To Swing 'Em Is To Want 'Em

These Handsome, Precision-Made BRISTOL CLUBS Embody Many New And Noteworthy Features Of Perfection

BRISTOL . . . first to produce and popularize the steel golf club shaft . . . again this season steps out ahead with woods and irons that set new standards in the art of fine club-making. Wherever these BRISTOL Beauties are on display they sell fast because of these outstanding virtues:

1. New “feather-fine” balance in each club and in the entire set that puts an extra “feel” of confidence in the swing.

2. New “POWER BLADE” heads on irons, a marked BRISTOL improvement in head design for crisper, better-controlled shots.

3. A new mathematical exactness in club “loft” and “lie” so that each club in the set produces exactly the right type of shot for which it is intended when the ball is hit properly.

4. New “HYDRO-LOCK” process of attaching shafts to heads, eliminating all rivets and locking heads to shafts as securely as train wheels are “locked” to their axles.

Know these and the many other BRISTOL precision-manufactured advancements for yourself and you’ll see quickly why the popularity of these “new-day” clubs is mounting so rapidly everywhere with golfers who demand the best.

* Watch for impressive advertisements like that on this page, which now regularly feature the precision-built superiority of BRISTOL’S fine new golf clubs before the 26,000,000 readers of America’s leading pictorial weekly, LIFE.

Hit Better Shots with the NEW Bristol GOLF CLUBS

Balls, Bags and ACCESSORIES

Also Makers of BRISTOL FISHING RODS

BRISTOL, CONNECTICUT
on first nine. Girl's nine hole qualifying round for Girl's Junior Championship. Low net Prize. Midgets—Flag day event on four holes.


Thursday, August 7—Second round Boy's and Girl's Junior Championship. Low net nine hole event for other clubs. Midgets—Second round midget championship. Prizes for low gross score on four holes.


August 18, 19, 20, 21, 22, 23—Finals Hearst National Junior Championship, California Country club, Los Angeles, Calif.

Thursday, August 21—Final round Girl's Junior Championship. Intermediate and advanced—Low net on odd numbered holes—nine hole event. Midgets—Final round midget championship. Approaching contest at putting clock.

Thursday, August 28—Mixed Junior one ball twosome. 18 holes. Boy and girl partners. Alternate drives, girls driving on odd numbered holes. One-half combined handicap. Special prize for boy who cannot get girl partner. Midgets—Event to be announced.

Labor Day, September 1—Final round Boy's Junior Championship. 36 holes.

At the end of the season we have a dinner and award prizes donated by the club, the Women's Sports and Pastimes Committee, and from such funds as are accrued from the regular charge made for each family which covers the play and prize departments. (It should be pointed out here however that these regular weekly lessons for the youngsters are free.) In addition, each year I give a trophy for the most improved junior golfer of the year. Last year's award went to Jerry Jackson, age 10, who reduced his handicap from 45 to 30 and shot 100 on frequent occasions.

If you are interested in the future of your business and the future of the game help the youngsters and you will be repaid tenfold for all of your efforts. They represent the future of the game and if the sport is to flourish and grow the spade work needs to be done now.

"Muscles and the Lady"

A sportscope entitled "Muscles and the Lady," starring Frank Stranahan and Louise Suggs has just been completed by RKO Pictures, Inc. It's a champion performance by two young champions who show off their bag of tricks at the Boca Raton Club in Fla. with professional Tommy Armour giving some pointers too. This sports short is of interest to all. If you want it brought to your members contact your local theater manager and have it featured as an added attraction.

CALENDAR OF EVENTS

JULY
12-17—Midwest Amateur, Lincoln Park G.C., Chicago, Ill.
12-17—Canadian Amateur Championship, Hamilton (Ontario) G. & C.C.
15-18—Dapper Dan Open, Aloma GC, Pittsburgh, Pa.
16-21—Women's Trans-Mississippi Championship, Peninsula G&CC, San Mateo, Calif.
19-24—U. S. Amateur Public Links Championship, North Fulton G.C., Atlanta, Ga. Entries for Sectional qualifying rounds close with Chairman of Sectional qualifying committees—Wed., June 16. Sectional qualifying rounds—The period Sunday, June 27 to Saturday, July 3; exact date in each Section to be fixed by Sectional Qualifying Chairman.
22-25—Reading Open, Berkshire CC, Reading, Pa.
28-Aug. 1—Metropolitan Amateur, Winged Foot G.C., Mamaroneck, N. Y.
29-Aug. 1—45th Western Open Championship, Brookfield CC, Buffalo, N. Y.

AUGUST
3-6—All American Open, Amateur, Women's, Tam O'Shanter C.C., Chicago
3-7—U.S. J.C.C. National Junior Amateur Championship, Los Angeles, Calif.
7-10—International Championship, Tam O'Shanter C.C., Chicago
12-15—St. Paul Open, Keller GC, St. Paul, Minn.
18-22—Southern 4-Ball Championship, Birmingham C.C., Birmingham, Ala.
19-22—Denver Open, Wellshire GC, Denver, Colo.
26-29—Salt Lake City Open, Fort Douglas GC, Salt Lake City, Utah.
30-Sept. 4—Women's Western Amateur, Olympic Club, San Francisco, Calif.

SEPTEMBER
3-6—Reno Open, Washoe County GC, Reno, Nevada.
16-19—Tacoma Open, Fircrest GC, Tacoma, Wash.
22-25—Canadian Open, Shaughnessy Heights GC, Vancouver, B. C.
30-Oct. 3—Portland Open, Alderwood CC, Portland, Ore.

OCTOBER
7-10—Portola Open, Harding Park GC, San Francisco, Calif.
14-17—Glendale Open, Oakmont CC, Glendale, Calif.
OF ALL PUTTERS . . . one is setting the pace in PRO SHOP SALES!

It's the sensational new

Rite-Arc DROP IN PUTTER

PRECISION-MACHINED
GIVES BALL NATURAL OVERSPIN

Enthusiasm of their players over the performance of the new Rite-Arc putters is being confirmed by the constant flow of re-orders from pros everywhere.

It's this year's best seller of all putters, by a wide margin . . . the putter that really produces!

The Rite-Arc principle of design, developed by golf's severest critics and mechanical engineers, gives the players a degree of eye-ease line control and swinging confidence unequalled in any other putter.

The curved face of the Rite-Arc starts the ball for the cup with natural overspin . . . smoothly, without deflection from skid or hop.

The fine touch attained by the perfect balance gives a feeling of confidence in every putt.

Put Rite-Arc Drop In Putters out where your players can get their hands on them. Let them try one on the practice green or on a full round of the course. There's no pro sales pressure needed to sell Rite-Arcs. They sell themselves!

As an experienced judge of clubs, you'll appreciate the precision machining of the Rite-Arc — the absolute straightness of its horizontal lines, from heel to toe, the uniformity of its arced surface and the evenly scored face of its hard Armco metal head.

Write today for particulars and Professional's price.

In Natural Armco Metal.

GENERAL MACHINE CO.
1825 West St. Paul Avenue
West 4250 MILWAUKEE, WIS.
So. California Starts Turf Research Program

By WALTER E. LANGTON
Chmn., Education Board, National Greenkeeping Supts. Assn.

After many years of persistent effort, the Golf Course Superintendents of Southern California have finally secured a turf experimental station to be placed on the University of Southern California campus. Ever since the pioneering field work of Drs. Piper, Oakley, Monteith, Noer, and all the rest of the famous agrostologists who did most of their valuable work outside of the State of California, the turf boys of this state struggled to secure something they knew was essential to full success of their work. Notwithstanding all the talk of fundamentals being universal, and a predominant factor, in the growing of fine grasses, there is much to be said in favor of valuable localized endeavor.

It is true that wonderful work has been done in the Arlington gardens and in other experimental plots in other parts of the country, and anyone with a sense of values could not minimize the excellent work accomplished. We have to thank those sincere scientists for the introduction of the various kinds of bents and in giving us the best methods in bringing these grasses to perfection.

They also did excellent work with fungic Peace and the Supts.

Golf superintendents are not scientists in the strict meaning of the word. Our work is too varied and extensive and we are not able to devote all of our time in making experiments in culture, in soil analysis, in plant pathology and in hybridization. For the game has to go on and it is our primary function to see that the game never stops. Hence we have been fighting for a long time to secure the services of competent scientists; men who have the ambition to do something worthwhile. First we had to secure the financial and moral support of those in a position to help us. For many years we have sought this local aid. Often we felt depressed, for no one seemed to think we needed any assistance, but in 1947 the Superintendents' Assn. succeeded in getting the support of the president of the Southern California Golf Assn. and Green Chmn. Simpson of the Los Angeles CC, a man who by his persistent effort secured for us a sympathetic hearing with the regents of the California University at Los Angeles.

Then the members of the Southern California Golf Assn., the parks and cemetery officials and influential home owners all came to our aid. Finally we were able to establish a turf foundation with sufficient funds to run two years. After that what? For after all two years is a short time to make any kind of showing. More money will have to be found to keep the experiments alive or all our efforts will be so much wasted effort. In the past we have witnessed the passing and death of many

(Continued on page 72)
KADDIE KART PRODUCTS
MANUFACTURED BY KADDIE KART MFG. CO.
AND ITS AFFILIATED COMPANIES
GOLF CART SUPPLY SERVICE and CHAMBERLIN METAL PRODUCTS
1466 W. MADISON ST. SECOND FLOOR CHICAGO 7, ILL.

KO-LAP-SI KART is a quality Kart. Quality, not only in materials used, but quality in performance. It has greater eye appeal. And it looks like double value. It is double value.

AUTOMATIC GOLF CART
THE HANDLE DOES THE WORK
1. DROP THE HANDLE—it folds and locks.
2. LIFT THE HANDLE—it unfolds and locks.
3. STAND ERECT EITHER CLOSED OR OPEN. Can be stored where space is valuable in Pro shops, closets, etc.
5. Compensated shock absorbing, floating wheel assembly, and Flexible Body Torsion—eliminates jars and jolts.

RETAIN $29.50
SPECIAL OFFER TO PROS AND CLUB BUYERS
Send $39.00 for 2 KO-LAP-SI KARTS to be sent express prepaid as a trial order. Your profit $20.00 net. Six Kolapsi Karts $106.20, F. O. B. Chicago.
Immediate Delivery.

Kaddie Kart is the sign of quality and distinction. It has large 14 inch wheels, ball bearings, single natural position handle. Demountable axle, handle and frame.
Two axle widths: 22 1/2" and 28 1/2"
NEW LOW PRICES—ORDER NOW

GOLF CART SUPPLY—CHAMBERLIN METAL PRODUCTS
1466 W. Madison Street, 2nd floor, Chicago 7, Illinois

Gentlemen:
Please ship ______ Kolapsi Karts. Enclose $___________. Please send information and prices about
☐ Kaddie Kart for rental or ☐ Kolapsi Karts for resale.

Name ___________________________ Club ___________________________
Address ___________________________ Town ___________________________
State ___________________________
Remarks ___________________________

July, 1948
Private Club Service At Public Course Pays Pro

By HAROLD GRAHAM

Professional, Silver Lake Golf club, Staten Island, N.Y.

The greatest undeveloped asset for professional golf merchants in this country is the public links golfer. He is just as fast with a dollar as a private club member. He often is a better player than the average country club player and he should be, for he loves the game just as much as the private club player and must triumph over inconveniences and generally plays oftener.

These facts I’ve learned in 20 years as caddy and golf professional on both public and private courses. And these are the facts that enable me to sell successfully, to the surprise of many pros and dealers, extensive equipment to the “little man.”

I recently received a letter from the general manager of one of the country’s leading golf companies. He asked me if I could explain why I sell four times more top-priced golf balls than cheaper balls. The golfers at my club would rather buy three high-priced balls than six cheap balls. This holds true with women as well as men.

The public links golfer wants the best equipment he can buy and he gets it. He will not buy cheap equipment.

In my 20 years as a golf professional I have spent 18 years as pro at the Silver Lake GC on Staten Island, one of the 10 municipal courses run by the New York City Park Department. Before I became a public links pro, I caddied and worked at various private clubs. I feel that I am in a position to judge.

In my pro shop I carry a complete line of golf merchandise and the prices range from the lowest to the highest that can be obtained. This season I have not yet been able to sell a golf club that retails for $5.00. But I have sold sets of eight irons ranging from $52 to $100.

“Little Man” Big Customer

This merchandise is sold to the “little man” who loves the game so well he will come by subway, “el” or bus as well as in his own car. This is the man or woman who will arrive at the club house at 7 a.m. on a Saturday or Sunday and wait three or four hours before teeing off. On weekdays he arrives at 6 a.m. and sometimes stays until 8:30 or 9 p.m.

This man or woman will not complain about a bad lie in a trap or fairway or criticize the pro or greenkeeper if the wind is strong. These are the people who realize that when 400 to 500 other golfers (300 to 400 on weekdays) are playing the same course on the same day they must expect...
Now—a compact, portable golf net for full range actual golf shot practice in limited space

EDERER'S
PORTABLE
GOLF PRACTICE NET
LIGHT—STURDY—ALWAYS HANDY

Here's a brand new net, by the world's largest golf net makers, designed and constructed for full-shot golf practice in limited space.

6½ ft. high and 10 ft. across with wings open, it provides ample netted area even for the inaccurate shots of beginners . . . yet it is so compact it fits into limited space of basements, garages and attics.

Ideal for pro instruction, club practice facility or players' back yard.

Of finest, most durable materials, the new Ederer Portable Net will stand continuous use by golf's most powerful hitters. Amazingly light—complete with target back-drop, it weighs under 25 lbs. In two minutes, it can be easily set up for action.

No other golf net offers the handy accessibility and full shot golf practice and so completely answers your own and your players' need for a compact, easily portable practice net. Its modest price means many sales to your members, at a fine profit to you.

The ready answer for pro instruction or member practice . . . for players' use inside or out at home.

Write for literature and prices.

R. J. EDERER COMPANY
Invincible Sports Nets
HOME OFFICE: 540 ORLEANS ST. • CHICAGO

QUICK TO SET UP OR TAKE DOWN
It takes less than two minutes to unfold the Ederer Portable, lock the side wings and hang the target back-drop. It folds just as quickly into a compact unit 3 ft. x 6½ ft. x 5 in. Its shipping weight, in a carton that serves for storage, is 25 lbs.
DUBOW
Symbol of Golf Club Excellence
JOCK HUTCHISON and BETTY HICKS
PRECISION-BUILT GOLF CLUBS
For
MEN and WOMEN
Three Distinctive Styles and Price Range
also
Makers of The New
DUBOW H. C. - SUPER 803 COVER
GOLF BALL
The finest Golf Ball that can be made.
Write for descriptive folder and price list.
J. A. DUBOW MFG. CO.
1905-13 Milwaukee Ave., Chicago 4, Ill.

TwinSport
AMERICA'S STURDIEST CARRIER
$21.50
It's beautiful — and really built to take it. A top profit item for your pro shop — a rental money maker for the club.
TOP DISCOUNTS to professionals and recognized clubs.
Write today for details.
Outboard motor mount $2.75.

Prices Subject to Change Without Notice
BOYD, INC.
711 E. FOURTH
ROYAL OAK, MICH.

an occasional temporary green or tee.

Don’t try to sell these people inferior merchandise. They want quality and they should get it.

My assistant and shop manager are told to accommodate anyone who comes into the shop; not to brush anyone off, as is often the case when the pro is out teaching.

I break matched sets of irons and woods in order to sell individual clubs, which the private club pro or store dealer will not do. I do this as a favor to the golfer and by doing so I make a customer of someone who might otherwise be lost.

As soon as possible stock is released. I do not believe in empty shelves in my shop during the golfing season. And I have found it does not pay to carry a small line of merchandise.

The average golfer does not want to order sight unseen. He wants to take a club in his hand and get the feel of it. More clubs are sold when a golfer can come in and shop around and pick up a club and waggle it and swing it a few times and, YES, even hit a ball or two with it. This way, a club sells itself.

I believe a pro should carry at least four different makes of golf equipment in different price ranges so the golfer can make a comparison right then and there.

If a golfer wants to trade in his old clubs for a new set we allow him a fair and reasonable price and tell him we will hold his old set for one week if he thinks he can get a better price for it elsewhere.

We then recondition the clubs and sell them to a player who cannot afford a new set, or we use them for group instruction.

Club Fitting Is Featured

My assistant, John Murphy, who has had a good many years experience as an instructor and clubmaker, also sees to it that when someone buys clubs, the clubs are properly fitted. I have been most fortunate in having a man of Murphy’s character and ability working for me.

Recently, a young boy of 13 came into my shop all smiles with a new set of irons he had just received from his father as a graduation gift from grammar school. He asked me to give him a lesson.

When I got him out on the lesson tee I discovered the boy had been given a set of irons that would have been heavy for a man weighing 200 pounds. When clubs are bought at random both the instructor and pupil work under a terrific handicap.

In this case, I spoke to the father, who, of course, was not a golfer. I promised him I would try to get the best price pos-
sible for the clubs in the pro shop. I suggested he have a pro select clubs for the young boy.

To develop more golfers, I arrange group lessons at various social clubs at special rates. This season I have one class a week.

**Makes It Easy to Begin**

I supply all the equipment necessary and anyone who really wants to learn golf does not have to invest one penny in equipment until he is sure he would like to become a golfer. I also invite class members to use a golf net I have installed alongside the first tee and again I supply the balls and clubs free of charge.

Against the time these beginners step out on the course I have also arranged a time payment system with one of the local banks for any of them who wants to buy equipment on the installment plan.

For all golfers I import a few times each year movies with sound showing the professionals in action. The movies are run off at the club house and I've found they really go over big with golfers from both private and public courses.

I have surveyed most of the golf clubs in my area and I've discovered that few pro

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**“15 TO 20 MORE YARDS PER DRIVE WITH REYNOLDS ALUMINUM ‘WOODS’”**

... says Bob Hamilton, former P.G.A. Champion

“That's what I'm getting on my drives,” continues Bob Hamilton, shown here with the New Orleans Open Trophy he captured this year using his new Reynolds Aluminum “Woods.” These new clubs offer many advantages in added durability and playability, but their outstanding feature is the simple device by which the balance can be adjusted to fit the player's swing. Already 1948's club sensation... available exclusively through Pro Shops.

Screw Plug in Sole carries weights of 1/16 oz. each. Put in as many as needed to give the club head the right heft. Weights lock firmly in place.

Sold Only in Pro Shops by experts who “tailor” each club to the player's requirement. Attractive floor display shows the complete set of four Reynolds Aluminum “Woods.”

**REYNOLDS Lifetime ALUMINUM “WOODS”**

For further information write to REYNOLDS METALS CO., Sports Division, Louisville 1, Kentucky

July, 1948
shops measure up to the rest of the club building. Some of the private clubs I've visited have beautiful locker rooms, bars and restaurants, but the pro shops look more like run-down caddy houses.

At the beginning of this season I had my shop, which is ideally located between the first and tenth tees, redecorated. Stained asbestos shingles cover the walls halfway up. Above them are handpainted green silhouettes of palm trees, a beach, mountains. There are nautical lights and a gambo shade to separate the repair bench from the main shop and show cases. The shop boy is told that dust must not settle on any of the merchandise at any time.

My shop is in the basement, but the modern decor gives it a light, breezy air and the golfers like it, judging from their comments.

The public links golfers deserve any good the pro can do for them. I have found time and time again they will remember you for any favor you do them and they will patronize your shop as much as they possibly can.

Managers Association Names Vice-Presidents

John J. Pomeroy, pres., Club Managers Assn. of America and mgr., Red Run GC, Royal Oak, Mich., announces appointments of following regional vps of the CMA.

Harry C. Andrews
Oakley Country Club
Watertown, Mass.

C. Mac Arrasworth
Colonial Country Club
Memphis 11, Tenn.

Arthur H. Craig
Alderwood Country Club
Portland 11, Oregon

Page Carran
River Crest Country Club
Fort Worth 7, Texas

Frank Dowie
Des Moines Club
Des Moines, Iowa

Al A. Feveryabed
Spokane Press Club
Spokane, Washington

C. W. Gelwick
Myers Park Club, Inc.
Charlotte 7, N.C.

Carl J. Joben
Glen Ridge Country Club
Glen Ridge, N.J.

George A. Jobe
Athens Athletic Club
Oakland, Calif.

J. P. Tonetti, mgr., New Haven (Conn.) CC, has been appointed chmn., CMA Public Relations committee. Regional vps are members of this committee which is to promote club managers publicity and develop public and trade understanding of managers' problems and plans.

CMA will hold its 1949 convention at Hotel Statler, Detroit, February 6-9.