

pattern of golf instruction, according to statements of many club officials and representative members who've been queried by Golfdom.

That change is that of outlining first to the adult pupil what the pro expects to teach him.

Most pupils come to the pro believing that the immediate objective of the pro is that of teaching the student to score better. But what the pro has in his mind is teaching the pupil to hit the ball with reasonable uniformity.

Pro and Pupil Difference

There is considerable difference between what the pupil believes he is being taught and what the pro believes he is teaching. That difference, in the opinion of most of the amateur golfers queried, accounts for the one statement of pupils that has been most damaging testimony concerning pro instruction. The statement is the oft-heard one of the pupil saying he scored worse after taking lessons than before.

What the pro had been trying to do was to establish a swing habit that would increase the pupil's chances of hitting the ball squarely. Such a habit is not established quickly when bad habits first must be eliminated. The alteration naturally would upset the pupil temporarily.

However, the average pupil lacking an explanation and warning of the usual early aftermath of a golf lesson, thinks the lesson has done harm to his scoring hopes rather than benefitting them.

Several amateurs who've had lessons from many pros suggested that golf instruction of adults might be made more effective if the pro could devote the first lesson or two to a sort of a classroom session with the pupil in which the simplest fundamentals of golf swing theory

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Both the gentlemen are correct. Gauztex (*the gauze bandage that sticks to itself*) forms a perfect grip in wet weather or for sweaty hands. Used as a bandage, Gauztex protects tender fingers or hands against blisters.

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Your customers will want Gauztex, so keep a Sports Dozen or two in your shop. A bright, two-color display carton sells the individual packages for you — your regular wholesaler can supply you.

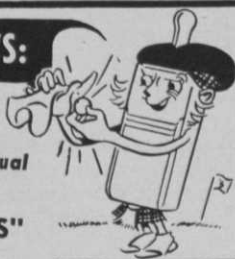
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and mechanics were explained and discussed.

The adult pupil of the pro is accustomed to understanding what he is expected to do and why, before receiving instructions to do it, when he is being tutored in anything else but golf. In golf he goes into his lesson tee session trying to work from his confused and clumsy self down to the ball.

The pupil seldom realizes that theoretically the club is an extension of the hands or considers the reasons why clubs are designed and made as they are.

Printed golf lesson outlines for preliminary information and discussion have been proposed by amateur golfers experienced in teaching university, business and trade students. Such material would give the golf pupil a sound basis for understanding and absorbing tee instruction when the time for that is reached, in due course. Such, at any rate, is the belief of those who propose this method. They maintain that the great majority of the adult golf pupils are accustomed to having reading study coordinated with instruction by teachers, hence would respond more to golf instruction along this line. By this method each pro could supply his own printed or mimeographed material or use such material as the PGA instruction committee might prepare.

Tradition Retards Teaching

But how long it might take to accustom the golfers to this method, after the policy of rushing them out to the tee for the first lesson, is hard to say. It might click soon and it might flop. Probably it would depend on the pro himself, more than on the pupils.

The idea of charging a set seasonal fee to all members for instruction as needed has been used at a few clubs. Theoretically it looks good; practically, it has not worked out any too well, mainly because of the difficulty the pro has in providing the time demanded by the pupils.

In that respect golf instruction is bound by tradition. The traditional lesson time is a half hour. Experts in teaching the manual arts to school and shop students say that 15 minute tee instruction sessions often are as long as most adult golf students can effectively absorb.

What a survey of the status of golf instruction does indicate quite definitely is that in study of details of the swing the pros are far ahead of their study of the basic platform of golf instruction. Study of the golf pupil as a human has not been kept up to the study of the golf swing.

There are great changes coming in golf instruction that will balance progress in analysis of the swing with progress in applying the findings to the temperament and physique of the average American citizen. Those changes will mean increased income for competent pros and improved results for the golfing public.

Faces Help Hawkins Sell

(Continued from Page 23)

other courses in that section of Florida combined. Beyond any doubt his pro shop is a reason why the play at the Pasadena course is heavy. It may surprise a lot of pros to hear that a pro shop is an attraction for play at a course, but you talk to a bunch of pros who know what the score is in Florida Golf, and they'll tell you that the Hawkins shop is a business-getter for the course.

Shops Draw Business

This instance is not the first one of Hawkins demonstrating that a pro shop can—and should be—a powerful factor in drawing players to a course. Ulmer did the same thing in jobs preceding his Pasadena location. When he was at Bower Park, Dubsdred, the Hutcheson club at Lakeland and at Lakewood in St. Petersburg, he pepped up pro shops.

Ulmer has made the most of his years looking around with studious eyes at pro shops. He is no kid, this Hawkins, although he is one of the liveliest, most progressive fellows in pro merchandising. He was in the Marines during World War I and was a casualty in that conflict. He was one of the oldest infantrymen to be hauled into World War 2.

After his infantry training he was transferred to AATAC at Orlando as golf pro. When he got out of the army he worked at Miami Springs, West Flagler and Indian Creek at assistant job, getting back into stride.

Hawkins naturally takes a lot of pride in his shop at Pasadena but the pay-off is not in pride, but in volume of business and profits. Many pros from the north are astonished at seeing what business has been produced by this notable shop and say that it's going to be an influence in brightening up and drastically modernizing shops of every thoughtful and vigorous pro businessman who sees it.

New Fields for Pros

(Continued from Page 56)

much of golf's attention to the big people that there could be developing a danger of forgetting that golf is the most popular participating sport and participation means that the little man's needs must be considered primarily.

Both in the United States and Britain the little golfer is receptive to guidance by the big names in golf and while this attitude prevails the golfing stars could capitalize on it for their own good and the good of the game. The instruction films

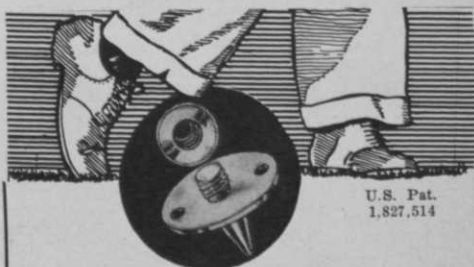
and books are easy ways for the stars to get to the public, but the approach must be more intimate.

The lecture and demonstration tours are going to come. The radio and phonograph records are going to be planned to make more effective use of the ear as a medium of golf instruction, with an opportunity of practicing while listening.

The pro who now may think his high standing as a public character depends solely on his tournament performances, is going to have a future in which his public contacts and earning possibilities are greatly increased, both in this country and here and abroad.

DDT Ends Player Bother by Black Flies

"In the Upper Peninsula of Michigan, Ray Hutson reports that golf players were protected from the black fly *Simulium Vennustum* through the application of dusts containing 1 per cent of DDT. The material was applied with a hand dust gun to greens and tees at the rate of about 15 pounds per acre. Bushes and shrubs were also dusted liberally. The premises were kept practically free from flies for approximately a week."—USDA



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Wheaties Given as Hole-in-One Prize

General Mills, Inc., Minneapolis, Minn., has announced the Wheaties Hole-in-One club through pros and club officials. Those who make an ace on any regulation golf course get a case of Wheaties free upon sending to General Mills a copy of the scorecard containing the hole-in-one record, attested by the pro or another official of the club at whose course the ace was made. The ace-maker also receives a "diploma" and a golf book by Sarazen or Berg. The attesting pro also is sent Wheaties and an amusing shop display sign recording the ace feat on the course. General Mills, having pushed Wheaties to tremendous sales on the "breakfast food of champions" note, is closer to sports trends than any other general advertiser. The company's action in being the first big advertiser to renew hole-in-one prize awards is evidence that it is certain of a golf boom. General Mills' interest in golf has been developed during the past few years by its increased business with golf clubs for its food products.

BEA'S GOT A BOOK—Bea Gottlieb has been scoring with her new book "What Is This Funny Thing Called Swing," an instruction job that has received enthusiastic endorsement of numerous highly rated pro instructors. Bea's book is based on a version of the Ernest Jones swing plan by means of which many excellent golfers were developed. The book is a small one with the theory and practice clear and simplified. Some pros are using it as a textbook in connection with their lesson tee instruction. Considerable sales of the book have been made at pro shops as well as at book and magazine stores. Copies of the book may be obtained direct, at 50 cents a copy, from Miss Gottlieb, P.O. Box 218, Park Ridge, Ill.

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ESTABLISHED 1920

William J. McNulty Now VP, MacGregor Golf, Inc.

Directors of MacGregor Golf, Inc., have named William J. McNulty, VP of the company. Henry P. Cowen, MacGregor Golf, pres., advises that McNulty also will continue as MacGregor General Merchandise Mgr. McNulty started in golf as a caddy, progressed through various phases of the athletic goods business including apprenticeship in a pro shop, employment in a branch office of the predecessor company to MacGregor Golf, Inc., connections in several large general merchandise firms, and lately, his MacGregor position. He has had a total of 28 years experience in golf, sportswear, and general sports equipment. Mac is well known in golfing circles in practically every section of the country.



Wm. McNulty

Darrell Wilson, out of army, selected as pro at Springfield, Mo., new many course . . . Viscountess Astor new pres., English Women's Golfing Union . . . Jack Geals is new pro at Ticonderoga (N.Y.) CC . . . Jimmy Dolan, Hillcrest CC, Worcester, Mass., is coaching local high school golf team . . . Detroit, Mich., pros are demonstrating at each other's clubs in "Meet Your Pro" sessions . . . It's a great golf promotion idea and draws hundreds of golfers.

NEW GOLF RULEBOOK—New edition of Rules of Golf, dated April, 1946, has been issued by United States Golf Assn., 73 E. 57th St., New York 22. Copies of the book are 10 cents each, including postage.

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Small Clubhouse Design

(Continued from Page 36)

a natural way, easily accessible. For instance, one should be able to reach the toilet rooms without wandering through locker rooms, and showers should be directly connected to the locker rooms.

As for the design and construction of the building itself, the tendency nowadays is toward simplicity and functionalism. Where the clubhouse is essentially for summer use only, it may be built accordingly. A building that is somewhat spread out presents an attractive and open feeling and is also more adaptable for additions. A building should be so designed that any part of it, such as locker rooms and dining rooms may be enlarged with a minimum expenditure.

In designing a larger golf club, the problems remain essentially the same as those of the small club, the main difference being that a fully equipped kitchen, a separate dining room and men's and women's lounges may be provided. The dining room and main lounge should be so correlated that they may serve as one very large room.

The clubhouse should be designed primarily for the enjoyment of golf which is an outdoor summer game, yet with an eye to its utility and convenience for winter sports. Freedom of plan with light, airy areas is essential. A convenient, economically operated plan which can be enlarged without too much expense, will not be outmoded.

For more Beautiful
GREENS and FAIRWAYS

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Super-Refined
LAWN SEED

Special Mixtures made
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RUBBER DOTS RETURN

O. A. Savaria (left), head of Spalding's golf ball dept., and Charles F. Robbins, company's pres., look over first of postwar rubber Spalding pro-only Dots.

HAGEN AUGMENTS "PRO-ONLY" SALES STAFF

Walter Hagen Golf, division of Wilson Sporting Goods Co., announces the addition of five new salesmen to their regular sales force representing Hagen's exclusive pro line.

John Barnum, crack amateur golfer and recently discharged from the Navy as a Chief Petty Officer after action in both theaters of war, will cover Illinois pros. Joe Dragone, an experienced salesman

**PROS—HELP YOUR MEMBERS
IMPROVE THEIR GAME**

"GRIP-RITE" SHU-SPIKES

Quickly, easily inserted by hand.
Prevent slipping—improve stance.

NORTH & PFEIFFER MFG. CO., Providence, R. I.

GRIP-RITE
REG. U. S. PAT. OFF.
Removable
SHU-SPIKES

8 sizes—Flat or pointed studs.



FIVE RECENT ADDITIONS TO HAGEN'S PRO-ONLY SALES STAFF
 Left to right: Bill Townsend, Bob Sichterman, Joe Dragoon, Jim Wells and John Barnum.

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quickest to put on or take off. Increase tractor efficiency and cultivate turf that's why more than half the U.S. and Canadian clubs use them. Durable and low priced.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

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well known in golf circles, will cover Michigan and Indiana pros. Bill Townsend, who will contact the pros in Wisconsin, Minnesota and Iowa, got in some golf on famous courses in Scotland and Belgium between 22 combat missions he piloted with the U. S. Army Air Forces in Europe.

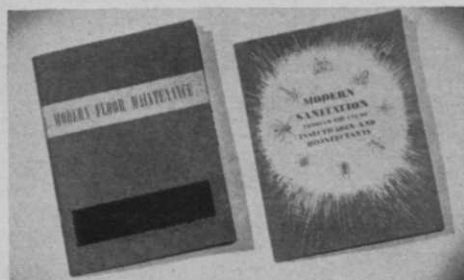
Jim Wells, a former Sergeant and veteran of 4 years with service in many Pacific engagements, will be stationed in the sales dept. at Hagen's main Grand Rapids offices. Bob Sichterman, a former Staff Sergeant who saw plenty of service in the Pacific theater, will give Ohio, Kentucky and W. Virginia pros his attention.



The alligator carcass Golf Pax in which Byron Nelson carries his weapons was a Christmas present from Cloyd Haas, head of the umbrella company Byron represents. Cloyd got the hides and had Rad Thompson, pres., Tufhorse Co., make the bag. It's to the Pax design that has individual compartments for the clubs. MacGregor Golf, Inc. of whose staff Nelson is a member, is exclusive representative of the Tufhorse bag line.

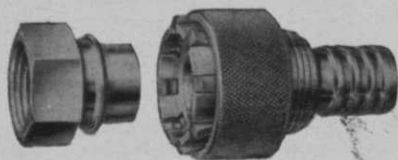
CCC Products Aid Maintenance

Columbia Chemical Co., 11 S. LaSalle St., Chicago 3, Ill., are distributing two new catalogs of special interest to club managers and greenkeepers. Both catalogs are of unique practical arrangement in that they not only clearly describe each product but tell where to use it and how to use it for most effective results.



The CCC catalog "Modern Sanitation" covers insecticides for the control of flies, mosquitoes, ants, roaches, moths, gnats, etc., and sanitary items for lavatories, refrigerators, floors, etc. This catalog also describes and explains the use of CCC's 14% Butyl Ester, 2,4-D Weed killer. CCC's "Modern Floor Maintenance" catalog is a reference book of floor finishes, treatments and maintenance products. Like its companion catalog it is edited to serve as practical guidance in handling the problems of properly preparing new under-foot surfaces, reconditioning old surfaces and maintaining all floors. Both catalogs are available to golf clubs upon request.

E. B. WIGGINS OIL TOOL CO., INC., 3424 E. Olympic Blvd., Los Angeles, 23, Cal. has aluminum snap action water hose coupling developed from the couplings it made for the Navy and Air Forces. The



Wiggins coupling is made by a quick pull followed by an upward snap on a knurled ring. Another pull disconnects the coupling. It is claimed to be practically leak-proof. Makers will furnish further details on request.

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Get more out of your game with
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LESSON REMINDER

Spalding's new pro shop poster suggests that the player make use of the pro's expert analysis.

New Walking Sprinkler Cuts Upkeep Costs

TRAV-EL-AWN, a sprinkler that w-a-l-k-s, recently was put through a convincing demonstration of its advanced con-



struction and performance features before a group of Chicago district turf management experts. The new sprinkler, a post-war development in irrigation engineering, is manufactured by the Stansen Corp., 510 N. Dearborn St., Chicago 10, Ill., and is available for current delivery. Trav-

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The Greens are the Foundation of All Successful Golf Courses

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Check off your Supply & Equipment Needs. Tear out and mail this sheet to *Golfdom, 407 S. Dearborn St., Chicago 5, Ill.* You'll get prices, literature and delivery information direct from the sources of supply.

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Forks, Tubular Tine
Fungicides
Golf Course Const'n Engineers
Harrows—(spring tooth)
Hole cutters
Hose, 3/4" 1"
Insecticides
Mole and gopher poisons
Mowers: putting green
 whirlwind tee
 fairway rough hand
Mower grinders
Pipe, water
Playground equipment
Pumps (gals. per minute?.....)
Putting cups
Scythes (motor driven)
Seed: fairway green

Seed treatments
Seeders
Sod cutter
Soil screeners Soil shredders
Soil testers
Sprayers: power hand
Spikers: greens fairway
Sprinklers: f'way green
Swimming pool architects
 equipment filtration
 purify. chemicals paint
Tennis court surface material
Tractors
Tractor tires
Tractor wheel spuds
Water systems, fairway
Weed burners
Weed chemicals



Pro Shop

Bags: canvas leather
Bag carts, for players
Bag racks
Bag stands
Balls Driving range
Ball markers Painting kit
Bandages, adhesive
Braces for canvas bags

Buffing motors
Caddie badges uniforms
Calks, for shoes
Caps and hats
Clubs: Woods Irons
Club head covers
Club repair supplies
Dressing for grips bags
Golf gloves
Golf shoes
Grip Renovating Tool
Handicap racks cards

Motion picture cameras
Portable motor tool
Practice driving nets
Practice Driving Device
Preserver for leather
Score cards
Sportswear: Shirts
 Slacks Rain jackets
 Windbreakers Socks
Tees
Tennis nets
Trophies



Club House

Adding machines
Air conditioning equip.
Athletes foot preventives
Ath. foot prophylactic bath
Bath slippers
Cash registers
China
Disinfectants
Fire protection equipment
Floor coverings
Furniture

Kitchen equipment:
Broilers
Coffee makers
Dish washers
Dishwashing compounds
Frozen food storage
Ice cube machines
Ovens Food warmers
Ranges
Refrigerators
Slicing machines
Toasters
Vegetable peelers

Glassware
Heaters: club house
 hot water
Linens, dining room
Lockers
Runners for aisles Rugs
Showers Shower mixers
Shower clogs Shower mats
Silverware
Step treads
Toilet seat covers (paper)
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Uniforms

Send information
to: Name

Club
Title

Club Address

Town Zone (.....) State

El-Awn straddles the hose line and walks along it as it delivers its uniform water coverage up to a diameter of 60 ft. It is propelled by a simply designed but powerful hydro-jet motor embracing but four moving parts. Normal water pressure is sufficient to walk it along the hose line which feeds it, at a rate of 20 ft. to 30 ft. per hour. A range of waterfall, from mist to heavy shower, is made possible by easy adjustment of its special nozzles. A tripper, set under the hose, automatically shuts off the water and stops the Travel-Awn at any predetermined point. A simple adjustment provides for stationary sprinkling when desired. Literature and further details upon request from the manufacturer.

New 3-Piece Rainsuit

The new PRO-JAK Rainsuit, designed by Whitewater — "The House of Featherweight Rainwear," meets golf's long-felt need of really water-proof rainwear that slips easily over regular clothing and permits freedom of action. Made from plastic material, it is completely water-proof, is semi-transparent and available in clear, brown, black or beige. The new 3-piece PRO-JAK Rainsuit (coat, trousers and hat) is ventilated and will not stick together when folded and packed into the golf bag, doesn't crack or peel and is not affected by heat or cold.



Francis Gallett shows easy freedom of Pro-Jak rainsuit.

Its hip-length jacket has a Talon slide fastener front closing, roomy slash pockets and adjustable wrist straps. The wide, roomy trousers have elastic front and back, snugly fitting waist, with side adjustments and adjustable ankle straps. Four sizes are available—small, medium, large and extra-large. The new Whitewater PRO-JAK Suit is priced to retail for about \$15.00 for the complete ensemble, or the pieces may be sold individually.

Francis Gallett, pro at Milwaukee's Blue Mound CC, shown modeling the PRO-JAK, says "This 3-piece Rainsuit is so lightweight you don't know you have it on. Doesn't cling to your clothes, bind in any place, or interfere with any golf swing."

PRO-JAK Rainsuits are available for delivery about June or July.

Kaddie Kart New Model

J. F. Chamberlin, pres., Golf Cart Supply Co., 1466 W. Madison St., Chicago 7, Ill. makers of the Kaddie Kart, reports a new automatic collapsible Kart is ready for the market.

"The first collapsible Kaddie Kart," says Chamberlin, "was developed and patented in 1940 but the sale was never pushed because of the war. Experience has shown many new principles that a perfect collapsible Kart should have. This new Kart has been in the process of engineering development for several years and thousands of dollars have been spent," Chamberlin adds that the new collapsible Kaddie Kart can be opened and closed quickly and needs no pushing of the wheels or turning of knobs or wing nuts. It is entirely automatic in action; press button, drop handle and it's folded up. Press button and lift up and it's ready for action.



The new Kart is practically an all-aluminum model. It combines strength with lightness and folds up compactly. It stands by itself with or without bag closed or open. Among the features is the shock absorbent body. The Kart is sturdily made. Where accidents occur, repairs can easily be made. This is the first of a series of new items to be placed on the market by the Kaddie Kart pioneers.



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FOR ALL OCCASIONS

Ladies' Nights, Conventions, Holidays, Picnics, etc. Full evenings of sparkling laughter-packed originality. Everything furnished. Success absolutely guaranteed. Shipped anywhere, very low cost. Thousands of Clubs say "Smash hit—best ever." Write for Book of Programs, references and guarantee.

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Selective WEED KILLERS

LAWN SINOX for the control of clover and weeds in bent greens, and crab grass in blue grass without discoloration.

WEEDONE for the control of Dandelion, Plantain and Buckhorn in blue Grass areas; little discoloration. Weedone is the new 2,4-D Weed Killer.

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