

● There's been a lot of screaming, scaring, and warning about the golf ball situation this season—general alarm that you might not be able to play golf at all.

Actually, you don't have to worry—if you do something about it. Yes, you can have all you want, if you're smart enough to swap golf balls. So gather up the old ones, send them to us. You'll get back the same number (less rejects, of course), reprocessed the Spalding way.

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BOMBER



RECRUIT

Schools to Help Pros in Postwar Boom

By ALEX CUNNINGHAM

(Pres. PGA Illinois Section)

It must be plain to anybody in golf that after the war this game is due for a period of growth far greater than any it previously has seen. This war has supplied the big test to golf. The war has changed the game from a pastime often regarded as non-essential and extravagant to practically a necessity in the American plan of recreation.

In peaceful times the public didn't consider the game as important to the high-pressure American as it has proved to be. But with the strenuous program most adult Americans have today the relaxation of golf and its change of scenery have proved a godsend. The businessman, the factory worker and the woman with her many wartime service activities, all have found that golf has relieved their strains and sent them back to their work with renewed vitality.

This wartime experience of older golfers, together with the seriously deficient physical showings of young men in selective service examinations, is bound to result in parents encouraging their children to play more golf.

We in the golf business, as well as our private club members, have learned during wartime that insistence on unnatural perfection of turf has added to the cost of the game and the risk of grass diseases without adding commensurate playing pleasure. But, after war, we'll probably return, at the higher grade clubs, to the demand for absolute perfection of turf. However, the wartime exhibits of low-cost maintenance have been of a type to revise the widespread belief that a fortune is necessary to maintain a golf course in playing condition. That has been a factor retarding the growth of the game.

As we consider all of the elements that make post-war expansion of golf a certainty pro golf has to prepare itself to get due profit from its future opportunities. Right now the pro is doing far more than he ever did before. He has had to work harder in order that the clubs be kept attractive and valuable to members. Many of his duties are emergency jobs; he knows that he is being compelled to handle part of his work on a basis that wouldn't satisfy him in normal times.

The experienced pro has seen that a

club is only as good as the service it gives to members. Nothing is more important than the type of service that makes each member feel as though the club were being run for his and his family's pleasure. The older men in pro golf learned the hard way how to provide that sort of service.

When the war's over and there'll be a rush to rehabilitate clubs and to build new clubs there is going to be such a demand for pros that the needed newcomers will have to learn by short cuts. If the new men who come into pro golf after the war aren't carefully selected trained men, then pro golf will miss its bigger chance of cashing in on the boom.

We have seen previous periods of expansion in golf wherein unqualified men got pro jobs, due to the inexperience of club officials. These unqualified men often destroyed the legitimate earning possibilities of jobs as well as souring the club officials and members on our profession. We don't want that to happen again. It isn't good for the clubs, for golf or for us who devote our lives to pro golf in the expectation of earning the financial security, as well as community respect, to which a thoughtful and hardworking American citizen is entitled.

One of the first problems that confront us as we begin to plan for the post-war enlargement of golf, is that of the frequent change of club officials. It is wise, and undoubtedly effective to have such excellent education as that of the Golf's Professional Man booklet placed before club officials. However, the big educational job is one that we must do within our own ranks rather than depending on club officials, among their many other jobs, studying up on pro qualifications and duties.

We must have an educational program that identifies the man who successfully goes through it as having basic qualifications of a competent professional.

We know that no amount of classroom work would be in itself sufficient to train a man to be a pro who would be well fitted for serving a club. We know, from experience, that there are thoroughly first class pros who probably wouldn't look especially good in training schools. That is the case, so I am told, in journalism

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Walter Hagen Golf Clubs

Accustomed to vigorous activities and the out-of-doors, returning veterans will seek the rolling, sporty courses of this land they love. Although our present production is in conformance with the war-effort, our post-war plans include the determination to supply the Walter Hagen Line, ultra in Golf Equipment, to these deserving men and women . . . and, of course, through golf professionals everywhere.

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where the majority of the best men never have been to schools of journalism.

Yet, as the schools of journalism have grown older there has been such a steadily increasing demand for their students that the journalism school graduate has no difficulty in getting employment, and starts with so much of an advantage over the unschooled journalist that the school graduate is able to retain superior earning capacity in the majority of cases.

We have had enough experience with pro short courses to be convinced that more of this sort of training is almost essential to putting pro golf on a sound basis for profit after the war. In Illinois we've had spring pro schools for a number of years, and I know from the requests other sections have made for our programs and information concerning the talks at our training classes, that interest in such work is keen in other sections. Minnesota is another one of the PGA sections that has gone in strong for this schooling. It has tied up with the University of Minnesota in giving a practical and expert teaching connection to the pros' own specialized knowledge.

I think we are going to have to place as much emphasis on the pro schools as we do on the tournament circuit, although it is sure that the schools never will get the publicity of the competitive events. Nevertheless it stands to reason that the publicity an organized nation-wide pro school program would get surely would influence club officials in hiring men who have had such schooling—or at least giving them an edge.

As one who has been in pro golf for many years I am frank to admit that my attendance at the schools we have had in Illinois has given me many ideas from the outside that have helped my club and me in my work. This is a business in which the man who stops learning—or being eager to learn—is very soon discovered by his members. The way to stay on a job and keep that job growing is to grow mentally yourself. The old-timers who have kept in good jobs in pro golf know that and show it.

We have a big job to do in taking men back from military service who need outdoor work and training them to be pros

who will be credits to our profession and builders of our business and of golf. That is a job that requires more organized pro golfer schooling than we have made available.

I have seen in the progress of our educational sessions in Illinois what a great need and reward there is for pros in more study of their business and in ideas brought to us from successful men in other business.

Pro golf after the war can be made the best business career in sports and the pro job made much more profitable and stable if we'll begin now on a coordinated schooling program. Otherwise the stampede to pro golf during the post-war boom may present some costly and serious problems to the competent men now in pro golf and who have the good of the game foremost in their minds.

Suggests Pro School for Canadian PGA

SPEAKING of a teacher's school for golf pros we think the Canadian PGA would be wise to hold their tournaments very late in the year so that professionals could spend at least three or four days each year discussing, studying and advancing a common pool of ideas for better standardization of teaching methods. If Gordie Bryson and Emile Collett, president and Honorary President of the Canadian PGA, respectively, want a really landmark program to work out for the betterment of professionalism and golf generally, they should steal a note from ski pros and inaugurate a "Registered Golf Instructor" course for Canadian professionals; run the classes each year at the time of the PGA tourney, have lectures, open forum of business methods, latest teaching movies of world's best players, etc. There's something to work on . . . and Canadian players would be a lot happier knowing that the ideas of their teachers were accepted as right by all the leading players. A "Registered Golf Instructor" plaque in every member's shop would be a great confidence-inspirer for prospective players.

—Canadian Sports Monthly.

WHO'LL GIVE GOLF TO FLIERS?

Sgt. John Brooks, former pro, wants to get some used clubs and old balls as equipment for establishing a golf school for Army Air Forces students at Garden City, Kan.

The lads are eager for golf instruction and practice in whatever spare time they have from their heavy program of study, but they've no equipment.

Will you kick in to show these young men you're with them? Whatever you can send ship to Sgt. John Brooks, Post Hdqs., Army Air Forces Pilot School (Basic), Army Air Field, Garden City, Kan.

KEEP YOUR Golf Ball SUPPLY *in the* Safety Zone

The arithmetic of each round played by the average golfer will remind you to keep on top of your used ball collections.

The average player takes from 95 to 105 strokes for 18 holes. For every two putts, he averages three shots through the fairway, rough and traps. This means about 60 shots per round in the danger zone for golf balls. This is where the grunting power behind misjudged shots puts the cuts and scars on golf ball covers.

Here's how it taxes your limited ball supply, if only 200 play each day of just one week-end, and 75% (150) shoot 95 or more:

150 players for each of the two days means 300 rounds. 300 rounds by players averaging 60 strokes through fairway, rough and traps means 18,000 power or iron shots.

When average golfers cut loose with 18,000 shots in the danger zone you don't have to do much figuring to find out how much just one week-end's play alone can cut into your limited ball supply. And don't forget, the better players cut 'em up, too. So, you must make **every effort, every day**, to collect **every unplayable ball** you can lay your hands on.

Keep collecting and sending them in for re-processing. It's the one and only way to keep your ball supply in the safety zone.

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"Honourable Company" 200 Years Old

EDINBURGH'S GOLFERS HAVE EARLIEST RULES OF GAME

★ TODAY (says an issue of the Scotsman, forwarded to GOLFDOM by a veteran pro-greenkeeper) marks a golf birthday which in peacetime would have been celebrated with all due honors. It is the 200th anniversary of the foundation of the Honourable Company of Edinburgh Golfers, and even among the news that comes from the world war front we may, without apology turn aside for a few minutes to take notice of the interesting occasion.

The men of Muirfield have every right to be proud of their "lang pedigree." They have a worthy past, in which they have given great names to the annals—L. M. Balfour-Melville, J. E. Laidlay, and Robert Maxwell among them—and have not only fostered the best traditions of golf, but have taken an influential hand in its progress and development. They were among the three subscribing clubs to the Open Championship Cup, they contributed to the Amateur Championship trophy, and they took the initiative after the last war in having Championship control vested in the Royal and Ancient Club of St. Andrews.

The first entry in the earliest minute book of the Honourable Company, or the "Gentleman Golfers" as they were then called, records the Act of Council and regulations of 7th March 1744 by the Town Council, with "Deacons of the Crafts Ordinary and Extraordinary of the city of Edinburgh," to be observed by those competing for the city's Silver Club. The "Good Town," as the Act calls it, had presented the Club to be played for annually, under rules which the Council desired the "Gentlemen Golfers" to draw up. The inference from that record is that the "Gentlemen Golfers" existed before 1744, when the Town Council approached them, and the documentary evidence begins the written records which, continuous from that date are the oldest among the world's golf clubs.

It was a condition that the Silver Club winner should attach a gold or silver coin or ball to the trophy, and that old custom survives, though, of course, the original club and one successor are crowded with these pendants of victory and, and the third is also heavily laden. It has, however, room for other ten balls, I am informed, an equivalent in time of 20 years, and there is a glimpse of golfing

days to come, and the era of peace that will follow the extirpation of the totalitarian menace in the Honourable Company's hope that in due course the "Good Town" will again renew its favour.

The rules under which the first competitions for the Silver Club took place are still in existence. They were a notable discovery made on an examination of the first minute-book in 1938, as reported in these columns at the time, and though undated they cannot be later than 1751 and are actually in the handwriting that recorded the Act of Council in 1744. If they were drawn up when the Silver Club was first played for, they pre-date the R. and A.'s original rules by ten years, and are evidently the oldest known written rules.

Space does not permit a detailed chronology or category of the Honourable Company's long life, but it began, as is the case of many golf clubs, in the association of kindred spirits in tavern or coffee-house. The Honourable Company's first "home" was Luckie Clephan's tavern in Leith. In the early years of the 19th century the club moved to Musselburgh, then the popular links, and there they remained till the congested state of the course dictated another "fittin'." The issue then became either Hedderwick or Muirfield, and the decision was for Muirfield.

The Muirfield green was opened in 1891, and with the Honourable Company went the Open Championship, to the extreme chagrin of Musselburgh's local patriots, who went the length of attempting to set up a counterblast Championship. To-day Muirfield is a world-noted test. It has spectacularly out-lived "Andra" Kirkaldy's famous jeer, "jist an auld watter meddie," though even in those days it staged one brilliant final in the Amateur Championship—that of 1909, in which Robert Maxwell beat Cecil Hutchison at the thirty-sixth hole. It gave us also that unforgettable moment in 1920, when Tolley beat Gardner (U.S.A.) for the first post-war Amateur title.

The later removal of the old boundary wall and the taking in of the terrain nearer the shore did, however, change the face and character of the course, and the international companies who competed there before the war found it quite insufficient as a test. Walter Hagen's three 75s in 1929 have, at any rate, been

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reckoned as giving the American the best of his four titles in this country.

In another column "the Scotsman" says:—The world wars have, of course, created gaps in golf records, but the Honourable Company, East Lothian's famous society, whose 200th birthday falls to-morrow (Tuesday) is old enough to boast a hiatus caused by "the Forty-Five." Their competition for the original Silver Club was in suspense for two years. Meanings change with time. "He went out in Forty-Five" would nowadays sound like a reporting phrase in an account of a handicap competition.

Those troubleous times have left other echoes in the Company's long history. The first winner of the Silver Club, John Rattray, an Edinburgh surgeon, was called out of bed in the early hours to

attend Prince Charlie's troops after Prestonpans, and he was afterwards taken prisoner at Culloden. His life was spared, and he was, owing to the good offices, so the story goes, of Duncan Forbes, Lord President of the Court of Session, released in 1747.

In the Honourable Company's annals are interesting glimpses of the convivial side of golf which was so assiduously cultivated in older and more spacious times. Smollet writes of "hearty old men, none of them under eighty, playing golf at Leith, and none of them retiring to bed without a gallon of claret in his belly." A dinner bill for twelve members of the Honourable Company (date 1802) includes £7 10s for claret in a total of £10 4s 2 d, and there is a striking contrast with 1s for beer and 2s for whisky.

What Changes Are Ahead for Pro Golf?

WHAT CHANGES do the pros believe may take place at clubs after the war?

Replies GOLFDOM has received from pros to whom this query was addressed indicate that the pros don't expect drastic changes in the sort of a job to be handled at the larger clubs other than possibly a development in teaching, but that at the moderate-sized clubs there will be a considerable extension of pros' duties, and in the smaller towns many opportunities for pros to make good jobs for themselves.

At the larger and more active clubs it is necessary, as Alex B. McIntyre, pro of the Edison CC, Rexford, N.Y., points out, to devote full time of an experienced man in handling the pro job properly. "If the fellow knows this business and has the interests of his club at heart, there's always more to do than there are working hours in the day and evening," Alex says.

McIntyre, in looking forward to the market for golf playing equipment after the war, believes that the canny and alert pro will more than be able to hold his own despite the sharp competition there is bound to be from stores. "To get this big post-war golf business a pro will have to learn that he has to spend a dollar to make dollars. The pro will have to have a good range of stock at all times, and a complete showing of golfer's equipment including considerable apparel. The pro to get the big business after the war will have to be able to sell the customer what the customer wants and not what the pro himself happens to like. In that way the pro will be able to get better results without applying high-pressure salesmanship," Alex maintains.

He adds: "A set of clubs sold by high pressure salesmanship often backfires on the pro. The member may not play well with the clubs. He blames the pro. But if the member buys a set that looks good to him he will blame himself and take some lessons if he isn't scoring with his new set."

"There is more money to be made in the wisely and energetically conducted pro department than many pros realize," declares Alex in expressing the opinion that pros are liable to chase a will-of-the-wisp in trying to get combination jobs at larger salaries when concentration on their

pro department selling chances would yield them larger incomes and fewer troubles.

During the war and after the war the pro should do his darnedest to do all he can for his members. It will pay him ten-fold, is McIntyre's conviction. Instead of wondering about what conditions will be after the war the pro should always be thinking of how he can do more to make his job important to his members, Alex states.

Bud Carroll, pro at Chattanooga (Tenn.) G&CC is of the opinion that the golf manufacturers will not be able to make enough balls, clubs and bags to supply the market the first year after the war. Bud is convinced that golf interest has been extended among young men in the Army and Navy although many of them have not had opportunities to play. "They'll want plenty of outdoor exercise when they get back. They'd go nutty making a drastic change back to a steady grind of indoor work relieved mainly by indoor recreation," believes the Chattanooga pro.

"The job of handling this great after-the-war demand for golf will be beyond the capacity of unpaid club officials," Bud continues. "It will call for a substantial and able class of pro golf businessmen who will have to handle more than the pro department for the simple reason that their clubs won't be able to get, at the price they can afford to pay, special heads for the three major departments of the average-sized golf club.

"Those clubs that probably will have the greatest influx of golfers after the war will have difficulty in getting pros competent to handle the general management of the club without neglecting the first job of preparing the new play to get full enjoyment from the game," Carroll says.

"It is a big task for the PGA and undoubtedly the most important the association ever has had, to help men get qualified to handle these post-war jobs at the clubs that will expand, or be started from scratch after the fighting men come home. That preparation will require several years. Furthermore a lot of work will have to be done in getting golfers to regard PGA membership as indication of training that qualifies a man to handle

the sort of golf jobs that will be available in rather large numbers after the war.

"The merchandising problem for the pro after the war, I believe," says Carroll, "will be solved to a considerable extent by offering his players something that he can't get downtown. But that offering of stock will have to include a wise price range in order to get the pros' good share of business on a basis of probably cheaper golf than we knew in days before the war, and to prevent building up a general public idea that pro shops always charge more than downtown stores. The latter misconception cost the pros millions in sales and gave the stores an opening for cut-price sales that they balanced by selling other merchandise at long profits to the golfers drawn into the stores."

A conservative, but hopeful view of the post-war situation for pro golf is taken by the veteran Alex G. McKay, Edgewood CC, Charleston, W. Va., who's well known as a pro, greenkeeper and course architect. McKay says:

"At the present time there is a tendency toward employing a general manager at many clubs. This may be due in part to the help shortage. I believe that many pros are fully qualified to serve as general managers. However, a great deal depends on the help that is available. A good chef is an asset to any club and can be of great help to any manager. I do not think that there will be any large increase in salaries, except that the general man-

ager is furnished living quarters and food by the club.

"Post-war will probably attract many pros who are not qualified as such, but I do not think that this will harm the pro business since an experienced pro can give the club much better service than one who is not qualified. The objection to inexperienced newcomers is that they generally accept positions at cut rate salaries and by the time deficiencies are discovered the job is established as a cheap one.

"Post-war expansion will undoubtedly bring in many new players. I do not think that there will be any big rush of players, but rather a general increase over a period of two or three years. It will take that time for servicemen to establish themselves in business and the community. My experience in merchandising of clubs is that the players who play a fair game buy their supplies from the pros. Old players can help pros a great deal by suggesting to the newcomers that it pays in the end to get clubs and other supplies at the pro shop. Any pro whose members spread this feeling among new members will have no worries about holding his own with the stores."

* * *

Otto G. Hackbarth, veteran of the Cincinnati CC, believes that the postwar period won't involve much of a change for the pros at the leading established clubs. The competent solid men will ad-

SAFETY FIRST BY THE RIVER BANK



To keep from losing golf balls in the Chicago river, at the Tam O'Shanter CC, these maidens have the ball on a fish-line and reel. The reel's held by Ruth Geduldig. Nancy Dreesen holds the line and Dorothy May, daughter of George S. May, club president, prepares to whack the ball in confidence.

just themselves to changing conditions as they have previously, and those who don't want to think and work will be out of luck, just as they always have been.

* * *

Gene Root, pro at the Ross Rogers munny course, Amarillo, Texas, reckons that there's going to be a great development in municipal golf after the war and that wartime public golf already is pointing out the possibilities. Root believes that the surge of servicemen and war worker golfers to public courses and the livelier local tournament promotion of munny courses during wartime has so firmly established the well-run public courses on the sports pages that they're now really set to go ahead in expansion after the war far beyond what might be normal development.

* * *

In the matter of wartime promotion of public golf, Ed Livingston, pro at Elmwood Park GC, Sioux Falls, S. Dakota, also expresses Root's opinion. Ed always has scheduled a fine tournament program for his club, but during the war years the schedule has been better than ever before and with greater participation of local merchants in giving prizes. War bonds, shotgun shells, bottles of soft and hard drinks, and many other prizes are put up for the Sioux Falls munny course players. Ed says that there are many entries from the personnel of the Sioux Falls Army air field in the Elmwood Park tournaments.

Root refers to the wartime discontinuance of golf goods manufacturing as providing an opportunity for a fresh start in golf goods distribution that should eliminate costly mistakes of the past. He

points out that many pros now in service will expect to come back to their jobs and not find themselves frozen out of the profits of the expected postwar boom. However, there'll have to be a lot of planning done to prevent that, Gene points out.

He says that in the past there have been mistakes by manufacturers and pros. The greatest mistake made by the pro was a careless attitude toward credit rating, is Root's belief. Then there is the mistake of ordering too much, then firing it back to the manufacturer at the end of the season instead of paying for it. That merchandise figures in the next season's cut-price sales by the stores, against which the pros complain bitterly.

Gene says that wartime has weeded out of pro golf most of the fellows of poor credit and who think the pro job consists of playing golf, drinking and gambling. The war has made golf a very serious business. Consequently the war has cleaned house in pro golf and made the pros a more desirable retail outlet for manufacturers. Root admits that there are many golf clubs without pros, hence a necessity for the manufacturers to seek store outlets for selling to these people who play at courses where there are no pros.

Root maintains that pros haven't had protection and reward due them for establishing brand name popularity. He says something will have to be worked out to give the pro a better deal than he has received in return for making the market. He is firm in the opinion that one of the deals that will have to be changed is that of using stars' names on store clubs which, he says is essentially a dishonest practice, inasmuch as the stars seldom use the clubs that are sold as their

Clubhouse of Patty Jewett Golf Club. Colorado Springs munny course, celebrates its 25th year this month.

