



for

PARTicular GOLFERS



Power-Bilts are precision balanced, packed with power, yet graced with the beauty that makes particular golfers proud to own them and to play them.

Power-Bilts are made by Hillerich & Bradsby Co. of Louisville, Ky., manufacturers of famous Louisville Slugger Baseball Bats, and are nationally advertised to more than 13 million readers of some of America's favorite magazines.

Sold only by Professional Golfers



Club storage space in Clasen's shop at Northland is partially exposed to view of people in shop. That makes a contrast between old and new clubs which further promotes the yen to buy new clubs.

And after you've shown what you can do, chances are the club will ride along to get you a better shop. At any rate you'll get back in profits more than you spent in making your shop more attractive.

Besides, you'll make no money with alibis.

Most golf clubs have a pro shop of some sort, some good, some bad, but in many cases it could be improved. Sometimes a poor pro shop is the fault of the club, but in my 20 years experience as a pro I have never failed to get the co-operation of the Board of Directors after I started the ball rolling by doing a little painting and other improving.

Greenkeeper Helps Rebuilding

When I took over here at Northland seven years ago the shop was in very poor shape—the walls were dirty, club racks were too small, buffing machine was in the main display room. In general the place was a mess. I asked about getting it fixed and the reply was, as usual, the budget couldn't stand the expense, etc. With the help of our greenkeeper, Art Asplund, I managed to rebuild one section of the storage racks, move the buffing machine, build some merchandise display shelves and paint the entire shop.

My wife and Mrs. Asplund made some colorful drapes for the windows. With a cash outlay of about \$40 and a lot of work we had practically a new shop. When the Directors saw the results they were delighted and OK'd the bills for the paint and drapes without a question.

Since that time we have rebuilt all of the club storage racks, built two new sections and now have a room for 300 bags and all spaces are 12 in. square. We have tripled the window space in the caddie-master's office, which is in the

shop, thus giving him a better view of the caddies.

Also we have put a new door into the shop close to the storage racks which makes it possible to give out clubs faster and eliminates the need of the caddies coming into the shop.

This spring we took out two walls making the display room much larger and lighter. With the exception of the new windows and the new door, Art and I have done all the work including taking out the walls. We have a regular schedule of painting. We paint the floor every year and the entire shop every second year. When we repaint the shop we always change the color system so that it is noticeable to the members, thus calling to their attention the work that has been done.

Merchandise Plainly Priced

My shop is stocked with usual lines of pro merchandise and all of it is very plainly priced. Sets of clubs are marked with tags showing price, length and weight. Single clubs such as putters and wedges are priced by sticking the tag just below the grip with Scotch tape. This makes it possible for a player to take a practice swing with the club without having a price tag in his way. I have a putting carpet next to the putter display which helps sell putters each season.

My shop is a separate building and not connected on to the clubhouse and is fairly close to the locker room door but not in a direct line to the first tee. Players may talk with the caddie master without coming into the shop but its a rare occasion when a N.C.C. member tees off without first coming into the shop. I feel that they are proud of the appearance of the shop and the merchandise I have on display so they just naturally come in to look over things. After all the shop be-

Wall space in Clasen's shop is handled so every inch contributes to selling appeal and convenience of inspecting merchandise. The colorful curtains help liven up the place.



Golf's Finest

THE SUPER-CHARGED

SWEET SHOT

Off the tee it has the get-up and go of a thoroughbred winner—

And it splits the fairway with a flight as true as a homing pigeon, late and anxious to reach home. Its click is sweet as the sound of prize money jingling in your pocket, and it's thrifty, too, because its hardy, vulcanized, cured cover is unscarred and unscuffed by many rounds of vigorous stroking.

Of a hundred Sweet Shot players recently queried not one would willingly accept any other ball.

Supercharged by an exclusive patented process, the performance of the Sweet Shot cannot be duplicated.

- *Champions play it to win—*
- *Your Pro sells it—*
- *You'll enjoy playing it—*

THE WORTHINGTON BALL COMPANY • ELYRIA, OHIO, U. S. A.

The illustration depicts a serene golf course scene. In the foreground, a large, detailed Sweet Shot golf ball is shown, featuring the brand name and the number '3'. The background shows a lush green fairway leading to a sand trap and a line of trees. Two golfers are visible: one in the middle ground holding a club, and another in the distance in the middle of a golf swing. The overall style is a classic black and white woodcut-style illustration.

Worthington
Since 1904

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

The SWEET SHOT as advertised in the POST

TELLING NEARLY 4,000,000 PEOPLE EACH ISSUE TO "ASK YOUR PRO"

★ **PLAY A WINNER**

★ **SELL A WINNER**

Thus you—Profit 2 ways—When you stock and display The Super-charged

SWEET SHOT—GOLF'S FINEST

longs to them and if it's a good one it makes their membership that much more valuable. Very few members take guests into the clubhouse before they bring them to the shop. This results in a lot of sales to people not members of N.C.C. and every dollar I make on these sales is just like finding it.

In my travels I like to look over the golf shops and it's a great way to pick up ideas. I think that all pros will agree that some of the pro shops are a disgrace to the profession and as a rule the poorer the shop the more you will hear the pro complain about the poor support he gets from his members.

No matter how small your shop is you can always make it bright and neat with a little paint and work. The shop location is very important but if you make it attractive enough the members will be glad to stop in regardless of its location. In other words if the show is good enough people will come to see it.

I have pretty good evidence that the show in my shop is attractive enough to have justified the effort in staging the production. Northland members seem to have liked my shop so well that they started off my year in April with more than three times the volume of April last year which was the best starting month I'd ever had before. And business is continuing good because the shop stacks up well alongside any other retailing establishment in which first class people buy.

Chlordane Successful in Control of Mole Crickets

Dr. E. G. Kelsheimer, Entomologist, Vegetable Crops Laboratory, Florida Agricultural Experiment Station, Bradenton, Fla., reports that Chlordane has been used successfully to control mole crickets in turf. DDT and benzene hexachloride were not satisfactory for this purpose because DDT is slow in its action and because the odor of benzene hexachloride makes it objectionable in residential areas.

Chlordane controls ants, chinch bugs, fall armyworms, and webworms. As a spray, as a dust, or mixed with fertilizer, Chlordane gives excellent control at rates as low as one pound to the acre. It may also be used as a bait.

On plots replicated five times, Chlordane was applied as a five percent dust at the rate of one pound of actual Chlordane to the acre and watered in. There was an average of nine dead mole crickets on each plot of 100 square feet.

Chlordane may be purchased as a 48 or 50 percent emulsion and as a 50 percent wettable powder. To be most effective, it should be applied before a rain or on areas where watering is practicable. It will kill crickets for as long as six weeks to two months after application.

Death results from ingestion, contact, and fumigation. Upon contact with Chlordane, crickets emerge from their tunnels, turn over on their backs, and have nervous quivers until death.

—*Timely Turf Topics.*

LITTLE DISPLAY SPACE — BIG DISPLAY JOB



Ed Dudley's shop at Augusta (Ga.) National GC shows unusual shelf display that makes the most of space in a small shop by having merchandise displayed on an angle.

THE COMPLETE LINE OF GOLF BAGS

Tufhorse

for 1948



Model SL5N
\$80.00
(the 7½ lb. TP5N)

Model INL
\$80.00

Model 8P
\$28.50

Model G-10
\$30.00

PRO SHOPS FEATURING
TUFHORSE-MACGREGOR
GOLF BAGS COVER THE ENTIRE BUYING MARKET
WITH ONE BRAND NAME, LONG ESTABLISHED WITH GENERATIONS
OF PLAYERS. PRICES RANGE FROM \$3.50 TO
\$105.00 TO FIT ALL TASTES AND BUDGETS.

— used and exclusively recom-
mended by "the greatest names
in golf"

Ben Hogan	Jimmy Demaret
Byron Nelson	Toney Penna
Claude Harmon	Herman Barron
Craig Wood	Tommy Armour
George Schoux	George Fazio

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MacGregor

THE GREATEST NAME IN GOLF

4861 Spring Grove Ave.

Cincinnati 32, Ohio

MADE BY **DES MOINES GLOVE & MFG. CO.** DES MOINES, IOWA



Ben Hogan

WINS THE

1948

P.G.A.

CHAMPIONSHIP

playing

MacGregor
Tourney

REG. U. S. PAT. OFF.

GOLF CLUBS

TOURNEY
Golf Clubs and
Golf Balls are
sold exclusively
through golf
professionals

In winning his second P. G. A. Championship, Ben Hogan again showed why he is among the top golfers year after year. Playing brilliant sub-par golf over St. Louis' tricky Norwood Hills course, he is the seventh golfer in history to twice capture the P. G. A. crown. Ben and two other 1948 P. G. A. semi-finalists . . . Masters Champion Claude Harmon and Jimmy Demaret . . . play MacGregor TOURNEY clubs exclusively. In fact, forty per cent of the pros participating in the P. G. A. play MacGregor TOURNEY golf clubs . . . almost double that of any other make. Others among today's greatest names in golf playing MacGregor equipment exclusively are Tommy Armour, Herman Barron, George Fazio, Byron Nelson, Toney Penna, George Schoux, Craig Wood.



All players mentioned are members of the MacGregor Pro Advisory and Technical Staff.

MACGREGOR GOLF, INC., 4861 Spring Grove Avenue, Cincinnati 32, Ohio

MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.



Bertholy Promotes, Sandusky Golf Booms

By HY WESTON



Paul Bertholy

Driving along the scenic south shore of Lake Erie, on routes 2 and 6 in Ohio, an exceptionally attractive range stretches out for 225 yards in prominent view, with a brilliant display of lighting and neon with 5 ft. letters telling us this is the Sandusky Golf Range. It is a chapter in the story of how Sandusky, a city of 30,000, was administered golf promotion in large effective doses.

Paul Bertholy, a golf pro, is the reason for the story.

Golf did not always enjoy the popularity in the locality it now does. Bertholy, 33 years old, of English-German descent, started caddying when he was about ten years old. So the promotional period runs over a 23 year stretch, proving the wisdom of caddie development.

Caddying at the Plum Brook CC, Bertholy found his first real love, golf. A caddie team was organized and matches with out-of-town caddie teams resulted in a long string of wins with Bertholy, now 13, rushing the results to the local paper. Strong and lasting friendships were being made and thus without realizing it, the young golf enthusiast was laying a firm foundation for favorable public relations.

The caddie team had done so well that a high school team was formed by Sandusky high school Principal Whinnery, present Supt. of Schools. This team, of which Bertholy was a member, went undefeated for three years of match play. Bertholy, working now for the local paper while attending school, took care of the coverage.

In the meantime, Woodlawn, a public course, was opened but failed because the town was not ready for a fee course.

Opening in 1930, it failed in 1935, with Bertholy and his brother Charles trying to revive it during 1936. The effort proved to be a failure.

Finally getting the City Commissioners interested in a WPA golf project in 1938, ground was broken in 1939, and on Decoration Day, 1940, a 9 hole course was opened to the public with Bertholy as pro-manager. The going was most difficult with the course not being finished when the commission split in disagreement. Injunction was threatened with one commissioner predicting that the course would not have 25 people on it in a whole year.

Fingers were pointed at the failure of the first public course five years before. With fairways incomplete and the remainder of the WPA funds not forthcoming, the new course had two strikes on it before it started. With high school boys on week-ends, Bertholy cleared up most of the rock-strewn fairways. It was suggested that trees be left standing so when the course failed, it could be used as a picnic park.

As the course progressed under the able guidance of Bertholy, trees were removed from the center of fairways and from in front of greens. Tees and greens were enlarged, fairways were topdressed and fertilized until today the course offers a good playing layout.

No extra funds were forthcoming for this finishing work, but Bertholy and his caddies had a plan and it worked. Each year Bertholy would select six to ten of his most able caddies, and with these boys set to work to improve the course. These boys earned memberships this way, and Bertholy also rewarded them with golf

This golf range constructed and operated by Paul Bertholy at Sandusky, O., is proving a powerful factor in developing new golfers. Night operation is especially attractive to beginners.



clubs and plenty of lessons. Slowly a program was being evolved, and the feeling against the course was being licked with more and more golfers becoming interested.

From the outset Bertholy organized golf leagues which grew more popular as time went by, till four leagues were in operation and the country club in town had also copied the plan with a ten team league of its own.

Revives High School Interest

Bertholy went before the high school and lectured on golf to the interested students. The high school golf team had been dropped due to lack of interest. Bertholy revived this interest with free lessons to both boys and girls, also furnishing free balls and clubs. The most talented of Bertholy's young followers proved to be a boy named Leo Biagetti, who promptly set the junior state golf circles on fire with his talents. Golf interest began to mount. Leo won the Toledo District Junior Title three years running, smashing records right and left. He copped the city and county titles. Chick Hendrickson, a Plum Brook caddie, was given the opportunity to play by Bill Gordon, the Plum Brook pro, and golf was on the move. Chick won the National Caddie tournament at Columbus in 1946.

In 1947, a Sandusky high school team of Leo Biagetti, Chick Hendrickson, Pete Koelsch and Art Kurtz walked off with the state high school golf championship, with Leo, who had already won the Ohio Junior crown, succeeding Frank Stranahan, now annexing the state high school individual title as well.

Today Plum Brook CC has about all the members they can handle and Mills Creek course is busy from sun up to sun down. Bertholy has finished his new project, his golf range. Bertholy left the city course in the fall of 1946 and by the Fourth of July had completed his modern range, incorporating his own plans. The eight most promising high school boys receive their practice free at the golf range and Bertholy predicts another really tough team by 1949.

Some of the promotional stunts that Bertholy feels helped the growth of golf were the exhibitions of pros that Bertholy staged and the new novel tournament that he held. He personally underwrote bringing Byron Nelson and Jug McSpaden to Sandusky in 1945 and his city handicap tournament drew fields of 128 for four years in a row.

At nights when you see the sky lit up with 77,000 watts of electricity that is Bertholy's newest way of writing golf on the Sandusky horizon.

It's On The House

By TOM REAM

Mgr., Westmoreland CC

The biggest item a club has to sell is service, and the bigger and finer the club the greater the problem of providing perfect service.

Contact and thorough training will make perfect service a habit, just as surely as lack of training will make slack, inefficient service a habit.

You've got to be good to keep ahead.

Temperature control is essential for economical operation of both heating and cooling equipment.

Superior features of beauty, safety, sanitation and light make for successful modernization of club.

Dependability has no substitute.

Put braces on furniture that has become loose in the joints.

The only way labor costs can be cut is to install better and more up-to-date equipment.

The honest employee welcomes a check on his work.

Please the women and you'll sell the entire family.

Perseverance is rated as a prime requirement on application forms drawn up by some of today's biggest business firms.

Does your china, glass and silverware blend with the new modern color scheme? Women notice such things.

For most jobs, it's best to avoid both slow-pokes and world beaters and stick only to the happy medium.

It's no longer necessary to use white to prove sanitation.

Cheap brushes result in a cheap paint job.

Smart decoration is the key to successful remodeling.



What a
sweetheart!

The LAST WORD in
HIGH COMPRESSION
Performance!

The Wilson Top-Notch ball is at peak popularity with both professionals and club members. That's because its super-high compression winding—its sweet click,

fast getaway, long accurate flight and true roll are paying dividends in better shots and lower scores. Players *like* the Wilson Top-Notch. Pro shop sales *prove* it.

