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**WE'RE TELLING YOUR
 PROSPECTS THAT**
POWER-BILTS
 ARE
The Clubs to Play!

**ADS LIKE THIS
 IN THESE MAGAZINES**



**GOLFER
 and SPORTSMAN**
Westwood Life

GOLFING



Golfers all over America are reading in the Saturday Evening Post, New Yorker, Golfing, and Golfer and Sportsman, about the advantages of playing with Power-Bilt clubs. The ads are urging readers to consult their club pros for assistance in selecting their clubs, and this advertising is our way of saying to you: "Here's to a prosperous season . . . more Power-Bilts to you."

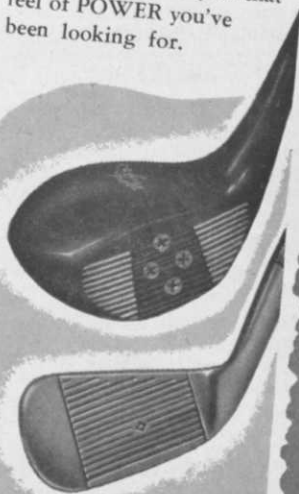
**LOUISVILLE
 POWER-BILT
 GOLF CLUBS**

SOLD ONLY BY GOLF PROFESSIONALS

*"There's PAR
 in their
 BALANCE"*



Ask your Club Professional to fit you with a set of the new 1947 Power-Bilts. You'll find that their accurate balance will contribute greatly to your golfing enjoyment and give you that feel of POWER you've been looking for.



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

New Method of Keeping Score Cuts "Bookkeeping"

By LE ROY ALLMAN

Using a score card on which all plus and minus strokes for each hole are tallied readily is a new type of scoring used by Manhattan (Ks.) CC golfers.

The customary method of using the standard score card and marking above or below par is still used at the club. However, the newer type of scoring is gaining in popularity, according to Benny York, Jr., pro-mgr. of the Manhattan club.

This method of scoring golf was introduced at the Manhattan club by Col. H. B. Cockrill. The Colonel, stationed near Manhattan during the war, picked up the scoring somewhere in Cuba. By this method each member of a foursome or more individually plays the other golfers.

A foursome would have a total of 12 points for each hole, and par for each member would be 3 points. The par number of points is determined by the number of players. The total number of points increases two for each player. The total is determined for four golfers by adding 0-2-4-6. For five players the total would be determined by adding 0-2-4-6-8 giving a total of 20 points. If there are five members the par for each golfer would be 4. For six players another digit would be added to the total, 0-2-4-6-8-10.

Of the original foursome if Dimwittie takes 3 strokes on No. 1, and he is low in strokes, he gets 6 points. Dimwittie received his 6 points because the least number of strokes gets the most points, in this case 6.

The next members of the foursome, Johnson and Roberts, each take 4 strokes. Johnson and Roberts each receive 3 points

for being next to low. The two men had swung the same number of times on the hole so the next 2 digits, 2 and 4, are added together and divided by 2.

The fourth member of the group, Green, used 5 strokes, and he gets no points. Since Green was the highest shooter of the four, and the 12 points for the hole had been used, Green tallied a zero.

When the golfers play the full 18 holes par would be 3 for each hole or 54 for the course. At the end of 18 holes all players who had scored under 54 would add their contribution to a fund. One unit would be put in for each number under 54. If the birdie men had been playing that day and had added up a score of more than 54 they would take out one unit for every number over 54.

A score card for Cockrill golf has been designed by E. T. Keith, manager of the printing department at Kansas State College. A sample card filled after 18 holes of play is shown in the lower left column.

NATIONAL OPEN FACTS — At St. Louis CC, Clayton, Mo., June 12, 13, 14. National amateur of 1921 was played over that course, then about 120 yds. shorter. That event was won by Jesse P. Guilford who defeated George Von Elm, Dewey Weber, Harrison Johnston, Chicago Evans and in the finals Bob Gardner by 7 and 6. Medalist was Francis Ouimet with 144. Pros, and amateurs with handicaps not exceeding 3 strokes, are eligible for the open. Entrance fee is \$5. Entries must be made on USGA forms. Entries close at 5 P.M. May 20 at USGA office, 73 E. 57th St., New York City 22. Sectional qualifying rounds at 36 holes played June 2. Eligible for first 2 championship rounds will be 172 players, including those exempt from qualifying rounds (former Open champions, 1946 amateur champion, 1946 PGA champion, 1946 British Open champion, 1947 USGA Walker Cup team, home club pro, lowest 30 scorers and ties in 1946 Open). Prize money, \$10,000. First gets \$2000; second, \$1500; third, \$100, down to 16th to 30th who receive \$100 each. Winner also gets gold medal and custody of Championship cup for one year. Inquiries for accommodations should be addressed to Housing committee, 47th Open championship, 910 Syndicate Trust Bldg., St. Louis 1, Mo.

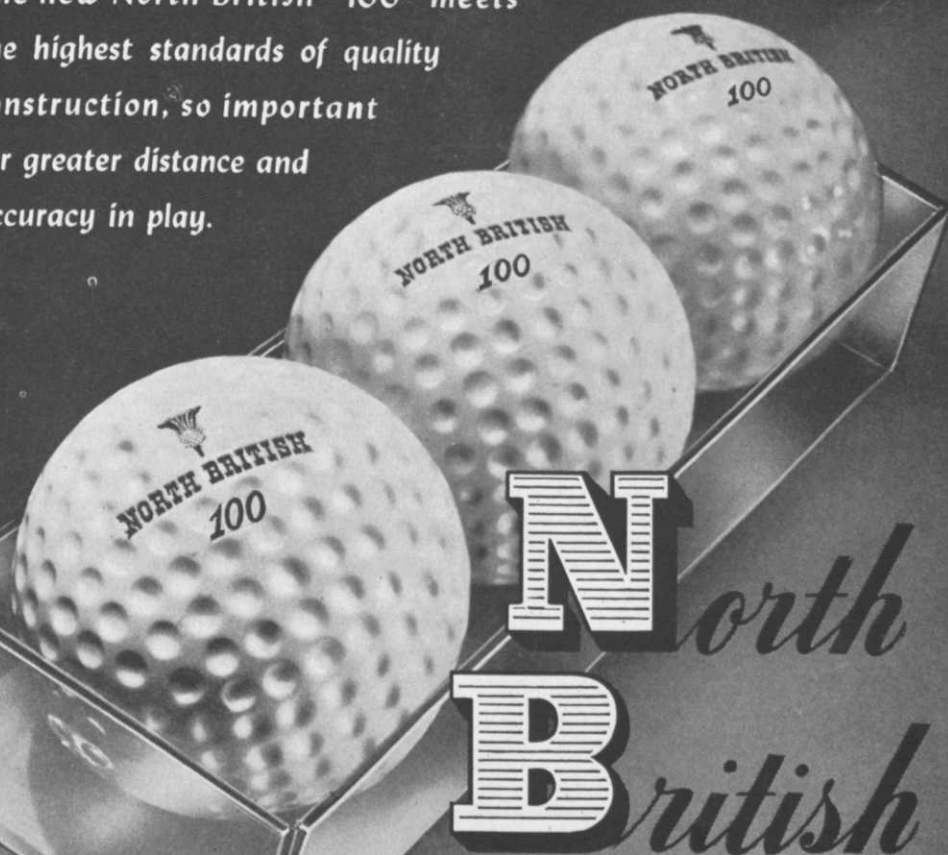
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94	96	0	97	0	96	0	97	0	96	0	97	0
95	97	0	98	0	97	0	98	0	97	0	98	0
96	98	0	99	0	98	0	99	0	98	0	99	0
97	99	0	100	0	99	0	100	0	99	0	100	0

Cockrill scoring system puts a new point basis into settling golf bets.

NORTH BRITISH GOLF BALLS FROM SCOTLAND!

WANT ~~10-20-30~~ YARDS EXTRA
DISTANCE?... *PLAY A NORTH BRITISH*

The new North British "100" meets
the highest standards of quality
construction, so important
for greater distance and
accuracy in play.



North
British

The "Distance" Ball of them all!

[THIS ADVERTISEMENT WILL APPEAR IN THE JUNE
ISSUE OF NATIONAL MAGAZINES]

NORTH BRITISH • 480 LEXINGTON AVE., N.Y.C.

May, 1947

Equipment Building and Shop That's Our Practical Ideal

By **RAY H. GERBER**

Supt., Glen Oak CC, Glen Ellyn, Ill.

A good equipment building plus a good repair shop on a golf course is as essential as a lockerroom in the clubhouse. Here at Glen Oak CC we attempted last year to build just that kind of a building. After the plans were completed we then were in a position to figure what materials were necessary. Due to the shortage of material at that time, we found we could not complete a building as large as the one our plans called for. We then decided to build the most essential part at this time, and build it in a way that the other part could be added without any difficulty.

The part of the building I thought was the most important one is shown by the accompanying photograph. This building is 46'-8" by 46'-0". You will notice in the floor plan how the various rooms are located.

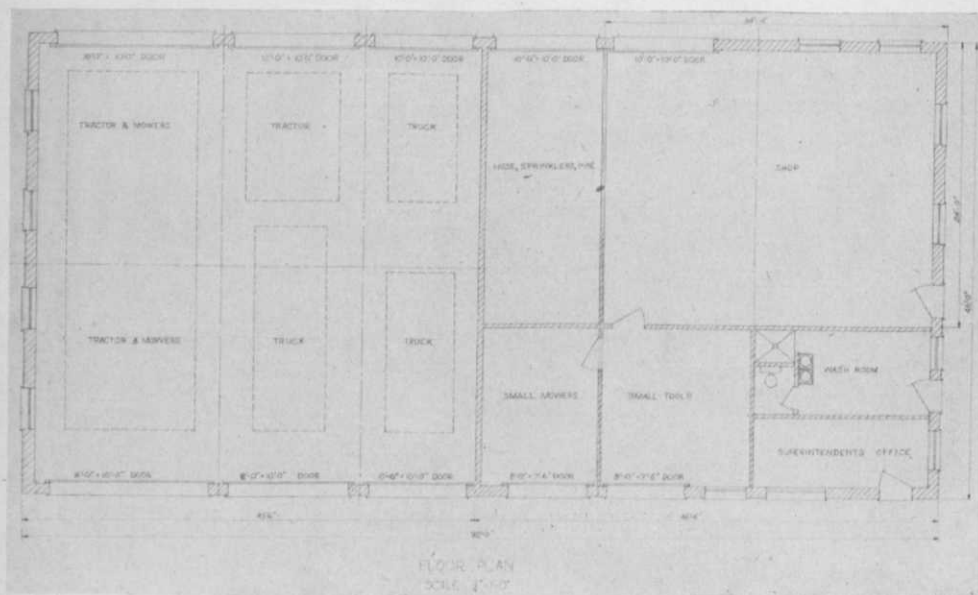
The superintendent's office is a corner room at the front of the building. It has a large window on the two outside walls and the top of the door also has glass. This gives him ample outdoor visibility. Other items in the room are a telephone, desk,

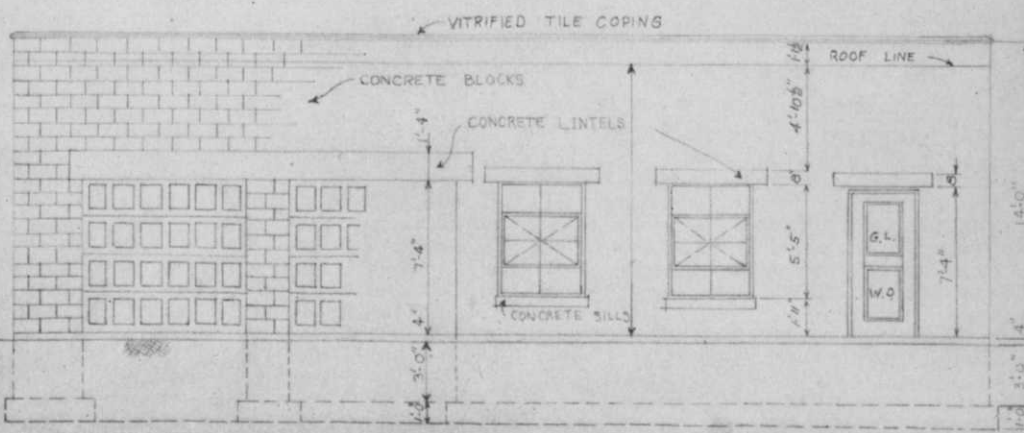
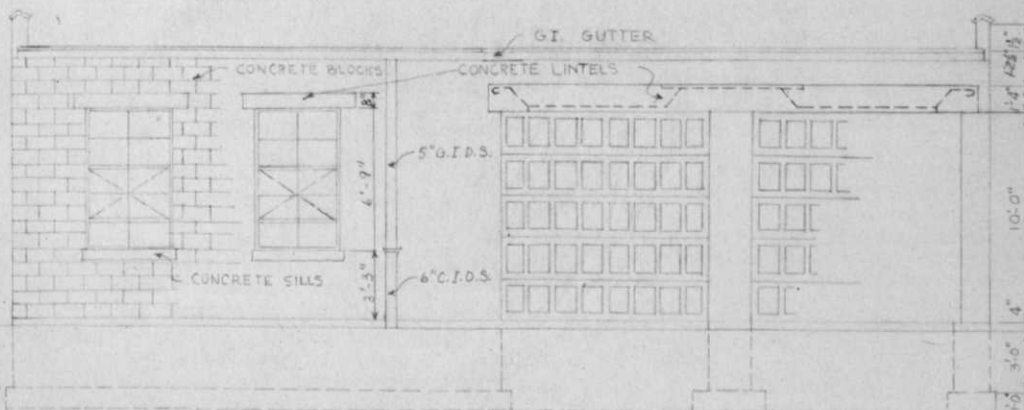
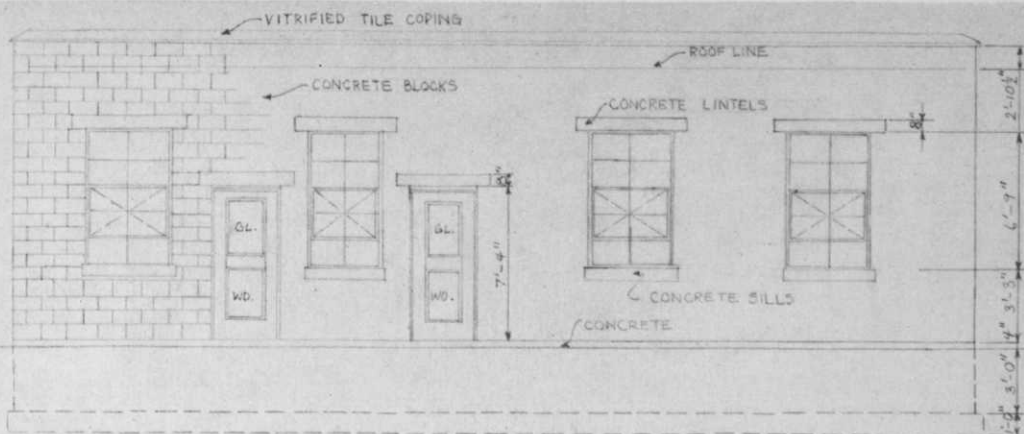
chairs, leather covered davenport, 2 cabinets used for filing magazines and other literature.

The lockerroom is probably the most appreciated room in the building, especially by the working men. It has lockers in which they can hang clothes they are not using during working hours. It also contains a toilet, 2 wash basins, and a shower stall. The water is heated with an electric heater which works automatically. There is also a bench table and chairs which the men use while eating their lunch.

A good shop is something every superintendent likes to have. The one I have, I think, has all the requirements. The size of it is 34'-4" x 28'-0". It has 4 large windows plus windows in both doors. This allows plenty of outdoor light. For the dark days, it has 6 large ceiling lights that can be turned on giving good light in every

Below: Floor plan of Glen Oak's new equipment building. On opposite page: top to bottom, South, East and West elevations of Glen Oak building.





Elevations of Glen Oak's equipment building and shop main section. Other parts of building will be added as materials and labor become available.

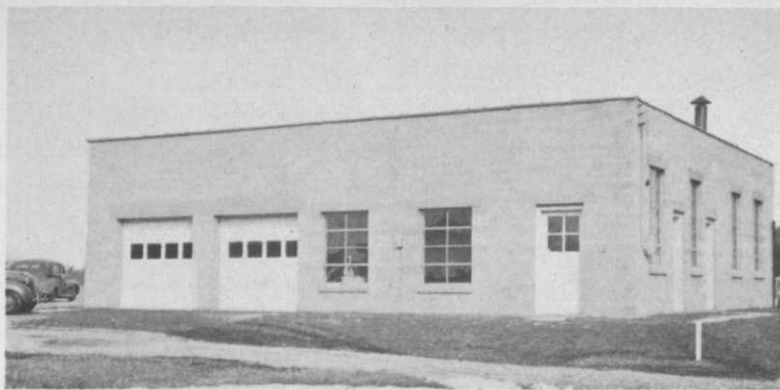


Photo showing front approach to new equipment building.

corner of the room. The floor is concrete with a drain in the center. It has a large I beam overhead through the center of the room. This has a track and chain hoist on it used in lifting heavy equipment. It also has metal work benches and metal cabinets for keeping repair parts and small tools used on a golf course.

Heating Saves Money

The heating unit is an oil burner which is hanging on the ceiling about 3 ft. over one's head. There is a 1000 gal. tank buried in the ground outside the building. This heating unit not only heats the shop but also the lockerroom and the office and is controlled with a thermostat. There is no time lost in the mornings on cold days by building fires and then standing around waiting for the room to warm up. With a heating plant of this kind, men feel more like being on time on cold mornings and will put out a good day's work. A shop of this size is adequate. Several men can work in it at the same time and not be in each other's way.

You will notice in the floor plan one room is for irrigation. In this room all sprinklers, hose, pipes, valves and fittings will be kept. By having it in a separate room,

one will always know where to find the part he is looking for.

You will notice one room for small tools. By having a room of this kind, men coming in at night are not so apt to throw their tools in the corner but will clean them and hang them in their proper place.

We also have one room for small power mowers, hand mowers, fertilizer spreaders and equipment of that nature.

The plans for the remainder of the building are mostly for tractors, trucks and large mowers. The building will be so one can drive in one door and out the door on the opposite side. The doors on one end will be large enough to drive a tractor and gang of mowers in one door and out the other without any difficulty.

The general construction of the building is of 12" cement blocks for the outer walls. The inside walls are 4" cement blocks. The window frames are steel and can be opened or closed very easily. It has a concrete floor throughout the building. All doors are McKee 4 or 5 sections overhead doors.

With the exception of the roof and doors the building is fireproof. This means lower fire insurance rates.

Each room has reflector lights.

J. HUNTER GOODING, DuPONT VETERAN, DIES

J. Hunter Gooding, Jr., 55, sales mgr. of DuPont-Semesan Co., died April 14 at Wilmington, Del., following a long illness. He was widely known in the golf field as one of the pioneers in turf disease control. He was born in Wilmington and graduated from Oregon State college in 1914. He majored in agronomy. He continued his studies at University of Pennsylvania, Columbia and New York university.

He started with DuPont interests in a clerking job during summer vacations from school and continued with the company,

with two brief separations, until in 1928 he was made technical correspondent in New York City of the Bayer-Semesan Co., then a DuPont subsidiary. From that he continued into the position he held at time of his death.

Mr. Gooding did much of the early work on Semesan in which research he was extensively and intimately associated with greenkeepers.

He is survived by his wife, the former Emma May Wilson of Philadelphia.

Hunter Gooding was a grand man whose passing is mourned by hundreds in turf maintenance work with whom he worked.

NEW!

"Pro" Marker engraves full name on one line—not merely initials. Won't scrub or wear off.

POCKET SIZE!

Ink pad is self contained in back of "Pro" Marker—Always ready for instant use.

FOOL PROOF!

No adjustments... Impression is sharp, clean, permanent. Made of heat treated aluminum alloy. Unconditionally guaranteed for life.



RETAIL PRICE
\$2.95

(PATENT PENDING)

Pro GOLF BALL MARKER

At last the perfect marker at the right price! This new "Pro" Golf Ball Marker makes all other markers obsolete. Because of uniform pressure scientifically built-in, impression is sharp, clean, permanent, not a crushed-in bruise. Complete with three sets of type from A to Z with extra supply of spacers; enough waterproof indelible ink for hundreds of golf balls.

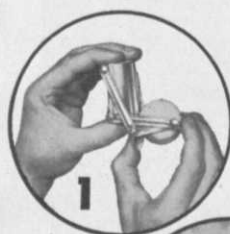
► **NOTE TO DEALERS**—Healthways New "Pro" Golf Ball Marker is hitting new sales peaks. It's a natural for the pro-shop, an ideal gift, a "must" for every golfer. It's the talk of the trade because of the "know-how" merchandising, displays and sales aids. For volume and profit, order now for immediate delivery. Retailers, Pro and Jobber discounts. (All shipments F.O.B. Eastern and Western Factories).

"From Hollywood to You"

HEALTHWAYS



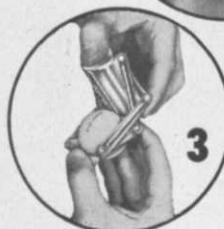
Manufactured by United Metal Products Corp., Detroit, Mich.



1



2



3

EASY AS

1-2-3

Eye-Level Display of Heads Helps Sell Clubs

By **JIM WAGNER**

Pro, Elks' Country Club, Richmond, Ind.

You may have heard your wife say something about the right idea in interior decoration being to hang pictures about on eye level. Maybe you have but haven't paid much attention to her remark and for that reason overlooked a point having considerable bearing on effective display in pro shops.

Most pro shops have club displays on the floor. Some shops, mainly due to lack of space, have boxes of clubs displayed on the floor and on a narrow shelf above the bottom array of boxes. If your shop is one of the latter note how much oftener the member takes a club for inspection out of the upper boxes.

Why? The reason is simple and logical. In dressing up a club the manufacturer puts emphasis on the heads of the woods and irons. That's entirely natural as the grip doesn't allow much opportunity for striking display and even the most colorful or distinctive jobs done on the grip don't carry as much selling force as the clubhead which is the part of the club that does the business.

Some display boxes are made so the grip

end of the club is down. Probably the idea is to show distinctive sole construction in the case of some woods. But the sole, according to my study of 15 years in pro merchandising, doesn't carry the display and sales appeal of the top of the head. I am absolutely sold by experience on the value of colorful and practical boxes in displaying and selling clubs. The clubs often look so much alike to the average buyer that with the name on the head concealed probably not one club member out of 50 could tell the lines apart. Consequently much depends on the boxing of the clubs in a manner that shows quality.

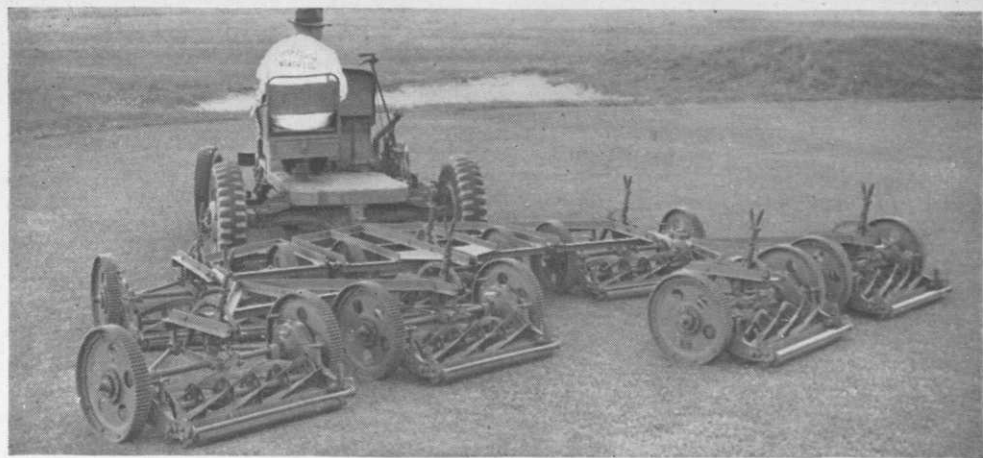
It certainly is true that most pro shops are none too well located, laid-out or lighted and the colorful boxes have a decorative value that brightens up the selling aspect of the establishments.

If you possibly can, arrange to have your clubs displayed in their boxes so the clubheads are about on eye level. This may be contrary to your opinion that merchandise should be displayed as near as possible to its position of use. However I've seen so many times in my own shop and that of



Jim Wagner's shop at Elks' CC, Richmond, Ind., shows how he makes a strong point of having merchandise displayed at eye-level where it invited examination.

FOR PEAK PERFORMANCE



HITCH YOUR GANG MOWER TO THE **Worthington "CHIEF"**

Hitching a gang mower combination to Worthington's fast, Golf "Chief" tractor really puts your mowing operations in high gear. This rugged, powerful tractor is specifically engineered to team up with gang mower units for fast, economical work. Four forward speeds ranging from 7.5 m.p.h. in low to 47.5 m.p.h. in

high gear give it a complete speed range for every working condition.

The "Chief's" low center of gravity and excellent balance throughout make it ideal for pulling mowing equipment over steep banks and hillsides. Extreme flexibility of oscillating front axle assures firm ground contact of both front and rear wheels and mowing unit on even the most severe undulating turf.

When not busy on grass-cutting duty, the "Chief" can be put to work on a wide variety of hauling jobs. Its radiator-protecting front bumper may be used for pushing or implement attachment. Get the full "Chief" story from your Worthington dealer or write for descriptive literature.



● Top: For efficient golf course mowing maintenance, this combination of Worthington 7-gang Fairway mower and "Chief" tractor is tops.

● Left: Note how this pivotally-mounted front axle keeps the "Chief" on an even "keel". Staunchly built of the finest materials throughout, this quality tractor is powered by a 100 hp. Chrysler industrial engine.

WORTHINGTON MOWER COMPANY
STROUDSBURG, PENNSYLVANIA

SUBSIDIARY OF JACOBSEN MANUFACTURING COMPANY, RACINE, WISCONSIN

others that the eye level location of club-heads attracts buyers there's no longer much of an argument as far as I am concerned.

In arranging shelf display for a shop the size of mine I reserve a shelf or shelves on which only ladies' clubs are shown. This space should be plainly marked as such. I believe that because of the difficulty we have had for some years in getting women's clubs it is especially important that we spotlight such stock when we are able to get it.

In my shop I have screw hooks on the shelves from which I hang golf bags in natural carrying position. I also hang replacement straps on these hooks. Umbrellas are displayed with these bags.

Helps Keep Shop Clean

This shelf and bag arrangement gives me clear floor space which is much easier to keep clean. Merchandise is not subject to the dust accumulation that gathers near the floor.

An absolutely spic-and-span shop is essential to first class pro merchandising and to establish the sort of a reputation the pro should have with his members.

I notice that many of my fellow professionals are sold on the idea of table-top and other open display of shirts, caps and other sportswear, to invite handling. Unless the merchandise can be kept in dustproof cellophane containers I think the idea is of questionable value although we all appreciate that sales are increased when attractive merchandise is brought right close to the prospective buyer.

In my shop with the showcase space available I try to show a sample of each

item I carry in the sportswear line, under glass, where it keeps clean and bright and doesn't suffer from shopwear.

I know I don't get bargain-counter sales reaction to such display but as long as good merchandise continues to be scarce and my budget does not allow a stock of too many sizes and colors I think I'll keep my stock as clean as possible and in such condition that the purchaser can wear any item immediately.

Ten and 15-dollar shirts represent a considerable investment for me and more often than not I'm wearing the merchandise myself in case the customers desire to feel the material.

I have found that the little things on sale in a pro shop often have great weight in giving the member the opinion I want him to have of the way I run my business for him. As the drugstore uses the postage stamp as a goodwill item I use a complete line of shoestrings. The immediate cash profit on these isn't enough to warrant the trouble of stocking the item but the customer's satisfaction is worth plenty.

As conditions ease up in club manufacturing I'm going to stock again some left-handed sets and special lengths and weights in right-handed clubs. That I believe will nullify some of the possible adverse effect of store competition by letting all know that I have the most complete line of good golf merchandise to meet all requirements.

Proper use of the swinging-weight scale by the pro I believe makes a strong impression on the club buyer and shows that the pro is fully equipped to give the buyer at his shop expert service he can get from no other type of golf goods retail outlet.

BRISTOL'S CALENDAR ISSUED—Horton Mfg. Co., Bristol, Conn., has issued its useful annual Bristol golf club calendar of leading national and sectional tournaments. It's a very helpful job which entailed a lot of work in getting the information on the various events. Golf association officials would be a lot quicker on the trigger in giving the Horton outfit cooperation in providing data for this calendar if they realized what value it is to newspaper golf writers, pros and potential tournament entries. It's the only thing of its kind.

LYNWOOD CONSTRUCTION JOB—Arnold V. Trible, gkpr., of the DuPont's Lynwood CC now building at Martinsville, Va., says that hopeful work is being done by the USGA Green Section in planning, seeding of the new course. A. H. Tull, architect, and R. Giddings, pro-gkpr. of the DuPont's Seaford, Del., course designed the 9-hole course, and got construc-

tion under way. Despite general belief that this part of the country is not favorable to bent greens Trible says investigation and suggestions of the Green Section convince him the result will be superior bent turf.

FINGER LAKES GREENKEEPERS FORM ASSOCIATION

Initial meeting of the Finger Lakes Greenkeepers Assn., held at Canandaigua (N.Y.) CC was attended by the organization's 11 charter members. The organization has meetings scheduled for the second Tuesday of each month. All greenkeepers of clubs in that section of New York are cordially invited to attend. Dean Darron, Stafford (N.Y.) CC is pres.; Edward Smith, Hornell (N.Y.) CC is vp.; and Wilbur Stone, Elmira (N.Y.) CC is sec.-treas. of the Finger Lakes outfit. Associate board members are Albert Blim, Churchville (N.Y.) GC and Isaac Bucyk, Ontario (N.Y.) CC.