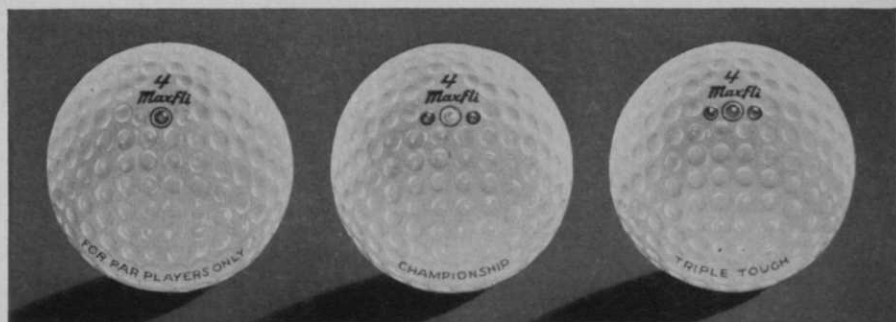


● Golf professionals in every section of the country are acclaiming Dunlop's new "Break 100-90-80 Drive For Better Golf" with its free Maxfli ball tie-up and the recognition it gives the golf pro. And Dunlop's New 1941 Dunlop Maxfli is a smash hit from Coast to Coast too. Every type of golfer is seeing his game improve with the Maxfli one dot, two dot, or three dot as recommended by his pro to fit his game.

*Dunlop*

GOLFERS OF ALL HANDICAPS ARE PLAYING THE BALL THAT HELPED CRAIG WOOD WIN THE FAMED MASTER'S TOURNAMENT.



IT'S THE BALL OF THE YEAR — JOIN THE SWING TO Dunlop

A very good tip from Victor East.—Watch the handicap racks and if the scores of a purchaser of new clubs don't improve give the club buyer some personal attention and a few tips as a follow-up service. When the word gets around that a member's score improved after the purchase of new clubs, the sale of clubs increases.

It's the sort of follow-through service, Victor points out, that enables the alert pro to offset store competition.

address at the first Purdue clinic, spoke this time on "Learning Processes." He told of parallels between golf and flying instruction, and cited some very interesting details of government work in improving flying instruction technique. Dr. Kelley is coordinator of government flying instruction work.

He said that a handicap in instruction was talking a language that the pupil didn't know. The difficult job of putting motor skill into words Dr. Kelley illustrated by presenting the problem of telling someone how to walk. He strongly endorsed the suggestive procedure on the "suppose we do this" basis instead of negative policy in instruction.

Dr. Kelley expressed belief that in golf, as in flying, one of the primary problems was what kind of training should a golfer (or flier) have before he is competent to teach.

#### Use Psychology on Student

Prof. A. H. Monroe of Purdue, in telling how the pros could get the most from conference education opportunities, reminded pros that golf is a tougher instruction problem than generally is realized, consequently demands considerable study by the instructor. He suggested that the pupil be petted at the start by beginning with what the pupil wants, then deftly leading in to what the instructor wants done.

W. A. Bodden of Purdue talked on pro-shop accounting methods, presenting his audience with copies of simple forms that reduce pro-shop accounting to its elements. He warned against making pro department accounting too involved, but said that the increasing interest of regional and national government officials in business records was going to improve pro accounting, or else . . .

Charley Jones of Champaign, Ill., a pro whose indoor winter school operation is regarded as one of the finest jobs of this kind ever done in the country, spoke on indoor practice facilities. Charley empha-

sized that the success of an indoor school depended on bringing as much of the outdoors as possible into the facilities and atmosphere of the place. The reason many indoor schools are flops, Charley declared, is because they lack the first fundamental of neatness and attractiveness in facilities and maintenance.

Tommy Armour in talking on instruction technique emphasized the importance of getting the pupil in a receptive and understanding attitude. Considerable instruction is offset by the customers being confused by too much of a load of technicalities and being afraid to ask what it's all about, observed Armour.

Bob Woodworth, athletic publicity director of Purdue, reminded the pros that the local sports writers were just as busy as pro so if the pros wanted the valuable free publicity that other business men would work hard to get, the pro must keep his eyes open for golf news that can be sent into the papers. Woodworth also urged that pros give attention to the opportunities afforded by sustaining radio programs in providing valuable publicity.

Otto Probst of South Bend, American golf's foremost bibliophile, spoke on the wide variety of golf literature available to the pro who wanted to know the complete story of his game.

John Vaughn, of the Indianapolis Speedway Golf Course, said that problems of caddie recruiting and training were certain to be among the highly important duties of many pros this year. Unless such problems were handled properly the pro income would be adversely effected, Vaughn reminded, in outlining details of caddie training and supervision.

#### Shows Swing's Basic Factors

Victor East closed the clinic program with a great lecture on the basic factors in the golf swing. East used a table tennis bat, a squash racquet and a golf club from which the front and rear bulges were cut away in demonstrating the kinship between sports swings. He suggested an effective little stunt in impressing the pupil with the importance of feel in golf. He hands a golf ball to the pupil and asks if it feels hard. The pupil almost invariably responds in the affirmative. "Now let it fall to the floor," East commands. The ball bounces, of course. "That shows you the ball isn't hard, hence application of power in the right way instead of brute force is needed to make that ball travel."

Purdue's indoor demonstration by at-



Whur e'er ye gang in American goff thur's laddies fra th' Cra's Nestie, wee fishin' village on th' North Sea. These six of the small army of grand professionals Carnoustie supplied to the U. S. participated in the second annual golf clinic at Purdue University. Left to right: Gil Ogilvie, Portland, Ind.; Jimmy Lawson, Country Club of Indianapolis; Allan Lyman, Danville, Ill.; George Soutar, Broadmoor Country Club, Indianapolis; Jimmy Anderson, Pine Lake Country Club, Detroit, Mich.; Jim Soutar, Bloomington, Ind.

tending pros and the class lesson of Purdue students was put on in the fieldhouse which was ideally prepared for such an affair. Byron Nelson, Dick Metz, and Johnny Revolta gave exhibitions of shot-making and all pros in attendance collaborated in the group instruction.

#### Ingleston Opens Minnesota Clinic

After Art Ingleston, Minnesota PGA president, formally opened the Minnesota clinic, Frank McCormick, the noted athletic director of the U of M, spoke on the "Golf Professionals' Part in National Defense." McCormick brought out that long before the Hitler regime came into power Germany was rebuilding by a physical development campaign on its youth and adults. Study of American methods preceded this German work and so successful was the work done that the physical condition of the German was made considerably superior to that of other nationals. The golf pros, said McCormick, in their contact with adults and juniors, are in a great spot to impress the physical conditioning value of golf. There's urgent need of this, declared McCormick, especially as the social rather than the health values of golf has been stressed. Mr. McCormick also showed a physical education picture, "Making the Most of Playtime."

Lloyd Boise, trainer of the University of Minnesota, gave the pros many training and first aid tips. He recommended application of tincture of benzoin paint to the soles of feet at the start of the season. He said not to puncture blisters but to put cotton and a bandaid over the blister until it breaks, then apply a disinfectant. He didn't endorse cold showers but suggested warm showers, cooling to room temperature.

Howard Gilkinson of the U of M told of the similarity of teaching speech and teaching golf. People don't hear them-

selves as they are, nor believe their own swings. Somebody "outside" is required to do the teaching. People expect too much from too little instruction in speech and in golf. Prof. Gilkinson referred to the old style Delsarte election teaching as being somewhat similar in policy to the old style in golf instruction.

In making radio contacts Prof. Gilkinson reminded the pros to have a conversational basis of talking to scattered people, and to avoid sudden changes of pitch. In radio and in lesson talking Prof. Gilkinson advised the pros to vary the voice in rate, pitch, quality and intensity. He warned against teaching by having the pupil imitate. That way the pupil misses the fundamentals.

#### Armour Is 'Hot'

Tommy Armour followed Gilkinson and gave what the pros present considered the best exposition of instruction policy and methods ever presented to a pro group. GOLFDOM's editor has heard Armour in several hundred million words of public and private address, and rates The Great Armour's talk at Minneapolis the best talk Tommy every made, as well as one of the most valuable addresses ever made on golf instruction methods.

The Armour talk as well as the very practical talk Len Mattson made on Pro-Management will be printed in early issues of GOLFDOM.

Horton Smith followed Armour and paid tribute to the Silver Scot as the most helpful, friendly pro star Horton ever played with. Smith urged adoption of Armour's recommendation of more pro meetings to discuss instruction.

Smith advised 45 minute lesson period on the hour, leaving 15 minutes open for sales time, attending to shop details and a breather.

Willie Kidd, widely regarded as the master of shop operations, spoke on shop



# CADDY SHORTAGE CAUSES PROBLEM AT GOLF COURSES

## Draft and Employment in Defense Create Situation.

BY CHARLES HARTLETT.  
A serious shortage of caddies currently is being felt in the Chicago golf district, it was revealed yesterday in conversations with Jack [unclear] of Medinah and Wendell [unclear] of Westmoreland.

## GOLF ARRIVES ON WHEELS AS DEFENSE WORK TAKES CADD

Golfers are literally 'go the wagon' this year. 'Cadd' is now 'cart' and you draft.

## Caddie, Mister? You Won't Hear It So Often This Season

Daily Fee golfers get their first rounds this season. They are warned in advance of the change in the general public which they have to themselves. Those familiar with "Caddie, Mister," should hurry from your clubhouse as not so often.

## More Jobs For So Golf Lose Cadd

New York City have to spend much on their golf clubs in this season. The fact that they are different from other clubs do you see two for every golfer. The call to action nowadays is caddies—they are available in known before you notice as one woman.

## CADDY RANKS DEPLETED BY DEFENSE ACTIVITY

It looks very much like you are going to get more exercise than you bargained for this year. The good percentage of the big bag you used to lug your far m the course now are far m employed in defense activities of local.

# Caddie Carts in the District

Caddie carts, a two-wheeled, automatic-tired device, are being used to help solve the caddie shortage in the Detroit district, mainly by the courses are purchasing them. Rammler also has them. Two systems are employed with the carts. The caddie can rent them for 10 or 15 cents a round or golfer—when a caddie isn't available or is not wanted, is allowed to rent them for 25 cents. Many caddies, especially the "amateur" ones, are said to prefer paying for a cart when they are out for a bag of clubs.

# Golf Caddie

BY I  
Some of the Chicago golf clubs are having to switch toward obtaining caddies to be in the offing. The shortage is expected to be acute in the fall. In that case, the caddies may be forced to leave or fall out.  
EL PINCH. Idiomasters see when boys from so fill jobs vacate responded to the tension, they relieved when set Summer.

## Caddie Shortage Popularizes New Caddie Carts

Cleveland—Local golf club officials, while frank to admit the seriousness of the problem of replacing the thousands of caddies who gave up bag toting when more lucrative employment in defense industries opened up, evidence little anxiety over what they're going to do about the situation. They've seen, and some have already used.

## WHAT? NO CADDIES? WELL, YES—AFTER A FASHION!

With the caddie shortage, not only in this section but all over the country, reaching serious proportions, it goes without saying that last night's meeting...

# KADDIE KART

## Are Any of These Caddie Problems Yours?

- Have your bigger boys left for better jobs?
- Does heavy week-end play and tournaments leave a lot of players out-of-luck on caddies?
- Do you want to 'do something about it' when your players object to the small kids carrying their heavy bags?
- And, what have you to offer the player who prefers to play without a caddie?

KADDIE KART is answering all these questions—at added pleasure and little cost to the player and a profit for the club that soon pays their cost.



RENTING AT

**25¢**

PER 18 HOLES

IT MAKES

A

HANDSOME

PROFIT



# Clubs Face Shortage

**RED PROBLEM.** Clubhouse farms. Such clubs are likely to feel the shortage more than those in the industrial regions. One of the latter is Lincolnshire, which draws its bag toters largely from Steger, Grele and Chicago Heights. Jack Cohen, general manager at the club, employs approximately 400 boys at the height of the playing season. He expects, however, to be short in mid-season.

Olympia Fields, with four courses, at one time had 1,200 caddies enrolled. The number now employed in the regular season is 750. Medinah, with three courses, requires 500 when play is heavy. Some of the clubs will probably resort to older men if the shortage

# 'KADDIE-KARTS' SOLVE LACK OF BAG TOTERS

Scene at Chicago district golf course. A Saturday morning. 100 players and one caddie!

That's how the national defense effort has affected golf along the North Shore. Stock Anderson, manager of the Taylor's Club, says of the above week, and he repeats the degree of the shortage.

While a serious shortage of caddies does exist at local courses, mechanical bag carts will ease the problem.

# Golf Tournaments May Suffer if Situation Isn't Alleviated

National defense employment is so acute that country clubs and public courses alike are acute in the east, south and mid-west for some time. It was worse to loan us boys today—and things are going to get a lot worse. Fortunately summer vacation is almost here and we will be able to get high school boys to help out for a few months before we go into the fall.

# Survey Shows Courses Worried Over Caddie Shortage

While a serious shortage of caddies does exist at local courses, mechanical bag carts will ease the problem.

# is solving the problem at hundreds of clubs!

Not only is it a question of solving the caddie situation, but it is a question of service to the golfer. Progressive clubs throughout America are adding this service because golfers demand relief from bag-toting, and relief from watching caddies struggle with over-sized bags.

## FOR PRIVATE CLUBS

Professionals and club officials who are interested in methods of handling the shortage of caddies or the "small caddie" will be sent a complete treatise and plan for solving this question on a basis that will be self-supporting and profitable to the club. Write immediately for full information.

## SPECIAL FEATURES

- (A) Kaddie Kart has an exclusive balanced construction where bag weight is centered over the axle and floated through the air as an airplane supports its weight.
- (B) Axles, wheels, bearings, hubs, handles, frames, pans and brackets are interchangeable and replaceable in whole or in part. You can make your own repairs.
- (C) Kaddie Kart is shipped with wheels attached and bearings packed in oil for easy wheeling. This model Kaddie Kart is built especially for rental service by the club or professional. It is strong, repairable and will last for years. It has no weak spots.
- (D) Wheels, axles and bearings are cadmium plated for hard wear. The frame is hard oven-fired enamel finish. The lower bracket and handle oven-fired hard ripple finish.

## FOR FEE COURSES

Managers, operators and owners of fee courses who want to equip their clubs with the latest type of service for their players, may get complete information as to costs, profits obtainable, and a plan for installation on a self-supporting money-making arrangement. Write immediately for information to take advantage of 1941.

# FILL IN AND MAIL TODAY

KADDIE KART MFG. CO.  
105 North Clark Street, Chicago, Illinois

Please send information on your Kaddie Karts to:

NAME.....  
 POSITION.....  
 CLUB.....  
 ADDRESS.....  
 CITY..... STATE.....  
 PRIVATE..... FEE.....

# FROM THE AIRWAY TO THE FAIR

A principle of modern airplane design adapted  
with spectacular success to the

## NEW WILSON Foreweight Woods

Once again we present to the professional golfers of America a definite and exclusive *improvement* in golf clubs—a new design in wood club heads with the weight placed in the front half of the head. This improvement is in no way an experiment. It has been dramatically *proved*, not only by our own laboratory experts but in the hands of expert golfers in actual play.

"Foreweight" means exactly what it says—approximately  $\frac{3}{8}$  of the *weight* of the head is located in the *front half* of the head.



### A Revolutionary Change

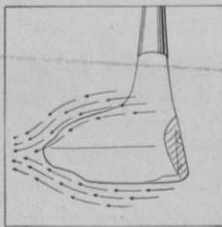
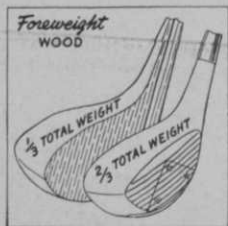
The early "pusher-type" plane had its engines and propellers in the rear and was literally *pushed* through the air. The modern high power planes, with their blistering speed, have the power in the *front* and are *pulled* through the air.

Heretofore all woods were like the "pusher" plane; they got their power from heads that were designed to have the weight *in the back*—and some were even counterweighted to increase the effect.

The "Foreweight" is just as revolutionary a change in golf club design as was the change which brought the propellers from the rear of the airplane to the *front*.

### New Metal Face

In the new Wilson Foreweight Woods a new-type *metal* face insert and weighting of the front half of the head places the weight very definitely *in the front*. This means that the power delivered is greatly increased.



### New Streamline Design

In addition the club head itself is dynamically streamlined in a new way that reduces air resistance to a new minimum. Please note the illustration. This is an entirely new departure in slip streaming. Building the weight of the head in

the front, plus this special streamlining, produces woods that have a marvelous "feel" and perform with new effectiveness.

### Improved Wood Play

You'll notice the difference in the freedom of your swing—the sharp, solid impact of club on ball—the clean get-away of the ball and the increased distance.

In actual play expert golfers have found that this foreweighted club head gets results that are actually amazing—not only in added distance, but in accuracy.

Every Foreweight Wood is related in head weight, loft, lie, shaft-weight, "feel" and length. Each set is matched and registered for every detail of construction.

### RESTRICTED TO PRO SHOP SELLING

Wilson Foreweight Woods are available to Pro Shops only, and will be sold through Professionals exclusively. To make a sale to any good golfer you have only to let him *try* them.

# Wilson

## GOLF EQUIPMENT

Wilson Sporting Goods Co., Chicago, New York

# VS WAYS



detail drawing showing revolutionary new metal face-insert and foreweight principle.

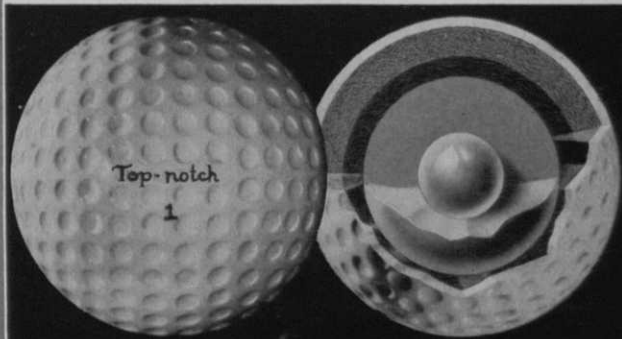
# on MENT

ork and other leading cities

*In the Hydraulic Principle Wilson experts found a basis for the amazing new Hydroilic Action*

## Featured in the new WILSON TOP-NOTCH GOLF BALLS

When your club head hits this Top-Notch "Hydroilic" Ball, you get a wonderful "feel" of control. The club face seems to hold the ball longer—improving follow-through. Yet you get every last inch of distance your swing deserves. Another thing you get is uniform performance every day and at every hour of the day. That's because the oil used in the Hydroilic center is unaffected by changing temperatures. Furthermore, it is actually good for rubber and therefore insures a fresh ball that stays fresh. Cadwell-Geer Cover.





*Clubs that do half*

*your selling job-*



*Walter Hagen*  
**PRO-ONLY** *Line*

Many professionals find the art of selling, a much more difficult one to master, than the toughest layout they've ever tackled.

What makes the task doubly difficult, is the confidential and personal relationship between the professional and his club membership.

Sales pressure is something to be avoided. So selling by the professional must be subtly persuasive — selling without appearing to sell.

And here's the Walter Hagen Pro-only line to help you do exactly that kind of job. There's sales-appeal in every line and contour of these Pro-only Woods and Irons. Put them where members can see them, swing them and sell themselves. There's a model to fit the needs and wallet of every member in your club. Write for confidential price list and descriptions.

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





## Walter Hagen "CORELESS"

The Walter Hagen Coreless is built by a different method than a golf ball has ever been built before.

That means, of course, performance of a different and better kind than your members have ever experienced.

In this Walter Hagen Coreless there's no pill—no centre—no core. The coreless is a ball of all winding.

So it has the resiliency, distance and accuracy that you would expect in a ball built in this manner.

Cover is plenty durable for a 75c ball. Give your members a chance to try out and sell themselves on the Hagen Coreless by keeping a supply always available in your show-case.



*Grand Rapids, Mich.*

service. He gave the boys many valuable pointers in caring for clubs and bags so the member would see real returns from club-cleaning and storage charges. Willie said that many sales are lost by pros not knowing their shop merchandise. "If you know what you're talking about, stores can talk their heads off trying to out-sell you," Willie said.

Phil Brain of the U of M, in talking on "Use of Photography in Golf," recommended that a lens be used allowing a picture to be taken far enough away so the pupil won't be bothered. He told the boys they'd save film by having a practice swing taken to see that all the swing is in the picture, before shooting film.

Paul Coates gave a practical talk on architecture showing how to make arrangement of holes to provide interesting variety. He presented the design principles of greens for various lengths of holes. He also discussed drainage and watering factors and the trapping of holes to give low- and high handicap players both pleasurable and fair testing rounds.

Victor East gave virtually the same address at Minnesota that he gave at Purdue and it scored strongly with the pros. He gave them many club design factors that tipped off the boys on how to outsell stores by superior knowledge of club engineering principles.

#### **Recommends Standard Accounting Forms**

Herb Miller of the University of Minnesota spoke on accounting. He recommended use of standard forms. He gave the boys samples of a profit and loss statement that would give the pro an accurate and simple picture of where pro business stood at any time.

One of the addresses that golf instruction in the future will rate as historic was that made by Dr. John Anderson of the U of M on "Psychology of Motor Skills." Dr. Anderson, one of the country's leading authorities on motor skill teaching and research, talked on principles of golf instruction. Older pros such as Norman Clark, Willie Kidd, Jock Hendry, Bill Barrett and other veterans in the Minnesota area joined with the younger men in pronouncing the Anderson talk opening a new phase in golf instruction.

Bernard Ridder, publisher of the St. Paul Dispatch and a veteran and widely-known amateur, in telling "What a Club Expects from Its Pro," lauded the "amateur" spirit in pros and paid high tribute to the older professionals who maintained

a dignity and self-respect and a genuine interest in their members. This heritage that the younger pros are preserving assures a bright future for pro golf, said Mr. Ridder.

Al Wold and Mel Larson, Twin City golf writers, in telling pros how to get more publicity, reminded the pros that it was difficult to cover all the clubs in a large area so the pros should telephone or write their news into the papers, paying special attention to opportunities for dramatizing the average golfer who sometimes performs a freak feat. There are occasions when breaking 100 is legitimate news, Wold and Larson agreed.

#### **Trend Toward General Management**

Herb Graffis, GOLFDOM's editor, in speaking on "The Future of Golf," said that pros who are smart enough to make a living in a six-month business with limited membership and not too much of a mark-up on merchandise were smart enough to adjust themselves to changing social and economic conditions that are affecting golf. He mentioned the trend toward general management of golf clubs and recommended that pros qualify themselves for broader responsibilities.

A golf demonstration and group lesson was held for U of M students in the varsity fieldhouse following the last session of the clinic.

The St. Paul Open committee was host at a polite pouring preliminary to the concluding banquet. Horton Smith and Tommy Armour were presented with honorary memberships in Golden Valley at the banquet. Armour, Smith and Tom Walsh, PGA president, as well as numerous others spoke at the banquet at which the lads let down their hair and relaxed.

**Perfect Teamwork Here**—Approximately 100 Chicago district greenkeepers gathered at Tam O'Shanter CC, on the night of April 23rd under the auspices of the Mid West Greenkeepers Association and staged an all star display of teamwork. These were generally conceded to be the world's finest group of greenkeepers. Conceded by whom? By their wives and sweethearts, of course, who helped them show what real teamwork looks like when the dance music started. Graham Gardiner, Mid West prexy, and his associates put on a great party. George May, Tam's president, did honors for the host club which, Sept. 4-7, will stage the biggest money golf event of 1941.