

"PLAY THE CLUBS THE PROS PLAY"



GEORGE GUSTAFSON
Country Club
St. Cloud, Minn.



ANGELO MONSEY
Newcastle Field Club
Newcastle, Pa.



MASSIE MILLER
Tipton Golf Course
Tipton, Indiana



TOM BRYANT
Dayton C. C.
Dayton, Ohio



PAT SAWYER
Birmingham
G. C.
Birmingham,
Mich.



LEWIS NASH
Westwood C. C.
Bellaire, Texas



JIM CHRISTIE
Glendale Golf Club
Seattle, Washington

WALTER SEDEY
St. Joseph C. C.
St. Joseph, Mo.



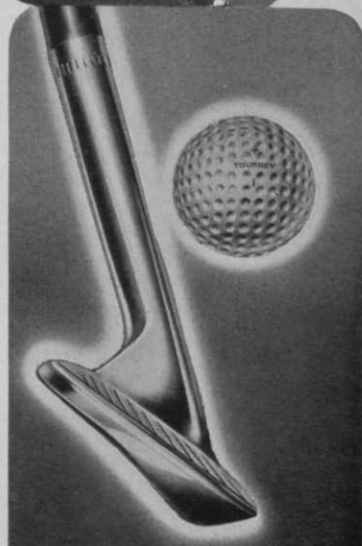
JOHN BEADLE
Paxon Hollow C. C.
Media, Pa.

ANDY SPANN
Homestead G. & C. C.
Spring Lake, N. J.

E. S. "BIB" MENEA
El Dorado Golf & C. C.
El Dorado, Arkansas



PAUL E. SMITH
Oak Hill Golf Club
Joplin, Mo.



The wide demand for Tommy Armour TOURNEY clubs is demonstrated by the vast number of pros who personally use them. Nearly every name tournament in the PGA records has been won by users of Tommy Armour TOURNEYS. "Play the clubs the pros play"—means TOURNEYS for a fact! 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.

Open Display Replacing Showcases

SHOWCASE display of merchandise isn't nearly as popular as it used to be. Open display giving the prospective customer a chance to get close to the merchandise for inspection and feel is displacing the showcase barrier in many instances.

What this means to the pro-shop is the passing of the ball display case. Some pros hesitate to make the change of having balls displayed openly, thinking that theft at public courses or carelessness (sometimes) at private courses would mean the loss of considerable ball sales income.

However, for 13 years Jack Semple, pro at the Rock Springs CC, West Orange, N. J., has been selling balls from open display and doing a remarkably high percent of ball sales to the total ball use of his members. His losses from balls taken out of the shop and not signed for are nil.

Jack's ball selling is practically a self-help proposition. He has worked out an attractive ball, sundries and club display stand, details of which are given on the accompanying illustration.

After 13 years' experience with open display Jack makes the following terse comment on the merits of this method of shop selling aid:

Does it help sales?.....Positively.

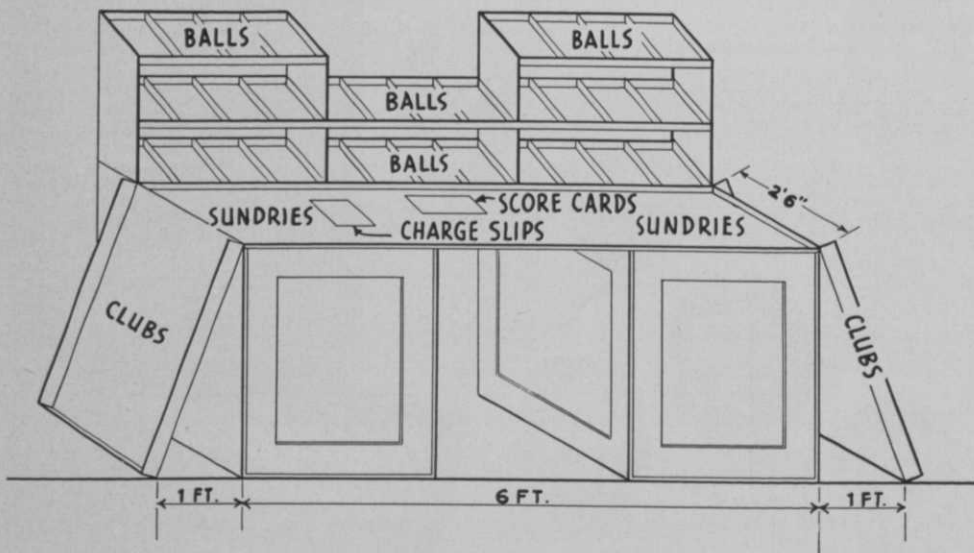
Does it give better service? Positively.
 Does it appeal to the members?.....Yes.
 Does it save labor?.....Yes.
 Does it require a closer check?.....No.
 Does it encourage shoplifting?.....No.

The fear that the open display might make it easy for the hurrying golfer, or the careless one to grab the balls he needs and flee from the shop to meet his comrades at the first tee, is entirely ungrounded, Semple says. The fact is that while the customer is helping himself (which 99% of Jack's members want to do) the shop boys are making out the sales slip which the members sign in a flash.

Being a canny Scot, Jack quickly realized that it was more important to get the sales slip signed than it was to try to sell goods when the member came in to get balls, etc., in as brief time as possible, so Jack put his present system into effect, and with marvelous results.

All balls are prominently and plainly marked so the member doesn't have to put on his glasses to see price tags. That's more important than many younger pros realize.

Seldom is the inventory in Semple's shop under \$1500, summer or winter. Considering that the shop is only 21 ft. by



Above diagram of Semple's display stand shows the profitable use to which he has put an old-fashioned flat top desk. It cost him only \$6.50 complete.

"Get way out, boy

"This ball is power-loaded"

John Q. Golfer's a new man and a better customer since his Pro prescribed a Spalding DOT—America's leading distance ball.

The DOT is loaded for distance with 2,000 pounds of internal pressure, an even ton of pent-up power to give all your members what they want most—distance! Extra distance in the groove, because Spalding True-Solution Center (100% liquid) keeps DOT perfectly balanced—on the pin, all the way. And DOT is fortified with the toughest cover* of any tournament ball. No wonder DOT is the fastest selling ball in Pro shops!

*CADWELL GEER



SPALDING "DOT"

America's leading distance ball

DOUBLE DOT



DASH



"NEEDLING"—another Spalding exclusive feature

DOUBLE DOT, Spalding's toughest cover ball. And DASH, for players headed toward a low handicap. Needling added to True-Solution Center steps up the inside pressure for extra distance. It's a real shot-in-the-arm!



AT PRO SHOPS ONLY



Reading from left to right • DON BUDGE • GENE SARAZEN • SAM SNEAD • PATTY BERG • ALICE MARBLE

WHY WILSON LEADS

WILSON is today the accepted symbol of progress in sports equipment.

Public recognition of this vital fact has gained manifest preference for Wilson products—and with this preference has come the coveted prize—*leadership*.

But behind recognition, preference, and acknowledged leadership are four important factors—the stepping stones by which this height was reached and by which it will be maintained:

One—The *will to lead*, which includes the *willingness* to devote the time, effort and money necessary to create and produce better equipment.

Two—The belief that equipment made to satisfy the *greatest* players will be desired by *all* players.

Three—Skilled designers and craftsmen backed by the most modern laboratories, research, and manufacturing facilities, and

Four—A conviction that the privilege of leadership is a stewardship awarded by the public and as easily taken away—that to maintain this high position demands constant vigilance and continued progress.

Because of our deep belief in this 4-Point Credo, the name, Wilson, is today the symbol of progress in sports equipment.



WILSON LEADERSHIP CONFIRMED

By Brilliant Stars Whose Equipment Must Be The Best

Such famous golf aces as Gene Sarazen, Sam Snead, Ralph Guldahl, Johnny Revolta, Patty Berg, Helen Hicks, Helen Dettweiler, and others have used Wilson golf clubs and balls exclusively for years. From their vast experience they have contributed to Wilson leadership in club design.

Would you accept the advice of tennis stars like Don Budge, Ellsworth Vines, Bruce Barnes, Alice Marble, Eleanor Tennant, and Mary K. Browne on racket design? These great players comprise our Advisory and Field-Testing Staff on Tennis. They have used Wilson Rackets and Gut for years.

*In practically every modern sport
"It's Wilson Today in Sports Equipment"*

BADMINTON • BASEBALL • BASKETBALL • BOWLING • GOLF
BOXING • FOOTBALL • GYMNASIUM • HOCKEY • SOCCER
SOFTBALL • SQUASH • TENNIS • TRACK • VOLLEY BALL

• • •

☆ *Athletic equipment is not a luxury but a necessity in the physical and character development of the youth of America and in the building of good citizenry. Wilson Standards are accepted and Wilson Equipment used by the Armed Forces of the Nation.*

Since the beginning, Wilson Sporting Goods Co. has created or incorporated into its Sports Equipment many innovations that have helped to develop sports as a whole.

Cross-tension linings which for the first time insured lasting shape and Valve-type inflation, which permitted standardization of air pressure for inflated balls. The Reinder-Grip for golf clubs—Pressure packing for tennis balls—Safety features in football player equipment which have made football a faster, safer sport.

In fact, there is scarcely a sport to which Wilson has not contributed some vital improvement to the players' pleasure and safety.

NATION-WIDE DISTRIBUTION

From twenty-eight branches strategically located throughout the country, Wilson sports equipment is distributed by thousands of Sporting Goods Stores and Professional Golf Shops to increasing millions of sports participants. Wilson Sporting Goods Co., Chicago, New York, other leading cities.

Wilson

SPORTS EQUIPMENT

All players mentioned are retained on Wilson's Advisory Staff



15 ft., that's plenty of a stock. But the merchandise moves fast, and that's the answer. Semple's shop is much admired by members and guests because of its unusual character and obvious smart merchandising.

Jack's center floor display is on an old-fashioned flat-top oak desk which cost him \$6.50 complete with two shelves he added. It gives him display space for 26 doz. balls, 12 doz. assorted boxed tees, 4 doz. Reditape, 4 doz. Gauztex, 2 doz. grip wax, 1 doz. belts, other sundries, men and women's schedules and scorecards, pencils, and last, but very important, rule books.

Semple has on display at one end of the stand 20 assorted putters, and 20 assorted utility clubs at the other end, while two sets of irons are at each side of the front of the case, leaving plenty of room for the member to step in and sign the sales slip on the center of the counter.

Jack points out to the fellows who think that open display might result in too much unpaid-for merchandise, the fact that it is much easier to slip up on getting a signature signed after a sale if one proceeds to replace and lock up merchandise before attending to the most important part of the sale—making sure of getting the sales slip signed.

Jack's policy in adopting his open display was to make it handier for a member to buy balls than to look into his bag to see if he's supplied. The system works because Semple goes at his merchandising on the basis of serving his members and their guests as he'd like to be served if he were the shop's customer.

Playing Tips to Beginners Build Future Pro Income

GLENN Morris, managing director of the National Golf Foundation, makes a pertinent comment that'll interest pros who have practice ranges.

Glenn says: "Seventy-five per cent of the people at driving ranges act as though they'd never hit a ball before. The pro who knows his stuff will see to it that these customers are supervised and given little tips to help them. The little tips will lead to paid lessons.

"Now, unfortunately for golf, much of the use of the practice range is that of getting set in wrong habits of hitting at the ball."

Marzolf Practice Device Helpful in Teaching Swing

FRANCIS A. MARZOLF, pro at the Wyandot CC, Columbus, O., is inventor of a practice device that is adjustable to the head of any player and which keeps the player's head comfortably steady during the swing.

The Marzolf device was shown at the Purdue clinic and aroused considerable pro interest, especially after it was noted that the Purdue students went for the device strong and seemed to find it very effective in helping them to effect quick improvement in their swings.

The device consists of a 7-ft. pipe arising from a heavy iron base. Horizontally




'In the harness' and all set for a perfect drive.

from that pipe extends another pipe at the end of which is a leather skullcap, attached to the pipe by a roller-bearing pivot. The golfer takes his correct stance, the cap is fitted by raising or lowering the arm, and the stage is set for practice.

Francis has had wide newspaper publicity on the device, and a number of them have been put into satisfactory use.

Although the device looks strange, pupils have been using it a lot, and pros are telling Francis that it's helpful in teaching a well-balanced swing.



Built to win *Championships*

• Each True Temper Step Down Golf Shaft is built to win victories—12 times tested to meet every and all requirements of the champions.

By the exclusive True Temper Step Down Process, a seamless tube of super alloy steel is tapered to the shape that most perfectly and most efficiently transmits the power of your swing through the club head to the ball.

Every winner of a major tournament uses True Temper Step Down Shafts.

More than 90% of all Tournament players insist on True Temper Step Down Shafts.

More players, by many thousand each year—find True Temper is the key to winning golf.

All golf club makers use True Temper Step Down Shafts on better grade clubs.

Every golf professional gladly recommends this Golf Shaft of Champions.

Please your players. Outfit them with True Temper Step Down—the Golf Shaft of Champions. Produced only by the Makers of True Temper Products, Cleveland, Ohio.



Fundamentals of My Teaching Policy

By TOMMY ARMOUR*

A BASIC difficulty in attempting to give the golf pupil effective instruction arises from the failure to make the pupil understand the difference between teaching and learning. We as pros can't possibly teach our pupils a thing unless they are willing to learn. And anyone who believes that learning doesn't involve expenditure of some conscious and subconscious effort hasn't learned much.

Therefore, one of the first steps in resultful instruction is that of getting the pupil to appreciate that he or she has to exert some effort to learn. We hear a lot about getting our customers into a receptive and sympathetic mood and to overcome their tensivity and stage-fright. But all that means nothing unless the pupil appreciates that getting something out of golf instruction means that the pupil as well as the pro has to put plenty into it.

I admit to having had considerable success as an instructor, and frankly consider myself lucky to have acquired this status because many of those who have been my pupils are those who have an intense determination to learn.

Pro Must Have Psychological Edge

Now, in the average relation between pro and pupil the pupil is inclined to consider that only circumstances have kept him from being another Jones. The circumstances, of course, are those dictating the pupil's concentration on his primary business of making a living. When the pupil comes to the pro the pupil has foremost in mind—usually—the fact that he is the pro's employer. Thus the pupil places himself in the driver's seat. He is inclined to tell the pro what he—the pupil—wants to learn, and how, instead of the pro being the master of the entire situation.

It is important then that the pro get the psychological edge on the pupil, and get the pupil under the pro's spell and mastery.

That's a reason why I sit in a chair when I'm giving a lesson on the tee. The

professor at school sits in a chair. The pupil stands and performs before the master's eye. That conditioning has taken place in the golf pupil since his earliest days at school, and the pro loses when he fails to take advantage of it.

To get the pupil to understand what it's all about—and rarely does a pupil have more than the vaguest sort of an idea of the principles of the swing or the objectives of instruction—I ask the pupil to have a chair and get him relaxed. An umbrella shades me from the sun. Shades me; get that. I'm the head man.

Caddie Tees Up Ball

I have a caddie tee the ball for the pupil. I don't do that, for three of the best reasons in the world. It would sacrifice the psychological edge I must retain to keep in command of the pupil's development; it would distract the pupil's attention from my position as his instructor; and it would be unnecessary work.

Conscientious effort on the part of the instructor of course, is imperative in resultful instruction. It's a waste of everybody's time and the pupil's money to give instruction merely because it's paid for. There are cases which for valid reasons the pro usually must keep discreetly secret, wherein the instructor cannot apply conscientious effort to the pupil's improvement. Those cases result in the elapse of just so much lesson time.

After the essential preliminary of the sit-down session is handled, I have the pupil hit about 20 balls. This performance I watch very carefully, analyzing.

The most common type of pupil I start off with an 8-iron because the majority can hit with it. Then I sit the pupil down and tell them the main things that are wrong; not too many things for if the pupil's told too much he gets to thinking of everything except hitting the ball.

Too much detail at a session is fatal. A curse of instruction is the tradition that a lesson must last for a period that's often too long for the pupil to retain zest in the proceedings and which may require the pro to keep talking until he's merely saying words.

I have taken more lessons than any

*At Minnesota PGA — University of Minnesota clinic.



HAVE YOU EVER PLAYED A *Supercharged* BALL?

If you haven't yet played the Supercharged Sweet Shot—golf still holds something new—and something surprisingly nice for you.

Supercharging—an exclusive Worthington process—is a scientific method of stepping up the internal tension of a golf ball. It gives you:

Faster get-a-way

Finer accuracy in flight

Better control in pitching and putting

May seem unbelievable—but try it. Master golfers have found this supercharged construction an important asset in tournament play. You'll find it equally helpful and enjoyable in friendly competition.

The Supercharged Sweet Shot is sold only to Golf Professionals at Better Golf Courses. Your customers want to try this ball—stock and display it—please your players and profit accordingly.

Rules of Golf for 1941 Now Ready. Request a Supply on Club Stationery. Write:

THE WORTHINGTON BALL CO.

ELYRIA, OHIO

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

other man at this clinic. I know how hard it must be for the muscularly inactive pupil to learn because I have had my own problems in acquiring certain patterns of performance that my own vision, experience and analysis recommend to me.

Therefore, I do not believe in censuring or embarrassing the pupil with sharp criticism for failure to do something that is certain to be rather difficult for one whose mental and physical coordination has become dulled during years of sedentary living. I employ the policy of encouraging without promising too much, and for this policy which I adopted because it puts it up to the pupil to exert himself, I have the endorsement of such psychologists and teachers as Professors Anderson and Gilkenson of this institution (University of Minnesota) and Prof. Kelly of Purdue.

Elementally the problem of golf instruction is that of getting knowledge of the correct swing from the instructor's brain to that of the pupil, then converting that knowledge into action.

It is obvious that if the instructor hasn't clearly in his own brain a thorough knowledge of the golf swing, of what the pupil should know, and why the pupil should know it, the instruction will be inefficient. In clarifying our own conceptions of details of the sound swing pros could spend far more time than they now do together, in discussions of golf strokes. However, the pupil must not be confused with too much of the detail that we must know and recognize as groundwork for our teaching.

Four hours a day is all that I'll teach. In that time I can and do give my best efforts. If the instruction day is too long I cannot give pupils during the latter part of an excessively long stretch the best results. Inasmuch as I consider I cannot give a pupil full value after I've taught for 4 hours, I take no pupils on the tee after my daily 4 hours are over.

I believe in spending part of my lesson income for advertising and stage management that makes the pupil feel that he is getting something other than just another routine lesson.

Pic magazine's May 27 issue had an interesting picture story on the scientific background of Spalding's new Tru-Face woods, showing how the stroboflash pictures at the rate of 30 per second tipped off Spalding's club engineers how to design a wood face that would minimize hooking and slicing.

NEW GOLFERS' DAY

— An Idea for the
Promotion of Golf

By **BLAKE McVEIGH**

GOLF clubs could well unite in staging an annual New Golfers' Day. The purpose of this day would be to introduce golf to thousands of prospective converts.

Such a day would be calculated to benefit greatly all the forces in organized golf—golf professionals, golf clubs of every description, driving ranges, manufacturers of golf equipment, and the bodies which are concerned with the promotion of tournaments for which gallery tickets are sold.

The idea is to make an appeal to every person already playing golf to take a friend, business associate or relative out on the golf course during this designated day, and to introduce him, or her, into the joys and healthy benefits of playing golf, to get him or her hitting that ball. That's how golfers are born!

Even assuming that the New Golfers' Day created only 25,000 novice golfers, and each, thereafter, spent an average of only \$10 for equipment, that would represent an additional \$250,000 gross business for pros and manufacturers. During a year these same new golfers might reasonably be expected to spend another \$250,000 for clubs, balls, bags, etc. That 25,000 new golfers estimate, incidentally, would call for an average of only five new ones from each of the nation's 5,000 odd golf clubs.

From a collateral standpoint, New Golfers' Day would be beneficial through inspiring a vast amount of free and valuable publicity about the game—its recreational, healthful, social and business benefits. There would also be plenty of humorous and kidding articles written about the Day, but these would not be harmful.

Eventually, New Golfers' Day would function much like the annual Fathers' and Mothers' Days. Over the country there are many thousands of wives and husbands who wish that their respective mates could be induced to take some healthful exercise, such as golf. It would be possible, by suggestive advertising, to induce a good many of these folks to buy gift golf sets for husband, father, wife or son, and say to them, "Now, here are