

OFFERS . . .

FORWARD STEP IN

Player-Fitted Golf Balls

For Sale by Golf Professionals Exclusively

The player who comes to you sore as a boil because he doesn't think the ball he's playing is doing him justice, isn't the kind of customer who will make money for you.

Wilson introduced the "Player-Fitted" Golf Ball idea last year to save you this grief. This better system enables you to sell any player a ball that fits his type of game much closer than any *all-purpose* ball ever can. And it will get better results for him—and for you.

For 1941 we offer a further improvement in this "Player-Fitted" idea. It's a new and greatly improved ball for the *good* low handicap players and an equally fine ball for *hard hitters* to replace those of last year. These new balls are the Wilson *TOP-NOTCH* and the *TOP-NOTCH "HH."* From cover to center

they are the finest golf balls ever to carry the name Wilson.

This means that you can now fit the Wilson *TOP-NOTCH* to your low handicap players—the new and improved *SPARTAN* to the players who should have a tough-skinned, durable ball that will give them maximum distance for their kind of hitting, and the new high-tensioned, streamlined "HH" to the *experts* and *hard hitters*—with even greater accuracy than before.

We invite you to make *any* test or *any* comparison of the new Wilson *TOP-NOTCH* balls that you desire.

Sell the proper Wilson "Player-Fitted" ball to your players in 1941 and you'll enjoy the results in compliments and in repeat sales. It will pay you to stock these great Wilson *TOP-NOTCH* balls.

WILSON SPORTING GOODS CO.

Chicago, New York and other leading cities



Wilson

GOLF EQUIPMENT

SPORTS EQUIPMENT

Golf Promotion Committee—Great impetus given golf in schools and colleges in 1940 by PGA sectional, national and individual efforts and coordination with National Golf Foundation. High school and college student group of 7,000,000 studied as market for tripling number of American golfers within next decade.

Class lesson methods being made more effective by study and exchange of experiences of pro leaders in this work.

Junior competitive events encouraged by pro attention and development of entrants.

Propose closer cooperation with inter-collegiate championship.

Cite Michigan PGA formation of state school golf extension program.

Secretary Charles Clarke—Total membership: 1,900. Increase of 44 from 1939. Secretary's office received 12,258 letters and 200 wires during the year.

Board of Trustees—Proposed benefit match fund-raising for maintaining PGA insurance policies of drafted members.

Loans and other payments from Benevolent fund for the fiscal year were \$4,622.25.

Publicity Committee—Senior's championship, golf clinics, golf "weeks," annual "get-together" dinners of pros, amateurs, sports writers, reported as having produced especially large volume of favorable publicity for pro golf.

Manufacturers' Relations Committee—Policed misuse of PGA label on store-sold goods.

Wrote officials of companies whose purchasing agents were buying golf goods "wholesale" for employees.

Asked discontinuance of store demonstrations during tournaments by players on manufacturers' staffs. Contracts with some players whose names are on goods also sold at stores prevented complete discontinuance of practice. Legal and public relations angles make the situation delicate for PGA. Curtailment of demonstrations was agreed upon.

Expressed appreciation for manufacturers' advertising pushing pro golf instruction and other services.

Proposed study and report on golf manufacturing and distribution problems to be made by committee of 3 neutral businessmen.

Tournament Committee—Suggested national pro-woman tournament with sectional qualifying rounds.

Proposed publication of booklet of PGA tournament rules and regulations.

Proposed naming of honorary Ryder Cup team for 1941, notwithstanding probable inability to play the matches.

Expressed pleasure at visit of Argentine pros.

Announced renewal of Tournament Bureau Manager Fred Corcoran's contract for 1941.

Tournament Bureau Mgr. Fred Corcoran—Renewed every 1940 tournament for 1941. Conducted 26 tournaments in fiscal year; purses totaled \$160,000.

Suggested that PGA-sponsored tournaments allow free admission to boys and girls younger than 16, also free gate for groups of school-age children.

Educational Committee—Based 1940 work on study of member questionnaire. Clinic and magazine educational publicity was featured.

Declared for further study of educational needs of members and recommended that each section conduct its own business clinic.

Boys' Camp Solves Wheeling's Caddie Problem

CADDIE shortage that became acute in several districts in late summer 1940, revived interest in caddie recruiting and training. A notable job in this field is being done at Oglebay Park, Wheeling (W. Va.) municipal course.

Homer Fish, supt. of Oglebay Park, tells that the caddie camp was started because it was noticed that many of the caddies were under-privileged boys who left home as early as 4 and 5 a.m. Many of the boys went without breakfast or lunch. Their activities enroute to the course and at the course awaiting employment frequently were ruinous to property and made discipline difficult.

The Oglebay Park GC raised \$1,000 for setting up and operating a caddie camp. A kitchen and dormitory were put in two buildings formerly used as a CCC camp. A camp director was employed and 40 boys were enrolled for the camp's first season. The boys paid sufficient amount from their earnings to make the camp self-supporting.

The kids chosen were those who were regulars in week-day and week-end caddying. They became educational and control influences on the kids who were en-

This correspondence is of VITAL INTEREST to every Pro in America



Acushnet Process Sales Company
NEW BEDFORD, MASSACHUSETTS, U.S.A.

October 8, 1940

Mr. Tom Walsh, President
Professional Golfers' Ass'n. of America,
14 E. Jackson Blvd.,
Chicago, Ill.

Dear Mr. Walsh:

Late last fall we introduced our highest compression Titleist ball. Originally, we marked this ball with the words "Professional Use" around the equator. Later on, after compiling a number of professionals, it was suggested by them that we put the "Professional" marking directly under the Titleist name near the top of the ball. During the past year, we have marketed this ball with considerable success. The P.G.A. members and other professionals throughout the country have apparently welcomed it as one of their most popular sellers.

Last June it was suggested to us by most of our competitors that this marking of the word "Professional" on our ball met with objection of the P.G.A. body due to an agreement made by the P.G.A. and the Golf Ball Manufacturers' Association before we were members.

As our balls are all professional (every ball we manufacture is sold through the Pro Shop) we did not believe that we had marked the ball in any way that would be distasteful to the professional fraternity.

We decided to make a very careful investigation throughout the country and had our salesman question many of their customers to determine whether, or not, a change should be made in the marking; and the reports were practically unanimously in favor of retaining our present marking. Very many professionals pointed out that this marking had assisted them greatly in combatting cut-rate store competition.

If there is any question in the minds of the officials of the P.G.A. regarding the advisability of maintaining this advantage for the professional trade, we respectfully request that this matter be put to a popular vote at your coming convention.

We are inclined to believe that the agitation for the removal of this marking is partially the result of pressure brought to bear by other retail outlets than pro shops. These other retail outlets may fear the effect such distinctively marked balls may have on their sales.

We await your kind advice with interest.

Yours very truly,

ACUSHNET PROCESS SALES COMPANY

F. V. Donker
F. V. DONKER, PRESIDENT.

793-153

CHICAGO BRANCH 2518

THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA
14 East Jackson Boulevard
CHICAGO, U. S. A.

PAUL H. HANCOCK
CHAIRMAN, EXECUTIVE COMMITTEE
W. J. BURNETT, PRESIDENT
R. J. BURNETT, VICE PRESIDENT
J. H. BURNETT, SECRETARY
W. H. BURNETT, TREASURER



Gifted by
TOM WALSH
October

HOWARD BERRY, VICE PRESIDENT
CHARLES CHAMBERLAIN, VICE PRESIDENT
JULE CHAMBERLAIN, VICE PRESIDENT
JIM FARRAR, VICE PRESIDENT
ED JAMES, VICE PRESIDENT
WILLIAM KAY, VICE PRESIDENT
JIM MATHIS, VICE PRESIDENT
TOM MATHIS, VICE PRESIDENT
FRANK SHERIDAN, VICE PRESIDENT
FRANK SHERIDAN, VICE PRESIDENT

November 14, 1940

Mr. F. V. Donker, President,
Acushnet Process Sales Company,
New Bedford, Massachusetts.

Dear Mr. Donker:

In reference to the matter regarding the use of the word "Professional" on Acushnet Golf Balls, we wish to advise that this was discussed with the officers of our Association during the past week and it is our opinion that pursuant to the understanding with the several manufacturers of golf balls regarding the use of the word "Professional" for the Joint Meeting of the Executive Committee and the Boys and Women Committee which was held in 1932 that it would be for the best interests of all parties concerned that the word "Professional" not be used on golf balls.

We would be pleased to hear from you regarding the above subject.

Yours truly,

Paul Hancock
President

TJG:M

C/O
Mr. E. E. Coffman
Mr. E. E. Coffman
Mr. Willie Maguire
Mr. Frank Donnell



Acushnet Process Sales Company
NEW BEDFORD, MASSACHUSETTS, U.S.A.

November 21, 1940.

Mr. Tom Walsh, President,
The Professional Golfers'
Association of America,
14 E. Jackson Blvd.,
Chicago, Ill.

Dear Mr. Walsh:

We believe that the best way to explain to our good customers, the Professional Golfers, the reasons for omitting the name "Professional" from our Titleist Professional Golf Ball will be to publish the correspondence pertaining to this matter.

We therefore trust that you will wire us at our expense giving us your approval in view of the fact that we desire to make this announcement in the earliest possible issues of "The Professional Golfer of America" and "Golfdom".

Yours very truly,

ACUSHNET PROCESS SALES COMPANY

F. W. Bommer
F. W. BOMMER, PRESIDENT

F-8:ER



Acushnet Process Sales Company
NEW BEDFORD, MASSACHUSETTS, U.S.A.

November 21, 1940.

Mr. Tom Walsh, President,
The Professional Golfers'
Association of America,
14 E. Jackson Blvd.,
Chicago, Ill.

Dear Mr. Walsh:

We have for acknowledgment your letter of November 18th in answer to our letter of October 8th, and we note that it is the opinion of the officers of your Association that it would be for the best interests of all parties concerned that the word "Professional" not be used on golf balls.

We naturally desire to cooperate with The Professional Golfers' Association to the full extent of our power, and present plans are to drop the word "Professional" from our Titleist Ball as soon as our present supply of stamped balls is exhausted, which will be in the very near future.

During the transition period between the old marking utilizing the word "Professional" and whatever new marking we shall put on the ball, we propose to utilize our present boxes as long as they last. We believe these will all be disposed of prior to the start of the playing season in 1941.

We wish to call your attention again to the fact that we were not members of the Manufacturers' Association at the time of the joint meeting referred to in your letter of November 18th.

We trust that you will have a pleasant winter and a prosperous next year.

With kind regards,

Yours very truly,

ACUSHNET PROCESS SALES COMPANY

F. W. Bommer
F. W. BOMMER, PRESIDENT

F-8:ER

CLASS OF SERVICE

This is a full-rate Telegram, or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1208

SYMBOL

DL = Day Letter

NT = Overnight Telegram

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

R. B. WHITE
PRESIDENTNEWCOMB CARLTON
CHAIRMAN OF THE BOARDJ. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

NB5 54DL - CHICAGO ILL NOV 25 1940 424P

F W BOMMER, PRESIDENT, ACUSHNET PROCESS SALES CO-

THANK YOU FOR YOUR COOPERATION REGARDING THE USE OF THE WORD "PROFESSIONAL" IT IS MY THOUGHT THAT A LETTER WOULD BE THE BEST WAY TO EXPLAIN THIS TO YOUR CUSTOMERS RATHER THAN FOR PUBLICATION IN MAGAZINES, HOWEVER, IF YOU BELIEVE IT BEST THAT IT APPEARS AS AN ADVERTISEMENT, THIS WILL BE AGREEABLE. BEST REGARDS-

TOM WALSH

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

IT is our sincere desire to co-operate 100% with the P. G. A. officials. Therefore, the Titleist Professional will be marked thus



gaged to handle the heavy weekend demand for boys. As the caddie camp became practically a country club for kids, and on a very low cost basis, youngsters clamored to get admitted. The camp put the under-privileged kids on a wholesome living basis and definitely improved their social relations inasmuch as the place grew into high desirability with kids from all classes of families. It proved to be a good job of democracy at work.

Most of the youngsters saved fairly substantial sums during the summer and returned to school in excellent physical and temperamental condition.

Success of the camp as a "boy's town" enterprise attracted much interest in Wheeling and received recognition from a local good fellow in the form of a recreation building and dining hall. There is in prospect construction of sleeping cottages and more extensive toilet facilities.

Pro Bob Biery solicited a fund that paid 18 of the first camp's stars a bonus of \$5 each, which was paid at the annual caddie banquet.

Program of the caddie camp day includes nature study tours with a competent field man in charge, camp maintenance, green weeding, caddie instruction, golf, swimming, crafts and evening study and recreation, in addition, of course, to the usual caddie duties.

Eighty-five boys attended the Oglebay Bay camp during the first season. The kids were charged \$5 a week. Earnings averaged \$6.50 a week.

Physical examinations were given the caddies. The job of feeding the boys was expertly and abundantly done.

Sarasota Again Is Scene of PGA Seniors Event

THE twenty-fifth anniversary year of the PGA will be fittingly launched January 10-12 when seniors of that organization meet in Sarasota, Florida, for the annual Seniors championship. The tournament will be played at the Sarasota Bay CC, which, while known as the North Shore CC was one of the two courses over which last year's seniors' event was played.

The players agreed after last year's tournament that they did not wish to again split the tournament between two courses; accordingly the entire event will be played at the Sarasota Bay course, a private club

which offers one of Florida's outstanding courses.

In voting a spot for this year's tournament, it was decided to return to Sarasota where George Jacobus, at the Bobby Jones course, had provided so well for the veterans, and their wives, last year. This year Jacobus is engaged as managing director at the Sarasota Bay club and will again have the opportunity to act as host and provide every enjoyment for the pros' honored group.

Hackbarth Holds Title

Defending seniors' champion is Otto Hackbarth, who won the 1940 title only after two 18-hole playoffs with Jock Hutchison, with both players shooting golf of the variety expected only from golf's younger tournament stars. An invitation has been extended by the seniors to all the younger PGA members to attend the championship and join in the silver anniversary celebration and the seniors' annual reunion.

Seniors' officers are: Pres., Dave Ogilvie, Augusta (Ga.) CC; Vice-Pres., W. C. Sherwood, Memphis G&CC; Secy., Capt. Charles Clarke, Willoughby, Ohio.

Proposes Fee Courses Issue Rain Checks

GEORGE HERMANN, of the L. A. Young Golf Co., tees up an idea: Says George:

"After the beating weather gave golf in 1940, we'd be negligent if we didn't study every possibility of protecting the game against decreases in play resulting from adverse weather conditions.

"One hunch that pops up is the use of rain-checks. That helped baseball reduce its weather problem. The idea can be applied at fee courses by issuing rain-checks good for a week-day 18 holes, free in the morning or at about 1/2 price in the afternoon, according to how the traffic is distributed on week-days.

"If a fellow hasn't played more than 9 holes and gets rained out, he deserves price consideration for coming to the course when the weather's threatening.

"If he gets a good soaking during his 9-holes the chances are that locker-room income from him while he's drying outwardly won't make the issuance of a rain-check much of a net loss to the fee course."

Test Women's Golf Clinics

MacGregor sends Glynn to work with club pros on special drive for women's business.

AN exceedingly interesting innovation in women's golf promotion is being launched in the Los Angeles district. Pros of clubs in that territory, Crawford, MacGregor, Canby Co. and Jerry Glynn of the Knollwood Club (Chicago district) are collaborating in this endeavor to apply to pro dept. operations the merchandising practice of the most successful women's specialty shops and leading department stores.

The enterprise is a women's golf clinic which combines the basic selling principles of the fashion show and the visit of the specialist who's called in by the family doctor for expert consultation. Those two angles have demonstrated strength in influencing women. Just what details will be worked out in applying these principles depends on what the home club pros and Glynn determine as a result of this initial series of sessions.

The women's golf clinic is a development of research Clarence Rickey, MacGregor president, has been conducting with professionals in various districts. Invariably pro figures have revealed that golf equipment sales to women lag far behind the percentage showing of women's lessons. Several clubs showed as high as 80% of the pros' lesson income being received from women but less than 10% of the same pros' sales income being received from the shrill sex. Alarming and baffling to the pros were figures showing that women were doing a pretty fair amount of buying from stores and not especially on a cut-price platform.

The situation mystified Rickey because among pros who were having no pronounced success in selling to women pupils were pros who are standout merchandisers to men members. And don't think that the pros haven't been concerned about the problem.

Powder People Point the Way

Effective merchandising of women's fashions and cosmetics has been done with the fashion show and demonstration theme. The cosmetic people put on demonstrations showing how women of various types of faces should make-up, and with such lectures and demonstrations

draw large crowds of women to stores. The sales hike.

The consultant idea also has been sold strongly to women by doctors.

Glynn has had unusual success in selling to women. He learned that a visit an astute and cooperative pro made to his club could be used directly and impressively in making a consulting diagnosis of a woman pupil's swing. Glynn has a tactful "bedside manner" around the patient which built-up the consulting professional.



"On your targets!" "One of the raiders was brought down by our anti-aircraft fire" the quiet voice of the announcer—in direct contrast to the sullen drone of the enemy planes and the quivering reports of the guns engaging them. It must always be a source of wonderment how so minute a target can be hit: the high degree of success achieved by our ground defenses is a tribute to those who man them. Speed and accuracy are vital. These are the very factors that have established the pre-eminence of North British Supercharged and Pin-Hi Golf Balls: all who play them know how favourably such consistent qualities affect their game.

NORTH BRITISH GOLF BALLS

Not only British—but "NORTH BRITISH"

SUPERCHARGED S.S.
The story of champions
PIN-HI High performance
of the ball

MADE IN EDINBURGH BY THE NORTH BRITISH RUBBER COMPANY

Everytime any of us Americans in the golf business feels like moaning about this, that, or another misery, we think of how the British golf business is keeping its chin up; then we stiffen. Here's one of the North British Rubber Co. wartime ads, relayed by Graham Johnston, showing the "damn the bombs" spirit and making a neat tie-up of the speed and accuracy elements in national defense and play.



ASSURE YOUR BUDGET
OF A

HAPPY
NEW YEAR

WITH

SUPER MINERALITE

And you in turn will be assured of beautiful, healthy, brownpatch-free greens.

REMEMBER:

1. Super Mineralite costs less than 7c per ounce.
2. 1 1/3 ounces per 1,000 square feet, applied at regular intervals, prevents serious, turf-destroying attacks of brownpatch.
3. 2 ounces to 4 ounces per 1,000 square feet immediately checks serious, active attacks.
4. No burning or corrosive dangers. No watering-in required.

A Good New Year's Resolution
"SUPER MINERALITE"

Ask your dealer—Or write us.

AGRICULTURAL INSECTICIDE CO., Inc.
BELLE GLADE, FLORIDA

Time — Money — Effort —SAVE ON ALL THREE!

Reduce your sales effort—but increase your sales. Sounds strange, you say? But not if you're located in the Lytton Building—the golf trade buying headquarters of the world. You'll then 'cash in' on the drawing power of the golf companies, golf publishers, and the golf associations located in this building.

Your Chicago Office Should Be Here!

More pros, by a wide margin, pass through the entrance of the Lytton Building than at any other address. YOU should take advantage of the consequent greater business that 'being in' the Lytton Building gives you. Rents are reasonable, suites are conveniently arranged, and there's not a better maintained building anywhere.

THE LYTTON BUILDING

Golf's Most Famous Address

14 E. Jackson Blvd.

Chicago

So Glynn was given the assignment of working with Los Angeles district pros in this effort to develop greater pro income from women.

Harold Peterson, MacGregor's LA representative, contacted the pros in that territory and booked Glynn for sessions at various clubs. Prior to appearing before the women's group Glynn spends time with the home club pro getting the close-up on the pro's problem and methods and works his demonstration in close coordination with the pro's policies and aim.

Invitation cards on which the home club pro's name, club and time of the demonstration are printed, are supplied to each pro to mail to his women members.

One of the features of the demonstration is supplying to each woman a prescription blank covering major points of the pupil's swing and shot results. The blank is filled in by the home club pro after he and Glynn give the woman pupil a professional examination.

Glynn gives no private lessons. The fundamental theme of the whole campaign is to discreetly and subtly endorse the home club pro's professional standing by the visit of the pro who is collaborating in the research to increase the mutual profit of pro woman-member business relations.

USGA Clarifies Iron Club Face Marking Limits

THE USGA has adopted manufacturing specifications for markings on iron clubs which clarify the present general rule providing that "club faces shall not bear any lines, dots, or other markings with sharp or rough edges made for the obvious purpose of putting a cut on the ball."

The specifications will become effective Jan. 1, 1942. However, the members of the National Association of Golf Club Manufacturers have agreed that all iron clubs manufactured on and after Jan. 1, 1941 will comply with the specifications in their entirety.

The USGA has not changed its general rule governing clubs which may be used in competitions conducted under its rules. The specifications are simply an application of that rule.

The USGA says the specifications were adopted by it because:

Col. J. Hamilton Gillespie, first mayor of Sarasota, Fla., and resident mgr. of a Scotch syndicate which established a colony at Sarasota in December 1885, is said to have laid out a 9-hole course in the town shortly after his arrival there. Col. Gillespie later assisted in establishing courses at Belleair, Winter Park, Kissimmee, Jacksonville and Tampa, Fla.

"1. In recent years the Association's attention has been called to several iron clubs which did not conform to the spirit of the general rule;

"2. Manufacturers and players found the general rule difficult to interpret and desired specific information as to the limits of the general rule;

"3. The USGA desires to insure as far as possible that competitors in its championships shall play with clubs conforming to rule, and that such championships shall be won by the skill of the individuals rather than by an advantage gained through their equipment."

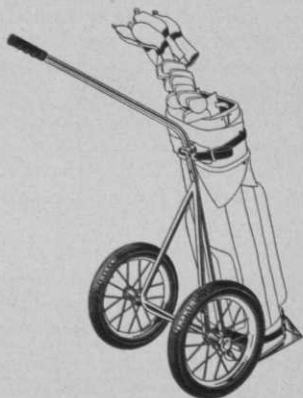
The USGA believes that the specifications will not result in any financial hardship on the golf public, as they will not apply until after January 1, 1942 to competitions under USGA auspices. In recent years approximately 70% of the clubs which have come to the notice of the USGA's technical staff conformed to the old rule.

The new specifications are technical and very detailed and are intended only for the guidance of makers of iron clubs. However, the individual player may determine for himself, with the use of a scale graduated in 32nds of an inch and perhaps a small magnifying glass, whether his clubs are apt to be within the limits of the specifications. For example, a club with grooves probably conforms with the specifications if (1) each groove is not wider than approximately $1/32$ inch and (2) the distance between grooves is not less than three times the width of the groove. Thus, one groove and the flat surface between the grooves should, when added together, measure approximately $1/8$ inch.

Iron clubs with punch-marks meet the requirements if the markings do not exceed a slight amount over $1/16$ inch. The maximum number of punch-marks permitted depends entirely on the diameter of the impression. The smaller the punch-mark the larger the number of impressions which are permitted. Some manufacturers meet the requirements of the specifications without using the above described designs.

Kaddie Kart

PATENTS APPLIED FOR



RENT
IT TO
YOUR
PLAYERS
FOR
25¢

EXAMPLES OF PROFIT

CLUB A. Installed six Karts on August 30. Its receipts were \$40.90 in the first thirty days. This is \$6.65 per Kart for thirty days.

CLUB B. A nine hole course in 22 weeks of operation, 20 Karts took in \$474.90 or \$23.75 per Kart.

CLUB C. Installed eighteen Karts. In four months took in \$288.00 or \$16.00 per Kart.

PREPARE NOW FOR 1941

We are prepared to sell or lease Kaddie Kart to your club. Write for details of how you can provide your club with this modern equipment on terms to suit you. You can pay out of your profits.

FOR LEASE OR SALE
ON TERMS TO SUIT YOU

DIRECT FROM FACTORY

KADDIE KART CO.
105 N. CLARK STREET
CHICAGO, ILL. U. S. A.

Plandome Reports Healthy Year

ANY second-guesser in 1940 can tell you that 1930 was not the best time for launching a new golf club. But the Plandome Golf Club on Long Island, near New York City, opened up that year for the first time, and of course, ran into the usual depression problems that confronted most of the nation's golf clubs.

1940, however, was its most successful year. The membership is filled; the activities have been very much increased and the membership is far better satisfied.

Gil Tiffany, who was one of the founder-members, attributes much of the success of last season's activity to an enlightened program for membership classes and clubhouse activities.

The dues for full membership, including tax, are \$195 annually for the family, including junior members. Most of the 205 members are in this group. An additional membership for individual women is accepted at \$100 annual dues, with moderate restrictions of play on Saturdays and Sundays. That is, they can play only during certain hours on those days.

Week Day Memberships

A further innovation which has attracted some members, is a "week-day membership," also at \$100. Such members have unlimited play on week-days, but pay the green-fees if they play on Saturdays and Sundays.

With this firm foundation of membership, several stunts have been put into effect to make the club more interesting to both the duffer and the class-A player. Prizes are offered every month during the regular season in three different classes. Each weekend, of course, there are the usual sweepstakes, but with this variation: that the member pays a dollar for his entry and receives a 75c ball. This system attracts a far greater number of entrants in the sweepstakes, with much less expense to the individual, but with just as large a sum to be divided in a pro-shop credit at the end of the day. It also boosts pro sales.

Another successful item in the program is a Sunday night buffet-supper between 6 and 8 o'clock.

Plandome is strictly a golf club. The course is kept in very fine condition, partly through its fairway sprinkler system, installed three years ago, and which has since been paid for by a 25c charge on each caddie fee. They have ample water from a deep well and sufficient pressure to irrigate 6 fairways and 6 greens at the same time, thus permitting watering of the entire course twice a week during the season.

Metz' New Instruction Book Heavy on Picture Treatment

DICK METZ has done a grand job in his book, "The Secret to Par Golf", recently published by The Macmillan Co., New York. It is a big book, with 308 action pictures, many of them from unusual viewpoints. The copy is simply written. The book sells for \$2.

One of the very interesting, unique features of the book is in its illustrative and copy treatment of women's golf. Many pros have been making successful applications of the school teaching method of combining printed and verbal lessons, and this book Metz has made is an excellent text book to use in such programs.

Especially clarifying are the illustrations taken from above the player, and the accompanying copy. As Dr. Robert Dyer has pointed out in several PGA clinics, one of the factors that makes golf instruction difficult is so much of the swing taking place outside the field of vision. The pictures from above, in Metz' book, help the instructing pro to get his points definitely into the pupil's mind.

Some of the pictures were taken with Dick in bathing trunks. They give clear ideas of the correct body action. All types of shots are covered by picture and text in this book on which Dick has spent a couple of years preparing, discarding and revising material until the whole job finally registered satisfactorily with him, as it will with professionals and thousands of amateurs.

If your bookstore hasn't Metz' new book GOLFDOM will have it sent to you on receipt of its price, \$2.