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*"Rich Man, Poor Man..."
every real golfer prefers it*

THE STICK'S THE PRICE
THAT MAKES IT BALANCE

Full Size—
Holds 15 Clubs

**Lightweight
BALANCED
GOLF BAG**

Yes, you'll see the real golfers,
on private and public courses alike, carrying a lightweight Balanced Golf Bag. They all prefer it because it's full-size and yet so light, so perfectly balanced for easy carrying... it never sags, never spills clubs. Now available with all-purpose hood!

AT YOUR CLUB OR STORE

Standard Model \$600
with hood \$700

BALANCED GOLF BAG, INC.
North & Noble, Chicago 22, Ill.

U. S. Patent No. 2364223

Lightweight Balanced Golf Bag's national advertising campaign for the 1947 season is bigger and better than ever! More than 41 million ads are appearing in *Saturday Evening Post*, *Collier's* and *Holiday*—and each one tells millions of golfers the sensational Balanced Golf Bag story. And what a story—the only lightweight bag that is full size and *balanced*

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Order a supply from your jobber or distributor now.



Retail Price
**STANDARD
MODEL**
\$600

with hood, \$700

• Finest quality duck.
Sun-tan or white—
trimmed in olive green.



BALANCED GOLF BAG, INC., North and Noble Streets, Chicago 22, Ill.



View from porch terrace, Farmington CC, Charlottesville, Va.

Balance in Club Officials Keeps Club on Even Keel

By **JAMES E. THOMAS**

Supt., Farmington (Va.) Country club

This is an actual story of a golf and country club that could not stand medium prosperity and forsook conservative management, trying to keep up with the Jones' who lived next door. Today the organization does not exist.

In the twenties, this writer accepted the position of professional and greenkeeper with a southwestern golf and country club. At the time the club had 400 active members. It was financially sound, met all its obligations promptly with club spirit and activity was at a high pitch.

The above sound condition was brought about by a balance of two extremes working against each other. The president was a former chairman of the membership committee and in that post had done an excellent job. By profession he was a life insurance salesman and well skilled in the art of promotion. On the opposite side of the fence was a hard shelled banker who knew the value of a dollar. He was the club secretary and treasurer who would not permit the spending of any money unless there was cash in the treasury to meet the debt.

These two men were the power behind the throne and as such made a combination that could not be surpassed. No bank check was valid unless it carried both signatures. The salesman was full of high pressure ideas and enthusiasm, however the conservative banker always managed to hold him in check. This guardian of the funds was not penny wise nor pound foolish, or a mossback, he was just a sound business man who would not bite off more than he could chew. With this team working together in close harmony, the club was successful and flourished.

Also in this picture was another salesman. His line was lumber. He was very cocky, had ideas of his own and was very biased in his own opinions. This man had also served on the membership committee and later was chairman of the entertainment group. In the last mentioned post he was very active and ambitious. It was his goal to paint, decorate and refurbish the clubhouse. Such a project and undertaking was out of the question and to do so would only invite financial problems.

Our president, the insurance man, finally

First Flight GOLF CLUBS



UNCONDITIONALLY
GUARANTEED
FOR ONE FULL YEAR

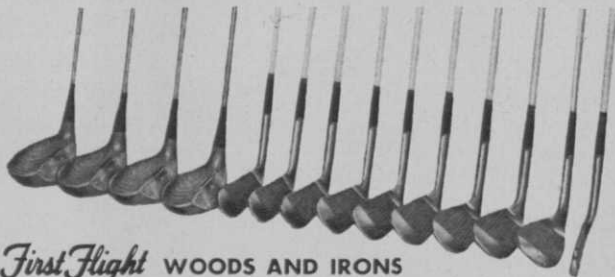
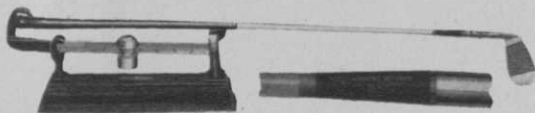
**ELECTRONICALLY
LAMINATED WOODS**
• THE STRENGTH OF STEEL
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**REGISTERED
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FIRST FLIGHT clubs are sold only through the pro because we believe that the pro is the only one qualified to prescribe the correct specifications.

FIRST FLIGHT clubs are made in more than 100 sizes and weights to the specifications prescribed. This increases costs slightly but makes it possible for us to guarantee that FIRST FLIGHT clubs, when properly fitted by your pro, will improve your game.

It is a known fact that in golf clubs, as in shoes, unless you get a perfect fit, your money is thrown away.



SOLD ONLY BY THE PRO

First Flight WOODS AND IRONS

Woods,* retail \$18.50 Irons,* retail \$10.50

with True Temper Dynamic Shafts

PROFESSIONAL GOLF COMPANY OF AMERICA, Inc.
CHATTANOOGA, TENNESSEE

left for other fields; the lumberman was his successor in office. The banker was re-elected to his old job and was still able to hold all unwise spending in check. However, this slight change of administration was the start of the doom that lay ahead, the house soon became divided. The two men were continually at loggerheads over what should be done and how money should be spent. The treasurer stood his ground and would sign no checks unless there was funds on hand to cover the obligation.

Springing the Leak

One day the man of finance left for a vacation of several weeks and during his absence things began to happen. The promoter was left with the situation in his own hands and lost no time in putting into effect all of the improvements that he thought were needed for the good of the place. The clubhouse was renovated from front to back at quite an expense. After the work was completed and paid for the club treasury was depleted. The ship had sprung the leak that was later going to cause it to sink.

The zealous official still had other plans to be put in effect. The largest club in the city was operated on the general manager plan, it was one of the oldest organizations in the State and was composed of very wealthy men who could pay a top price for whatever they sought. However, our prexy was trying to keep up appearances with his wealthy neighbor, so he made the club steward—general manager—a man who was a very efficient dining room operator, but his knowledge and qualifications did not fit him for the supervision of the entire

plant. The mistakes he made in learning how, were costly to all concerned and helped to hasten the final collapse.

The depression came on top of all this for a final finishing touch. We started to lose members and all sorts of methods were tried to forestall disaster, which was all of no avail. A membership amounted to no more than the paying of dues with no equity value behind it. This greatly cheapened services and drove old-substantial standbys elsewhere. One of the departing members was our watchdog of the treasury, the banker.

This yarn teaches a very valuable lesson in club management. First, never obligate your club for any unnecessary purchases or improvements without knowing definitely how payments are to be made. Choose a middle-of-the-road group when electing a board of governors, and follow this through in the selecting of committees, as an example; equally divide and balance conservatives and egotists, they will hold each other in check and tend to prevent extremes from going too far in the wrong direction. Last but not least, never cheapen the value of a membership, keep the original cost behind it at all times. Increase its worth, never sell the club short at a discount, no matter how hard the going becomes.

Under such conditions old loyal members will never lose interest and forget the sentiments that are attached and are a part of an old familiar haunt. They will always find ways and means to keep things going. Transients who are here today and gone tomorrow have no such binding ties.

INGENIOUS DEVICE SPEEDS SEEDING AT PINEHURST



Frank Maples, supt. at Pinehurst, N.C., contrived this device to seed Pinehurst's famed 3 courses with their winter fairways of rye. Lime spreaders, 15 ft. apart, and controlled from tractor, enable 2 men—one driving tractor and the other controlling distribution of seed—to do job formerly requiring 15 workers. A tooth from a hayrake, attached to outside wheel of seeder, marks limit of seeding. Fairways are spiked after seeding, then chain-dragged.

4,077,581 READERS

OF THESE IMPORTANT NATIONAL
MAGAZINES ARE BEING TOLD ABOUT

POWER-BILT CLUBS

AND THAT THEY'RE EXCLUSIVELY

PRO SOLD!

The Power-Bilt line for 1947 offers you not only the finest golf clubs in Power-Bilt history . . . it gives you the kind of sales promotion and advertising good merchandise deserves. To help you get more prospects . . . make more sales . . . H & B is aiming Power-Bilt advertising at more than 4 million prospective golfers. Here are the magazines carrying Power-Bilt copy this Spring!



Hillerich & Bradsby Co., Inc., Louisville, Kentucky
ALSO MAKERS OF LOUISVILLE SLUGGER BASEBALL AND SOFTBALL BATS



Made for Professionals by a Professional

What professionals want in golf equipment is, quite reasonably, best understood by a fellow professional whose knowledge is the result of many extensive years of experience. Hagen Golf Clubs embody the essence of that knowledge, plus the fine skill of Hagen craftsmen. They are made for those who demand the finest...in design and in performance. Hagen Strata-Bloc Woods are not affected by changes in humidity or temperature. Hagen Irons are tri-balanced for distance, direction and "feel."

WALTER HAGEN GOLF

Grand Rapids 2, Michigan

Div. Wilson Sporting Goods Co.



Nationally advertised in FORTUNE magazine.



If it's Hagen Made it's sold through pro shops only

Hi-Ball

NEW RANGE GAME CLICKS IN CALIFORNIA

A new driving range game embodying three essentials of sports popularity, skill, scoring, and competition, has met with outstanding success down in Orange County, Calif. Named Hi-Ball Golf by its inventor, Ray Bales, the new game has grossed \$3000 per month since its opening last June. Its location is a two-highway intersection one mile from the city limits of Santa Ana, a town of 15,000.

The patented Hi-Ball game involves the use of every club in the bag except the putter. It provides for the player a zestful, competitive sport that measures his golfing skill while approaching the actual conditions of regular course play.

Hi-Ball tournaments have already been held and they drew some well known golfers. A club membership deal has been arranged and is selling fast. More Hi-Ball fairways will be built soon.

The Hi-Ball fairway looks like any other driving range with the addition of an immense walled grid super-imposed on its broad fairway. The lighting system is an innovation.

Scoring in Hi-Ball is based on the player's ability to hit his ball into the correct one of 24 marked fairway grid squares of varying sizes. The grid walls, called barriers, are of differing heights so that the nine lateral barriers, 25 yards apart, appear to rise in stairway fashion away from the

tee. The nearest barrier is 42 yards from the tee, 165 ft. in length, and 19 in. in height. The farthest barrier is 225 yards from the tee, 338 ft. long, and 11 ft., 9 in. high.

Four walls radiate from the first barrier out to the last, intersect the lateral barriers, and form three wide "alleys," one "fairway" and two "roughs," visible from the tee. Distances from the tee marked on each grid square are padded about 11% to compensate for the lack of ball roll.

In front of the first barrier are three "greens" or "Birdie Targets," 6 yards in diameter and 35 yards from the tee.

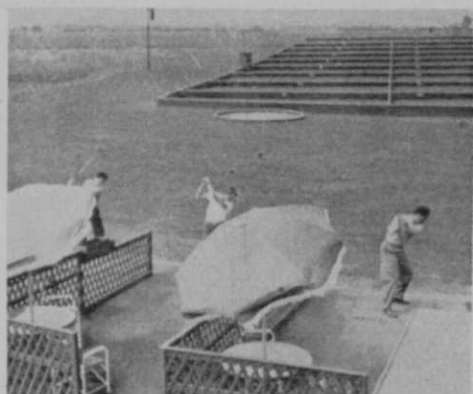
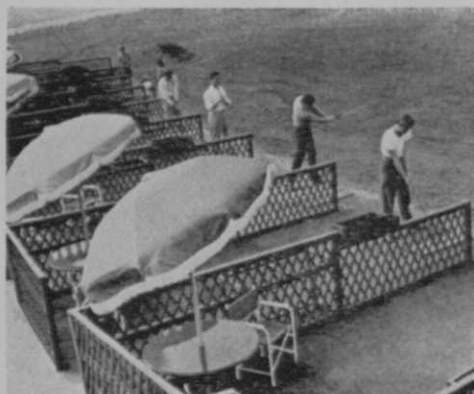
The Hi-Ball card is like any golf course card. Distance for each of the eighteen "holes" is given in multiples of 25 yards. The "course" is 6025 yards with a par of 71. Every player hits the same number of balls during the Hi-Ball game. Shots for the grids are called Fairway Balls and are the equivalent of those needed to reach the green in conventional golf. Penalties are chalked up for missing the exact grid square called for by the yardage of the "hole."

Shots for "Birdie Targets" are equivalent to those ordinarily played to the green. Total Fairway Balls, Birdie Balls, and penalties is total score of a "hole."

Cards from any club may be used as the basis for a game of Hi-Ball merely by playing the distance of each hole to the nearest 25 yard multiple. Bales says that experience has shown that a player shooting his own club card on the Hi-Ball fairway will invariably be within 2 or 3 points of his regular handicap score.

As accurate scoring at night depends upon the player being able to see the exact grid into which his ball plunged, regardless of distance, much more ball illumination is

(Continued on page 111)

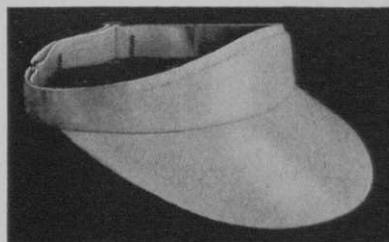


Tee compartments are attractive, comfortable, neat at the Hi-Ball range. Compartments on the range which provide scoring targets shown in view on right.

Congo SUNHATS

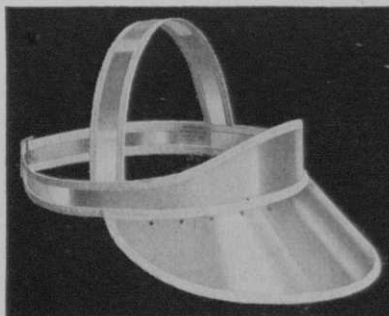
VISORS and CAPS

"Why Under The Sun Don't You Wear One?"



WIMBLEDON --- No. 475

Made of white twill with padded forehead shield and green underlining on visor. Adjustable back assures a perfect fit. The ideal tennis visor for both men and women, also practical for badminton, golf and other sports.



ACE --- No. 675

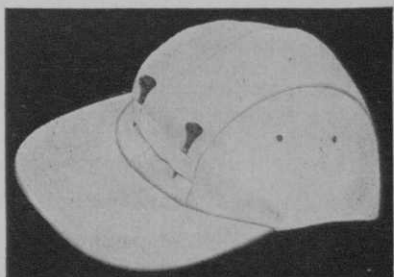
A one-strap visor... in a standard style worn year after year by countless thousands. All transparent green with solid white edging. Ventilating air holes in upper portion of eyeshade. Light, airy... suitable for work or sports wear. Size adjustment for all head sizes.

*Write for Complete
Information and Name
of Nearest Jobber*



CONGO --- No. 2325

The most popular sunhat in America... the famous "Congo". Cool, light, comfortable, inexpensive. Made of fine white duck material with eyelet ventilators, crown band, multi-stitched brim and transparent green eyeshade. Small, medium, large and extra large sizes.



PADDOCK --- No. 410

A smartly tailored cap in fine quality twill. Styled with a long, sturdy, water-resistant visor, a utility strap across front, and an absorbent sweat band. Popular for all sports and outdoor activities. Small, medium, large and extra large sizes.



FOREST HILLS --- No. 405

A top favorite for all sports... made of white twill, equipped with felt sweat band, visor underlined with green material to shade eyes and dispel reflections. Worn by both men and women. Small, medium, large and extra large sizes.

THE BREARLEY CO., ROCKFORD, ILL.

Headquarters for Sunshine Headwear

Dunedin Clinic Probes Pro Teaching Problems

By WILLIE OGG

Pro-Supt., Albany (N.Y.) Country Club

Development of the clinic idea was given impetus in pro golf at the Dunedin (Fla.) PGA National course recently when a group of representative professionals informally held what might have been called a clinic about clinics.

The dictionary definition of "clinic" is "A medical institution in which a group of physicians jointly examine and treat patients; also the examination and treatment of patients in the presence of medical students." The group of golf physicians jointly examined and treated, first of all, themselves as patients, in an effort to determine the most effective methods they had employed in golf instruction.

It was especially impressive to me to see how calmly and open-mindedly the professionals discussed their methods in an effort to scientifically analyze their own and others' methods of instruction. Many of us can recall when such discussions inevitably would lead to clashes of personalities and the broad picture of professional investigation would be clouded. Now we seem to be progressing toward an attitude of dispassionate and incisive investigation and away from a set determination to defend each and every method of swing diagnosis and instruction that we individually use.

This genuine professional attitude is along the lines I recall as having been described to professionals by Dr. Robert Dyer of Chicago at a national PGA meet-

ing some years ago. Dr. Dyer emphasized that because the doctor's job is based on a knowledge of the nature of illnesses and injuries the study of ailing people is paramount. We certainly should realize that. Our pupils come to us because they have golf swing maladies. And golf instruction itself is not as healthy and as effective as it should be.

In the Dunedin session none of us assumed the role of teacher. We exchanged and discussed experiences trying to determine at least a few details that could be favorably considered for adoption as standard practice.

In a few instances we were able to reach unanimous opinion.

It was agreed that best results invariably were obtained by having the pupil concentrate on the right thing to do instead of letting him continue to be conscious he was trying to overcome an aggravating defect. Build-up of a positive and confident psychological condition was discussed from the mental and physical conditions of the pupil.

Correct diagnosis of the causes of the faults as the most important and baffling problems of instruction was, without exception, considered the test of the teacher's ability. Along with that, of course, was ability to prescribe the correct and simplest possible treatment.

(Continued on page 88)

In this informal setting pros at PGA National course, Dunedin, Fla., held their instruction clinic. Among those participating were John Watson, Roy McLoughlin, Ray McAuliffe, Joe Donato, George McLean, Charlie McKenna, George Hall, Bill Graham, Bill Gordon, Alex Ayton, Louis Adesso, Alex Ogilvie, Alex Greer, Floyd March, Walter Bourne, Johnnie Manion, Willie Ogg, Bob Campbell, Bill March, Irving Schloss, Dave Elphick, Mel Shorey, Frank Strazza, and Major Hesson.

