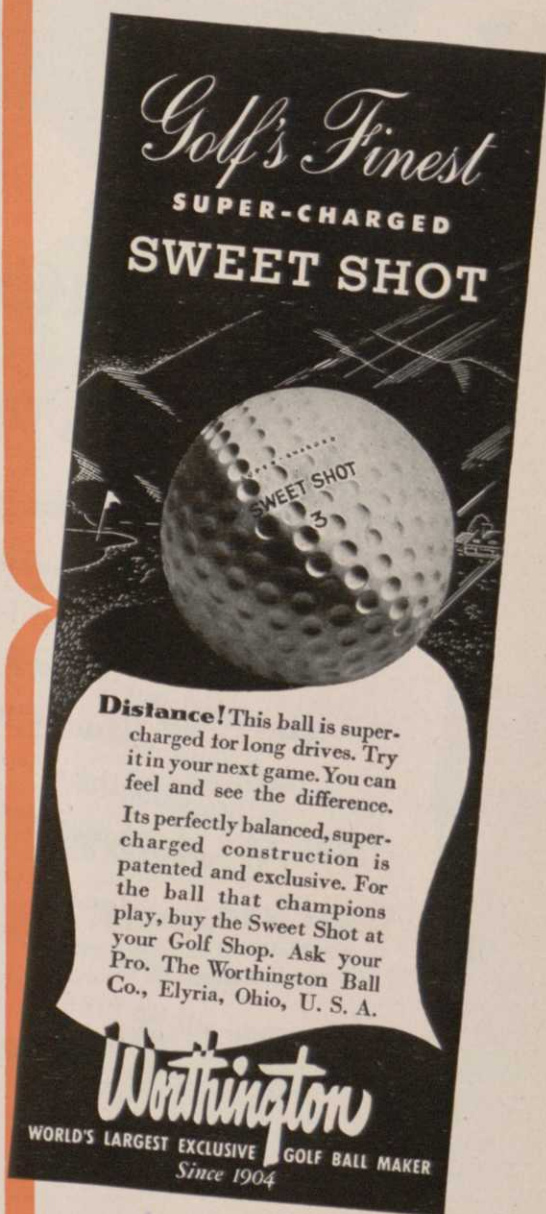


As advertised in the POST and HOLIDAY

Total combined circulation
per issue
over four million copies.

★ To benefit from
the player preference
thus created,
stock, display and sell
Golf's Finest—
The Supercharged
SWEET SHOT.



Golf's Finest
SUPER-CHARGED
SWEET SHOT

SWEET SHOT
3

Distance! This ball is super-charged for long drives. Try it in your next game. You can feel and see the difference.

Its perfectly balanced, super-charged construction is patented and exclusive. For the ball that champions play, buy the Sweet Shot at your Golf Shop. Ask your Pro. The Worthington Ball Co., Elyria, Ohio, U. S. A.

Worthington
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER
Since 1904

Walter Hagen Golf

★ DIVISION OF THE WILSON SPORTING GOODS CO. ★
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Thanks
for your vote of confidence

Player and Pro acceptance of Hagen Golf Equipment has been overwhelming. Sales for the last twelve month period have exceeded our greatest expectations. You have done a grand job, and you have proved that golf equipment made by Professional for Professionals increases Pro shop profits. It's a good business combination that's hard to beat!

Watch for the 1948 Hagen line. I promise that it will firm your confidence and fulfill your expectations. Next year will be bigger than ever!

Walter Hagen



**The New
1948 Hagen Line**

will be ready
in September.

Watch for it!

WALTER HAGEN GOLF

Grand Rapids 2, Michigan
(Division of Wilson Sporting Goods Co.)

*If it's Hagen made,
it's sold through Pro Shops only*

Two Masters Tell Points of Assistants' Training

Pros are beginning to see that first class assistants are rather scarce. This year GOLFDOM noticed that there was really a shortage of the type of promising and well-trained young men the smart businessman pro wants on his staff. In a few cases vet training programs were used in financing the education of young men who had part of the qualifications of a competent assistant but needed plenty of additional schooling.

Except at the larger club where assistants can be engaged for teaching or shop work the assistant has to be a bright young fellow who can fill in at all phases of the master pro's jobs in an emergency and give such service that the members won't complain at the head pro's inability to be everywhere at once. That's asking a lot of a youngster who's fairly new at the business and whose main qualifications generally is a desire to play more golf than most assistants—or pros—get a chance to play.

Previously the assistants generally came up from the clubmakers' bench but now they have a rather well planned training course. The assistant probably will have to learn to teach by the method his employer has found most effective. He will have to be a good shop salesman. He'll have to have an aptitude for business, have a pleasant personality, be loyal, know the members and have a temperament that fits him for the difficult job of instruction.

Boss' Endorsement Rates High

When the assistant has learned enough to be able to hold a master pro job of his own he finds that the strongest factor in his getting a job is the endorsement of a well known professional for whom he has worked.

In 20 years GOLFDOM has been on the inside of over 2000 cases in which pros have been hired. In being consulted as impartial and fairly well informed parties we've seen that knowing club officials place a high premium on the training background of young men. If the young fellow has served satisfactorily under highly regarded pros the officials rightly consider that the pro knows exactly whether or not the young fellow can handle the job to everybody's satisfaction.

Hay's Brilliant Protoges

One of the pro deans whose graduated assistants have become great players, teachers, businessmen and personalities in



Peter Hay, maker of master professionals.

the game is Peter Hay, the lusty veteran at Pebble Beach.

Peter's ideas on selection and training of assistants have made a bright mark on many a young hopeful in golf.

Hay says:

"Selection of an assistant in the golf shop is very important to the golf professional. It has been my experience that very good material can be found from the ranks of the caddies. It has been my habit to observe the caddies at my course, who have worked during their school years and in their spare time and vacations. The caddie-master is of great assistance in selecting a suitable boy.

"The things we look for in a young man for the position of assistant, are, in particular, courtesy, personal neatness and dependability.

Checks With Caddie-Master

"When the need arises for an assistant in the shop, I think of Johnny or Tommy or Billy, whom I had noticed from time to time for their conduct on the golf course. They have finished school and perhaps have gone to engage in other lines of work. I consult with the caddie-master and we decide to contact Johnny. We ask him if he would be interested to come to work as golf pro assistant. He is willing and he comes to work for us. He turns out to be just about the best man one could have. Of course, eventually, after a few years of experience we encourage him in his desire for a pro's job.

"Or it may be that we have in mind

Tommy, who is still caddying. He has shown ability and alertness and the qualities needed in an assistant for the pro. So we take him out of the caddie yard and give him the assistant's job. He makes good progress, learns to repair clubs, etc. and fills the bill perfectly.

"In my experience the boys that I have selected and trained have been exceptional. They have also become outstanding golfers. We have placed some of our boys in excellent jobs at some of the finest courses.

Training Isn't Difficult

"It is not difficult for the professional to train the boy and give him a good foundation to become professional. It is not essential that the assistant be a good golfer to start with. He soon develops his game.

"In the old days we had to teach a boy club-making and repairing and sometimes had to forego the benefits of a salesman to get a good club-maker, but now, with the steel shafts and the manufacturer making all the clubs, the assistant has to specialize on salesmanship instead of club-making.

"The professional becomes a pretty good judge of character and in his choice of an assistant cannot go far wrong. The thing to do is to be interested in the boy and have great patience with him while you are trying to train him."

Jacobus Believes in Balance

George Jacobus, at Ridgewood (N.J.) CC, has developed a number of assistants who have become noted professionals. George, an excellent businessman himself as well as a veteran teacher of noteworthy record, has been able to keep his boys well balanced between their own games and work in the shop.

He believes that the newcomer to pro golf should make up his mind early as to whether he wants to be a great teacher, player or all-around man as pro at a club. It's George's observation that inasmuch as a large number of the boys have greatest zest for playing, the thing for the head pro to do is to encourage this and supervise the training and practice of the lads while acquainting them with every detail of shop operation.

The member expects the assistant to be at the club for the members' service instead of the development of the lad's own game so Jacobus has kept his proteges clearly reminded of that.

George's summary of the main principles involved in training assistants:

"The established professional, like myself, is looking forward to getting a young man with the usual capabilities required



George Jacobus combines playing and business training.

in any business plus a true love of golf and the willingness to undergo time, financial and personal sacrifices during his training period as an assistant.

"Since modern professionals should be classified into two categories: (1) the teaching professional and (2) the playing or tournament golfer, young aspirants should be analyzed to determine their potential playing possibilities and the type of career they wish to pursue.

Player Qualifications

"Those planning to become playing or tournament golfers should above all be inclined toward exceptional playing ability, have a competitive spirit, patience for long hours of practice and the desire to publicly demonstrate the new principles and techniques of the game. It has been my practice to favor this type of professional having had such fine men as Byron Nelson, Jimmy Thomson, Clarence Doser among those working with me under this system.

"I believe in plenty of free hours spent in practice with as much personal tutoring by the top professional as is possible. This touring pro should be well mannered, neat in appearance and a gentleman golfer well versed in golfing etiquettes and courtesies and he certainly must have those capacities in evidence as an assistant.

"The teaching assistant must be thoroughly versed in the mechanics of the golf swing and be able to convey golfing techniques in an understanding manner to all his pupils. He need not be an outstanding golfer, but should possess a sound game using the proper principles of his own teachings. As an aid to his professional, he should present a favorable appearance at all times, keep a neat shop, make general shop repairs, aid in shop merchandising and be responsible for accurate shop records.

(Continued on page 62)

SPALDING PRESENTS

1947

*National Tennis
Championships*

ON THE AIR
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DIRECT FROM

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SEPT. 13 and 14

Semi-Finals and Finals

See your local paper for time and station

All the color and excitement of this tennis classic . . . the thrill of each hard-fought point . . . reported from the center court at Forest Hills. Two solid hours of championship play—each day! Brought to you for the 4th straight year by Spalding—the name that's official with America!



HARRY WISMER
Acclaimed the leading U. S. sports announcer in major national radio sports polls.



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Eminent tennis authority . . . referee and umpire in top championship matches.

SPALDING SETS THE PACE IN SPORTS





“Wait’ll the handicappers get wind of this!”



MEMBER: “I don’t care *who* hears about it—as long as I can smack ‘em like this from now on!”

PRO: “No reason why you can’t . . . especially now that you’re playing the right golf ball.”



MEMBER: “You mean the Dot?”

PRO: “That I do! Fact is, the Dot is custom-made for hard hitters like you. It’s tight-wound—to give you the high-compression to take full advantage of all the power in your swing.



MEMBER: “O.K. Doc—it’s the DOT for me! What say we hustle down there and make this birdie?”

SPALDING PAR-FLITE
Outstanding ball in the popular price class.

A. G. SPALDING & BROS., INC.

The SPALDING
DOT

Golf’s Greatest Ball. First choice of hard-hitting, low-handicap players...the high compression DOT. Sold exclusively through pros.

SPALDING SETS THE PACE IN SPORTS



Johnny Revolta and his assistant Art Doering assemble Evanston's caddies for lessons which feature caddie recruiting campaign.

Evanston's Complete Program Solves Caddie Problem

Evanston GC (Chicago dist.) this year went at solving the caddie problem in earnest. The result has been satisfactory beyond all expectations.

One feature of the program has been a series of semi-monthly golf lessons by pro Johnny Revolta and his assistant, Art Doering. That gets between 80 and 100 youngsters out and Johnny and Art really give the kids the works. Some promising talent has been discovered among the boys.

A highly important part of the program was keeping the members acquainted with what was being done. The club's house-organ "Fairways" carried text of the following letter and an explanation which read:

Your Caddie Committee has set up a program which (it is hoped) will attract more boys to caddie at our Evanston Golf Club this summer. The letter that follows is one that will be sent to parents of prospective caddies and (with appropriate changes) it will also be sent to parents of boys who now are Evanston caddies. We thought you'd like to read it for it tells of our promise and our pledge to the parents of our caddie boys.

It isn't easy to get and train and keep good caddies . . . but, with your help, we believe we have found a method. Here is the

Letter to parents of prospective caddies and to parents of caddies already working at Evanston.

Mr. and Mrs. John Jones,
Skokie, Illinois.

Dear Mr. and Mrs. Jones:

We'd like it if your boy would really like to caddie at the Evanston Golf Club. And to make

sure that he will like it, we have planned to make it attractive to him and to his pals.

There's a real opportunity here for a few boys. The pay is fair and square, there are many recreational advantages, and if he caddies here he'd be associating with a fine group of boys, most of whom live nearby.

Caddying is fun, and it provides valuable training and some of the best experience that any boy can obtain to fit him for business and social contacts.

As a caddie, your boy will work and play in a wholesome surrounding. He'll have inspiring associations, good fellowship, and lots of recreation such as volley ball, table tennis, soft ball, horse-shoes, etc., etc. Your son will have unequalled opportunity to learn to play golf and be a good golfer. He will be learning a game that can give him great pleasure and recreation all through his life. Johnny Revolta, Evanston's famous golf professional, and his assistants, have promised group golf lessons to caddies. And all Evanston Golf Club caddies are entitled to play the course every week and to participate in the Caddie Golf Tournament.

Your son will have opportunity to improve his teamwork, gain in poise and self-assurance. Thousands of caddies have made friends of the golfers they served, and through that friendship have secured their first big chance towards success in business. Also, dozens of boys have qualified themselves for college careers through the aid of the caddie fund organized by Chick Evans, Jr., and now carried out by the Western Golf Association.

Your son's caddie training will be under the direction of Charles Pairman and his wife. Mr. and Mrs. Pairman will be assisted by the Club's

(Continued on page 62)



*There's the
POWER*

... in Power-Bilt ADS

The "signature" shown above was clipped from a current Power-Bilt ad . . . one of many appearing in national publications.

These advertisements are doing more than just "telling the Power-Bilt story." They're telling the nation's golfers and golf club prospects that Power-Bilts are sold *only* by golf professionals.

That's why, everytime a Power-Bilt club is sold, a pro makes the sale. There's the power . . . your power . . . in every Power-Bilt ad.

Hillerich & Bradsby Co., Inc., Louisville, Kentucky
ALSO MAKERS OF LOUISVILLE SLUGGER BASEBALL & SOFTBALL BATS

Shake-up Needed in Pro Business, Says Troy

By HERB GRAFFIS

Remember when some of the pros used to look down their noses at colleagues in the business who were at public and fee courses? Then the word got around that in some places canny city management and fee course owners were making smart and diligent pros deals that gave the courses the benefit of vigorous promotion-minded professional service and wisely gave the resourceful pros earning power that kept them at top speed making more play and happier golfers than the courses ever had had before.

Now some fee and public course pro jobs are among the biggest income jobs in the country and the owners and public at those courses are profiting from hiring the best qualified men they could get.

There's another development somewhat similar to the public and semi-public course pro change going on in the golf range business. For some years some well-managed ranges have been hiring competent pro instructors. Usually in those cases the pro owns all or an interest in the range. During war years when most of the courses had to virtually shut down because of lack of balls the range business suffered somewhat of a setback but now it's growing tremendous. And it certainly is a testing ground of a pro as a businessman.

Ranges a Big Business

Location, ground rental, design, construction, lighting, equipment, operation, parking, sandwich and drink business and other phases of the business either can be

handled just so-so or expertly. In one case the profits may be fairly good for a while because the boom's on, but if the job's well handled from the start it can become one of the biggest sources of pro income in a district.

Zigfield A. Troy's case in Blue Island, Ill., a southern suburb of Chicago, shows what a smart, energetic pro can do on a golf range job. Troy is a golf businessman who has been making thousands of converts for the game at his Sheldon Heights Golf clinic, 115th and Halsted Sts. Note that he calls his place a golf clinic, not a golf driving or practice range. That label gives the Sheldon Heights place distinction and the atmosphere of being a scientific place to learn and practice golf.

Open 24 Hours a Day

Troy and Sandy Pettigrew are the professionals there. The establishment is located on the fringe of a very active industrial area. It's open 24 hours a day and the night workers come from their jobs for relaxation after the lights are turned out over the tees and the cool fresh early morn makes conditions perfect for golf practice.

Troy is an aggressive advertiser. He uses big display space in neighborhood newspapers, has ads on benches placed for waiting passengers of buses and street cars, and uses signs, folders and letters. He goes after business that ordinarily would go to stores and he gets it because of more powerful advertising and shrewd stressing of the pro angle. Once in a while



Troy's group instruction classes at his golf range are a long established feature which builds volume.