

Is Your Pool a Problem?

Then read how many 'swimming pool headaches' can be eliminated by applying a satisfactory finish

By LESLIE CARSON

FEW country club management problems have given more grief, caused more trouble and developed more dissatisfaction than the painting of the swimming pool. In many cases failure after failure has created such a skeptical attitude with many managers that they have come to the conclusion it is not yet possible to successfully finish a swimming pool.

Fortunately their conclusion is wrong for there has been developed a new type of synthetic resin entirely different from those ordinarily used in paint manufacture which has made it possible to produce a finish possessing all the desirable requirements of a successful swimming pool paint.

Knowing that a satisfactory finish can be had, it would be well to discuss the advantages of painting a pool as compared with the disadvantages of permitting it to remain unpainted, and to talk briefly about the types of materials which are likely to give disappointing results if used.

Unpainted concrete, because of the nature of its composition, is porous on the surface. Microscopically the surface area is rough and ragged. These cavities are naturally protected breeding caches for algae spores and other microscopic organisms which occur in swimming pool water. Algae then has a decided tendency to affix itself and grow. Bacteria lodges in these beds and health standards

are lowered. Then, too, the nature of the surface protecting the spores makes their removal difficult. Contrast this condition with a surface coated with a satisfactory swimming pool finish that fills up the cavities, smooths over the rough edges and leaves a tile-like film to which algae spores do not bond or affix themselves. The result is either complete elimination or a great retardation of the algae condition with a resultant higher standard of pool sanitation.

Because of the pitty nature of concrete, cleaning is difficult, if it has not been coated. Removal of dirt, grit and foreign material is not an easy job and when the surface is rough and irregular the difficulty becomes more acute. So here, too, the tile-like surface of a successful paint comes into full play with labor saving economies.

Wet concrete is a drab yellowish gray in color. It is really an ugly color that detracts from the appearance of a pool. Add color and you style a pool. Available shades provide a sparkling clearness to the water which invites and encourages more bathers. It's rather difficult to picture the tremendous contrast of a pool painted with a light blue or sea green, modern in color styling and attractiveness, with the unpainted one of drab yellowish gray. A swimming pool has only water to merchandise. Improve the appearance of the water and more bathers are attracted.

Economy is always an important con-

This attractive pool at Meadowbrook CC, St. Louis district, is one of many finished with a synthetic resin swimming pool paint.



One of the most attractive membership sales promotion booklets issued to describe a country club's facilities, is that recently published by the Tam O'Shanter CC (Chicago district). Club presidents desirous of getting a copy of the book should write W. A. Weismann, sec., room 620—156 W. Jackson Blvd., Chicago.

sideration. In a fill and draw type pool the labor of cleaning can be reduced to at least one-fourth of the original time. In a recirculating type where a vacuum cleaner is used, the same figure prevails. In both types far less expense for the purchase of (blue vitrol), to control and kill algae, and for other chemicals used in pool sanitation, results. In one instance the season's purchases of blue vitrol were reduced from 225 to 15 lbs., and at the same time samples taken from the water showed less bacteria count.

Cold Water Paints Not Satisfactory

For a great many years various types of cold water paints have been used on swimming pools. In a few instances they have given fair results but as a whole dissatisfaction among users has generally been the case. The cost of these finishes is low as compared with that of a really successful paint, which may be given as the reason for their use. Generally speaking, cold water paints produce a rough and porous surface in which the same objectionable difficulties are inherent as with bare concrete. Because of the rough nature of the finish it is hard to clean. Algae accumulates and grows on it readily. Many will gradually chalk off during a single season, clouding the water and necessitating repeat applications.

Oil and varnish base paints have always proved inadequate. Their principal failure is adhesion. Peeling, checking, cracking and scaling, with the accompanying unsightly appearance, usually occurs. These type finishes are not entirely insoluble in water and have a tendency to soften. It is always necessary to completely remove all traces of an oil or varnish base paint from the surface before attempting the application of a specialized pool paint.

Since most pools have at some time in the past been coated with finishes of various types, serious consideration is necessary to the correct preparation of the surface before the application of a specialized pool paint. It is correctly stated that regardless of the quality of a paint

and its particular adaptability to a given surface, there are three factors required to complete a fully satisfactory job. First, the surface must be prepared as directed by the manufacturer. Second, the person applying the material must use ordinary common sense in brushing out the product instead of piling up enough paint for three or four coats. And third, a specific paint for a specific surface should always be used. One will very seldom go wrong when following exactly the directions of a reputable manufacturer.

Lily and fish ponds, concrete and rock gardens, as well as locker and shower rooms, where complete immersion in water or excessive moisture conditions are prevalent, require the same consideration when painted as swimming pools. They too, can now be successfully coated without the usual scaling, chipping and other characteristic failures which have occurred in the past.

A most informative booklet entitled "An Authoritative Study of the Swimming Pool Painting Problem" has been compiled by The Phelan-Faust Paint Co., St. Louis, Mo., whose Hydroflex is widely used as a swimming pool finish. They will be glad to send their booklet upon request, as well as to answer specific questions on the subject.

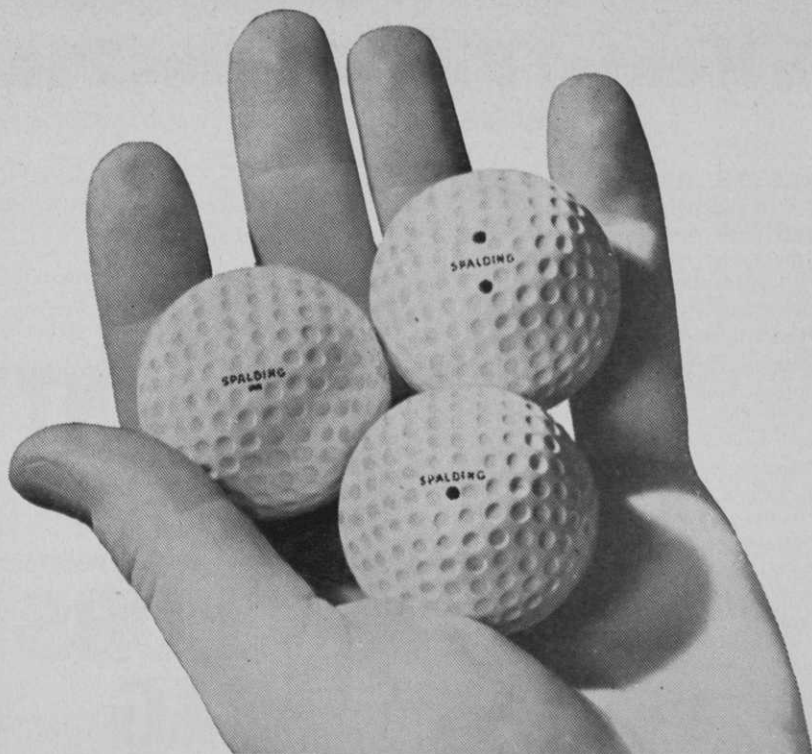
Empire Day Tourney to Help Embattled Britons

GOLFERS at clubs all over the country will participate this month in the Empire Day tournament for the Maple Leaf Fund. The entry fee of \$1 goes into the Maple Leaf Fund to furnish medical aid and relief to the bombed areas of Britain.

The tournament will be played by men on Saturday, May 24, and by women on May 23. Prizes are six medals for men and three for women at each participating club.

National and regional golf associations have enthusiastically approved the tournament and are engaged in lining up clubs for extensive participation. Public and fee courses are invited to share this activity with private clubs and give the hand of sportsmanship to a people who are doing a swell job of keeping their civilized chins up.

Full details of the Maple Leaf Fund event may be secured from Theodore I. Merseles of the New York State Golf Assn., at the office of The Maple Leaf Fund, 601 Fifth Ave., New York.



THREE BEST SELLERS

● Now a "power ball" for every player. Whether your members are see-sawing in the 70's or hovering in the hundreds, they'll want the sweet click and kick that comes from sending a Spalding *higher* compression ball straight-down-the-alley! Spalding DOT, the highest pressure ball made! DOUBLE DOT and DASH, "tough cover" balls with NEEDED power! All with Cadwell-Geer* Cover.

NEEDLING* plus Spalding True-Solution Center

The exclusive Spalding combination that adds *distance* to *direction*, power to precision. Actually gets shots *up* and away *faster*. Tunes up "tough cover" balls to travel *farther* and *straighter*. *REG. U. S. PAT. OFF.

A. G. SPALDING & BROS.
Division of Spalding Sales Corporation

SPALDING

THE GREATEST NAME IN SPORTS

May, 1941

1. Spalding DOT

FOR TOURNAMENT PLAY. The leading distance ball. 2000 lbs. natural pressure (not needed).

2. Spalding DASH

NEEDED. The bonus ball, 500 lbs. more pressure—for players headed for low handicap.

3. Spalding DOUBLE DOT

NEEDED. The toughest ball made, primed for extra distance.



SOLD AT
PRO SHOPS ONLY

Club Rental Plan Booms Play

By KARL SUTPHIN

NEW ORLEANS, Houston, Dallas and Fort Worth recently have adopted the low-price golf club rental plan first used with great success at Cincinnati in increasing municipal golf play and bringing into golf those who can't—or won't—make the initial investment for equipment.

Cincinnati's plan was recommended to the municipal golf course pros and recreation officials of the southern cities by the National Golf Foundation. The Cincinnati system is to rent 5 good quality clubs for 15 cents a round. More than 26,000 sets were rented by the Cincinnati city and county public courses last year.

Going Cincinnati one better the professionals at the municipal courses of all four cities made rental sets available to the public at 15 cents a day, instead of a single round. As a bonus to tempt the public to come out and find out how much fun there is in the game, they threw in three golf balls.

"With the inclination, fifteen cents and the green-fees, there's nothing to stop you from learning that golf is the greatest game of 'em all" advertised the pros and the courses.

Balls furnished on the rental plan are used balls. Players pay 10 cents for each lost ball. Pros who are working the plan say it steps up their ball sales—and how! They say a large per cent of beginners who take advantage of the rentals are attracted by the displays of shiny new white balls in the shop where they sign up for the clubs and feeling that they are getting a real break on the club deal are glad to lay the money on the line for

new balls. The rental plan seems to be the answer to the problem of making new customers and the rental plan combined with free group instruction classes, according to pros and park officials who have watched the plan work, booms golf.

At present Dallas, Texas, seems to be

FOR RENT

15¢ PER DAY

[Except Saturdays and Sundays]

5 CLUBS

BAG

3 BALLS

NO DEPOSIT - NO RED TAPE

Ask the Pro at Dallas Municipal
and Daily Fee Courses

14 x 22 inch posters displayed at all Dallas fee and many courses by Dallas Park Dept., bring out new crop of golf customers.

leading the golf promotional parade, reckons Glenn Morris, managing director of the Foundation. Morris, with Foundation field representative Joe McDonald, recently visited Dallas to plan golf promotion with Mayor Woodall Rogers, Director of Parks L. B. Houston, and the Dallas professionals. Following the Foundation's recommendations, all seven Dallas daily fee courses—two municipal and five privately owned—not only put in rental clubs and balls but put on a big concerted drive through newspapers, radio and large ad-

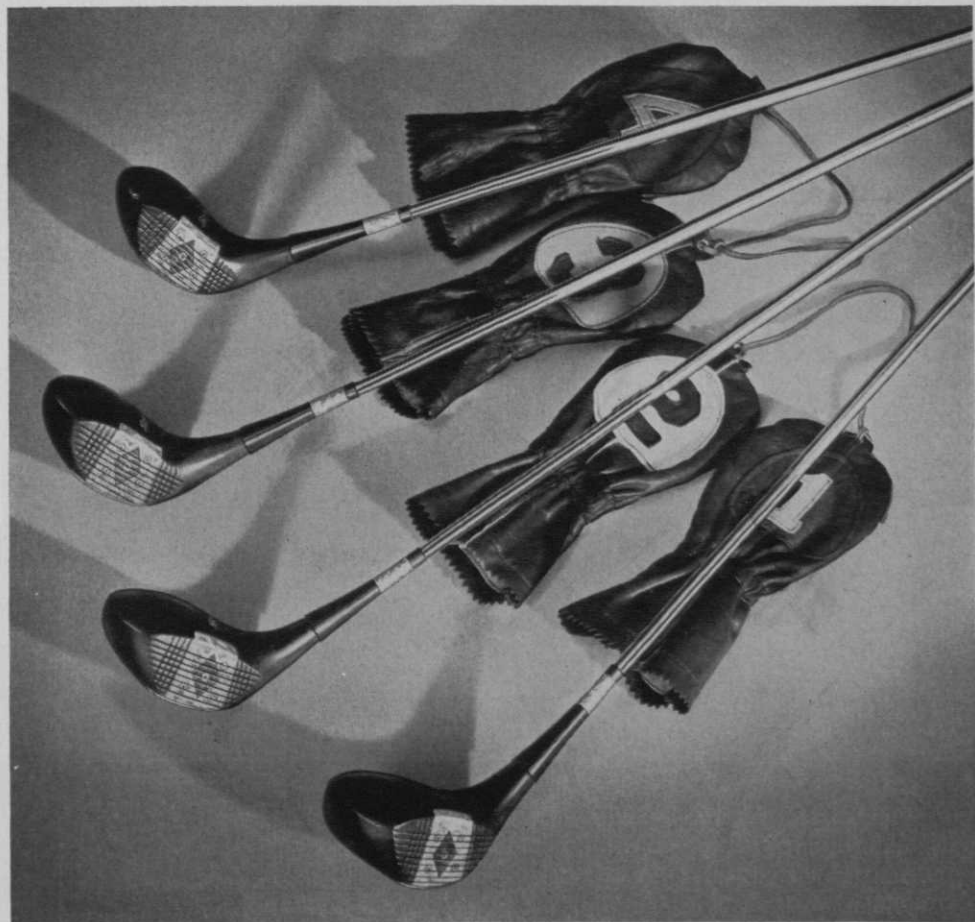
Dallas golf pros and officials at inauguration of 15c rental plan: (l. to r.) L. B. Houston, director of parks; Doc Clark, El Tivoli; Larry Nabholtz, Texas Section PGA secy-treas.; Bunny Plummer, Walnut Hills; L. G. Wilson, Greater Dallas Golf Assn; Wiley Moore (rear), Stevens Park; Ben Banks (front), Parkdale; Briard Mims, Sunset course; Dave Mims; Tom Sockwell, Tenison Park.

Golfdom



100 BUCKS' WORTH

and don't think you can't sell 'em!



In the Trade, they're calling these Kroydon BLUE RIBBON Woods "the Gold-Plated Diamond-Studded Line." Maybe that kidding started with the price—\$25 apiece, \$100 the set of four—but the clubs themselves so far outshine anything ever made, that they're "no luxury" for the man who wants the best.

Of course, not everybody is going to buy BLUE RIBBONS—but the pro who carries them has a club every player is just itching to get his hands on and Sales have been Spectacular on this number. The Kroydon Company, Maplewood, N. J.

Kroydon

CLUBS FOR BETTER GOLF

THE DALLAS JOURNAL

FREE

Golf School for Girls

* * *



Get Started in Golf Correctly!

Now is your chance to improve your golf and receive expert instruction from the leading Dallas Pros without cost. Don't miss this opportunity, see your home golf pro today. Read The Dallas Journal for details.

FOR GIRLS 12 TO 17 YEARS OF AGE, INCLUSIVE

Apply to Your Home Golf Club Professional Now!

Instructions Begin Saturday, March 1st

**First City Championship for Girls as Climax for
School, at Walnut Hill**

June 9 to 14

ENROLL NOW!

WITH YOUR HOME GOLF PRO

Remember There Are No Charges Whatever!

One of the posters advertising the free girls' golf classes in Dallas, is reproduced above. All Dallas district pros are taking part in these classes.

vertising posters. Simultaneously the park department announced plans for construction of two new golf courses to take care of the golf boom which the pros and city have started—a nine hole course for beginners and a nine hole course for negroes.

Dallas pros have had under way for some time a free golf school for girls, under the auspices of the Dallas Journal. This is setting a new high for girls' group instruction in Texas. This free school is conducted by all pros in the Dallas district. Attractive posters, distributed by the Dallas Journal, prominent space in the editorial columns and time on the paper's radio station have made almost every school girl in Dallas golf-minded. On the opening day of the school, conducted at every Dallas private club as well as at all public courses simultaneously, one fee course had such a parking problem that it took the traffic police to start traffic flowing again on the adjoining highway. More than 100 girls between the ages of 13 and 18 enrolled at this one course.

Larry Nabholtz, pro at Lakewood Country Club and secy-treas. of the Texas PGA, and L. G. Wilson, one of the organizers of the Greater Dallas Golf As-

sociation, backed up by every pro in the Dallas district and working with Dallas park and school officials, have as their goal making Dallas the greatest per capita golf city in the United States. Before the year is out, according to statements in recent Dallas newspapers Dallas expects to go over the top by making golf instruction and special low rate privileges available to all Dallas high school students.

Ed. Note—Details on Ft. Worth promotion will appear in June GOLFDOM.

Neat Appearance Essential in Selling, Booklet Reminds

DUNLOP Tire & Rubber Co. Sports Div., in a retail salesmen's educational booklet entitled "Sell Him," presents some reminders on the selling value of a salesman's appearance.

It's simple but highly important in successful selling. The page on "appearance" reads:

TO ATTRACT CUSTOMERS not only means a sale for a day—but a customer for a lifetime. A good appearance is the first step in building good will and a steady patronage. Furthermore, a good appearance adds assurance to the salesman's ability and this added poise helps him over rough spots with new customers.

This is a check list of points to be sure of, as presented by one of New York's leading department stores.

- ✓ Hair Combed
- ✓ Clean Hands and Face
- ✓ Shave Every Day
- ✓ Keep Shirt Buttoned
- ✓ Wear Necktie
- ✓ Wear Jacket
- ✓ Do Not Chew Gum
- ✓ Do Not Smoke
- ✓ Have Shoes Shined
- ✓ Wear Garters
- ✓ Greet Customers with a Smile

A. Victor Eaton Dies—A. Victor Eaton, one of the New Jersey GSA's most beloved members, died April 3, 1941, at the Mercer Hospital in Trenton, N. J. Funeral services were held April 7, and were attended by many of his fraternal brothers.

Mr. Eaton, a veteran of the British Army during 1914-18, first entered golf in the USA at the Yountakah CC in Nutley, N. J., where he served as greenkeeper two years. For the past 12 years he was manager of the Trenton (N. J.) CC. Mr. Eaton was N. J. GSA head in 1934-35.

Pro Clinics Prove Their Value

By HERB GRAFFIS

Purdue, Minnesota and U. of Baltimore present second annual golf clinics to enthusiastic audiences

APRIL saw the second annual golf clinics at Purdue university, University of Minnesota and the University of Baltimore. Each of the affairs registered greater practical value than during the initial presentations of the clinics, and every pro who attended any of these clinics was enthusiastic about the array of valuable ideas he picked up as well as the mental stimulation he received.

Each clinic had definite points of difference and emphasis. The Purdue clinic featured a close tie-up between pros and physical educators of universities and high school systems, although placing strong emphasis on strictly pro phases of the program. Further extension of the contact between pros and university and prep school physical educators is indicated by the success of the Purdue clinic.

Minnesota spotlighted pro-shop operation and golf pedagogy, going into the scientific aspects of golf instruction in a manner that forecasts some revolutionary developments.

The University of Baltimore clinic made much of the pro public relations angle, in continuing its chosen line of research and demonstration in effective selling of pros to the public as hosts and guides in a game having far more than the generally recognized recreation and health values.

All clinics represented a close tie-up of sectional and national PGA members and

officials with officials and faculties of the educational institutions.

The University of Baltimore clinic was run April 8, 15, and 22. Lectures and demonstrations by leading pros of the Baltimore district and by prominent physical education authorities, together with guest appearances of Dick Metz, Horton Smith, Johnny Farrell and Helen Dettweiler constituted a program of strong public interest.

Purdue's program was opened by Tom Walsh, PGA president, who noted that pros were strengthening themselves with self-education in a complex business rather than depending on the mercy of the storm.

Herb Graffis, editor of GOLFDOM and GOLFING, reviewed the first Purdue clinic, pointing out definite effects that initial session had had on progress of pro golf during 1940. Graffis called attention to golf research recommendations made at the 1940 Purdue clinic having been entirely neglected. Later discussion with a spokesman for the golf business brought forth promise of financing this needed research through establishment of a fellowship, or some other arrangement, at Purdue.

Prof. Homer Allen of Purdue, illustrating his remarks by reference to a skeleton and anatomical charts, lectured on the construction and location of bones, muscles and nerves. He made it plain that recommendations in some golf instruction call

Part of group who attended second annual Purdue University golf clinic is shown in photo below.





New Oomph IN THE BALL MEANS

You'll want the new
OOMPH series posters

Here's a brand new theme in promoting golf. These colorful, vividly attractive posters are guaranteed to catch and hold the eye. They'll strike an interesting and "different" note in shop display. Be sure to request a set.

NORTH BRITISH have made big and important changes in their ball line for 1941. Right down the alley of American tastes—you'll spot the sharper *click*—the greater *length* and grand *new finish*—*instantly!*

Each of the grades, '75', '50' and '35', has been *tensioned-up* but without sacrificing *feel*. As a pro, you'll appreciate the change.

North British, greatest of the old Scottish ball builders, continue to "deliver the goods." They've done their best yet for 1941.


The story will be spread country-wide through National Magazines and the Golf Papers. You're bound to feel the lift in sales of North British Balls in your shop.

If you haven't placed a Spring order, use the coupon for quick action.

PRO-ONLY

NORTH BRITISH

NOTE NEW N. Y. ADDRESS

You're cordially invited to come up  and see the newest in golf showrooms.

22 Park Place
New York

Lytton Bldg.
Chicago

60 South St.
Boston

THE NEW 1941

NORTH BRITISH • 75

THIS is the best ball North British has ever built. It's brand new from core to cover. Tensions have been increased for greater *click* and *distance*. A new china white finish lasts unbelievably through rounds of play. Here is tops in a 75c ball. Britain continues to deliver the goods.



NEW OOMPH IN SHOP SALES

Other N·B Pro Lines

North British has assembled an outstanding group of imported and domestic golf requisites for pro shops. Each is an exclusive leader in its field, promoted strictly to give the pro a decided sales "edge."

- * **GEORGE NICOLL IRONS**
- * **N·B RUBBER GOLF SHOES and OVERSHOES**
- LOUISVILLE POWER-BILT CLUBS (N. Y. metropolitan area)**
- * **PELWEAR • LEYLAND and NICHOLSON Imported golf jackets**
- * **MEYER'S GOLF GLOVES**

*sole U. S. agents

GOLF BALLS

1855 Industrial St.
Los Angeles

4554 University Way
Seattle

NEW FOR 1941: North British is sponsoring several new sales-making plans, free to pros, for golf shops. For example, North British donates a trophy for a novel one-day tournament, that has been a sure-fire money-maker for pros last season. You'll want the facts on this as well as other N·B shop helps. Mail in the coupon below for the story.

USE THIS COUPON

NORTH BRITISH, 22 Park Place,
New York, N. Y.

Please send the following:

.....dz. North British "75"

.....dz. North British "50"

.....dz. North British "35"

"OOMPH" Posters Pro Catalog
 Sales Ideas

PRO _____

CLUB _____

CITY _____ STATE _____



Purdue's huge field house provided by far the best arrangements ever made for an indoor golf group lesson, with pros at Purdue's clinic instructing varsity students, and giving demonstrations of all shots. Tourney stars in the indoor demonstration included Byron Nelson, Johnny Revolta and Dick Metz.

for anatomical performances that are impossible because of the structure of the body.

Prof. Allen suggested that pros study an elementary anatomy textbook so they'll know the construction of the customers, but warned them off of trying to remember a lot of anatomical terms, saying that technical addition to the lexicon of instruction would simply confuse the pupil further.

In a panel discussion on golf problems Wm. Diddle spoke on the revision in trapping to curtail the maintenance expense and unnecessary penalization of an overabundance of sand. Diddle also brought up for lively debate the matter of undulating tees, a proposal which so far as is known has not deliberately been employed in course construction.

Morris Reports Great Progress

Glenn H. Morris, managing director of the National Golf Foundation, told of the intense and widespread activity in teaching golf in high schools and colleges and of the effective coordination of pros, public golf course officials, school officials, newspapers and radio stations. His report was most cheering in revealing to pros great progress in increasing the market for qualified professional service.

Harry O'Hare of the Chicago Park District told of the advance being made in making golf a headline attraction as a public recreation utility. The Chicago authority outlined problems pros and public golf authorities have to solve in increasing the popularity of public golf and in making the public course job one to yield a

good income to the thoroughly qualified pro.

O. J. Noer, Milwaukee Sewerage Commission sales engineer, spoke on the major points in modern course maintenance methods. He cited the great advance made in course conditioning work and in maintenance economy as an example of education applied to club operation.

Girls Prefer Golf

Miss Leonore K. Alway of the University of Nebraska gave an exceedingly enlightening address on golf instruction background of girls. She told that only 28% of girls entering the University of Nebraska reported previous acquaintance with golf, but that golf is highest among the sports girls say they'd like to get in college.

She referred to the popularity of bowling as proving that a fee activity would register strong with college girls. She said that girls now dress for sports, which makes golf instruction easier to "sell". She advised instructors to conduct pupils around courses instead of thinking the kids knew about golf after receiving instruction on shot-making.

Miss Alway cited the practice golf range on the campus at Texas Tech in telling about ideal arrangements for college golf instruction.

Ed Newkirk of the Country Club of Lincoln (Neb.) and golf instructor at the University of Nebraska, told how golf is fitted into the physical education plan at U of N, and how study of golf instruction on a physical education basis gives the pro many ideas he can employ effectively in his private teaching at his club.

Dr. E. L. Kelley, who made a notable