

- A national event for ALL players at your course
- A great added attraction to your club's tournament calendar
- A fair competitive basis that rates players by their handicap
- Many prizes — selected by players at their own pro shop

NATIONAL HANDICAP TOURNAMENT

● Here's How to Enter Your Club . . .

in the First Annual Pictorial Score Card Handicap Event

Send in coupon at bottom of this page. We will send you complete details of the Pictorial Score Card Handicap Tournament including method of prize determination by handicap equalization.

We will also send you samples of Pictorial Score Cards. Consider the proposition from every angle—interest of your players, thrift to your club. Remember—18-holes must be at least 5,000 yds.; 9 holes, 2,500 yds. and your club must use a minimum of 1,000 Pictorial Score Cards during 1941. The cost of these 1,000 cards is only \$2.90! Your order for the minimum 1,000 score cards makes your players eligible. Fill in and mail your coupon early, to make certain your players get in this nation-wide tournament.

PICTORIAL SCORE CARD PRICES ARE AMAZINGLY LOW

Coupon below will bring you samples of the Pictorial Score Card—note how complete they are—the lessons by the foremost golf masters to help improve play—the excellent quality of printing and paper . . . then compare the prices you have been paying for old-fashioned score cards with the Pictorial Score Card prices shown in box at right.

Improve play at your course—inject new and different interest into your events program. Enter your club—today!

PRICES

All Cards in 3 Colors	Per M
1,000 to 4,000	\$2.90
5,000 to 9,000	\$2.45
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Compare!

**WINGED FOOT
GOLF CLUB**
MAMARONECK, N. Y.



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44th AMATEUR CHAMPIONSHIP
OF THE
UNITED STATES GOLF ASSOCIATION
SEPTEMBER 9 - 14, 1940

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PICTORIAL SCORE CARD CO.
26 Broadway, New York City

Please send me complete details of the First Annual Pictorial Score Card National Handicap Tournament, and samples of the Pictorial Score Card.

Name _____ Club _____
 Club _____ Title _____
 Your Address _____
 Town _____ State _____

Now

PROFESSIONAL SHOP

SPEED REMINGTON.....Professional
TWITCH 'N SLICEM COUNTRY CLUB
GOLFTON, MICHIGAN

Name, *Tom Jones.*
Address, *Lake Drive.*
Age, *56*; Weight, *165*; Type of Build,
Rangy—Long Arms.
Business, *Retired—Army.*
Club Member..... Guest.....
Pupil's Assets, *Excellent Putter; Good Half*
Shots. Capabilities, 93—98.
Goal in Mind, *Stay under 100. Weak*
Points, Tries for too much distance.
Proposition, *\$10.00 to put him back.*
Amount Paid, *\$10.00; Bal.....*
Scores, *112—112—105—97—98—95.*
Merchandise, *will buy new woods in about*
one month

.....
Remarks: *Likes attention—Pat him on the*
back. Has been playing about 18 years
and will take a lesson from anybody.

Here is a sample blank filled in for a mythical
"Tom Jones." The value of the notations to the
instructor is obvious.

If a player wishes to develop a good hitting style, then let him discuss his individual problem with his pro, agree upon a definite goal and, only then, go to work.

A beginner is a sheep with a different beat, for he must develop a hitting style before he can even think of playing the game.

After that first free trial lesson, you will know his possibilities. Then is the time to talk finances and to discover a few things. How often will the pupil practice? How often will he play? Has he time to take three or four short lessons per week? Is it his ambition to become a long driver the first season out or will a fair-to-middling score be suitable?

All of these things should influence the type of instruction. Have some mimeographed questionnaire blanks handy to make the agreement official and, incidentally, provide the pro-shop with a wealth of varied information on each pupil.

Basically, there should be a column for the recording of monthly scores, thereby showing tangible proof of improvement, and, another column, not too small, for merchandise purchased . . . because a customer working on a deal of this sort would not be keeping faith with his tutor if he bought equipment without advice from same. Would he, now?

Fifty dollars is not too much for the

beginner to pay for a foundation course of instruction that will place his game between 98 and 105,—which is average 'second season' golf. Half of the fee would be paid in the first month and the balance when the job is complete. It amounts to about \$7 dollars per month, pro-rated. This method will enable the pro to accomplish more in the spring when he is pressed for time, and will lay up a bit of cushion money for the tail end of the season.

Set a Goal—Then Work Toward It

In addition, if you take the trouble to ascertain *exactly* what the pupil desires, you can rest easy at night in the knowledge that you are doing a job that has been planned in advance. Both you and the pupil will follow the same blueprint and there will be no floundering in the murky fens of—"gee, what's the matter with me? I was all right yesterday."

This design of golf instruction is almost parallel to the treatment a doctor accords a patient. The doctor cannot punch a time clock . . . 30 minutes to this patient . . . 60 minutes to that one. Some patients need only to have their ruffled feathers smoothed, like Tom Jones. In other cases, a major operation is needed.

We golf professionals are no less than doctors of sick golf games. Each client is a separate problem and must receive separate treatment.

We should never perform any major operations unless absolutely necessary, because dissection is always a messy business and it is practically impossible to get all of the pieces back together without the whole thing looking like what it is, a patched up job.

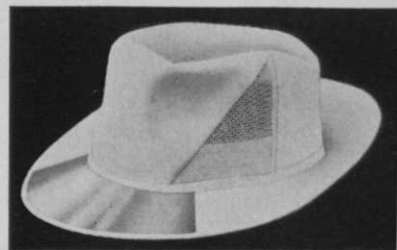
Yessir, boys, something has to change. What was good enough for pappy just isn't good enough for me.

Purdue Clinic Dates are April 8-10—
1941 golf clinic at Purdue University, West Lafayette, Ind., will be held April 8-10, instead of 9-11, as previously announced, according to recent word from Purdue officials. Plans are well under way to make the 1941 event even more successful than last year's clinic, an affair attended by more than 3,000 who turned out to watch the performances of pros from 15 states—from as far South as the Gulf Coast—and from Canada.

Congo SUNHATS

TOPS FOR GOLFERS

Also Tennis Visors and Caps



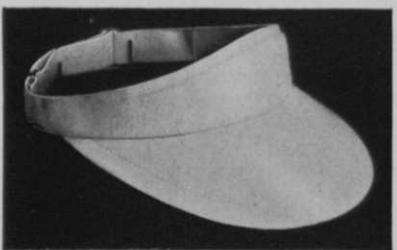
ROYAL CONGO . . . No. 2350

White or tan duck material, fashionable blocking, side ventilators and transparent green ppyralin eyeshade. Small, medium, large and extra large sizes. 50c Retail.



REGAL CONGO . . . No. 2801

Smart Porkpie style, in Sanforized Hopscotch material. Soft multi-stitched brim, patterned band. Colors: tan, blue and green. Small, medium, large and extra large sizes. \$1.00 Retail. No. 2800 same style in white sanforized twill.



WIMBLEDON . . . No. 475

Sanforized twill, padded forehead shield, adjustable elastic back, fits all heads. Colors: white, tan, blue or green. White visor is underlined with green material. 50c Retail.



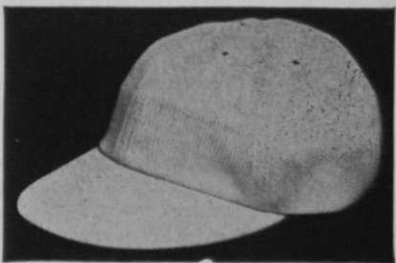
CONGO . . . No. 2300

White or tan duck, streamlined ventilators, transparent green ppyralin eyeshade. Small, medium, large and extra large sizes. 50c Retail.



KING CONGO . . . No. 2901

Sanforized Hopscotch material with patterned band, flexible multi-stitched brim. Colors: tan, blue and green. Small, medium, large and extra large sizes. \$1.00 Retail. No. 2900 same style in white sanforized twill.



FOREST HILLS . . . No. 395

Sanforized Gabardine, felt sweatband. Colors: white, blue, tan and green. White cap has green lining under visor. Small, medium, large and extra large sizes. 50c Retail.

Write for Catalog and Name of Nearest Jobber

THE BREARLEY CO., Rockford, Ill.

Headquarters for Sunshine Headwear



The newness has not yet worn off Klinger Lake's clubhouse built in 1938 to replace a fire destroyed predecessor.

THE FIRST TWENTY YEARS

By JACK FULTON

TWENTY plus years ago, in Sturgis, Mich., there lived a curtain rod manufacturer named C. W. Kirsch, who had never played golf. One late summer's day in 1920 a friend invited him to Kalamazoo to try the game. On the first tee, Kirsch socked one 200 yards down the groove.

There is no record of Kirsch's score for the rest of the round, but that first-tee drive was enough. Next morning, the Kalamazoo pal got a phone call from Kirsch. Sturgis didn't have a golf course and something ought to be done about it. How much land did a golf course need? What would it cost to build one? How many members ought a club to have? Who could be hired right away to lay out a course? The friend suggested that Kirsch contact Maurie Wells, well-known Michigan pro. Maurie would know the answers.

Fast Organization

So Wells came to Sturgis, had a number of meetings with Kirsch and other golf-minded natives, looked over a likely 50-acre tract on the shores of Klinger Lake, seven miles from town, and finally told them that all they needed was members and money; he could build the sort of course they wanted on the land they'd picked and have it ready for play the following spring. Kirsch said go ahead; he'd underwrite it until the members could be signed up.

Thus, in the fall of 1920, the Klinger Lake Country Club was born. A membership drive in Sturgis, in nearby towns and at Klinger Lake, where families from many points of the middle-west have sum-

mer cottages, soon lined up a comfortable roster of charter members. Wells laid out a sporty 9-hole course, soon had a crew of men clearing fairways, filling fairways, filling swampy areas and contouring greens. Another bunch of workmen put up an attractive frame clubhouse on a knoll a little way back from the highway to town. It commanded a view of the entire course. Play began on schedule in the spring of 1921.

Days of Plenty

Like hundreds of other clubs that had their start in the early '20s, Klinger Lake went along beautifully. Money was easy and members had plenty of it to spend. Charley Kirsch, who rightfully regarded the club as his baby, saw to it that the organization prospered. He also saw, by the time 1928 had rolled around, that members were becoming harder to sign up. The club needed a second nine holes, too.

So one night he called a meeting of charter members. It was a dinner, and at the end of the meal Charley handed the men 16 twisted sheets of paper and asked them to light their cigars with the tapers. The sheets of paper were thousand dollar bonds on the club! Charlie was donating them to the good of the organization. This munificent gift had several provisos: the members were requested to get together and pledge enough money to build the second nine holes, to reduce the initiation fee from \$300 to \$50, and as quickly as possible to put on an aggressive membership campaign. The clubhouse needed a lot of remodeling, too,

LOUISVILLE POWER-BILT GOLF CLUBS

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MODEL K90\$10.00
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★ A PICTURE OF PERFECTION ★

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Model G95 — \$9.00



LOUISVILLE
POWER-BILT
IRONS
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HILLERICH & BRADSBY CO., INC., LOUISVILLE, KY.

1941
31st Anniversary
YEAR

Sold Exclusively by Golf Professionals

The
ball that
is *right*
for nine
out of
every ten
players



JUST
THE
Top-
GOLF

**A FURTHER
DEVELOPMENT OF THE
WILSON SYSTEM OF
Player-Fitted GOLF BALLS**

WILSON TOP-NOTCH (*Red Marking*)

The finest combination of click, feel, spectacular distance, controllability and durability that has ever been built into a golf ball. The ideal ball for nine out of ten players. Price 75c.

WILSON SPARTAN (*Green Marking*)

A tough-covered ball accurately tensioned to give maximum distance to the ordinary player who is usually a medium or light hitter. Hard to cut and a strictly quality ball at 75c.

WILSON TOP-NOTCH

"HH" (*Black Marking*)

Designed solely for the *experts* and *pros* who are terrific hitters. Should be sold with discretion and only to the players who are clean, hard, expert hitters—75c.

● A truly revolutionary ball that utilizes a maximum of the power your stroke delivers and converts it into carry and roll.

The new Hydroilic Center (see explanation below) makes possible a new maximum of results in all phases of your game.

Maxi-Resiliency—The Hydroilic Center gives you a ball that retains the fresh, vital resiliency of new rubber for more rounds of play.

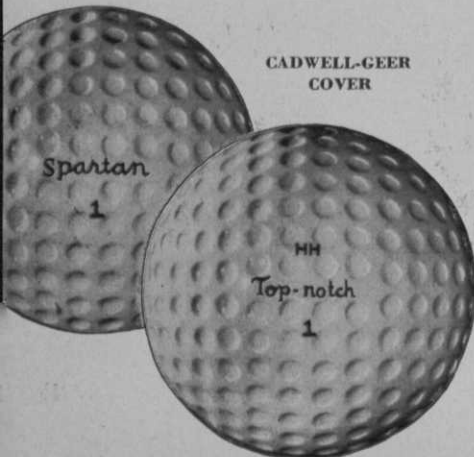
Maxi-Control—You get a wonderful feeling of control. It eliminates that "flying-off-the-club-face" feeling. Makes your follow-through more effective. Improves accuracy.

Maxi-Distance—The Top-notch Ball, because of the Hydroilic Center, will give you every last inch of distance due you.

In addition, this amazing ball has a sharp, clear click like a castanet—gives you a sweeter *feel* off the club—unwavering airflight, accurate roll and a beautiful putter response.

Top-notch Hydroilic Center construction has proved its amazing performance possibilities in countless laboratory and driving machine tests and in spectacular tournament play. With this Hydroilic Center and the merchandising effort we have planned, you can feature the new Wilson Top-notch with confidence that it will perform to your advantage and your profit.

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Chicago, New York and other leading cities



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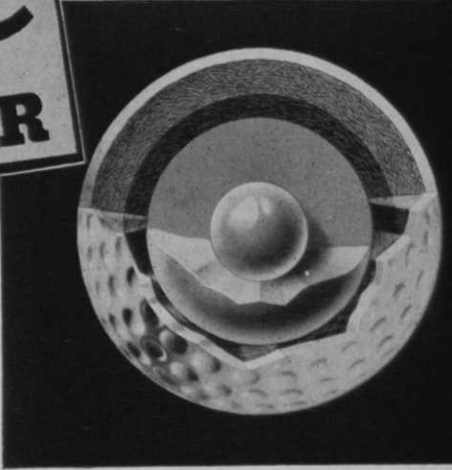
ARRIVED!

NEW WILSON notch BALL



Hydroilic CENTER

in which a superfine quality vegetable oil is used with spectacular results!



WHAT IS HYDROILIC ACTION?

What we call "Hydroilic" Action is simply an application of the Hydraulic principle involving *fluids under pressure*. In the new Top-notch Ball oil is enclosed in the center. Pressure is applied when the impact of the club face compresses the ball and also the oil in the center. The force developed by this enclosed oil under compression affects both the intensity of the recoil and the forward movement of the ball. It is a basic factor in the beautiful "getaway," great distance and exact performance of the Top-notch.

VEGETABLE OIL an Elixir of Youth!

Liquids of a mineral nature, as commonly used, tend to prematurely age rubber—quickly rob it of its original resilience. That is because minerals and rubber, which is a vegetable, are enemies. Vegetable is friendly to vegetable. So the fine pure Vegetable Oil used in the Hydroilic Center of the New Top-notch Ball is actually *good* for rubber. It tends to keep the core fresh, resilient and full of life through many rounds of wonderful performance. Furthermore, this *special* Vegetable Oil is famous for its immunity to temperature changes. Acts the same in the heat of midday as in the cool of the evening or on a cold day.

GOLF EQUIPMENT



After more than 20 years in the U. S., a Carnoustie burr still marks the speech of Jimmy Millar, shown here in front of his shop.

but Charley Kirsch said he'd stand the rap on that.

Naturally, the members agreed to every suggestion Kirsch made. Why not; if the club was to continue to exist, some action had to be taken and the Kirsch ideas were sound and practicable. Besides, the \$16,000 of burned bonds had put the club in sensible financial shape.

Wheels began to turn. Fifty-two acres of added land were purchased and the second nine holes laid out. A membership drive netted 50 new members. Charlie Kirsch made good on his promise to remodel the clubhouse and then sat back, modestly disclaiming more than a minor part in the club's rejuvenation. But the members knew how large a part he had played and gladly conceded that it was still "his baby." The club would be that today, too, only Charlie Kirsch died several years ago. But his influence on Klinger Lake will be felt for many years to come.

Fire Razes Clubhouse

On July 31, 1937, fire broke out in the clubhouse and, before help could arrive from Sturgis, burned the frame structure to a pile of charred rubbish. Estimated loss was \$35,000, about half of it covered by insurance.

Many clubs would have taken months recovering from a mid-season blow of this seriousness, but not Klinger Lake. Embers were hardly cool before a temporary building had been erected to shelter the members through the season and plans were under way for a new clubhouse. Soon it was determined that the building would cost \$55,000, furnished, and the sum, less what had been realized on the insurance, was promptly donated by the members.

Plans were completed and ground broken for the new clubhouse that fall. Ten months after the fire, on May 1, 1938, to be exact, Klinger Lake's attractive sandstone clubhouse had not only been built, but was furnished and ready for occupancy. This remarkable speed is typical of the way the club operates. If there is something needed for the club's well-being, do it—quick!

Today, Klinger Lake CC owns 105 acres of wonderful golfing terrain on which is a thoroughly modern golf course. It has a new clubhouse, and a comfortable roster of members to keep it operating in the black. And I am told, unofficially, that the total clubs indebtedness is less than \$7,000. No wonder the organization is so healthy and prosperous.

* * *

A second story of Klinger Lake concerns one Jimmy Millar. Jimmy is from Carnoustie, that Scottish cradle of golf. Jimmy played in the 1919 Scottish Amateur with such well-known golfers as Macdonald Smith, Clarence Hackney, Francis Gallett and Bobby Cruickshank. Within a year after that event, all five of these lads had migrated to the United States, all of them to become golf pros of considerable prominence.

Nineteen Years on the Job

Millar tried Canada first, but didn't like the work he found. In 1920, his brother in St. Clair, Mich., heard that the professional job was open at the St. Clair CC. Jimmy applied for the job and got it, to serve for two years. At the end of that time, he was told that the pro post was open at Klinger Lake, then a promising young club. After Millar had looked over the possibilities of the job and after Charlie Kirsch and the other officials of Klinger Lake had looked over Jimmy, he was offered a contract and the spring of 1922 found Millar as the club pro. Today is 1941; Jimmy Millar is still golf professional at Klinger Lake. In those nineteen summers of service he has seen many changes in the club, equally as many in the place of the golf professional in the club picture.

"When I first came to Klinger Lake," Jimmy reminisced, "a good half of my income came from back-of-the-shop. We didn't have matched sets in those days, so we didn't sell as many clubs as we do now. But they were hickory shafted and they broke often enough to keep me busy at my bench through the summer, fitting in new shafts at \$3.00 a job.



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Your Members
KNOW
Bristol Means
QUALITY

The name "Bristol" on these fine clubs is a name your members know—and trust. They've known it as a sign of leadership since Bristol pioneered the first steel shafts!

THE 1941 advertising for Bristol-Built Paul Runyan Clubs is just what you'd plan if you laid it out yourself. It reaches your own club members—in your own local papers—over *your name!*

All you do to participate in this "personalized" advertising with the pros of other leading clubs in your vicinity is to stock a modest assortment of Bristol-Built Paul Runyan Clubs.

The Bristol representative will call soon to explain this important plan in detail. When he does, you'll say, "Count me in!"

BRISTOL-BUILT



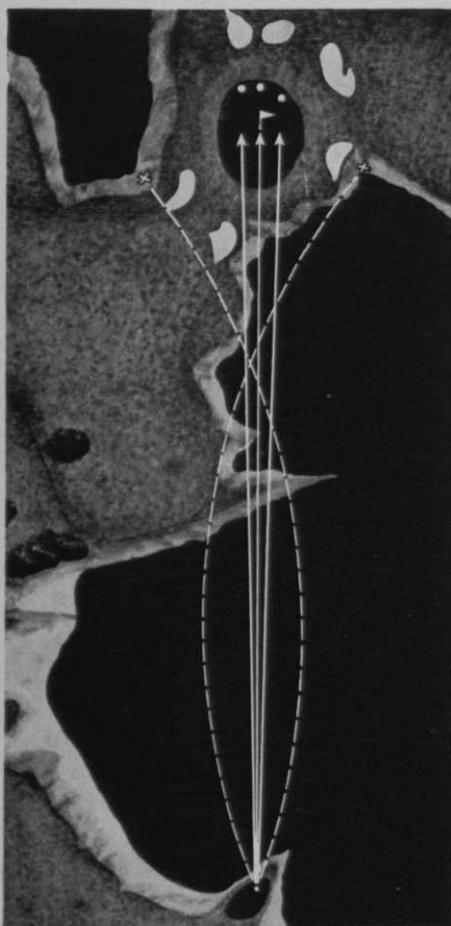
CLUBS

MADE IN BRISTOL, CONNECTICUT, BY THE HORTON MANUFACTURING COMPANY

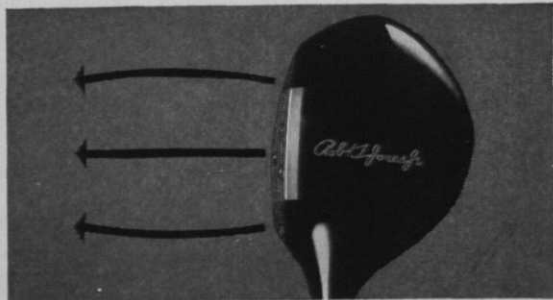
March, 1941

SPALDING MAKES

Tru-Face Woods



● Here's the proof: Tru-Face Wood vs. Ordinary Wood. Charted on the dramatic 16th, Cypress Point, Del Monte, Calif. Three balls hit by driving machine on center, heel and toe of each club. Result: Heel and toe shots with Ordinary Wood (dotted line) over cliff. All 3 shots with Spalding Tru-Face Wood on the green!



Now . . . amazing control, more distance, for heel or toe shots

● Like having *three sweet spots* instead of one! That's the dramatic fact behind Spalding's startling advance in wood-club design — the new Tru-Face Wood!

Bobby Jones and Jimmy Thomson agree that it's the greatest golfing advance of the generation. You'll say Tru-Face Woods are the sweetest feeling, straightest-shooting clubs you ever swung. They actually send heel and toe shots right-down-the-middle. Spalding proved it in fool-proof driving machine tests (see diagram on the left).

Plan to demonstrate this scientific stroke-saving improvement. Show your members how to get the most out of golf by playing a more accurate, longer-shooting game with Tru-Face Woods.



Bobby Jones

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