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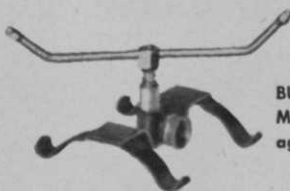
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at all times by the pro. Easily available, pleasant and complete service by the pro department is just as important to a thorough picture of high class private club service as a finely groomed golf course and a smoothly operated clubhouse. And they do create the "atmosphere" that subconsciously establishes a disposition to buy from the pro.

Those incidentals such as ordering the caddies for the members and their guests, checking their clubs, arranging games when a member comes out alone, welcoming the guest and treating the member with the courtesy and thoughtfulness you'd extend to a friend visiting your own home, all combine to put the member in the spirit of wanting to do business with you as a man who is genuinely concerned with his enjoyment at the club.

Draw Them to the Shop

Furthermore, it's these many little things that get the member in the habit of coming into your shop. That's the first thing you must have—steady traffic into your shop.

One thing that brings members in is the handicap card rack in the shop. The men's and women's racks in your shop also then are handy to you so you can keep an eye on how your members' games are, and can offer advice, discreetly, if you think the members are not scoring according to their possibilities.

Probably this year you have about all the lessons you can book and you may feel you don't have to watch the scores as tip-offs to instruction business. Yet, the main reason for the pro's job is that of seeing that all the members play well enough to get pleasure out of their golf and to feel like playing a lot of it. In this respect you have a sales promotion factor that no stores can have. By showing real interest in the member's scoring and not being reluctant to give some free advice tactfully, you get a very strong "in" with the member who might not otherwise think much about how he could do more business with the pro in reciprocating the pro's interest in the member's game.

The more you study your business of pro shop merchandising the more you are convinced that the pro must have a wisely chosen stock of smaller items in order to maintain a steady and large volume that never could be attained solely on the sale of clubs and bags. The ball sales, which in many shops before the war, constituted about 50% of the season's gross, were the indication to pros that steady volume of smaller-priced units of sale is essential to the pro's security in business, and to the club's interest too. It is obvious to experienced club officials that unless the pro shop is smartly handled as a mem-

bers' service station there won't be enough money in the job to attract the type of a pro that contributes to the standing and member satisfaction of a high class club.

The sales of clubs during the next few years should be tremendous. There will be plenty of competition for this business but the pro who has diplomatically impressed upon his members his superior capacity for giving them personal service is sure to get by far the greater part of this volume.

Club sales are the primary item in demonstrating the value of the pros expert buyers'-aid service.

A constant customer who buys all the little items is the one who makes the profit for the professional and no customer will be constant if his golf clubs do not fit him.

In my humble opinion the strength of the shaft in a club is the important feature in selling clubs and I tend toward medium to stiff shafts for most of my players that they may learn to hit reasonably hard and not have to time a slow swing with a whippy shaft in order to keep the ball down the middle.

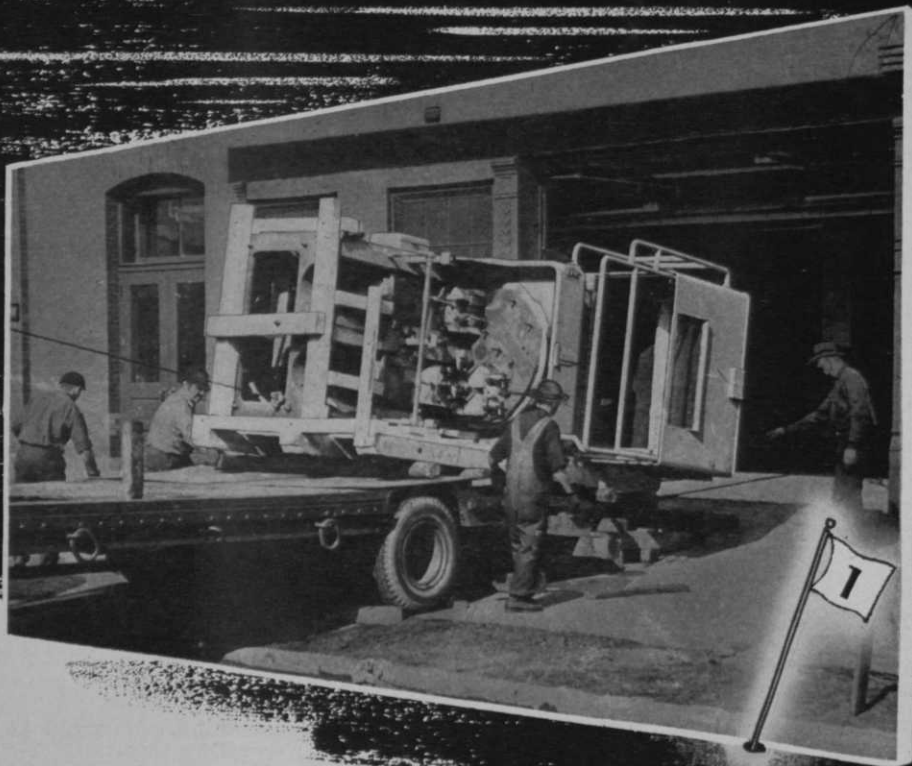
The professional himself would be an unhappy golfer with a misfit set of clubs and most certainly would not play with them even if he scratched them here and there while trying them out. In normal times the stock should consist of a representative line of practically all standard manufacturers' clubs even though the turnover of some is slow.

It is almost a crime to sell a fast, highly compressed ball to the dub player though of course anyone is entitled to a ball with some 'feel.' Since golf balls are carefully manufactured for all types we should take time out with our assistants and instruct them the type of ball each of our members should play. In many cases our assistants do not know the player's ability as well as we do.

Buying 8 or 10 pairs of shoes with the expectation of doing business is a waste of time. Each size, say from 7½ to perhaps 12, and each style of shoe, should be stocked with 1A, 2B, 2C and 1D minimum which would entail the necessity of purchasing 66 to 72 pairs. An immediate re-order when a pair is sold keeps the stock complete and the customer will be fitted at all times with the possible exception of an extreme width or length and this type of customer expects to have to wait anyway as few stores carry exceptional sizes in their regular stock.

Golf events are a good medium for sales. Many clubs provide a prize fund but in some cases the members form a pool with each contributing \$5 to \$10 per season which entitles them to play in all

(Continued on Page 69)



Rarin' to go, isn't enough it takes preparin'

Believe us, we've been just as anxious to get going in our mammoth new manufacturing plant as you've been to get merchandise. Our moving job was a *tremendous* one. If you could only come by and take a peek at all the preparations we're making to give you greater quantities of the **GREATEST LINE OF MERCHANDISE IN GOLF** — the one you'll be proudest to sell — and the one on which you'll be able to cash in the **EASIEST** and **TO THE GREATEST EXTENT** as time goes on — you'd know for sure that the waiting you've been doing has been well worth-while.



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MacGosport Golf, Inc.



No door was big enough to get this huge new broach machine into our new building. We literally had to tear out a portion of the exterior wall and build up the wall again brick by brick.



Henry P. Cowen, President of MacGregor Golf, Inc., Byron Nelson, Member of the MacGregor Pro Advisory and Technical Staff, and Allen Heeter, General Superintendent of the MacGregor factory, viewing the foundation being readied for the huge new broach machine. Because of its great size and weight, it had to be set on a thick concrete foundation several feet below ground.



Ben Hogan, Member of the MacGregor Pro Advisory and Technical Staff, examining the broach machine installation. Now in production, it is the only machine of its kind in the golf industry.



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THE GREATEST NAME IN GOLF

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Improvement Committee Directs Old Club Modernization

By **WILLIE OGG**

(Albany (N. Y.) CC)

Many of the fine older golf clubs are face-to-face with extensive jobs of modernization that no longer can be postponed.

The materials and labor required aren't available yet but the club that hasn't organization and plans for this required work are letting pass an opportunity for a revitalization that will protect it against serious slumps when the wave of new and improved courses begins to sweep toward its crest and a new generation of golfers that doesn't place high rating on venerability must supply the inevitable replacements of a golf club's membership.

The procedure at the Albany CC is proving so decidedly successful other distinguished older clubs may benefit from our experience.

The Albany CC was incorporated in 1897, and like most of the older clubs, its golf course is what might be termed old fashioned. Punch-bowl greens and elevated tees were much in favor during the early period of golf in this country and Albany had more than its share of this type of construction. In addition to this

there seemed to be a yen for blind shots and instead of using the valleys for the lay-outs the up and down hill route was taken.

As may be expected in construction of this type, there were many problems of upkeep. The punch-bowl greens would winter-kill and much hand labor had to be employed on the elevated tees. Hill top fairways would dry out rapidly and even with power equipment there was a mowing problem as well as a fertilization problem.

Our first consideration was to eliminate stiff climbs, the blind shots, the old fashioned bunkers and drain the punch-bowl greens. In time these greens will be remodeled so as to insure a more usable putting surface. We are planning to use the valleys as much as possible, and, where it was impossible to get around the hills, we created a valley with bulldozers.

The membership favors the elimination of blind shots and hill climbing more than other things that we have done. Our first hole used to have a high hill in front of

New Course at Marines' Largest Base

This is view, from alongside 6th tee of U. S. Marine Corps' recently opened course at Camp Pendleton, Oceanside, Calif, the world's largest Leatherneck base. Sierra Madre mountains are in background. Lt. Gen. Holland M. (Howlin' Mad) Smith, who led Marines in some of the toughest Pacific fighting, drove the first ball. Pfc. Chick Yarbrough is pro. Course is tough going but the gyrenes are used to that. The new course already is getting heavy play.



WHAT A RECEPTION!



• Once the news got out that LIVE RUBBER Silver Kings were back, orders began to pour in from Pros all over . . . proving that golfers haven't forgotten what it means to play a Silver King!

The SILVER KING PLUS and the SILVER KING . . . each with that tough Cadwell-Geer cover . . . each a favorite in its class! These two favorites are the great profitmakers they were before the war . . . with even brighter prospects just ahead.

Be sure to have SILVER KINGS on hand for your members!

SILVER KING *Golf Balls*



Jack Jolly.

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**SOLD THRU PRO SHOPS
EXCLUSIVELY!**

the green at the end of a natural valley with woods on each side of the fairway and in back of the green. This hill blocked the view of the green. The hole measures 350 yards and the average player's second shot would be stopped by the hill. By removing this hill and continuing the valley as far as the green, plus traps on the side and back, one of the finest starting holes in the country was created from one of the worst at not too much expense.

This is a sample of what can be done at a minimum of expense and of what we are doing and intend to do on every hole. We do not seek to make a championship course in the strictest sense but rather a course that the membership will be proud of, pleasant to play and just tough enough to be sporting.

From an up-keep point of view the new construction is so designed to permit the use of power equipment. This phase of the work does not appear on the surface as far as the average member is concerned although this is a vital factor with the management.

The Albany CC suffered during the war years, like most clubs, through man power and equipment shortage; so much so, that they had to discontinue the use of its 9-hole course which was used for practice and the overflow from the 18-hole course. This presented a rather unsightly appearance and spurred the officials to action perhaps sooner than would have been otherwise.

Under the able direction of Vice-President Dwight B. La Du who, incidentally has done more for golf in New York State than any other individual and has been highly honored for his work (among the honors being an honorary membership in the North Eastern New York PGA), a 5 year plan was drawn up for modernizing the clubhouse and golf courses. Mr. La Du was supported by the governing body composed of up and coming men with an eye to the future. The dues were upped and the increase ear-marked for the new work which comes under the heading of the Improvement committee.

This 5 year plan is a model of modern management. There are no standing committees. The Improvement committee is one man, Dwight B. La Du, Mr. Ralph Wagner is the Green committee and Charles Nichols is the House committee. They and other chairmen are members of the Board of Governors headed by Pres. William C. Bolenius. Should a special problem arise that calls for special work, a committee is formed of men specially skilled in whatever work that has to be done. On completion of the work the committee dissolves automatically.

Competent management is the result of this plan of La Du's and it would be well for clubs in general to consider this

new phase of operation. Personally, I would rather run a golf course with this set-up than through a committee, although great care must be taken in the selection of the one-man committees. The operation of this plan hinges to a great extent on the knowledge possessed of the job to be done as I can think of nothing worse than a chairman who does not understand the operation of the department he heads.

HAZARDS THAT ARE WOEFUL WASTES

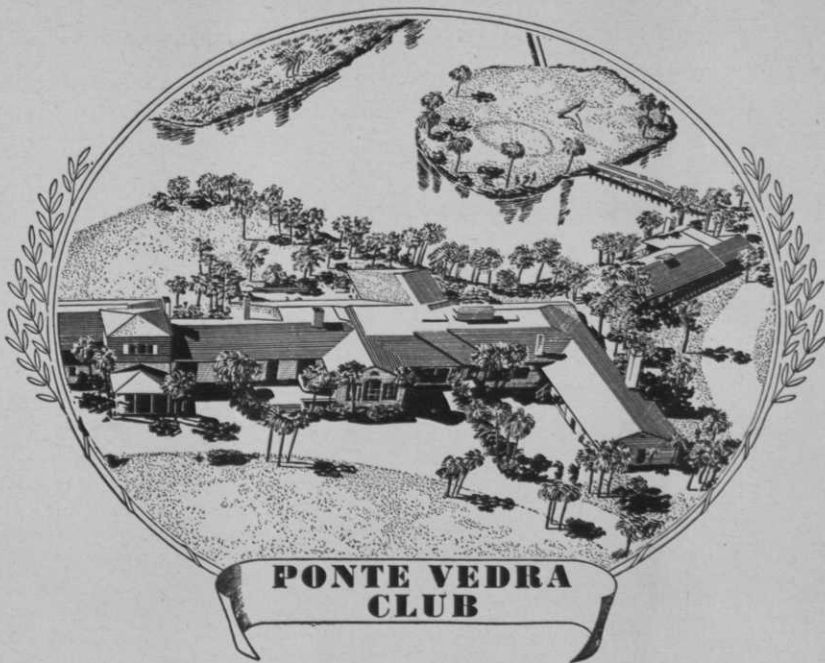
Hazards are frequently constructed on golf courses with the sole object of further punishing poor shots. This is in defiance of a cardinal principal of golf architecture, which sets forth the proposition that features which affect a well hit shot have a greater bearing on play than those which merely punish errors.

Poor shots punish themselves by loss of distance, by unfavorable position for the next stroke, or by difficult lie. That feature which demands calculation of slope, trajectory, carry, placement and personal ability, and which, properly negotiated, gives due reward is of positive value strategically and mechanically.

Moreover, elements introduced to influence the play of low handicap performers usually do not increase the duffer's woes, as they are out of his reach and away from his safe and simple route.

—William B. Langford

JACK CAMPBELL RETIRES — Jack Campbell who came from Troon in 1910 to join one of his clan at the Country Club of Brookline, Mass., and later went to the Philadelphia district, has retired as pro of Old York Road CC, where he has served since 1910. Jack's salary at the club continues. E. F. Quitner, pres., Philadelphia GA and Old York Road green-chmn., says, "Jack has done more to make Old York Road a fine country club than any other person. He's now an honorary member of the club. Jack developed many star amateurs, men and women, among them Mrs. G. Henry Stetson, women's national champion in 1926. In his earlier days he was a fine player. He was fifth in the 1903 National Open and won the Philadelphia Open from a great field that same year."



Midway between Jacksonville and historic St. Augustine is the unique and beautiful Ponte Vedra Club. Combining excellent golf facilities with swimming and tennis, the club provides its members with attractive living quarters either in the Inn or at the nearby Patio Guest Cottages on the beach.

Admiral McFall, Vice President of the Club, writes that Worthington Mowing Equipment is responsible for their beautifully kept lawns, fairways and greens. Since 1933, when they purchased their Worthington Green Mowers, the Club has added Worthington Tractor and Sickle Bar Mowers and "Grass-Blitzer" Fairway and Rough Mowers to their maintenance line.

For full information about how Worthington Mowers can solve your grass-cutting problems, call your nearest dealer or write direct to Stroudsburg.

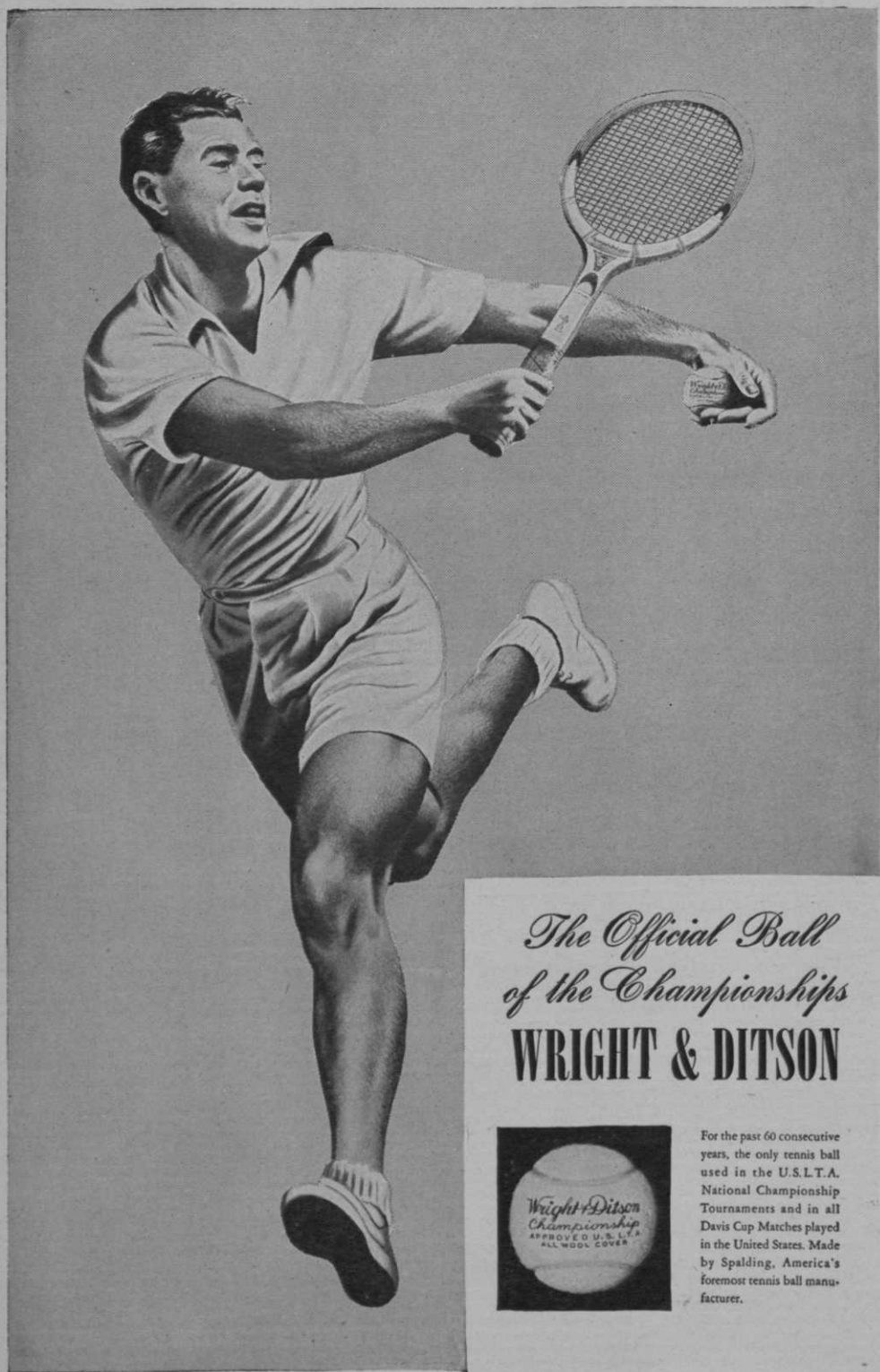
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