Making a Bigger Market for Pro Shoe Sales

SKEE RIEGEL

The LIGHTTEST GOLF SHOES

SOLD EXCLUSIVELY through GOLF PROFESSIONALS

Unconditionally Guaranteed

As hundreds of professionals know, the advent of the light weight Skee Riegels opened a lively new market for golf shoes. This year, more than ever, the new Skee Riegels with their many improvements in construction and styling, are certain to further swell your shoe profits. They're leather lined and a new, extremely long counter improves their fit and strengthens the shoe throughout.

The wide range of sizes and smart color combinations assure complete player comfort and color preference. Brown and Calf • Brown and White • Brown Alligator and Brown Calf • Black Alligator and Black Calf • Brown Casual — with Tassels and adjustable Gore • Black Casual — with Tassels and adjustable gore. Catalog gives complete information. All men's shoes have spikes.

The choosier your women players are about fashionable colors and the more insistent about proper fitting — the more you'll please them this season with the new women's Skee Riegels. Truly they're the height of fairway footwear fashion and comfort.

Available in these color combinations:
White Buck and Russet — Lug • Blue Elk and Red Elk — Lug • Red Elk and Sand Elk — Lug • All-over Russet — Spikes • Brown Alligator and Brown Calf — Spikes • Black Alligator and Calf — Lug.

FOR Men

FOR Women

A New, Super Fine Golf Glove

Skee Riegel Golf Gloves for 1953 will open your eyes to a new standard of quality in the most colorful line of all in golf gloves. Made of Cabaratta Leather which you'll recognize as perfect for gloves.

IN STOCK SERVICE

Write for catalog

The TED BISHOP CO., Inc.
101 Tremont Street • Boston 8, Mass.

April, 1953
Sole United States Agents for
The NORTH BRITISH RUBBER CO., Ltd.
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North British SS (American size) golf balls
North British "Hi-Spot" (British size) golf balls
North British rubber riding boots
(Men's and Women's Sizes)
North British rubber spiked golf oxfords
(Men's and Women's Sizes)

Sole United States Agents for
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Fine grade of Tartan umbrellas and umbrella seats

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World famous Pin-Splitter irons
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Available as complete clubs, or heads only

Imported Kestrel floater golf ball

Imported Cliffco Golf Bags
Famous Throughout the World.
Sole Agent, New York, New Jersey and Eastern Pennsylvania
FOLDA-FAIRWAY

Write for prices and details.

Dunwoodie GC (NY Met. dist.) has been sold and will be subdivided . . . Bobby Stowe from Meadowbrooks CC, Atlanta, Ga., to become pro-mgr., Toccoa (Ga.) CC . . . Jim Buckenheimer now pro at Black Hawk GC, Beaver Falls, Pa. . . Groton, Conn., may have new course built by group headed by A. C. White, jr., Springfield, Mass.

Joe Greene, former Jersey pro now in shipping business, convalescing after severe attack of pneumonia . . . PGA summer tour with over $500,000 prize money is richest in pro golf's history . . . It begins with Tournament of Champions at Desert Inn CC, Las Vegas, Nev. . . . Scoring has been fast on the winter circuit with 13 players having averages under 71 from Jan. 1 thru March 24 . . . Mangrum

Happy day it is for me, but one "he'll" always rue,
His Golfcraft club hit the ball, good, and straight and true;
It was headed straight for a hole-in-one,
But I'll save him money by what I've done;
The drinks he'd buy would make him miss his rent.

I've collected a ball, Golfcraft by name,
That will go in my golf ball hall of fame.
FOR THE MEN

Easy fitting plain toe blucher. All around reversed waterproof welt, fully leather lined from heel to toe. Water repellant plump mahogany calf skin. DuFlex soles guaranteed against buckling; inner soles will not lump or curl. Replaceable Phillips spikes.

Retail $13.95 Slightly higher West

FOR THE LADIES

Conventional raised seam moccasin pattern, combination instep and ankle fit, soft pliable brown calf. Flexible DuFlex soles require no breaking in and will not buckle. Replaceable spikes; removable kiltie. Also available in brown calf and white elk apron style—Style No. 51.

Retail $13.95 Slightly higher West

Write for our new 1953 catalog showing our complete line of golf, sport and dress shoes

PRO-SHU COMPANY, INC.

1918 N. Third Street (Dept. G) Harrisburg, Penna.

April, 1953
Price $39.50


3. SEAT — Sturdy enough for the heaviest golfer or spectator. Makes the back nine easy as the first. Cart folds easily and compactly to fit auto trunk or locker. Cart, Bag, and Seat in one lightweight unit. A wonderful attention getter, it sells itself.

LUMEX
GOLF CART SEAT
Price $12.50

Simply attached to any center-post cart. The Seat structure carries all the weight, putting no strain on the Cart. Doesn’t interfere with the pulling balance of the Cart. Folds compactly around Cart and bag. Weighs only 5 pounds.

The Seat is the same size and construction as the "3 FORE 1" GOLF CART, of which there are more than 7,000 now in use. CART and SEAT fully guaranteed for one year. THESE ARE "MUSTS" FOR EVERY PRO SHOP.

LUMEX — 11 Cleveland Street
VALLEY STREAM, N. Y.

leads with 69.25 for 24 rounds ... Tony Holquin second with 69.94 for 18 rounds ... Middlecoff, Worsham, Burke and Burkemo picked up and are not in averages, although Middlecoff ($6,404) and Worsham ($5,247) are 2d and 4th in prize money ... Mangrum first with $6,730 and Bolt 3d with $6,375.

Peter A. Eagen, who retired as pro at Lakewood (N. J.) CC in 1951 and previously served other New Jersey Club died recently at Paul Kimball hospital, Lakewood.

Caribbean Golf Assn. recently formed ... Members include clubs in Panama, Guatemala, Colombia and Puerto Rico with Cuba, Costa Rica, Venezuela and Jamaica probable members in near future ... Assn. will send team of juniors to U. S. Junior Chamber of Commerce championship ... Jaime Solera of Costa Rica elected pres. and Charles MacMurray, Box 1250, Panama City, R. P., see.

San Francisco amateur golf championship has record of 3,032 entries this year ... Last year 2,828 entered ... Valley Hills CC 18-holes under construction at Syracuse, N. Y. ... Indoor classes for juniors, novice adults and advanced adults

Dubow
Symbol of Golf Club Excellence

JOCK HUTCHISON and BETTY BUSH
(Betty Bush, famous professional women’s golfer, is the newest member of our Advisory Golf Staff)

PRECISION-BUILT GOLF CLUBS
GRADUATED GOOSE-NECK IRONS
LAMINATED and PERSIMMON WOODS
COMPLETELY NEW
and
DISTINCTIVELY STYLED
For MEN and WOMEN GOLFERS

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 SPORTING GOODS CORP.
1905-13 Milwaukee Ave.
Chicago 4, Ill.
No. 1208  New in design . . . smart in style. A snap-down cap in choice of three checked-pattern color combinations. Tropical weight, extra full crown, acetate Rayon lining, breezeway front of white Nylon-Rayon net. One size with concealed adjusting strap meets all size requirements.

No. 475  Tennis visor, the famous Wimbledon model, in white Twill . . . a long time favorite on both the courts and fairways. Easy size adjustment with-nickel slides. Padded forehead band, visor green underlined.


No. 440  Made in white, tan, red, green, and navy Twill with airfoil sides of white mesh. Texon visor with green underbrim in white cap, self underbrim in others.

No. 574  Made of imported Toya cloth in a choice of three colors . . . all natural, brown with natural, and navy with white. Mesh type material is exceptionally cool. Four sizes, not adjustable.

"Fashion-firsts" for under the sun comfort. Models for men, women and children . . . quick sellers, every one. All numbers in three adjustable sizes with elastic back unless otherwise stated.

Write for information on complete line and name of nearest jobber
THE BREARLEY CO., ROCKFORD, ILL.
"Why Under The Sun Don't You Wear One?"
Ed says:
"OVER A HALF MILLION
GOLFERS ARE ENJOYING
THE EXCLUSIVE ADVANTAGES
OF THE LIGHTWEIGHT
BALANCED GOLF BAG."

15 CLUB CAPACITY
COLOR - GREEN
$360 ea. F.O.B. CHICAGO
Minimum shipment—1/2 doz.
ORDER NOW
BALANCED GOLF BAG
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being conducted at Dalton, Mass., Community house by John Kellar, pro, Pont- toosuc CC . . . Larry Crosby replaces brother Bing on committee with George Hjelte and Darsie L. Darsie to plan acquisition of public golf courses and other play areas with Los Angeles County oil royalties . . . Chuck Lewis in letter to San Francisco Park and Recreation commission offers, on behalf of group, to build 18 or 27 hole course at McLaren park, course to be city's property after 20 years.

El Cajon, Calif. Chamber of Commerce pushing drive for public course . . . Pines Ridge GC, Ossining, N. Y., new course to open this month . . . Oakland GC, Bay- side, L. I., N. Y. to be operated as fee course by Marty Lyons, for 11 years gen. mgr. of the club when it was private . . . Alex Ednie, pro, and rest of staff remains . . . Club was sold by members because of its high taxes . . . Wayne Murdock named mgr. Irvine Coast CC, Santa Ana, Calif. . . . Clubhouse and course now under construction . . . Course will be playable Labor Day says architect Billy Bell.

Grand tribute to Tommy Fry, pro at San Mateo (Calif.) munny course in big

(Continued on page 120)

Now You Can Get GENUINE
SANI-TREADS
at LOWER
BUDGET-SAVING PRICES

SAVE MONEY on the world's finest Golf Club shower slippers . . . the superior, longer-lasting quality slippers your members prefer.

SAVE THAT EXTRA TOWEL! Sani-Treads re- duce towel wear and cut down laundering costs.

☐ New LOW PRICE Schedule
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Largest Suppliers to Golf Clubs for Nearly 30 Years
Rubber Heel, with grip equal to that of spikes, prevents slipping on tiled surfaces, roads or pavements. Eliminates shock and leg muscle fatigue.

Re-inforced Waist at shoe’s most tested spot.

Specially Tempered Replaceable Spikes give maximum grip during swing.

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Ample Stocks maintained in our New York Warehouse
In half sizes 6½ to 11½ — Widths B, C, D, E
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April, 1953
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YES, a Sweet Shot customer is one you can really count on, because a Sweet Shot sells itself for good—with bonus distance, greater accuracy on the fairway and on the green.

Superior performance is built right in the Sweet Shot. It has an ultra-high compression, super-charged power center. This is wound with F-239 vita-life pure rubber thread by Worthington's exclusive dyna-tension winding process. It's construction that pays off big in distance and accuracy for your better golfers!

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WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER
Officials Can Make Club Operation Easier, Better

By LOUIS BERTOLONE

POLITICAL jobs have nothing on the golf jobs for insecurity. Both owe their uncertainty for able workers to lack of knowledge and understanding. Only recently an incident occurred at a country club that had a touch of farce to it and thereby avoided a sorry climax. Fortunately, the general membership of the club saw the facts in time or the club would have lost a first class golf course superintendent, and the course superintendent would have had to undergo a trying period until he was able to situate elsewhere.

During the year the condition of the golf course had not improved as much as the membership had the right to hope, and, of course, the chairman of the green committee was blamed. He, in turn, immediately put the blame on the superintendent, and asked that he be fired, saying that he was unqualified; that he did not understand golf course upkeep, etc.

The members were right. The blame belonged squarely on the committeeman's shoulders. He had fought the superintendent throughout the whole year of his term of office. The chairman had been more interested in showing the members how much money he had saved them than he was in giving them the good golf course they wanted. When the superintendent asked for something which was desperately needed the chairman always said, "No, we've got to keep expenses down." When he, himself, wanted something done, he would say to the superintendent, "The greens are too hard. Soften them."

The superintendent asked for an aerating device to open the greens, to soften them up, but the chairman said, "It costs too much. We've got to keep expenses down."

"But an aerifier would do the job," the superintendent pleaded.

"Water them. It's cheaper; but get those greens so that they will hold a pitch."

So the superintendent poured water on the greens and then the members complained about the greens going bad and still not holding approaches.

Similar situations exist at many clubs. All that is necessary for correcting it is a little understanding. In the first place, the chairman should be working with his superintendent not against a man with specialized knowledge.

When the superintendent asks for something, it's not the place of the chairman of the green committee to turn him down right then and there. His job is to determine if the request is justifiable, and then to place that request with his recommendations before the board of directors. It is then up to the board to determine what can be afforded and what cannot be afforded.

And when the members complain the chairman should talk the situation over with the superintendent; find out the cause, the remedy recommended, and all the other pertinent details. Once the chairman has this data he can discuss the problem with the chairmen and superintendents at other clubs; find out what they are doing, what they have done, and what they plan to do.

Armed with this data, he can intelligently discuss the problem with his own
team-mate who likewise should know the situation at other clubs.

If possible the chairman and the superintendent should make these inspections together. Thus working as a team, each man will gain the other's respect and admiration, and the club will profit by having a better golf course.

In this way, the superintendent gets a better close-up on the problems of the club, and the club shares the problems of the superintendent.

The New Pro's Position

But this is only a segment of the club. There is the directorate; there is the management, and there is the pro department. These departments should work as a close knit unit, above all in harmony with each other. The directorate is responsible for the acts of all the departments, and, it should strive always for betterment. But this is not always the case. Very often the uninitiated directorate in its enthusiasm to show the membership what it can do undermines the club.

As in all mortal things hope lies in understanding. The understanding of the difficulties and personalities that make club jobs difficult. Let us take a look at some behind-the-scene operations so we may better understand what happens to the pro after a month or two of service at a club, unless he has an informed directorate behind him.

A cool attitude toward the person who is to occupy one, or two, or all three key positions in a club exists before he has even thought of applying for the vacancy that he wishes to fill. This coolness may get its start from the person who has been filling the job at the club, and whose leaving creates the vacancy. He has made friends among the membership. Naturally, these friends "hate" to see him go. They "hate" to see him replaced. And therefore, the new man has some enemies at the club even before he starts on his new undertaking.

Then, as is the case of most good jobs, there are many unsuccessful candidates for the job; people who wanted the job, but did not get it. Each of these disappointed candidates had a friend or two who are members of the club. These members spoke to one or two or more of the directors for their "champion."

Naturally, when they learn that their "champion" did not get the job, they are disappointed. Further, unfortunately, perhaps unconsciously, they set up a resistance toward the new man.

The new man may have two strikes against him before he starts. But the matter does not end there. Two more insidious conditions exist. Some who were unsuccessful in obtaining the job for themselves may be disappointed, envious, and spiteful, and malicious. They start a program to "get" the new man. They drop a derogatory remark here, another one there, and so on. Unfortunately, these "whispering" campaigns have a nasty habit of gathering moss as they roll along.

There to aid and abet the losers are the disappointed members, the man who sponsored the "champion", the man who "hated" to see the friend leave and the man who has an ax to grind in general—all fall easy prey to these invectives. Sometimes they even start some of their own.

How do these boys operate? They usually pick a weakness, a mistake made, an act of God and turn it to their purposes. As examples: The new pro plays in a tournament. He has a bad day, and shoots a 78. The wrecking crew begins to say, "Your pro isn't much of a player, is he?" Or in the case of the golf course superintendent; they wait for a brisk day with a dry wind. They remember this day. "You need a new course superintendent; they wait for a brisk day with a dry wind. They remember this day. "You need a new course superintendent," they begin. "He doesn't know how to care for greens. Last Thursday they were as hard as rocks." The average member does not know that a dry wind puts a hard surface to any green within a very short time.

Or the member who blames the manager for his spilling his Martini on the beautiful evening gown of his fellow member's wife. "The tables were too close together. There wasn't enough room to move. The manager should have more sense than to make such arrangements."

All these comments have a peculiar way of reaching the directorate of the club. And to please their membership they fire the unlucky man. And the whole rigmarole starts all over again. That is, it starts all over again if the club has an inexperienced directorate. The seasoned board of directors can and does judiciously sift the complaints.

Then again there is "chopping of heads"