

better
playing GOLF



No. G217



No. G219

Wilson Finalist GOLF SHOES

Here are golf shoes that will give your customers the smartest dressed and most comfortable feet on the course. The name "Wilson" means that golf-wise heads have designed these shoes. Made of selected calfskin tailored for the fairways—with inside of the outer sole rounded to roll naturally with your swing. Replaceable rust-proof, "screw-in" Phillips spikes give maximum comfort and traction. A *golf* shoe from every angle . . . a real contribution toward a better game.

No. G217—Brown, Scotch grain, wing tip.

No. G219—Brown, Algonquin style.

No. G221—(Not illustrated) Brown and white Algonquin style.



TODAY IN SPORTS EQUIPMENT

Rating the Pro as a Salesman

By "X. OFFICIO"

Having been an official of golf clubs during the past 40 years and, naturally, in that length of time having acquired a wide acquaintance in golf, I often am invited to share some of the headaches other officials have. They call it "asking for advice."

One of the most perplexing is that of hiring a pro for a club. About the only way a club official learns about what qualifications a pro should have is by seeing some pro fail on the job. The next pro is hired on a rather negative basis because he differs generally from his predecessor. There are exceptions, of course, when a good pro quits to go to a better job or some great old-timer retires or dies. But I've seen enough of pro hiring to know that the custom usually is to pick a pro who's unlike the fellow who is being let go.

Unfortunately for the pros in many cases the separation from a club really may be based on grounds of incompatibility, just as some good people get divorced simply because they find out by unhappy

experience they are not made for each other.

In more cases than pros realize club officials are elected or appointed with the primary job of changing pros at their clubs. The pro who is being let out may think the incoming official is a nasty low character actuated only by personal malice but in the great majority of instances the official doesn't want the task of discharging one pro and hiring another. He takes it reluctantly as a duty to the club membership.

Rarely does the official understand the pro job and not often enough does the incoming pro understand clearly and fully just what the club wants of a pro. The club doesn't know for sure itself. The successful pro gives the club what it needs before the club definitely realizes what it needs.

Scorecard on the Pro

I never have compiled a scorecard for rating pro qualifications in black-and-

TEXAS NIPS OKLAHOMA PROS IN \$2500 TEAM MATCHES

A 20-man team of Texas pros nosed out an Oklahoma 20-man PGA team on the last green of the last match in the inaugural of interstate PGA matches at Oklahoma City G&CC. The event, which included pro-amateur, open and pro doubles and singles matches, was a great success and will be repeated annually each fall.

Texas team: Frank Ward, H. T. Hornbuckle, Gene Root, Charles Klein, Raymond Gafford, Warren Cantrell, C. W. Hogan, Bill Keith, C. B. Mims, Jim Gamewell, Graham Ross, Smiley Rowland, Lee Roy Garrett, H. W. Schroeder, Raymond Garrett, Elroy Marti, Milton Demaret, George Aulbach, Frank Baker and Ralph Morgan.

Oklahoma team: Jim Gauntt, Tex Consolver, Charles Weisner, Mike Murra, Bill Oliver, Jimmie Thompson, U. C. Ferguson, Floyd Farley, Morrie Gravatt, Jack Higgins, Jimmy Gullane, Marion Askew, George Whitehead, Bill Wotherspoon, Hugh Bancroft, Charles Worley, Frank Higgins, Harrell Butler, Robert Mair, Jack Oliver, Frank Stanard and Floyd Byrne.





Latest Achievement In Club Making

These Precision Balanced
BRISTOL BEAUTIES Bring New
Thrills To Golf

★ Watch for impressive advertisements like that on this page which now regularly feature the precision-built superiority of BRISTOL'S fine new golf clubs before the 22,500,000 readers of America's leading pictorial weekly, LIFE.



No golfer planning to get more satisfaction from his favorite game in 1947 should fail to inspect these handsome new, advanced-type golf clubs by BRISTOL. They represent the last word in the art of fine golf club making. BRISTOL, it will be remembered, was first to perfect and popularize the steel golf club shaft. Today, with high accuracy of precision manufacture, BRISTOL makes another important contribution to the golfing world. Not only is each of these handsome new BRISTOL clubs balanced to hair-line accuracy with respect to the relationship between its length to its weight, but all clubs in each set have this same mathematical accuracy of balance with respect to each other. You will recognize how wonderfully this latest BRISTOL achievement can add to your own golfing enjoyment the first time you waggle any one of these superbly-balanced, superbly-matched woods and irons.

*Hit
Better Shots
with the
NEW*

Bristol GOLF CLUBS
THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT



white. Nor did I make such a scorecard for use in hiring salesmen for my own company. When I was sales manager of my company I hired salesmen on the basis of past records and by letting the salesman sell me on himself. In that way I missed hiring some salesmen who became highly successful with my competitors—and to my loss. So now I suggest to my sales manager that he not repeat the mistake I made but pick his men by a check list that may determine their fitness. With a buyers' market coming back faster than a good many businessmen (including pros) seem to realize, expert salesmanship again is going to be at a premium.

In a recent issue of *Sales Management* I read of a survey the Stone & Forsyth Co. made among its customers asking what type of salesman the customer would prefer. There is a suggestion for the golf club official and for the pro in that procedure although it would be impractical for the official to circulate a questionnaire on the matter among club members.

The Stone and Forsyth questionnaire listed the following 10 qualities in order as characteristics of the good salesman: poise, alertness, fluent speech, pleasing personal appearance, warmth of personality, ability to make brief, concise sales talks, knowledge of merchandise and house policies, understanding of "my" needs and buying policies, education, loyalty to his own house and to his customers.

The customers differed from the Stone and Forsyth order in selecting the most desirable quality of the Ideal Salesman. Most of the customers considered of highest importance "knowledge of his merchandise and house policies." Next in choice of customers as the prime requisite was "ability to make brief, concise sales talks." Third was "pleasing personal appearance." Fourth was "warmth of personality." Fifth was "understanding of 'my' needs and buying policies," and "loyalty" was sixth. On the other points suggested as possibly "the most important specification" the customer voting was from none to 6 votes.

Customers also were asked to name the worst faults of salesmen. The faults noted were, in order, "over-aggressiveness," "overlong sales talks," "sloppy appearance," and "inability to see my side."

The Pro as a Salesman

In everything the pro does around the club he's a salesman although in good judgment he'd better be smooth and discreet in letting the member get the idea that the pro is around the club to make money for himself. In instruction particularly the salesmanship phase is impressive. I have as friends scores of veteran pros who didn't know nearly as much about the sound and scientific basis of shotmaking as is known today but who were able to

teach with great effectiveness because they were geniuses in selling their personalities and their confidence to the pupils.

I know some pros who are wonders in getting members interested in the club events and others who seem to work just as hard with the golf committee in preparing and trying to promote a good program but fail because they haven't applied the right sort of salesmanship.

I also know some pros who have lost jobs because they could not get along with a few difficult-to-please members simply because of deficiencies in personal salesmanship. Real selling ability is that which converts the potential customer from a negative attitude into pleased agreement. There is a tendency among salesmen and pros to kid themselves that they are stronger than they really are with the customers. The salesman learns the truth when the customer buys from a competing salesman and the pro discovers the real situation when members he thinks he can count on don't come battling to his rescue when the board decides to hire another pro.

In the greater number of such cases the salesman and the pro who loses blames the customer or the member instead of recognizing how many purchases have been made solely because the merchandise or services happened to be offered at the right time and at the right price and the customer bought because nothing else was handy.

The most highly rated "essential" of the salesman in the Stone and Forsyth survey is "knowledge of merchandise and house policies," and that holds good, especially in the matter of "house policies" at the golf club. The pro has to bear in mind constantly what policy is expected of him in his relations with club members and officials. It's not an easy thing to do. Not often does any official define in full and clear detail what the policy of the club is in operating the pro department. The pro is expected to know enough about his profession to see what the club needs and supply it in service and merchandise.

That second choice of salesman's "essentials," the "ability to make brief, concise sales talks," is cared for to a considerable extent by the way the pro shows his stock in his shop. A good display of merchandise, with price tags plainly in sight, does much of the talking for the pro if he is the right combination of merchant and salesman.

Appearance An Asset

"Pleasing personal appearance" is always important around a club. I know of one case of a pro who was dressed up almost to gaudiness but who was going along fairly well until members' wives began to call their husbands attention to the pro's dirty fingernails. A detail like that can have a surprising amount of influence

on the general opinion members have of the pro.

"Over-aggressiveness" in selling isn't a common fault of pros but it does happen enough in normal times to get some members shying away from the pro and his shop. That fault of "inability to see my side" which buyers noted in the Stone and Forsyth survey also isn't the cause of many complaints at clubs where pros have held their jobs for more than 2 or 3 years. But I have noticed that the younger generation of professionals generally don't have the knack of the representative veteran in seeing the member's "side".

JOE VALENTINE SPEAKS ON TOPDRESSING AT GSA MEET

Joe Valentine, golf course supt., Merion GC, Ardmore, Pa., at the GSA meet said, "Considering all the work and material required to maintain a golf course, I feel that the topdressing operation is one of the most essential steps in the acquisition and the preservation of a satisfactory putting surface on greens. More than 75 per cent of the game is played on the putting greens. That is why they should always be in a satisfactory condition to meet the demands of the golfers. The topdressing material is a necessary cover to create the demanded surface which you cannot otherwise obtain.

"Topdressing is a material that is usually used to foster a proper germination of the seed. Topdressing will encourage the expanding of nodes and buds of all the grass plants and it will promote beneficial bacterial action. The topdressing material should be used largely in the spring of the year after either the first or second rolling has been performed and when the grass is beginning to come back to life. It may also be necessary after adverse weather in late spring or early summer to use a small amount of topdressing in order to re-activate the bacteria.

"During the latter part of the summer, when all the weeds have been removed from the grasses, the surface of the green often becomes imperfect. The best method to regain the lost surface is to use another dose of topdressing material coupled with nitrogen. This will fill in the imperfection created by the weeding operation.

"Topdressing material should not be used as a nuisance to players but should be judiciously applied for the good of the plants whenever necessary with minimum interference with play. The topdressing material creates a wealth of food for the grasses regardless of where it is used, particularly on putting greens, tees, and fairways.

Looking over the pros I have known I think as a class they rate rather high in qualifications as salesmen. Each year their standard as businessmen seems to be improving. But to protect themselves and continue their advance I think it would be wise for a number of them to sit down in deep, frank thought and compile score-cards on themselves as salesmen. Some of them may find they are not coming up to their own idea of par for the salesmanship course. They'd better do this job and improve their scoring in this respect for their own profit, whether or not the club officials ever get the idea of making this sort of a detailed rating.

"It would be an impossibility to smooth out a rough surface without using topdressing.

"The topdressing material should contain a good portion of organic matter, granular sand and well prepared topsoil. In our club, we have been rather fortunate in that we have been able to purchase a spent mushroom soil. Our mixture has been 40% mushroom soil, 40% sand and 20% prepared soil. This mixture has been calculated by volume and not by weight.

"The method of application is simple. We have obtained our results by using man-power instead of a distributor but it does not matter what method is used as long as the topdressing is smoothly distributed in the right amount. The only recommendation that I make is: work the topdressing into the crown of the grass as evenly as possible by using either a drag mat or a drag brush. Take out the debris by using available implements, follow up with the roller, and finish with an application of gentle watering."

GSA Convention Talk

MANY TITLES FOR COURSE BOSS—

Fred V. Grau, director, USGA Green Section, said that of the many who visited the Green Section exhibit at the GSA convention 210 registered. Among titles listed by registrants were 65 supts. and 47 who identified themselves as greenkeepers. Other titles included green supts., supt.-greenkeeper, asst. greenkeeper, labor supervisor, greenkeeper-pro, pro-greenkeeper, turf supt., manager-greenkeeper, groundskeeper, turf supervisor, grounds supt., supt. of grounds and bldgs., and owner-supt. Landscape architects and one green-chairman also signed the book. There were 96 member clubs of the USGA represented by signatures.

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The 1947 FIRST FLIGHT woods are now made from electronically laminated hardwood only recently available. They have the strength and durability of steel and the feel of wood. This makes it possible to guarantee them four times as long as ordinary woods.

FIRST FLIGHT clubs are individually built in over one hundred weights and sizes, to the specifications prescribed by your pro. This individuality eliminates mass production and increases costs, but makes it possible for us to guarantee they will improve your game.

NO OTHER WOOD LIKE IT

ELECTRONICALLY LAMINATED WOODS

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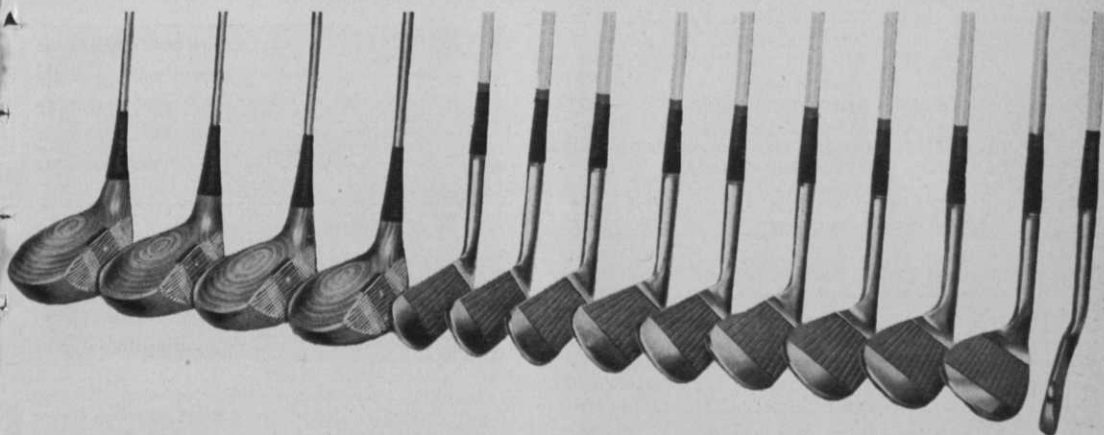
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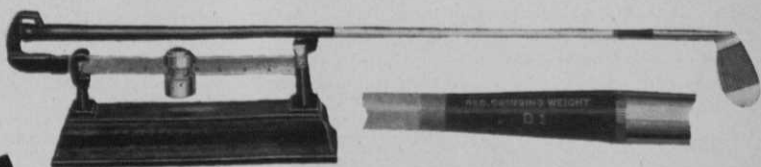
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First Flight WOODS AND IRONS

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

* with True Temper Dynamic Shafts

AMERICA, Inc., Chattanooga, Tennessee

MRS. W. E. LANGTON DIES—Mrs. W. E. Langton, wife of the widely known supt. of San Gabriel (Calif.) CC, died Jan. 18 following an illness of several weeks. A son, Arthur, known to many greenkeepers on the Pacific coast, also survives her. Mrs. Langton, who was born in Thurmaston, Eng., was one of those sweet and generous women who was adored by all who had the good fortune to know her. Last summer she made a trip through southern Canada and the U. S. midwest which spread the sunshine of her personality to many new friends she made. She was cited by the British government for war services.

STAN THOMPSON IN NEW PLANT—Stanley Thompson Golf Club Co. is in its new plant at 275 S. LaCienega, Beverly Hills, Calif. The plant has 5,000 sq. ft. and a very nifty showroom and offices in addition to fine modern facilities for custom club making on a pro-only sales basis. Five new woods are being introduced in the Stanley Thompson line. Stan and his sales mgr., Carl Copplin also are pushing Hotze bag sales in 11 western states.

NEW LEATHER CREAM—Bar F Products, 5646 Lake Park Ave., Chicago 37, Ill., is selling thru pro shops "Bar F Leather Cream" for protecting and preserving fine leathers of golf bags, golf club grips, shoes and leather jackets. The product is packaged in a clear glass bottle; is a heavy creamy substance made up of many animal oils, which through scientific preparation do not separate. The Bar F Leather Cream retails for \$1.

GOLF & LAWN SUPPLY CORP. IN NEW HOME AT WHITE PLAINS

Golf and Lawn Supply Corp., W. E. Lafkin, pres., has moved into its new offices and store at Mamaroneck Ave. at Rosedale, White Plains, N. Y. Open house will be held during the week of March 10. The building is located on 2½ acres, all of which can be landscaped. There is parking space for 30 cars, which can be enlarged if neces-

sary. In addition to this building Lafkin's company has its own warehouse on Holland Ave. in North White Plains, giving the outfit total floor space of nearly 12,000 sq. ft. In addition to distribution of equipment and supplies for golf courses, parks and cemeteries, the company also does a large retail business in lawn and garden material.

SPALDING HAS MODEL LAYOUT IN NEW CHICAGO OFFICES

A. G. Spalding & Bros. formally opened their new display rooms at 180 N. Wabash Ave., Chicago, with a house-warming on Jan. 17. The new location, at the northeast corner of Chicago's Loop, is handy to a fair amount of parking space which now is at a premium in downtown Chicago. The new Spalding quarters are featured by excel-



Spalding hosts at new office opening, left to right: Dave Levinson, Conrad Keith, George Dawson, John Miller, Al Hyatt and Tom Frainey.

lent modern display facilities for pro merchandise which already are being copied for new pro shops being constructed in the midwest. George Dawson, district mgr., Johnny Miller, Tom Frainey and the rest of the Spalding Chicago pro staff joined with Dave Levinson, Spalding's midwestern VP, in welcoming the many pros who attended the formal opening.

Part of the large gathering attending the opening of Spalding's new Chicago offices and display rooms.



STOP ACCIDENTS before they start!

75,000,000 ROUNDS OF GOLF ANTICIPATED FOR 1947
MEANS AN ALL-TIME HIGH IN HEAVY CLUBHOUSE TRAFFIC

LOOK AHEAD! Now's the time to make certain
of SAFETY at your heavy duty danger spots:

Step Treads • Landings • Corridors
Shower Stalls • Lockerrooms • Kitchens
Swimming Pools • Entrance Halls

MELFLEX *Safety* PRODUCTS

give the utmost in non-slip safety and lasting surface protection . . . as hundreds of the most efficiently managed golf clubs will testify.

Runners for aisles and corridors of heavy duty synthetic rubber that outlast ordinary rubber corrugated floor matting 4 to 1; Heavy Duty Molded Step Treads that last for years; Fabric Type Link Mats that are tougher than the toughest wear of traffic inside or outside the club; Shower Stall Mats that give maximum safety; Cuspidor Mats for sanitation. *For every underfoot traffic problem there's a Melflex SAFETY Product.*



MELFLEX HEAVY DUTY AIRPLANE TIRE TEE MATS for the modern postwar Driving Range

The toughest material of its kind — carcasses from heavy bombing planes — makes the new Melflex Driving Mats the most durable ever produced. Designed and built to the specifications of leading range operators they are the safest and finest playing tee mats ever offered the golf field. Practice range operators say they are the finest tee mats they've ever used. Full 1 in. thick — 4 ft. wide and 5 ft. long.



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How to Make Fiberloid Wrappings on Clubs

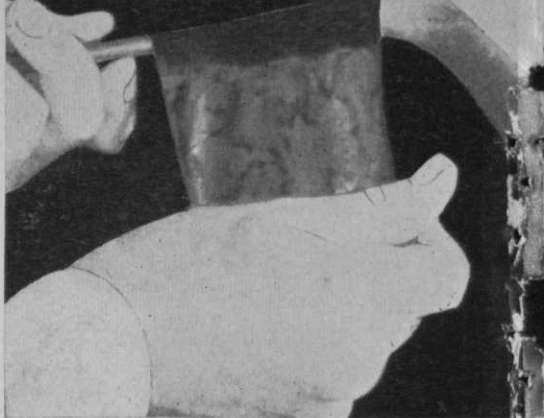
By **GENE HOLMBERG**

GENE HOLMBERG, mgr. of Wilson Sporting Goods Co. Kansas City division pro dept. has given so many pros and assistants instructions on the correct use of fiberloid on golf club wrappings that to pass the information along, we'd asked Gene to set forth his instructions by word and picture.

Here the instructions are, in type, and in accompanying illustrations:

1. Make regular string wrap first.
2. Pour acetate or acetone into flat bowl. (Use acetone if possible, as it is milder. Obtain from drug or paint store.)
Use in a well ventilated room. **DO NOT SMOKE** when using acetate or acetone and fiberloid because of fire hazard. Also it is best to keep fiberloid material stored in a covered metal container.
3. Fiberloid is usually sold to the Professional in large sheets. Cut fiberloid to the desired size. Usually the size for a wrap at the lower part of the grip should be about 6 inches long and one inch wide. For a wrap at the neck of a wood club, cut fiberloid about 6 inches long and slightly wider than the length of the string wrap.
4. Drag the cut piece of fiberloid

Dragging the fiberloid through acetate or acetone to soften.



Club is turned with the left hand as wrap is applied with right hand.

through the acetate in the bowl 4 or 5 times, allowing the air to strike the piece after each drag. (The number of times you will need to drag through the liquid depends on the strength of the liquid you are using but usually 4 to 6 drags will be enough.)

5. Hang the fiberloid along the edge of your bench by one end so the air will strike it. The "tackiness" of the dipped material will cause it to cling to the edge of the bench.

6. After about a minute the material will start to crinkle and then will gradually straighten out and resume its natural smooth state.

7. As soon as it is dry enough to handle without its sticking to the hands, pick up and again dip about one inch of one end into the liquid. Immediately apply the wetted end of the string wrap, starting at the back of the club. Smooth out any crinkles in this wetted part by



Wetting the first layer with acetate so that the second layer will adhere to it firmly.

Golfdom