

written by the sale of advance tickets alone. Every ticket purchaser became a booster for the event and it worked. After all there is plenty of room on a golf course. No danger of over-crowding, so pack 'em in.

These \$1,000 opens are not auspicious affairs. They seldom attract nationally known golf stars except those in your own district, but they are splendid things for this game called golf. They give the amateur and professional golfer the competition he needs to keep his game in shape. They educate the public to what kind of a show they can expect at a golf tournament and may help make it easier for the promotion of a bigger event some other day. They give the golf club lots of good publicity. If you have just one nationally-known star in your entry, the story goes out over all the wire services under your town's date line (tab for the Chamber of Commerce).

Perhaps the most important thing—which gives the golf club members a real project to work on. Working on various committees, thinking and talking nothing but this one big project for weeks and weeks will do more to keep your membership happy than any one other stunt you can pull. Try it out! Make your plans now and when the summer season opens you'll be ready to go.

## Weekly Pro-Amateur Is Popular in Indiana

PRO-AMATEUR play which was very popular in the northern Indiana district was that which consisted of a pro and three amateurs from the pro's own club, playing 18 holes, and scoring the "low ball" gross score. While in most instances the individual pro and any one of his three amateurs would shoot scores averaging between 70 and 100, the low ball score was often 8 or 10 under par.

These low best ball scores reflect the benefits of this type of play; players are not required to play under the strain of 18-hole pressure, but are permitted to cast aside all caution and go for birdies and eagles on every hole! For the amateur, this relief from the fear of blowing is like manna from heaven, and is largely responsible for making the tournaments so popular. The tournaments were so popular that one was held in northern Indiana

every Monday of the playing season, and enlisted regular play from 80 per cent of all available professionals in the region!

This popularity was not based upon sheer pleasure of playing, either. Among those advantages which the amateurs received was the opportunity of playing in regular competition with the professional, who was a part of his team and who could coach and encourage him during the play.

Pros' relations with amateurs were greatly improved and extended inasmuch as this type of competition brought into pleasant, relaxed playing association with the pro, many high-handicap players. Many of these players formerly had been shy about playing with pros, hence did not have any degree of personal interest in the pro's progress at his club.

The amateur was given an opportunity to learn to go for birdies and eagles. From a psychological standpoint, every aspiring competitive player must develop this ability to constantly strive to lower par rather than to try to "hang on." And by no means does one team dominate the play. Of course, the percentage is with the best team, but out of approximately 20 matches during the season, no team won more than four firsts, and no team failed to win at least one first place.

And winning first place is well worth while, as the first place pot is seldom less than \$50 per team; the pro taking one-fourth in cash, and the amateurs taking one-fourth each in merchandise. Then there is generally \$15 to \$20 in the am-am pot, and the same amount in the low pro cash pot. And all for the sum of \$2.50 with greens fees waived by the home club. The events are held on the best courses in the region.

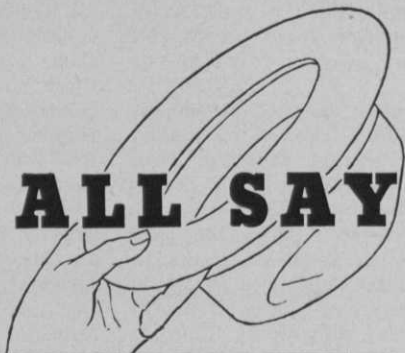
The host pro is given an opportunity to reap his percentage on the merchandise which the amateurs receive. If the team fails to take first, there is always second, third and even fourth place money, when the field is large enough to justify it.

**Philly District Reelects Officers**—Frank Hardt, sec. of the USGA, was reelected president of the Golf Assn. of Philadelphia, for his third term, at the organization's 45th annual meeting. Stanley A. Wesh, Philadelphia Cricket Club, was reelected v. p., and Frank H. Chapman, long the association's sec.-treas., was reelected.

After two years at medal play the association decided to make its 1941 amateur championship at medal play.



**WE ALL SAY**



**"HIT"**



### The "Little Red Schoolhouse of Golf"

—the cradle of modern golf. In the past twenty-five years thousands of these "schoolhouses" have sprung up throughout America, to teach golf as it should be played and to supply the correct equipment, properly fitted to each player. Clubs—golf balls—lessons—and an earnest teacher who loves golf. There you have the heart and soul of America's greatest game—and the important factor in its amazing growth during the past quarter century.

• • • •

To **JACK BURKE**

RIVER OAKS COUNTRY CLUB, HOUSTON, TEXAS

Our congratulations on your victory in the P. G. A. Seniors Tournament at Sarasota.

# Wishes Off!"

to you masters of America's "Little Red Schoolhouses of Golf" who have contributed so much to the game... We salute you with pride and offer our best wishes as you celebrate the 25th Anniversary of the founding of the Professional Golfers Association.

*L. B. Jely* *President*  
Wilson Sporting Goods Co.

A Silver Anniversary is a grand and inspiring event whether it celebrates twenty-five years of married life, or twenty-five years of an institution like yours.

A thing must be *good* and worthwhile in order to *last*. The very fact that the P.G.A. is twenty-five years old this year, proves that it *is* good.

But *we* have better proof than that. We have seen the game of golf grow and flourish during this quarter century. We have seen well tutored players—the only kind who fully enjoy the game—increase by the thousands—because they are professionally taught.

We have seen Wilson Golf Equipment

improve year by year because professionally taught players have demanded and inspired us to produce better equipment.

Today Wilson occupies a *top* place in player preference and output. For this we have you Professionals to thank, in no small measure.

More power to you in the years to come. May the fine aims for which the Professional Golfers Association was founded be realized more fully year by year. In the development of the game and of equipment we pledge you our unceasing support.

Wilson Sporting Goods Co., Chicago, New York and other leading cities.

# Wilson

## GOLF EQUIPMENT

We favor  
adequate  
preparedness  
for National  
Defense

SPORTS EQUIPMENT



Smart stunt at Echo Lake is the display window in the men's lounge for showing pro-shop merchandise.

# Echo Lake Prospers

By C. L. McSHANE

WHILE some clubs in metropolitan districts have been suffering from rising taxes, other increases in overhead, difficulty in replacing the departing old guard, and other troubles to which clubs are heir, Echo Lake CC at Westfield, N. J., has been proceeding quietly and firmly ahead.

Possibly the key to the club's present stability and flourishing condition was forged about six years ago. Then Echo Lake took action against losing youngsters who'd arrived at 21 and could no longer play on their fathers' memberships. Echo Lake put in a reduced rate for 21-27 year memberships; one that would keep a young man in even while he was paying installments on the engagement and wedding rings.

Now, quite a few youngsters have graduated into the full-price membership and are taking an active part in the official activities of the club. There's where clubs don't often go the whole way.

## Same Prexy 13 Years

Echo Lake has another thing in addition to this lively younger element, in its favor. Its clubhouse isn't too large or too small. And, in adding up the Echo Lake assets that account for its substantial condition, count in President Winfield C. Brower, recently elected to his thirteenth consecutive year of service to the club. Club officials who can devote that

length of time to the organization are exceedingly rare. They have learned what is safe operation and what is a risky stab at a miracle-working job of putting a club in good financial shape.

Last year Echo Lake built a swimming pool that has been a source of profit to the club, and is highly popular to the club's 295 playing, and 106 associate, non-resident and honorary members and their youngsters. Overlooking the pool is a terrace that forms the roof of the men's lounge and pro-shop, also built last year. The terrace is a pleasant place for refreshment service and is usually doing lively business.

## Lounge-Shop Is New

The men's lounge-pro-shop combination is an ideal one for a club that seeks attractiveness and utility without plunging into red figures. Both rooms are paneled in knotty pine. There's a show window that displays to the occupants of the men's lounge the latest and most popular items in professional Bruce Heatly's shop.

Furniture in the men's lounge is modern, comfortable and bright.

Bruce Heatly, as pro colleagues in the New York metropolitan district know, is an excellent teacher and businessman, who considers that a pro-shop should be a dynamic rather than dormant factor among the items that justify the dues a club gets from its membership. The

**PROS:****Get set for a mental shock!**

When your next GOLFDOM reaches you, it will bring you an article on a subject that has been a pro headache for years and years.

This feature, "Curing the Trouble in Teaching Policy," is a blunt diagnosis and promising suggestion of cure. The proposed cure may mean the beginning of a new era in instruction effectiveness,

public recognition of competent pros' tutoring ability, more golf play, better scores, and consequently more prosperity for pros and clubs.

That's taking in a lot of territory.

But there's one thing certain: every studious pro, young and old, will want to read and think about — "Curing the Trouble in Teaching Policy."

**DON'T MISS THIS FEATURE IN  
MARCH GOLFDOM**

Echo Lake shop is run as a place where service goes beyond the mere fact of being available if you ask for it.

Heatly keeps his shop operations tuned to developments in other phases of merchandising progress. There are none of the old style glass showcases that are seldom seen anymore outside of the crossroads general stores and pro-shops.

Woolworth, Sears, Ward, and other merchandising establishments that have jumped their sales are putting what they have to sell so the customer can get at it. Bruce Heatly has applied the same principle in his new shop layout.

Balls and other merchandise are on open

display so the customer finds it easy to pick up merchandise. The argument that members in a hurry may get out of the shop without paying for balls, Bruce answers by having sales registers handy, and by having his shop work planned so that the shop is adequately manned during rush periods.

All departments of the Echo Lake operation are closely knit, with pro, green-keeper, manager and close officials all kept informed of what's going on. On that account all the gears mesh in the club's machinery and Echo Lake provides a picture of a smooth-running, efficient golf club.

Notice, in this view of Heatly's shop, the generous wall display-cases, the plain but attractive counters, and the general air of roominess.



When your members  
are bagging birdies,  
—You're bagging  
**EXTRA SALES!**



*Sell them the*  
*Walter Hagen* **"CORELESS"**

**W**HEN golfers' games are hot and interest at fever pitch, is the time when business is booming in the pro shop.

So sharpen up your members' games by selling them the Walter Hagen Coreless.

Proved out last year on courses throughout the nation, the Walter Hagen Coreless is a veritable Dead-eye-Dick on the greens and true to the mark in flight.

Reason is there's no core, pill or center to shift and throw the ball off balance.

Put the Walter Hagen Coreless on the job as a stimulant to better pro-shop business!

**THE L.A. YOUNG GOLF CO.,**

*The 1941 Hagen*  
**PRO-ONLY LINE**  
 is built to your order!

*Six Pro-Only Woods  
 Three Pro-Only Irons*

**P**ROFESSIONALS in every section of the country were consulted in the building of the Walter Hagen Pro-only line.

We sought suggestions not only in the matters of design and construction, but price-range and other merchandising features.

So the Walter Hagen Pro-only line is built exactly as you would build it, if you had back of you the years of experience in club design and manufacturing of this Company, plus the bird's-eye-view of the market we are able to obtain.

If store competition is giving you trouble, concentrate on the Walter Hagen Pro-only line. It doesn't sell at bargain basement prices—but they're not bargain basement clubs either.

Each model possesses sales features that will ring the cash register for you.



*Grand Rapids, Mich.*

## Public Play Is Booming

FURTHER evidence that the base of golf is broadening on the lower income brackets comes from public course play in the winter resort areas. Especially in Los Angeles is the condition apparent. There's been great play on Griffith Park's 3 courses, Sunset Fields' 2 courses, Western Avenue course, Santa Anita course, and the former private courses: Rancho, Potrero, Baldwin Hills and Brentwood. Santa Monica's public course and the Brookside Park course at Pasadena likewise are having increasing play.

Among the L. A. district private clubs Los Angeles CC, Hillcrest, Riviera, Bel Air, San Gabriel, Wilshire, Lakeside and Oakmont are doing well.

Los Angeles Junior Chamber of Commerce golf promotion has been a substantial element in keeping the game flourishing, the L. A. Open in particular being definitely responsible for an increase in public course play.

Phoenix and adjacent territory also is having an upsurge in golf. The Western Open contributes to the promotion. Arizona Biltmore advance booking is greatly in excess of last season. More than half the guests play on the Biltmore course. At San Marcos, Chandler, Ariz., where a distinguished roster of guests has a fine course adjacent to the hotel, bookings are satisfactory, though not phenomenal. It's early, too, for getting definite record on Boca Raton (Fla.) Club, probably the nation's largest high-cost winter golf establishment. Nevertheless, by mid-February a full house is expected, which will hold through March. For February, Hotel Charlotte Harbor at Punta Gorda, Fla., one of the top Florida West Coast resorts is 75 per cent sold out, and at Bellair, Fla., too, advance bookings for February and March have been heavy.

### Miami Play Soars

Indian Creek CC, a deluxe spot of the Miami Beach area, had December play 30 per cent above that of December 1939. Willie Klein at La Gorce GC, Miami Beach, reports play picking up with bright promise of a "real good season." Miami Biltmore CC started off its season's schedule of tournaments with entry 15 per cent larger than the same event had the preceding season. Ned Everhart, Miami Bilt-

more pro, makes the almost general comment of winter golf resort pros in stating that convention business does not loom as big as in some previous years but that individual patronage may hit a new record.

Pinehurst, N. C., one of the most accurate barometers of fall, winter and spring golf resort business is continuing the fall showing which revealed more business than the noted resort had had since autumn, 1928.

## Jack Burke's 142 Wins PGA Seniors Event

JACK BURKE, River Oaks CC, Houston, Tex., continued his demonstration of enduring skill by taking the PGA Seniors tournament at Sarasota with an impressive 142. Two decades ago at the Inverness Club, Toledo, Jack finished in a tie at 296, with Leo Diegel, Jock Hutchison and Harry Vardon, one stroke behind Ted Ray, the winner of the 1920 National Open. In the interim Texas PGA titles were wrested by Jack from fast fields of youngsters whose linen was being changed by their mamas away back when Jack was a playing topnotcher.

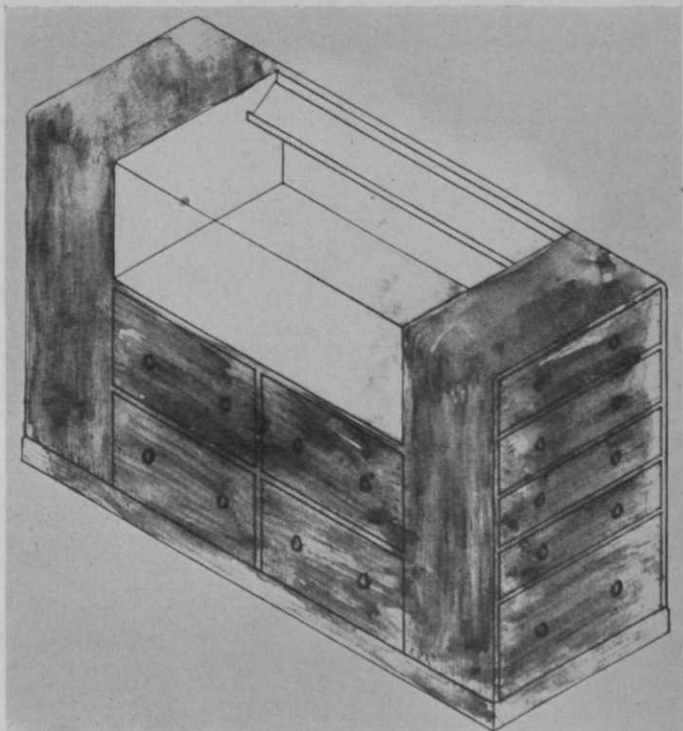
Jack opened with a 75 over the Sarasota Bay course to tie with Eddie Williams, to lead H. C. Hackbarth and Jack Gordon by a stroke, and Jock Hutchison, Sr., Jim Barnes, Dave Livie and Tom Bonnar by a couple of shots.

The final round, on the Bobby Jones course, brought forth a beautiful 67 by Jack. Willie Ogg got a 70 in the final round, and Freddie McLeod a 71. Freddie's brilliant finish yanked him up from a slow start to a tie with Jim Barnes for sixth place in the largest field of seniors the four-year old championship of the PGA Seniors has drawn.

Leading scores, other than Burke's, were: Eddie Williams, 149; H. C. Hackbarth, Jock Hutchison and Jack Gordon, 150; Fred McLeod and Jim Barnes, 151; Willie Ogg and Alex Taylor, 153; George Sargent and Tom Bonnar, 154; Dave Livie, 155; Willie Maguire and Fred Miley, 156; Gil Nichols, Milton Theobald, Frank Coltart, Wendell Kay and George Morris, 157.



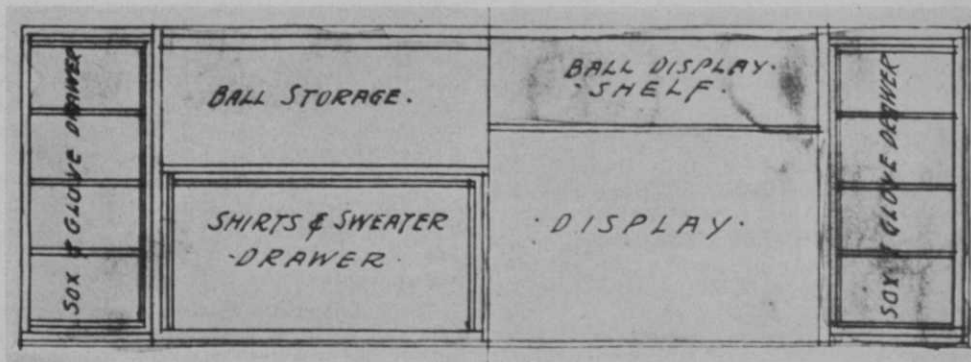
The Tosh showcase is a model of compact serviceability. It is 7 ft. wide, with a 5 ft. central display section, stands 3½ ft. high and is 2 ft 4 in. deep. In the display section, tubular lighting adds to sales appeal. Drawers at either end (2 ft 4 in. x 1 ft.) give plenty of space for storage of sox, gloves and small shop items. Below the display area are four large drawers for shirts, sweaters, etc. These drawers are half the depth of the case, the rear half being used for ball storage, behind sliding doors. Sliding doors also give access to the display section.



## Pro Builds Ideal Shop Display Case

DAVE TOSH, pro at Sunset Ridge CC, Winnetka, Ill., has applied for patents on a pro-shop showcase, general character of which is shown in accompanying illustrations.

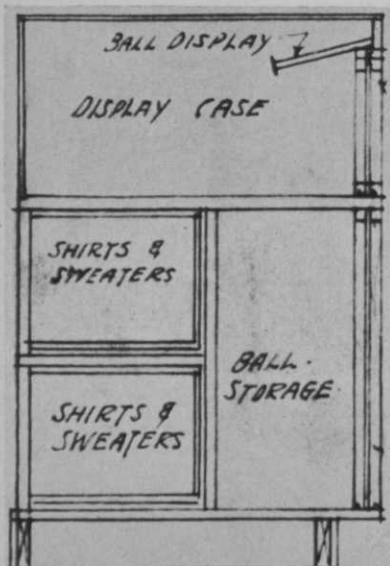
Tosh shopped around without success trying to get a showcase that would provide neat, dust-proof display and storage of balls, wearing apparel and accessories. He wanted to get one that would display merchandise attractively so customers would be drawn to it by well-



On left, cross section looking down on lower part of case; on right, the same of the upper part. Note partitions in sock and glove drawers.

lighted, smart showing, and in which displayed items could be easily replaced from stock.

So he designed and had constructed a new type of case. The case has a tubular



Cross section of case, showing ample storage space available.

light behind a reflector inside the display compartment.

Several pros in the Chicago district have ordered cases made to the Tosh specifications. Dave will be glad to furnish further details on construction, prices, etc.

**Hogan's 62 Not All-Time Low**—The 62 Ben Hogan made in the third round of the \$5,000 Oakland Open (8 under par) while a record for PGA-sanctioned tournaments, was by no means the record for competitions involving top-grade tourney pros on grade A courses. Walter Hagen went around at Belleair (Fla.) in 33-29—62 in the West Coast Open of 1920. That figure was equalled by Billy Burke of the Belleair club in 1935. Billy got a couple of 31s.

The 20th Florida West Coast Open will be played for \$3,000 and amateur trophies at Belleair, March 9 and 10, at 54 holes.

Harry Cooper's 60 in 1925 at Tenison Park, Dallas, Tex., is regarded by many as the best score over a regulation length course in the U. S.

## Hoare Advises Pros to Recognize the Boss

**WILLIE HOARE**, one of America's early golf pros and still active via mail and in personal sessions in his invalid quarters, calls attention to a frequent oversight.

Says Willie:

"Often we professionals feel that older men who have given much to the game do not have their services recognized or appreciated. We wince at the ingratitude of incoming officials of clubs who dispense with services of men who have given 15 to 25 of their best years to faithful and competent performance at a club.

"But do we collectively as professionals display any definite gratitude toward those who have helped us for years? Do we recognize their efforts, formally or informally? Very seldom. A few PGA sections grant honorary memberships, but generally the recognition of our friends' services is not of a character to establish a precedent in recognition of years of pro service.

### Recognition Over-Due

"In pro relations with manufacturers this factor of recognition for services rendered is absent in a manner that does not reflect any credit on us. Absence of such recognition certainly does not incline any but the most optimistic to go far out of their way to help us.

"I have seen this case from all sides; the pro, the club official, and the manufacturer's viewpoints. In 37 years of acquaintance with L. B. Icely, many of these years in close association with him, I repeatedly have seen him champion the cause of the pro in situations where staunch advocacy of the pro position risked other business relationships. He has mingled with the boys of great fame and those whose fame is bounded almost by the limits of club property. He has learned the pros' problems the hard way and has earned their confidence. He has given evidence of deep faith in the future of the pro and in the pros' abilities and character.

"Such friendship is more than commercial, and amongst any group of sportsmen should have more than a commercial reward.

"Although, naturally, my close relation-