped. You will give your advice freely and enthusiastically on anything pertaining to golf and the golf swing. The lessons will come in better than if you stand around smiling at some member trying to control a golf ball with a bad swing and waiting for him to come to you and ask for a lesson. Go to him and solicit lessons and give him a good generous sample of your sound instruction.

At our club we will hold your baby, water your dog, drive you home if you get tight, tell your boss you are not playing golf and do anything under the sun to see that you have a good time. Result: the hardware store has quit carrying clubs and balls and the purchasing agent of the big rayon plant tells the employees to see the pro for equipment as he can fit you correctly with the right clubs and deserves the business, anyhow.

We professionals have the most unusual opportunity for extraordinary service to our members (customers) because we are in constant and intimate contact with them while they are in their best mood.

Statler built his hotels and Ralph Hitz built the New Yorker on the simple theme of anticipating the needs of the customer and serving his every want from the time he entered the door until he checked out.

We are in golf because we love the game and that implies that we offer our friends, the amateurs who support the game, the utmost in efficient and pains-taking service to the end that they will secure the greatest pleasure and benefit from the game. Our satisfaction and profit will be the certain result.

Bulletin Describes Successful N. O. Golf Promotion

DETAILS of highly successful golf promotion in New Orleans in which local pros, tournament pros, public officials, newspapers and radio stations joined efforts in a plan coordinated by the National Golf Foundation, are presented in a bulletin recently issued by the Foundation.

The New Orleans promotion, a test plan intended for further application in other cities, was supervised by Joe McDonald of the Golf Foundation.

A copy of the New Orleans folder may be obtained free, as long as the supply lasts, by writing Glenn Morris, Managing Director, National Golf Foundation, 14 E. Jackson Blvd., Chicago.

Plans Completed for Second Minnesota Pro Golf Clinic

WALLY MUND, chairman of the Minnesota PGA group associated with the University of Minnesota in Minnesota's second annual pro golfers' clinic, has virtually completed plans for the program to be held at Cooke Hall, U. of M., April 14 and 15.

The program is one of great and specific value in studying trends now plainly evident as governing the future of the professional. A highlight of the program will be the talk on "The Psychology of Motor Skills," by Dr. John A. Anderson, prof. of psychology at the university. Another feature address will be that of Frank McCormick, Minnesota's athletic director on the golf pros' part in national defense.

The banquet committee, Art Ingleston, Stan Larson and Jimmy Lentz, has set the banquet for the evening of April 15.



**...here's Scotland's
contribution to fine
golf for 1941. A new**

**ball . . . built in Scotland in the great
plants of North British and delivered
here intact . . . inspite of "hell and
high water." This newest ball will be
introduced to American golfers with the
biggest advertising splurge
North British has ever made.**

Prepare for a big N-B sale . . .

**[Be sure to drop in and look over the latest in Pro-golf
salesrooms. Come and see the new and different in both
foreign and domestic ready-selling pro-shop items.
NORTH BRITISH • 22 Park Pl., • New York, N.Y.]** →



Jacksonville Organizes Business Men

By CHARLES W. ZAUN

IT had always been my wish that a business men's golf association, similar to the usual women's golf associations found in every city of any consequence, could be established in our town—Jacksonville, Fla. One day late last fall, I called up a few of my friends and made up three foursomes to play golf one afternoon, during the early part of December. After the twelve of us had completed our round, I outlined to them what I had in mind, and was most happy to find considerable enthusiasm among them for my idea. A meeting was held at the 19th Hole, and the result was the formation of an organization to be known, temporarily, at least, as the Jacksonville Business Men's Golf Assn.

The twelve of us began immediately to pass the word along to our other friends, and a second meeting was held at the Hyde Park CC two weeks later. About 35 Jacksonville business men showed up for this meeting, and all were enthused over the idea. At this meeting we organized and elected permanent officers. This was just before the Christmas holiday, so we decided our best opportunity for playing would be the first Sunday in January, and arrangements were made for a tournament on January 5.

Twelve Charter Members

Those who placed their membership applications with us and paid the initiation fee were eligible for the tournament and became charter members of the organization. To our pleasant surprise we played 65 men that day, and our roster was 95 members. We decided to hold our next tournament at the San Jose course on Thursday, Jan. 16, and here, in a downpour of rain, we played 55 and our roster was 115. The next tourney a week later at the Municipal golf course drew 75 players—and we have

been continuing this healthy growth at our regular tournaments right up to the present.

Here are principles underlying our organization. I have insisted from the beginning that the association be set on a high plane whereby golf and golf sportsmanship are being constantly promoted, the rules and regulations of golf obeyed, and our membership kept free from entanglement. We are never to become affiliated with a golf course, but are to play wherever we please, where green fees are paid for that privilege. We ask no golf course to improve its condition, nor do we dictate to them how they should operate their club. We feel that in doing this the clubs will be only too glad to do the things we want done without our asking. We forbid our officers or committees to ask for any concessions from any club.

We have not as yet limited our membership, but are using every precaution in our selection of members. We have set minimum yearly dues, as well as a minimum initiation fee—which will give us ample funds in our treasury for prizes, etc. We have always been liberal with prizes, and it is our intention to continue this practice. At each of our tournaments we have given away about 4 dozen golf balls.

We have extended honorary memberships to our five golf professionals here in Jacksonville. We ask these boys to participate in our weekly tournaments, and we award a prize for the low gross in their play. The pros are only asked to play, and we don't burden them with any work in running our tournaments.

We have received invitations from several out-of-town courses asking us to play our tournaments there, and it is our intention to take train, auto or bus trips to these out-of-town courses from time to time.

Officers of the association for 1941 are: Pres., J. Rae Simpson; vice-pres., Roy Agard; secy-treas., Bob Mason, and myself, chairman, board of directors. We believe an organization such as ours has considerable merit, and that some day business men golf organizations will be common-place from coast to coast.

Fourth annual Poland open will be held July 20-21 at the Poland CC, Youngstown, Ohio. New tees have been installed and it is planned to use them on the second nine to simulate 'new' holes. Winner of the first Poland open in '38 was Ted Luther; Sam Parks won in '39, and Reggie Myles last year. Jack Miskell, Poland CC pro, is in charge of the event.

These Clubs hit the
Pro right . . . both
as a **PLAYER** and
as a **BUSINESSMAN**

Kroydon offers Matched Sets from \$25 to \$100. Individual clubs are available as follows: Woods from \$5 to \$25; Irons from \$5 to 10.



Kroydon's Syn-KROY-nizer—a new putter scientifically balanced for an easy "pendulum swing" and so constructed that the player's view of the ball is always clear. Semi-center balance. Head of special alloy\$7.50



WHAT A VALUE! Only \$5 for genuine Kroydon Irons—with the world-famous Hy-Power Shaft—Shock-Proof Heads, Nick-Proof Soles, etc.

As a player—well, you're human—you like to make a card worth talking about . . . as an instructor, you need clubs you can have confidence in, to illustrate your point . . . as a business man, you want to sell what every golfer regards as "the best."

This means Kroydons—with emphasis—Kroydon precision-built Woods and Irons. They ARE something to talk about—the Kroydon Hy-Power Shafts—Nick-proof Soles—Shock-proof Heads—and Kroydon's famous Rhythmic feature.

Whether it's a \$5 or \$25 club, every Kroydon's a beauty and a good actor. For a long low shot from a poor lie, or a sale to the club's fussiest member, Kroydons are "America's No. 1 Golf Clubs."

THE KROYDON COMPANY
Maplewood, N. J.

Kroydon

CLUBS FOR
BETTER SERVICE

How To Combat Insect Pests

By RAY HUTSON*

Entomology Dept., Michigan State College

INSECT pests causing trouble upon golf courses may be divided into three groups: (1) insects attacking players; (2) insects attacking shrubbery, trees and miscellaneous; and (3) insects attacking turf on fairways and greens.

Insects likely to annoy players on golf courses by biting and stinging are those that are of such nature as to constitute a special problem; and those that may be largely alleviated by routine operations. In the first group we may mention such pests as black flies, greenheads, deer flies and mosquitoes. The second group includes chiggers, stable flies, fleas, wasps, bees, hornets, and ants. Chiggers do not naturally fall in the latter group but are included only to avoid a separate grouping, since they are not insects but mites. Other insect pests may occur occasionally.

Blackflies, greenheads, deer flies and mosquitoes are special problems because they breed in water. Sometimes the water is on the golf course; more often it is not, but nearby. The difficulties of the problem of ridding the course of such plagues are apparent from the preceding statement. A clearer statement of the case may be had by recalling that wind shift will sometimes carry these insects onto the course from varying distances. The only recourse in many such cases is through an understanding of what is happening; of the conditions that will bring about an abatement, and great diligence in trying to get members to believe that the nuisance is due to the location of the course and not to the way it is kept.

Blackflies, greenheads, deer flies and mosquitoes usually rest between meals on trees, shrubbery and in heavy rough out of the wind. The implication here is that one reason for prevalence of these pests is the prevalence of trees, shrubbery and heavy rough. All should be held to a minimum and handled to afford a chance for the wind to sweep through. Shrubby close around trees is inviting to insects as well as golfers. Dusting with pyrethrum dust or spraying with pyrethrum or nicotine is useful in

eliminating them around especially troublesome spots.

Little more of a general nature can be said concerning blackflies, deerflies, and mosquitoes. Large scale control projects directed against these insects exist in many parts of the U. S. Generally, the methods employed consist in attacking the problem at the source, i. e., controlling drainage. Greenheads, when prevalent, are hard to do anything about. Studies indicate that the only means of doing anything about them lies in efforts over a large area.

In the case of the second group of insects, those that may be controlled by routine operations, some practical methods of control have been worked out.

Clippings Encourage Breeding

Stable flies, when present on the course, come from accumulations of rotting vegetable matter such as the accumulations of mowing rough or clipping greens. Piling clippings of weeds or grass from any source is an invitation to stable-fly breeding. Clippings should be disposed of completely insofar as the course and its surroundings are concerned, except in the case of short clippings from greens which, if scattered thinly, will dry out quickly and no longer attract stable fly breeding.

Fleas sometimes become a nuisance about certain spots on golf courses. Application of 1% rotenone dust on the affected areas has always given complete control. Stinging bees, wasps, hornets, and ants usually occur in restricted locations and readily succumb to fumigants such as calcium cyanide. Application should be made at night to eliminate the chance of retaliation by the victim which is usually quiet at that time.

Chiggers sometimes occur in rough. Fifty pounds of dusting sulphur per arce has cleaned several infestations for me. Application was with an ordinary orchard power duster.

There are a number of insects that are sometimes troublesome on trees, shrubs, and miscellaneous equipment, such as fence posts, steps, and bridges. Insects affecting trees and shrubs in the main belong to a few groups of which the most

* GSA Convention Paper.



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THERE'S important news for you in the practical experience of scores of Pros who stock Paul Runyan Bristol-Built Clubs! They are *profitable* clubs—profitable far beyond the dollars and cents of the actual sale! They're profitable in terms of well pleased club members—men and women by hundreds who not only enjoy playing these superb clubs, but are grateful to their Pros for recommending them!

And no wonder! Bristol-Built Clubs have always been famous for the quality of their materials, for their progressive improvements in design and construction. Added to Bristol craftsmanship is the extra prestige of Paul Runyan's recognized standing as a player—and as an authority on club design and construction.

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WRITE today for full details and prices on the great Bristol-Built line of clubs for 1941.

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CLUBS

MADE IN BRISTOL, CONNECTICUT, BY THE HORTON MANUFACTURING COMPANY

April, 1941

Southern California Section PGA members are virtually unanimous in opposing proposed bill to register golf professionals under jurisdiction of the state's athletic commission. The pros don't want to get tangled with politics. In view of the mess the California State Athletic Commission got into with fighters and wrestlers, and the stink of graft that came out of that affair, the Southern California pros seem to be plenty smart in shying off.

important are those that defoliate trees; or that burrow beneath the bark of deciduous trees, and plant lice which cause malformation of ornamental shrubbery.

Defoliating insects are spectacular in their work and cause many questions. On deciduous trees, defoliation for about three successive years will kill many trees. Young or unhealthy trees may be killed more quickly. However, as a rule, a deciduous tree after defoliation in the spring will put out new leaves and recover.

As a usual thing, trees that are infested by defoliating insects will be attacked periodically. In the case of canker worm, gypsy moth, tent caterpillar, and the walnut worm it occurs yearly; as is also the case with Japanese beetle, Asiatic beetle, elm-leaf beetle, and willow-leaf beetle. In the case of the June beetle, which happens to have a predilection for oak trees, the defoliations will not come every year but usually at three-year intervals. Fortunately, the feeding habits of defoliating beetles are such that a poisonous material placed upon the tree at the time of the attack will result in their eating enough poison to bring about their death.

It should be apparent that there is little object in putting poison on to kill the insects after most of the damage has

been done and it should also be equally apparent that, if the poison is put on while the insects are small, there is more likelihood of a quick kill. June beetles, of course, are full grown at the time they start feeding and, as they feed at night, it would be a good idea to keep in mind that they occur at three-year intervals and ascertain when they are due in the particular locality where trees are to be protected. Application of arsenicals usually is used in the control of leaf feeding and can be brought about only through the employment of high-powered spraying or dusting machinery.

It is just as futile to undertake the control of defoliating insects on a large oak or elm tree with inadequate machinery as it is to undertake to come out of a deep sand-trap with a driver. Ordinary orchard equipment will not suffice for control under such circumstances. The only thing that can be done, the only kind of equipment that will work for such operations, is a high-powered tree spraying or dusting outfit. Such machinery is extremely expensive and it is, of course, a good idea to supply control measures before the outbreak becomes large, because it will become increasingly expensive as it is spread.

In line with the matter of the expense attached to spraying large trees for certain insects such as canker worms and gypsy moth it is a good idea to keep in mind that bands of sticky material such as Tangle-foot can be applied about such trees with a good chance of protecting them if the application is made at the proper time. In the case of canker worms in Michigan the larger portion of the difficulty arises from the fall cankerworm, the

General Outdoor Adv Co

Kansas City fee course operators are sharing the expense of a billboard campaign which will be continued for 3 months. The copy will be changed monthly. The first board is shown in accompanying cut.

The district's fee course operators began what will be a season of lively promotion with a special bogey event at 6 courses. The prize at each club was a year of free golf. The initial competition and billboard advertising stirred up golf interest earlier than usual in the community, indicating that the cooperative work will give the course owners additional weeks of play.