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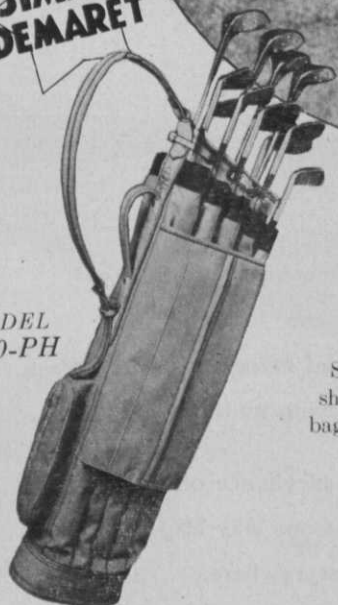
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The superlative quality and uniform excellence of the Hagen Trophy Plus and International are reasons why Hagen Golf Balls are favored by critical players everywhere.

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WALTER HAGEN GOLF

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If it's Hagen made, it's sold through Pro Shops Only

July, 1947

Member Service Is Prime Point of Pro Shop Design

By **PAT PATTEN**

Professional, Orinda (Calif.) Country Club

I've been seeing in GOLFDOM from time to time plans for new clubhouses to be built when conditions permit and have studied especially the location of pro shops. It is plain that the function of the pro shop and where to put it still is generally in a minor place among the factors architects consider in planning the clubhouse that will be a model for years to come.

Usually in the older clubhouses the lockerrooms and the pro shops are dark, poorly laid out for service and not at all in keeping with the theme of "class" and service which should prevail at a private club.

The background of the pro shop explains why so many pro shops are too small, inconveniently located and too dark for the proper display of merchandise to be used in a game played in the sunshine. Originally the pro shop was built around the clubmaker's bench. Members had to find their way to that shop when a hickory shaft broke. The apprentices, assistants or clubmakers were not of a disposition to demand good light for their workshop. Then too the caddie situation was casually handled and nothing like today's tie-up of the pro shop merchandising, club storage, club cleaning and caddie management existed.

But such great changes have been made in golf that the club with an out-dated type of pro shop today is not giving its members what they're paying for.

Pros, in many instances, at their own expense have modernized and brightened shops as far as rigid architectural limitations will permit. The pros, of course, have done this work in the hope of attracting more business into their shops. And it would interest club officials and members to know how often such improvements have gone so deeply into the pro's income that he actually has lost money in providing a service that is essential to first class club operation.

A Dividend on Membership Fee

The thinking pro looks at his job at a private club as something that theoretically and actually gives the member a definite profit on what the member pays in initiation fees and dues.

The member of a private club by pay-

ing the charges necessary to secure and hold membership is buying the privilege of spending his money under the most pleasant circumstances.

The well-run pro department gives the member, for nothing, what can't often be bought at any price elsewhere. The pro's genuine and expert personal interest in the member's game is expressed by free, specialized advice on playing and by conveniently arranged paid lessons when the member so desires.

The pro at a private club has to make careful study of what his members need and can afford in equipment for their games. The difference in the pro and store policy is that the pro buys to serve while the store buys to sell.

Supervision of handicaps, caddies, arranging and conducting tournaments and arranging games for members who come out to the club without having spots in foursomes, conducting juvenile classes, and seeing to a number of other details for assuring the member's enjoyment of his club, are duties which center in the pro shop.

Architects' Blindspots

Yet how rarely does the location and construction of the pro shop indicate the vital importance of the pro's functions.

However as the pro considers the architectural errors in lockerrooms he is not inclined to complain that he has been discriminated against but to be constructive in hoping that his ideas may help progress toward the perfect clubhouse.

The first point in properly fitting the pro shop into the clubhouse general scheme is locating it where as much traffic as possible would pass through. From the pro's merchandising viewpoint such location of course would be highly desirable but a location for maximum traffic and convenience would be even more desirable for the members.

The ideal spot would be one correlated with the men and women's lockerrooms, the first tee and the eighteenth green. For convenience of all involved the handicap board should be located in the pro shop so the cards could be kept up to date and easily consulted.

The Finest Clubs

IN POWER-BILT HISTORY

POWER-BILTS are sold exclusively through golf professionals.

POWER-BILTS have the smart appearance and lasting quality that golfers want.

POWER-BILTS are advertised nationally to more than 4 million magazine readers.

Golf pros all over America are winning new friends with the popular Power-Bilt line. Hard hitting ads in The Saturday Evening Post, The New Yorker, Golfing and Golfer & Sportsman are building present and future Power-Bilt business . . . and most important, reminding the golfer to patronize his pro. Hillerich & Bradsby Co., Inc., Louisville.



Golfers need to be reminded of their requirements. That's one of the services the pro is expected to render. He must do his selling by wise selection of stock, attractive and easily inspected display and swift service rather than by any high-pressure selling. He is at the club to serve rather than to sell, but he's got to sell and support himself to a considerable extent or the club won't be able to secure the character of pro service required by a first class private organization.

There is a lot of paperwork to a pro's business; far more than the architects, club officials and members realize. But space for a pro office is a rare thing in pro shops.

Also a rarity is adequate storage space for merchandise. The pro today is expected to have on hand an inventory far larger than most members would imagine. The old days of the member being content with having the pro send away for something the member wanted were about gone before the war. Now that merchandise is getting more readily available the members expect the pro to have it on hand.

The burglary risk at pro shops having inadequate storage of stock is a factor architects very seldom consider.

Light from windows, skylights and electrical fixtures is a primary need in the pro shop to give it the cheerful atmosphere every part of a golf club should have. That element is as necessary to the member's pleasure as it is to the pro in the proper display of merchandise.

Not often is there enough wall space for display of pro shop merchandise. The architect must remember that the member of a private club expects his pro to have available for his inspection and possible purchase a wide variety of merchandise. What the architect doesn't know is that generally the pro at a private club stocks and displays more lines of golf merchandise than a high grade down-town store does.

If the architect can figure out how to serve the member without having wall space for the display of this variety, he will be solving a problem that has kept many a pro puzzled for years.

The showcase, except for balls and some small accessories and as a place for the sales books, is on its way out at pro shops.

But in changing to the open table display so merchandise can be seen and handled easily (in most instances protected by cellophane wrappings) the pro again has a problem of inadequate and poorly laid-out floor space. He needs help here and a lot of it from the architect.

Layout for Complete Service

Caddie control often has to be centered in the pro shop. It may be necessary to

serve soft drinks and sandwiches to the boys from a place adjacent to where they receive and pass in bags. This the architect also has to bear in mind, and to consider that with many members to serve and many functions to perform the pro department not often has more than a pro, an assistant, a club-cleaner and a caddie-master and usually has some of those jobs combined as one fellow's duties. Hence the layout of the shop must be such that all parts can be watched by one man.

Club storage and cleaning will get back to the former standard as more young men susceptible to training become available. Facilities must be provided so a good and complete job can be quickly and conveniently done.

Club storage facilities seldom are adequate or properly placed. I believe that the best club storage racks are those simple ones made of pipe so the bags can be set in horizontally and at a slight angle. Division pipes would protect further against damage to adjacent bags. Such racks have no sides, top or bottom to collect dust. The storage should be separate from the cleaning room.

I believe that a main reason for the architectural inadequacies of pro shops is a mistaken belief that the good pro shop is only for the pro. It is mainly for the member. It should have some loafing and waiting facilities so the member could stay there and chat until his foursome showed up and not feel that he was in the way.

The pro will be very surprised and highly content if his shop is designed for making service to the member as easy, complete and bright as is humanly possible. Then the pro will get his own profit and satisfaction in due course.

GEORGE CHRIST DIES—George M. Christ, 52, pro at Country Club of Rochester, N.Y., died at his home in Rochester, June 26, after a long illness. George succeeded Walter Hagen as pro at the club in 1918. Prior to receiving a back injury George was an excellent golfer. As a club pro he was a fine pattern of a friend, host and businessman. George had considerable to do with the development of pro and amateur talent in western New York. He was a grand character who'll be missed by golfers all over the country. His widow, a son and three daughters survive.

FLORIDA GSA ELECTS—O. S. Baker, Indian Creek CC, Miami Beach, Fla., was elected pres., Florida Assn. of Golf Course Supts. during the business meeting that was a part of the organization's first annual turf management conference. Ralph Linderman, Mountain Lake (Fla.) CC was elected vp and Ward L. Wood, Palm Beach (Fla.) CC, sec.-treas. The new organization has a membership of approximately 60.

Good golf is in the bag!
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Lightweight BALANCED GOLF BAG



... Now Available With or Without Hood

More than a quarter-million golfers already know how much pleasure a Lightweight BALANCED GOLF BAG adds to the game. They have found that it's a "good" bag to own—good for themselves and for their caddies, too—because it's so light, so comfortable, so easy to carry.

BALANCED GOLF BAG is the one and only lightweight bag that is full-size, sturdy and *balanced for easy carrying*. It's the only lightweight bag that never sags, never spills the clubs. It's the only lightweight bag that is nationally advertised in *Saturday Evening Post*, *Collier's* and *Holiday*. It's the bag that means *good golf* because it's *good* for golfers. Order a supply from your distributor now.



**A Better
Golf Bag!**



Retail Price
**STANDARD
MODEL**
\$6⁰⁰

with hood \$7⁰⁰

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

U. S. Patent No. 2364223

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

Denver Plans 6-Year Junior Golf Program

The \$15,000 Denver Open to be played at Cherry Hills Sept. 4-7 represents an initial detail of plans the newly organized Denver Civic GA has made for establishing the Mile High City as the foremost American community in junior golf development.

Frank Dawson, president of the Denver Civic golf organization, has made known that the group's campaign calls for financing golf instruction of the city's junior high school students by profits from the Open which is to be an annual event.

The plans involve the cooperation of the city's amateur golf leaders and club officials, school athletic authorities and professional golfers. It is the first time a big money open event has been tied up with a sharply focussed plan of local golf development. It also is a milepost in coordination of tournament pro and club pro activities inasmuch as the Denver plan calls for paying pros on a steady schedule for school instruction.

Golf in public schools is a matter of free or intermittent paid instruction by pros with school budgets at the present tight stage. School teachers are among the poorest paid of all competent and trained workers. While that condition exists it's a sure thing that school boards are not going to make much money available for qualified golf instruction notwithstanding the value of golf in the athletic program.

Foresighted club officials and manufacturers also see in the Denver plan market insurance continuing the job the Army and Navy sports programs began and practice ranges are expanding. Men in the golf business are looking ahead to the possibility of revision of income tax regulations as well as the aging of members eventually calling for membership replacements. The Denver plan projects far into the future in training club membership candidates.

2000 Golf Pupils Yearly

Mark Schreiber, Denver sportswriter, in writing of the Denver Open as the launching of the city's junior development program, said:

"When this program reaches its peak, 2000 youngsters yearly will be getting golf instruction free from profits expected annually in the operation of the civic golf venture.

"The plan calls for Denver's 10 junior

high schools to offer both boys and girls group and class instruction in the school buildings by paid professionals from local courses and outstanding amateurs. Records will be maintained on those entering the course and training will be continued for those showing proper interest and regular attendance. Plans call for classes once weekly.

"William Greim, director of city recreation and also head of the athletic department for the city schools, has promised Dawson complete co-operation from both groups in this gigantic undertaking designed to make Denver a hotbed of golf.

Equipment to be Supplied

"Nets, clubs and other equipment needed for the classes will be furnished by the civic golf group. For youngsters completing winter indoor training an attempt will be made to secure permission from the city to have all class members get the privilege of playing one morning weekly on city-owned layouts.

"Suburbanites will get their chance to learn golf with the proposed outline calling for training only to caddies from Washington Heights, Lakewood, Mount Ayr, Englewood high, Cherry Hills grade school, Westwood, Bear Creek, Bancroft and Englewood grade school. To be eligible these youngsters will have to caddy at one or more of the four suburban golf courses.

"This training will be given by the pro at the club where the boys caddie. During the summer months they will be permitted to play the course where they caddie each Monday. It is hoped more suburban youngsters will thus be attracted to caddy jobs. Caddy attendance records and general conduct will determine how long these boys will be included in the program.

Six Year Program

"The program will run for three years through June of 1950, developing youngsters in junior high to prepare them for a similar three-year program outlined by the civic golf group for high schools in which regular Denver high school champions will be crowned. The suburban group will continue the same schedule with a suburban caddy champ named each year.

"In 1953 youngsters who started in junior high school and followed this program for six years will have a metropoli-

(Continued on page 84)

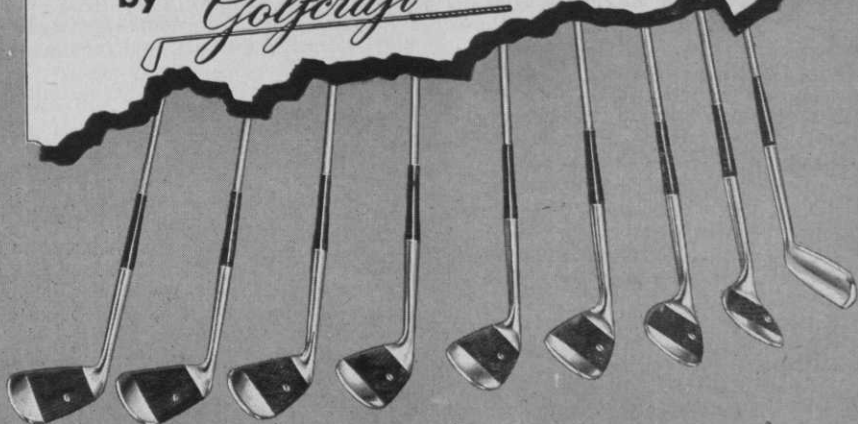


Discriminating golfers prefer

The PRO SHOP LINE of

WOODS, IRONS, GOLF BALLS

by *Golfercraft*



Golfercraft's new PRO SHOP Line is winning acclaim in smart clubs over the country by golfers who have looked forward to being able to purchase Woods and Irons of this finer Golfercraft quality. Woods are skillfully shaped from select persimmon blocks, shafts are step-type alloy steel, chrome finish. PRO SHOP Irons can be had in either stainless steel or chrome

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Ralph Guldahl Golf Balls—natural rubber, perfectly rounded and balanced.

Golfercraft LAMINATED Woods—constructed as exactly as aircraft propellers.



Golfercraft
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MAKERS OF FINE GOLF CLUBS
TED WOOLLEY, President

An Index to What the Greenkeeper Has to Know

By KENT BRADLEY and MELVIN B. LUCAS

One of the indications of the constant and swift progress in course maintenance methods is the negative one of this important profession not having a solitary fairly comprehensive manual or textbook in print.

Advance has been so steady and methods formerly employed without much question have been outdated by new discoveries and conditions that a textbook on course maintenance compiled 10 years ago would not reflect best greenkeeping practice today.

Yet during the past decade golf course greenkeeping has supplied the impetus and operating technique that have been adapted to gigantically costly operations in construction and maintenance of lawns, airports, parks, cemeteries and highways. The greenkeepers' leadership in these developments has not been popularly recognized nor has the extent of greenkeepers' knowledge demanded by his job been realized even by club officials with whom he is in fairly close association.

And, to tell the truth, the greenkeeper himself rarely realizes the scope of information he has to bring into focus on his job. Almost every day another question requiring a definite answer comes to his mind although he may be thinking that things are running smoothly and work temporarily is of a routine nature.

Greenkeeping Index Begun in 1923

In 1923 Bradley began compiling a file of subjects in which the country club grounds superintendent would be interested as problems of his job. Lucas, a later graduate of Dickinson's classes at Massachusetts State college and now supt., Manchester (Conn.) CC, took the Bradley original material for a cross-indexed file of grounds maintenance subjects and prepared the list herewith.

Compiling a reference library to fill out the outline of the index would be a full-time job for a librarian. It would be entirely impractical for a greenkeeper. But at least the highlights do show how extensive the greenkeeper's working knowledge must be.

Subjects Are Grouped

The figures preceding the cross-indexed subjects indicate groups as follows:

1—Management, 2—Construction, 3—Equipment, 4—Grasses and Culture, 5—Soils, 6—Irrigation, 7—Chemicals, 8—

- Weeds, 9—Turf Insects and Animal Pests.
1—Abbreviations and Symbols.
3—Accessories: Special list, to games, grounds equipping and furnishing, fixtures. See "Equipment". List.
5-7—Acidity. See pH, soil reaction. Acidity. Lime. Base exchange.
1—Acre, Acreage. See "Areas, Surveying, Marking."
1—Agents, Agencies, See dealers, distributors, supply dealers. List.
4-5-6—Algae; See diseases, green scum, drainage, turf injuries, moisture.
5-7—Alkaline, alkalinity. See Acidity, pH, lime, base exchange, soil reaction.
1—Amortization, See depreciation of capital investments, costs, replacements.
9—Animal pests, control. See asphyxiants, gasses, poisons, traps.
1-7—Antidotes, for poisons, poison gasses. See also emetics, emulsions.
1—Areas.
7-9—Asphyxiants, See fumigants, fumigators, gasses. List.
3—Attachments, for machines. See machines, machinery.
5—Bacteria, in soil. See Soils.
5—Base, See Alkali, Alkaline. Basic.
5—Base Exchange. Term. See Soils, and Chemistry subjects. pH, acidity, etc.
5-7—Bases, see Alkalies, also under Fertilizer subject. Lime.
9—Beetles, Asiatic, Japanese, June beetles. See Entomology-insects, grubs.
4—Blights on plants. See "Brown Patch," Diseases of grasses and plants.
1—Books: List of: Bibliography: reference according to subject, author.
4—Botany.
Bowling Greens. Lawn Bowling game.
4—Brown Patch, Brown Spots. See Blights, Diseases. Dollar Patch, spot.
9—Bugs. See Entomology, Insects.
1—Buying.
5-7—Calcium. See Lime, Alkalies. Base Exchange, Fertilizers, Nutrients. Cement. See Mortar.
1—Charts. See Data, Tables.
3—Chemistry, Chemicals, Compounds.
5-6—Compaction, Soil, See Aeration, Cultivation, Tilth.
5—Composts. Also see Soils, Conditioners, Topdressings.
7—Compounds, See Chemistry, Chemicals.
2—Concrete, Portland cement, Mortar, cement.

(Continued on page 80)