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Salina, Kansas



JACK SIMPSON
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Northboro, Mass.



BABE HENDERSON
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JERRY JACKSON
Canyon Hills G. C.
McPherson, Kans.



JOE PALETTI
Fairfield C. C.
Fairfield, Iowa



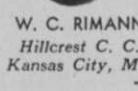
WESLEY MILLER
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Riverside, Calif.



RALPH SCHIEDDEGER
Westwood C. C.
St. Louis, Mo.



JOHN BISHOP
Lansdale Golf Club
Lansdale, Pa.



W. C. RIMANN
Hillcrest C. C.
Kansas City, Mo.



JACK E. WINNEY
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Detroit, Mich.

The wide demand for Tourneys is demonstrated by the vast number of pros who personally use them! At both the National Open and P.G.A. Championship last season, more Tommy Armour Tourney Clubs were used by the contestants than any other make. Tommy Armour Tourneys are 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.

Be a Pro in a Professional Manner

By JOHN BUDD

CONFIDENCE in personal ability marks the connection between any professional man and his client. This confidence is maintained in many ways. Not the least of these is the neatness and bright cheerfulness of the office or other business spot where service is rendered.

A certain osteopath lost much business from the women of his little city because he did not keep freshly laundered gowns for his patients' use.

Many doctors and dentists have suffered losses in revenue because their offices did not show cheerfulness and thorough cleanliness. Small expenditures at various times would have meant money in the pocket for these professional men.

Professional golfers are in business at clubs where the appointments are keyed to comfort, cheerfulness, and beauty. It seems necessary then that the pro-shop, repair department and the lesson tees conform to other surroundings at the club.

Pro Must Merit Confidence

If club members are to recognize their pro as a real service factor in club life, the pro must do his share to merit complete confidence and support from his members. An easy way would be to start by trimming up the shop and making it as neat and cheerful as possible. The pro's wife can be of great assistance in suggesting changes that might make a world of difference in lessening sales resistance.

Last summer I entered the shop of Ralph Hutchison at Saucon Valley CC, Bethlehem, Pa., and was immediately carried away with the home-like and yet "exclusive" atmosphere of this fine shop. Ralph's place was a real credit to him as a professional golfer at a very fine club.

This shop at Saucon is well located and is ample in size for a big membership of active golfers. Ralph stated that he had worked steadily on his shop arrangement so that he would eventually have what he wanted. He was emphatic in saying that he would continue to emphasize keeping his place of business neat, clean, airy and well lighted.

In the rear, to the right, the repair

department is placed so it does not mar the looks of the shop proper. The repair department was unusually clean and orderly. Tools were in place, there were no bags piled in odd corners, and the looks of the place showed that daily dustings were the order.

To the left after entering the shop Mrs. Hutchison had contributed a smart and charming touch by placing a lovely living space that invited golfers to stay a few minutes and look over the books, pictures and magazines. Neatness and coziness were evident throughout the display part of the shop, the lounge nook and the display counter.

The general impression of this shop was service and comfort. It seemed so easy to make yourself at home in this nice clean place. Merchandise was displayed well but had no gaudy appearance. A conservative but appealing spirit permeated the shop and was a constant invitation to those who entered to enjoy themselves. Very professional in manner, would be a good summary of how Hutch and his talented wife have handled their shop arrangement.

On the same trip in the summer of 1940 I called to pay my respects to a fellow pro and was astounded to find such an untidy golf shop. It may be O.K. to dust the shop twice a week or maybe once, but when the place shows that it was dusted in the spring and fall and just left alone in between times, then it is shameful. This could have been a beauty spot of golf service. What a merchandising chance this man had! How he ruined his chance by keeping such a shop is tragic for this man, his income and the membership of his club.

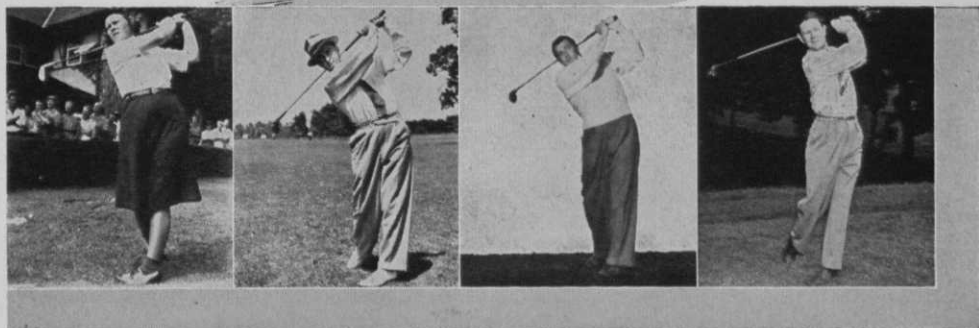
Dudley Merchandised 'Open' Well

It has been noised around the golf trail for many months that Ed Dudley did a great piece of golf work during the 1939 Open Championship at Spring Mill. Ed had a special display room built on the paths leading to the course from the clubhouse and lockers. He arranged a beautiful display of all types of merchandise so that pros and spectators alike could see it, feel it, and get the urge to buy.

TRUE TEMPER

STEP DOWN

*Golf Shaft of Champions
The World Around*



Roll Call of True Temper Championships

Major Golf Tournaments of 1940 Won by Players Using Clubs Fitted with True Temper Step Down Golf Shafts

NATIONAL OPEN	BING CROSBY TOURNAMENT	WESTERN AMATEUR
CANADIAN OPEN	PHOENIX OPEN	WOMEN'S NATIONAL
NATIONAL P. G. A.	TEXAS OPEN	NORTH & SOUTH WOMEN'S CHAMPIONSHIP
WESTERN OPEN	MILWAUKEE OPEN	WOMEN'S SOUTHERN
NORTH & SOUTH OPEN	ANTHRACITE OPEN	WOMEN'S TRANS-MISSISSIPPI
MASTER'S TOURNAMENT	MIAMI (\$10,000 OPEN)	WOMEN'S WESTERN OPEN
METROPOLITAN OPEN	NATIONAL AMATEUR	WOMEN'S WESTERN DERBY
CHICAGO OPEN	NORTH & SOUTH AMATEUR	WOMEN'S WESTERN CLOSED
ST. PAUL OPEN	MIDWEST AMATEUR	
LOS ANGELES OPEN	MASON-DIXON CHAMPIONSHIP	
OAKLAND OPEN		
SAN FRANCISCO MATCH PLAY OPEN		

TRUE TEMPER Step Down Golf Shafts for 1941 are the finest ever made—strongest—sweetest in action—matched for weight and balance, and tops in yardage, accuracy, durability and value. Forged from seamless tubes of super-alloy steel by the *exclusive TRUE TEMPER Step Down Process*, more finely tempered than a Damascus blade, to transmit super power and spirited action.

Every Golf Club Maker uses these shafts in his finer clubs. Every Golf Professional is glad to recommend them.

To add extra joy and satisfaction—to gain superb confidence for your game in 1941, select the fine new clubs of your favorite make—shafted with TRUE TEMPER Step Down, The Golf Shaft of Champions. Produced only by the Makers of TRUE TEMPER Products, Cleveland, O.

Note: We make no golf equipment of any kind except TRUE TEMPER Golf Shafts.

NOTE: Because of world conditions, we have been unable to obtain a report on golf tournaments played abroad. For the five years preceding the war, however, all important tournaments abroad were won by players who used TRUE TEMPER Shafted Clubs.

TRUE TEMPER
STEP DOWN
The Golf Shaft of Champions

Father's Day this year will be Sunday, June 15. Many clubs have scheduled Father-Son and Father-Daughter events for Sunday afternoon. Ma is on her own unless she wants to join the play as an added starter.

Alert pro merchants plan to make bids for Father's Day gift business.

Ed sold a big volume of equipment by this fine piece of business judgment. After all, where is a better place to display golf merchandise than at a big championship tournament.

A few years ago, I was impressed by a tee at the Bellevue Baltimore CC at Bellair, Florida. This spot was the teaching tee and was very private. The tee was surrounded by a neat hedge and there was a sign stating that this was a private teaching tee. In other words, George Low and Billy Burke could give extra lessons in private and no doubt accomplished better results.

Pupils Are Self-Conscious

How often pupils have been practicing shots and suffered fits of self-consciousness when someone came over and started talking to you about the price of cheese in Norway or the putt that Guldahl missed at North Shore, or maybe his Aunt Emma who played hockey. There are times in golf when one wants to be alone. When taking a lesson, most players would rather be out of line of the curious eyes of others.

It is not an accident that theaters, circuses and road houses, to say nothing of hundreds of other business spots, spend time and money on painting and redecorating every year. Bars and cocktail lounges are very conscientious about this detail. Pleasant surroundings mean pleased customers, and happy customers mean more dimes and dollars in the till when closing time arrives.

In most golf shops the dust problem is constant. The club cleaning operations can cause a steady flow of fine dust that must be fought at every step to keep it from getting knee deep in the corners and too deep on the show cases and merchandise display.

Ned Jamieson, successful young pro at Beverly in Chicago, says that all shops should be arranged so that the cleaning room could be closed away from the other parts of the shop. This is a fine idea and

seems to be standard practice at many clubs.

During June, 1939, while visiting in Richmond, Va., my attention was drawn to the cleaning room at Bobby Cruickshank's big Country Club of Va. This room was closed off and had a powerful dust blower attached to the motor to take out excess dust. The crew in this cleaning room really get work done without a lost motion and of course there is not much dust in the Cruicky shop.

A shop in one of the finest clubs in this country is so dark you can hardly read the ball names on the boxes. This pro spot could be made very attractive with the purchase of some bigger bulbs or by using units of the fluorescent lighting that has come into vogue recently. Lighting is usually the easiest defect to remedy in the golf shop.

It might be easier in golf if the club officials insisted that the professional do certain things in his shop such as: keep it clean and neat, keep it nicely painted and well lighted, and keep the display and the general appearance of the shop up to a high standard. However, too often the club officials and members just go off and crab about it, never say a word to the pro, and do their buying somewhere else.

If a golf professional is to be rated as a professional man of high standing, he must assume the responsibilities of a professional manner and do his work in pleasant surroundings both in the shop and on the lesson tee.

Golf Demonstrations Arranged for Baltimore High Schools

BALTIMORE (Md.) school system's Department of Health and Physical Education has arranged for a series of free demonstrations at Baltimore high schools. The Department in its bulletin states that it fosters golf because "among the games which can be played and enjoyed by all age groups, golf stands pre-eminent."

Each pro gives 3 lectures and demonstrations either in the school auditorium or in an adjacent playfield.

Pros who have contributed their services to promotion of golf in these Baltimore high school demonstrations are Ralph Beach, John Bass, Charles Betschler, Wm. Schreiber, John Flattery, Andy Gibson, and Frank Invernizzi.

THE *Greatest* GOLF CLUBS in POWER-BILT HISTORY



● One look at the contents of our 1941 catalog will tell you why Louisville Power-Bilts for this year are the greatest in our history! In design — finish — balance and playability — they are without a peer. Have you received your Power-Bilt Catalog? If not, please write today. Hillerich & Bradsby Co., Inc., Louisville, Ky.

POWER-BILTS ARE ADVERTISED IN THESE 9 GREAT MAGAZINES

Fortune
Golf
Golfer & Sportsman

New Yorker
Golfing
Pacific Coast Golfer

Town & Country
Esquire
Mademoiselle

AMERICA'S NO. 1 GOLF CLUB VALUE

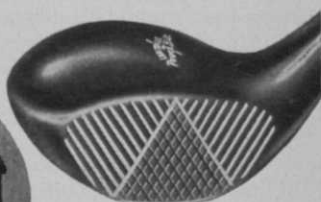
because of their outstanding design and
PLAYABILITY!

LOUISVILLE
POWER-BILT
MODEL S125



Streamlined head, wide at top with pear type nose. "Pregwood" inserted face. Registered set of 4 clubs \$48.00. Individual clubs \$12.00.

LOUISVILLE
POWER-BILT
MODEL K90



Available only with famous Progress Grip. Registered set of 4 clubs \$40.00. Individual clubs \$10.00.

LOUISVILLE
POWER-BILT
GOLF CLUBS

THE "Power Line" FOR 1941!

What About the Employer?

By ANDY HIGH

Many a howl has been raised by clubs that haven't hired the right manager, greenkeeper or pro, but you don't hear from the fellows who went to work for the wrong club. They have a kick coming, too. Andy High herewith makes a suggestion for facilitating the right fitting of club job to job applicant. He also makes the tactful implication that there are club jobs that are no bargains for the employees. Nothing will be done about High's suggestion. It would cost plenty to maintain such a service in view of the frequent change in club conditions. It's practically a cinch that clubs offering the least desirable jobs would be most reluctant to cooperate in supplying data. However, High's suggestion does tip off golf club applicants to the wisdom of making a careful survey of working conditions and job requirements. Even though it does cost the applicant time and money, he may be saving in the end by not following a false alarm.

IF A PRO desires employment the club to which he applies is in position to secure information concerning the candidate, such as may present him as fit or unfit for the position. But how may the pro ascertain properly that the club is either fit or unfit for him?

Club directorships can ascertain a pro's credit rating, his work history, his character, his ability as both instructor and player, and any and all other particulars pertinent to his hire. This is possible due to three factors: confidential reports from past employers, time, (the employer can take the time necessary to gain information), and economy in getting the data. Proper information may be secured by correspondence; and the personal interview is at the expense of the prospective employee.

But as for the pro and this applies as well to the greenkeeper and manager, how may he find out about a club? How can he get true and detailed information of use in determining the desirability of a club, and get that quickly and inexpensively.

Is it not possible to set up a Central Bureau that could be adequately supplied with information concerning clubs by the present employees? By this means the bureau could in turn confidentially grant this information to prospective employees who have the same right to proper knowledge of employers as the employer has right to detailed knowledge of the employee.

Cannot this Central Bureau send out a questionnaire to the known supervisory employees of all golf clubs? This questionnaire would be sent with the understanding that the information desired would be confidential to the extent that it would not be reported back to the management

of clubs, but be used solely for the purpose of permitting prospective employees to ascertain quickly and inexpensively the actual conditions of the club with which they are seeking employment.

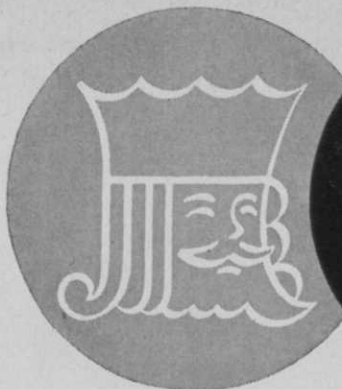
There is possibility that there would be biased reports from some of the disgruntled; but this on the whole would be confined to the comment rather than the factual detail.

I am often reminded of a high school that employed 19 football coaches in a 20 year period. Many a coach of this group with knowledge of this fact alone would never have gone to the expense of a school-board interview. Applicants had no source of knowledge of such condition and only found it out after they were in a season with a fair or losing team.

Through the information bureau set-up the pro, greenkeeper or manager could inexpensively and quickly secure information about a prospective club that would permit them to make the decision of acceptance with reduced risk, warrant expense for an interview, and safeguard against walking into a poor set-up due to ignorance of conditions.

Pros, greenkeepers and managers have worked overtime and hard in effort to promote every conceivable idea to foster golf, playing conditions, courses, equipment, and everything relative to the game with improvement in mind; and with only a hazy future self-improvement in mind. Little in the way of defined action has been done that could be regarded as for the benefit of the club department head only.

To me it is still logical that if the employer has the right to knowledge of my past history and personality to establish basis for my employment, I have the same



“Thanks for your wonderful reception to **SILVER KING**”

● Just 30 days ago I announced to you gentlemen my New Deal for SILVER KING Golf Balls . . . that I had acquired sole distributing rights to these great American favorites . . . that they would be sold *through Pro Shops exclusively!*

Your reception has been wonderful. Already hundreds of you have said, “Great stuff, Jack. Count me in!”

We're off to a fast start. Sales are booming. And this month advertising begins in GOLF Magazine telling your members to get SILVER KINGS at your shop.

SILVER KING PLUS, the championship power ball . . . SILVER KING—tough cover . . . each outstanding for distance, durability and direction . . . with Cadwell Geer* Covers, 75¢. And SILVER DUKE the big economy ball, 50¢.

*U. S. PATENTS NOS. 1524428-1777980

Jack Jolly.

SOLE DISTRIBUTOR—872 Broadway, Newark, N. J.



right to the same knowledge of my employer.

I am convinced that I can do this only when I do not have to incur the expense of travel to a club to see it, to see its directors, to spend weeks of correspondence in getting in touch with past employees who only can give me the picture I want.

Some of the data necessary to determine how the job stacks up for the applicant are set forth in the tentative questionnaire which follows. You can figure out for yourself how difficult, tedious, and costly it would be for a job candidate to get this information under prevailing conditions.

The basic principle of my proposal involves not only the fairness of both sides being mutually informed, but supplying all concerned with data enabling the man and the job to be fitted together.

Here is a draft of the questionnaire:

NAME OF CLUB.....; CITY.....;
STATE.....; City Pop.....; Num-
ber of other courses in area.....;
Distance of club from population center
.....; Membership current year.....
.....; Past 5 year average.....;
Membership dues \$.....; Special dues
(social, etc.) \$.....; Assessments-and
reasons \$.....; Club indebtedness
\$.....; Green fees \$.....

TYPE OF CLUB: Municipal, daily fee or
private.....; MANAGEMENT: Municipal:
Park Manager or Pro Supervisor;
Private: Board of Directors or Committee
Head; Individual owner. EMPLOYEES:
Pro?.....; Greenkeeper?.....; Mana-
ger?.....; Pro-greenkeeper?.....;
Other employees?.....; List salaries
of each.....

COURSE: Acreage.....; Yardage.....;
Par.....; Practice tee.....;
Greens.....; Traps.....; Water.....
.....; Type of Greens.....;
General description of course and its
problems.....
CLUBHOUSE and other buildings.....;
Size.....; Cost.....; Living quar-
ters.....; Showers.....; Lockers
.....; Grill.....; Kitchen.....;
Pro-Shop.....; General description
and age.....; Equipment: List and
describe.....

PRO INCOME: Lessons \$.....;
Rate \$.....; Concessions \$.....;
Equipment sales \$.....; Repair \$.....
.....; Total plus salary \$.....; Do not
include any supplemental income—endorse-
ment, tournament, etc.....; Pro
expense: Board \$.....; Room
\$.....; Transportation \$.....;

CONGRATULATIONS, JIMMY...
GOOD LUCK AND BEST WISHES!!

HOUSTON and the Southwest send their best wishes with you, Jimmy Demaret, when you leave Texas to take over your new golf assignment in Norwalk, Conn. We know that New England will take you to its heart the same way that we have. And when you win the National Open, we'll claim you for our own. You belong here. Come home and visit us as often as you can.



You have placed Houston in the golfing spotlight and have done more to make the people of our city golf-conscious than any other individual.

THIS TESTIMONIAL TO A REAL GOLFER AND SPORTSMAN IS FROM THE FOLLOWING:

WILLIE MASQUE Professional, Seaside Country Club	BRAD BURN COUNTRY CLUB, Chico & Spring, Pasadena	CAEL BAKER Professional, Seaside Park
JACK SPEAR Professional, Seaside Park	BUDLEY BELL Professional, Seaside Golf Club	BOBBY WILLIAMS Professional, Seaside Country Club
JACK RUANE Professional, San Ramon Country Club	LEWIS MASH Professional, Woodland Country Club	MILTON DELARET Professional, San Ramon Country Club
HERSCHEL DUNHAM J. S. MEHLBACH	AL FORSTER E. T. HANCOCK	H. G. BARLET
T. J. LARSEN MELVIN G. CAMPBELL	E. V. FETTY Manager, San Ramon Country Club	DR. ALLEN COLLETTE LORAN L. ADKINS

S'LONG JIMMY.

This ad in space 4 columns wide and 11 inches deep appeared in the Houston (Tex.) Chronicle, Sunday, March 23. Jimmy Demaret's golfing pals made history with this commanding ad in the Chronicle's sport section as it's the first one, so far as is known, to laud and wish good luck to a pro going to a new job.

Laundry \$.....; Cleaning \$.....;
Incidentals \$.....; Do not list any
expenses other than necessities.

Detail description of duties, concessions
granted, method of hire—contract, verbal
or written, etc.....

The questionnaire would be altered to
cover greenkeeper or manager jobs.

THE Iowa Open golf tournament will be
played in South Dakota, June 21 and
22.

Course of the Sioux City (Ia.) Boat
club, over with the championship will be
played, is on the South Dakota side of
the Big Sioux river. The clubhouse is
in Iowa. The prize winners will be paid
off in the clubhouse, in case anybody
wants to get technical about this being
the Iowa Open. First pro money will be
\$300 for the 54-hole event. Entry fee is
\$5.00.

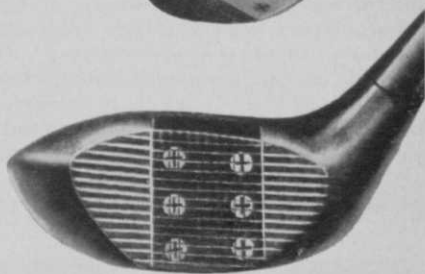
Send your entry money to Bill Adams,
pro of the Sioux City Boat Club, Box 42,
Boulevard Sta., Sioux City, Iowa.



PROUD!

**Members are Proud
of their game when they
use Burke Clubs**

Your members will pat you on the back for fitting them with a new matched set of Burke Woods and Irons. For Burke will honestly help a player enjoy the game more. Each club is built to the highest standards of the true "GOLFMAN" ideal. Decades of golf club manufacture stand behind Burke equipment. In the Recorded line of woods and irons are incorporated proven, scientific design and construction. Woods feature three head models and four shaft patterns. The Recorded Compactor Punchiron head, developed last season, is the most effective iron available. Burke Bags and Balls have been redesigned for 1941 and materially improved.



WRITE TODAY FOR LATEST CATALOG

THE BURKE GOLF CO., NEWARK, OHIO

IT PAYS TO SELL
WITH THE BURKE



CLUBS
MARK



RCP irons are outstanding—nothing like them on the market today.

BURKE
Clubs • Bags • Balls

No Fourth Term

By CHARLES W. ARNOLD

Charles W. Arnold, a Haverhill (Mass.) banker, and experienced as an official of three smaller country clubs in New England, gave the accompanying address before a Massachusetts State College recreation conference.

It provoked considerable interesting debate, especially the conditions that endorse, or contradict Arnold's statement concerning limitation of terms for green-chairmen. Often the problem is to get the green-chairman to accept more than one term.

The paper brings out practical aspects of coordinating the business management and physical management of golf courses, a theme that Prof. Dickinson has been headlining in the MSC courses for the past several years.

FROM my experience, the chairman of the green-committee should be a member of the governing body of the club. Also, in my opinion, he should not serve more than two or three years as chairman and should then be succeeded by someone else trained along the lines of club policy, and well acquainted with the continuous "plan of progress" of the club (of which I will speak later) by stepping up from within the committee itself. In this way, this most important committee does not come under the unintentional domination and autocracy of any one individual, however well intentioned, who from long service and unquestioned authority, may be horribly wrong at times and often very hard to relieve from office.

Usually, there are at least two other members of the green-committee, chosen carefully for their intelligence, consideration, open-mindedness and cooperative spirit. Thus, over a period, there will be built up in the club a group of informed and able members whose assistance and

good judgment may be relied on in any emergency.

Such a Committee, well organized, its budget carefully worked out, and empowered by the Board of Governors, is ready to function.

In a large club where a trained man is employed as greenkeeper, a good deal of work is removed from the committee's shoulders, but in other cases, due to financial urgency, the so-called greenkeeper is at best a bright, industrious and working foreman lacking knowledge of the problems confronting the green-committee and financial officers of the club.

This continuity now brings us down to the relationship between—first, the club's president, treasurer, and board of governors, or the business management; second, the green-committee or policy committee on the course's physical well being, or liason office; and third, the greenkeeper and his force, or the physical management.

The business management has now, with



About every three years Spalding revises the layout of its wholesale golf department at 19 Beekman St., New York. In the revision Walter Roberts takes cognizance of the most effective ideas developed for pro-shop merchandising display. A feature of the latest revision is the open display of balls, shoes, other apparel and accessories. Clubs and bags also are displayed to invite handling.