



To Swing 'Em Is To Want 'Em

These Handsome, Precision-Made
BRISTOL CLUBS Embody Many
New And Noteworthy Features
Of Perfection

★ 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 26,000,000 readers of America's leading pictorial weekly, LIFE.



BRISTOL . . . first to produce and popularize the steel golf club shaft . . . again this season steps out ahead with woods and irons that set new standards in the art of fine club-making. Wherever these BRISTOL Beauties are on display they sell fast because of these outstanding virtues:

1. New "feather-fine" balance in each club and in the entire set that puts an extra "feel" of confidence in the swing.
2. New "POWER BLADE" heads on irons, a marked BRISTOL improvement in head design for crisper, better-controlled shots.
3. A new mathematical exactness in club "loft" and "lie" so that each club in the set produces exactly the right type of shot for which it is intended when the ball is hit properly.
4. New "HYDRO-LOCK" process of attaching shafts to heads, eliminating all rivets and locking heads to shafts as securely as train wheels are "locked" to their axles.

Know these and the many other BRISTOL precision-manufactured advancements for yourself and you'll see quickly why the popularity of these "new-day" clubs is mounting so rapidly everywhere with golfers who demand the best.

Hit
Better Shots
with the
NEW

Bristol GOLF CLUBS
THE HORTON MANUFACTURING CO. BRISTOL, CONNECTICUT

BALLS, BAGS
and
ACCESSORIES

Also
Makers of
BRISTOL
FISHING ROD
REELS, LINES

his present position. It wasn't long before he ran into trouble. He lost interest in his work, and realized that it wouldn't be long before he would be of little value either to himself or his job.

Psychiatrist Steers Sam Into Golf

Things went from bad to worse, and Nancy encouraged him to see a psychiatrist. Sam wasn't interested. He felt it was something he could lick in time. However, he finally reached a climax in his frustration and decided there was nothing to be lost in a visit with a doctor. He consulted the Veterans' Administration and was referred to a psychiatrist.

He met the doctor, talked himself out and received some sound advice. The doctor pointed out, quite logically, that a golf venture might not be successful. But, since he wasn't starting any fires in his present position, he might as well take a chance. It was that simple, and good enough for Sam.

He began to look for a location. He knew that he wanted a place that would serve as a year-round school, and he knew that in order to be successful he would need a central location. A look around Chicago's near-north side finally led him to a building just three blocks north of the loop, ideal in spite of its worn surroundings. The building was more than 50 years old, and unoccupied except for John's Kinzie Grill, a quiet, friendly combination bar and restaurant on the second floor. John had recently bought the building, and was interested in making use of the unoccupied floors.

Sam introduced himself and told John of his plan . . . a golf school on one floor of the building. John was immediately interested. The five story building had originally been a hotel, abandoned some years back after a fire which had ruined it internally. John had considered converting the other floors into apartments, but the cost of labor and materials had been prohibitive.

Sam's proposal was ideal. He required no major alterations and felt that he could handle the reconditioning at a reasonable price. As a result, he left his first meeting with John carrying high hopes and an agreement that the first six months rent should be free for the cost of renovating the third floor.

Renovating Cost High

That some complications should arise was to be expected. Sam had estimated the cost of renovation to be about \$400. The final toll, including labor, was better than \$1,200. Material and labor being a familiar story, it is not surprising that the club was opened to the first course of instruction on the 26th of November instead of October 20th, as originally planned.

The school opened with bare facilities. The walls had been plastered and painted, and the floors were reinforced and covered with crisp straw rugs. Clubs were lined against the wall, and some older wooden-shafted ones had been cut off to be used for instruction in the grip. They were cut off "so that vigorous beginners wouldn't punch holes in one another's heads." An old rug had been strung up in the "practice room," and students had been allowed to punch balls into it for practice.

The windows were draped attractively with monk's cloth, and in front of the entrance stood a mahogany-stained desk which served as the office. Scattered through the club room was an assortment of new and used furniture picked up as quickly as possible at a minimum of cost. It took two months to get a telephone.

The Old, Old Story

The school's beginning was something less than astounding. "The Golfers" books show a gross of \$14 for the first month, and a startling increase of better than one hundred percent for the second month . . . \$35. However, he was on his own. The cost of renovation had come from his own savings, and the only outside help had been from the Veterans' Administration. Under the G.I. bill there is a provision guaranteeing a veteran's business an income of \$100 a month in its first year. Sam received this aid for two months.

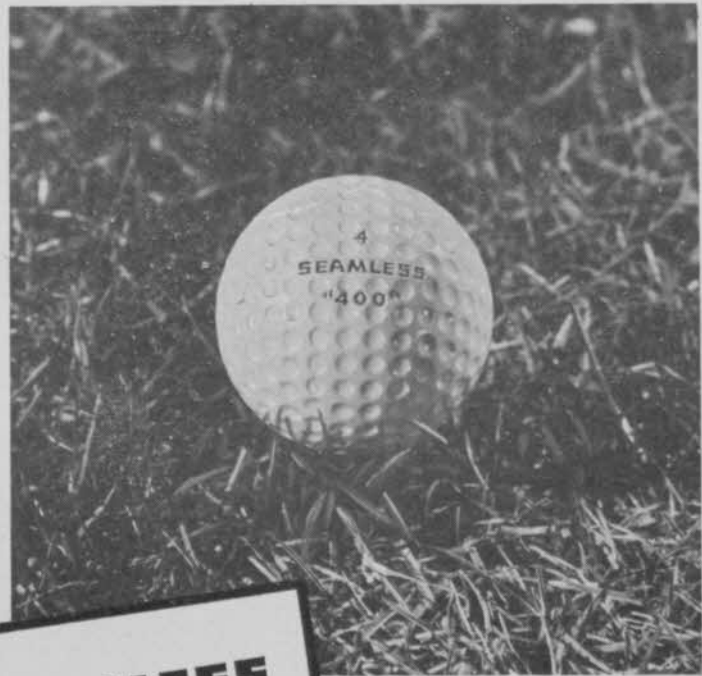
On the first of the year, Sam's bank notified him that he was overdrawn \$2.39. So far, he hadn't even made expenses. When the school opened he had counted on a number of "very interested prospects," but the percentage of those who showed up wasn't encouraging. His savings and hope were about at an end.

He felt it was time to make another trip to the psychiatrist to talk things over. Again he received some sound advice . . . and a prescription. The advice: Few new businesses give their owners income tax worries in the first few months of operation. Since he had put his entire savings and five months of effort into "The Golfers," he would be foolish to give up without a determined struggle. The prescription: Hard work, in ample doses each day.

Sam returned to work with renewed vigor. John had extended the free rent to a full year because of the cost of reconditioning, and there were still some students straggling in for lessons. He began a program of door-to-door canvassing in the business district, seeking some students who hadn't heard of the club.

Selling Work Clicks

Leaning on his sales background for a start, he approached his canvassing with the old idea that enough calls would net at least one sale. For a starter he tackled the Recreation Office of the Treasury Depart-



**SEAMLESS
GOLF BALLS**

NO FINER GOLF BALLS MADE

THE BALL THAT STAYS NEW LONGER

Golfers like the *extra* quality and *extra* value in these SEAMLESS balls . . .
Because they stay new longer! . . . Four winners—one for each type of player . . .
 Here they are—

SEAMLESS "400"—Thin Cadwell-Geer cover—"Famous for Distance"95¢

SEAMLESS "500"—Tough Cadwell-Geer cover—"Famous for Durability" . . .95¢

SEAMLESS "Nassau"—Tough Cadwell-Geer cover—"Famous for Value" . .70¢

SEAMLESS "Beacon"—Extra tough cover—"For accuracy and long life" . .50¢

*FINEST QUALITY
SINCE 1877*



REG.
U. S.
PAT.
OFF.

ATHLETIC GOODS DIVISION

THE SEAMLESS RUBBER COMPANY

NEW HAVEN 3, CONN., U. S. A.

ment in the Merchandise Mart. He was mildly shocked by his reception. Before he was well into a second breath in his sales talk, queries of "Who sent you?" "How did you know we were looking for a golf instructor?" stopped him cold. A number of golf enthusiasts had been looking for instruction for some time. Sam had stepped in at an opportune moment.

The call on the Treasury Department was the end of labor pains. "The Golfers" was officially—and financially—born.

Sam was able to arrange for groups of eight who would walk the few blocks to the school for lessons after work each evening. He handled 96 of them in a series of 12 classes. His canvassing days were over.

These groups kept him going until some of his early newspaper advertisements and personal contacts began to pay off. In time, some of the regulars from John's began to drop up for lessons, and the earlier "very interested prospects" came in for lessons.

A real step forward in the teaching facilities was the installation of an automatic tee. This called for a complete renovation of the practice room, so Sam pitched in spending evenings painting and covering the walls and floor. He set up heavy canvas nets in front of the tee, and in a few weeks students were able to try out their lessons on a full swing at a teed ball.

With the installation of the tee as a milestone, things moved steadily forward. During the early spring and summer, Sam was too busy to look for new students. At one time he even had to call in his brother, now an assistant professional at a Chicago district club, for extra help.

During the summer Sam spent as much time as possible on courses watching his students in action. He tried to get in at least one game or workout with each student. Combining his observations in these games with their own reports of further playing, he is able to analyze troubles that arise and take steps to correct them.

In order to insure his students as much time and help as possible, he arranged for advanced pupils to play with beginners on public and fee courses.

Assuming that "The Golfers" really got going in February of 1947, how did Sam's books look at the end of the year? In that time he's been continually busy, spending all spare time and considerable cash in improving the club. New students are coming in every day, and some former pupils drop back from time to time for "brush up" lessons. This, until he can get some more help and additional space, keeps him as busy as he wants to be.

The office now subscribes to a telephone answering service which Sam acclaims as

both valuable and necessary since he must be away from the school some of the time. The average enrollment is about 55 students in various stages of instruction (the figure varies with weather and the season, but has yet to fall below 30). Individual rather than group work is encouraged for the benefit of the student.

Sam now has a substantial bank account, owns better than \$500 worth of stock balls, clubs, bags and accessories sold at the school and he doesn't owe a cent.

Sam has expanded the club to include a second practice net. The interior, arrangement and furnishings are just about as he wants them for now. His bank account may be allowed to fatten a bit, and he may be able to realize a comfortable margin on his time and investment. He feels it was worth sweating out.

HOPES TO ROPE PRIZE \$\$\$



Fred Bolton, Pendleton (Ore.) CC pro, is playing tournament circuit in this rodeo winner outfit, barring the Hyer cowboy boots which he trades for spiked shoes on the course. Roy's sponsored by the Pendleton CC, Hamley and Co., famous makers of saddles and other leather goods, Pendleton Woolen Mills and Pendleton Chamber of Commerce. Bolton, 25-year-old protege of Wiffy Cox, was hired by the Pendleton club after returning from 4½ years with the Army. The cheerful big kid made good with members of the exceedingly lively 9-hole club in the Round-up City and they decided to finance him to some tournament experience in return for some smart publicity.



Burke CLUBS

with the NEW
VACUUM GRIP
the finest golf grip ever made!

Pros and amateurs on the winter circuit all agreed that this is the greatest improvement in a golf club for 20 years.

- Made from specially compounded rubber.
- Cured on the shaft, cannot come loose.
- Always uniform.
- Non-slip, vacuum construction makes this the ideal grip for all weather conditions.
- Guaranteed for the life of the club.
- Available after May 15.



Burke Punchirons. Precision Built — Precision Matched the "sweetest" irons ever made.

Burke Registered Woods.
The finest in a long line of fine Burke Clubs.



Since 1910,
Better Clubs
for Better Golf

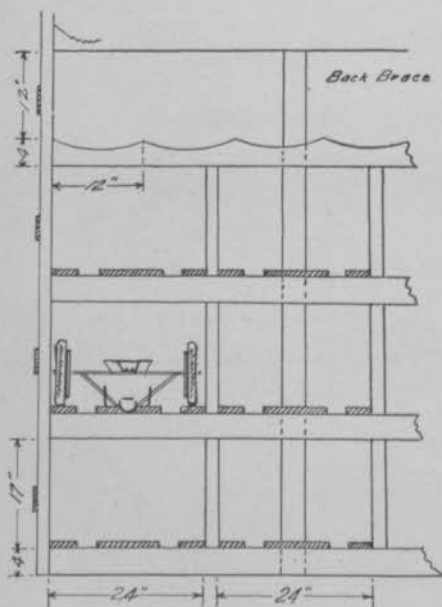
BURKE GOLF, INC., Newark, Ohio

Applies College Business Course In Pro Shop

By JAY M. FUNK

Ben C. York, youthful pro at the Manhattan (Ks.) CC, has designed a new type storage rack to solve his bag cart problem.

The new racks, 20 x 16 inches, will provide plenty of room to slide the folded up carts and bags in and out. Whenever the shop boy finishes cleaning the clubs, he will merely fold up the cart with the bag still attached to it and slide the unit into its accustomed slot. York, who believes the bag cart is here to stay, will make the first four tiers of racks in the new size, leaving the top four tiers the conventional 14 x 10.



FRONT VIEW

Ever since York took over as professional two years ago, the storage of bag carts has been a thorn in his side. The bag room never too large, has been cluttered with them. Many of the members whose clubs were in service bought the carts and of course a number were reserved for rentals. The big problem has been to find a place to put them. York is confident he has solved his problem with the new size.

York has served as pro at the Manhattan CC the past two years while attending Kansas State College in Manhattan. He received his Bachelor of Science degree in Business Administration January 30, 1948. "Now I'll be able to devote my full time to the club," the conscientious York cracked as he opened up shop the following day.

Benny has been active in a drive to replace the old sand greens with grass ever since he returned from the service. The drive culminated in approval by the grounds committee late in 1946 and a vote of the membership at large ratified the bill in January, 1947. Little actual progress has been accomplished thus far because of lack of pipe. The high elevation of the club necessitates an increased water supply before work can get underway. Tentative plans call for soil samples to be taken this spring and sod will be broken for the new greens if the water supply problem eases.

Pushes House Improvements

Another York-sponsored improvement okayed by the club will be the addition of a new golf shop, locker room and grill room to the northwest corner of the clubhouse. Although he is counting heavily upon these additions to relieve his cramped quarters in the future, he has already remodeled his present golf shop to provide greater utilization of all available space.

Benny has definite ideas for shop management. In the front shop display is his main theme. He follows two basic merchandising principles. First he stresses neatness. Second within easy range of the casual eye he provides a sample of everything he carries. To accomplish this he has built a new display cabinet for wearing apparel and rearranged his display racks to create a tunnel or aisle effect on club and bag display.

A quick glance at the display racks will assure you this lad carries a good stock of first line equipment. York doesn't believe in handling second grade clubs. He would rather sell beginners a full set of used first grade clubs than a new set of second grade clubs. York feels that it is better business to start beginners with the best, then they will always know and expect it. Another pet selling procedure with York is the stress placed on selling full sets. If beginners start out with incomplete outfits it is always harder to sell full sets later.

EXCLUSIVELY
A *PRO-SHOP* NUMBER

Allied's
NEWEST AND FINEST

Johnny Roberts
PRO MADE

**WOODS
AND IRONS**

- ★ "Muscleback" Irons of Stainless Steel
- ★ Finest Selected Persimmon Heads
- ★ New DeLuxe Heddon Step Shafts
- ★ "All-Weather" Leather Grips



WRITE TODAY FOR COMPLETE DETAILS

Allied GOLF CORPORATION

4544 FULLERTON AVENUE • PHONE SPAULDING 7710 • CHICAGO 39, ILLINOIS



Pros Aided in High School Golf Program

Pros who are working with high schools in developing young golfers can secure free upon request the new 1948 set of Intramural Golf Tournament program materials which has just been released by the National Golf Foundation, 407 S. Dearborn St., Chicago 5, Ill.

These materials, specifically designed to increase the play of golf among high school and college students also are available without charge to interested athletic instructors. Set up in completely packaged kit form, the materials include a "Suggestions for Conducting Intramural Golf Tournaments" booklet, publicity releases for school and local papers, draw sheet suitable for posting on bulletin board and order card for free tournament award medals and certificates. The certificates, beautifully engraved and lithographed, will be signed by the director of the National Golf Foundation and the athletic director of the individual school holding the tournament. The medals, one for boys and the other for girls, are rose gold-plated and so made that the recipients may attach them to a ribbon or chain. Space on back of the medals may be used for engraving name of winner and year of award. The cost of these attractive medals and certificates has been underwritten by the National Golf Foundation, which is sponsored and financed by leading makers of golf balls and clubs.

Charley McKenna Wins PGA Seniors; Richter 2d

Charley McKenna's 69-72 over the PGA National course at Dunedin, Fla., nosed out by one stroke left-hander Ben Richter's pair of 71s for the PGA 1948 senior championship. The veteran pro of Rochester, N.Y., Oak Hill CC where the 1949 amateur will be played, opened his championship quest with the first round under 70 that has been played in the pro seniors' annual competition. Richter, the St. Louis old timer who's long been the best left-hander ever in the game, missed a few makeable putts on the last nine to blow himself out of the title.

George Smith of Owentsia club (Chicago dist.), making his debut in the 50-year-or-older pro class, finished third with 71-74-145. Other leading scores of the 76 contestants:

Jock Hutchison	73-72—145
Bill Jelliffe	72-74—146
Harold Jordon	73-74—147
Dave Sutherland	72-78—150
Walter Bourne	76-76—152
Ernest Newnham	75-77—152
Bruce Herd	78-74—152
Cy Foster	74-78—152
Bob Ford	76-77—153
Frank Sprogell	78-75—153
W. C. Gordon	80-73—153
John Manion	78-76—154
Joe Donato	78-76—154
Alec Watson	77-77—154
Phil Turnesa	78-76—154
Bill Campbell	77-77—154



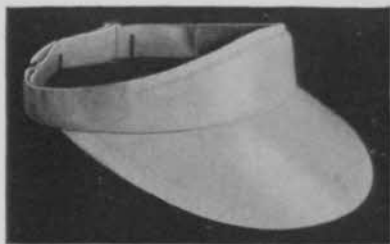
GETS 12 MONTHS USE IN WHITE MOUNTAINS

Golf course at North Conway, N.H. when snow-covered becomes a haven for skiers. Hannes Schneider, world-famed ski meister, switches to golf in milder weather here. Lester B. Sprague, manager of Buckwood Inn, Shawnee-on-Delaware, Pa., during the great old days of the Shawnee Open, now owns the Eastern Slope Inn, leading resort establishment at Conway, and brags about great condition of their course. Lester says combination of first class golf and first class skiing has developed a year-round business volume that assures top facilities in both sports.

Congo SUNHATS

VISORS and CAPS

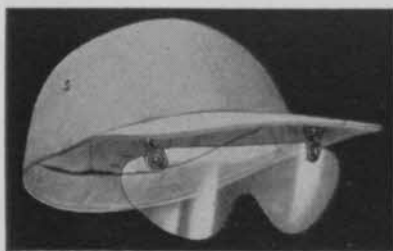
"Why Under The Sun Don't You Wear One?"



WIMBLEDON No. 475

The perfected tennis visor . . . carefully tailored and smartly styled. Made of Topsail Cloth in colors, Twill in White. Padded forehead shield, adjustable to any size, visor underlined with green material to shade eyes and dispel reflections. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . solid or assorted colors.

GAMESTER No. 476 — Same as No. 475 only visor is of white opaque Acetate.



FAIRVIEW No. 432

The two-way sports cap . . . equipped with flip type Clearasite eyeshade and windshield. May be worn as regular cap with eyeshade up under visor or as protective shield with eyeshade down. Cap is smartly tailored in fine quality Stormtite Zelan Treated Poplin. Colors: Natural or Tan. Small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.

*Write for Complete
Information and Name
of Nearest Jobber*



CONGO No. 101

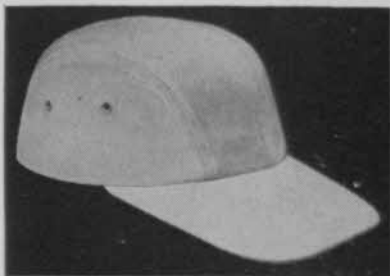
The answer to sunny days . . . this extra fine Sunhat is light, airy and cool. Made of Stormtite Zelan Treated Poplin with soft, flexible, multi-stitched brim and six airvent eyelets in top of crown. Colors: Natural or Tan. Small, medium, large, and extra large sizes . . . one dozen to the box . . . assorted sizes . . . solid or assorted colors.

CONGO No. 100 — Same style as No. 101 in fine Topsail cloth. Colors: Blue, Green, Red, Beige, and White.



CONGO No. 2325

The original, world famous Congo Sunhat with non-glare Pyralin eyeshade in front brim. Made of fine Duck material with airvent eyelets on each side. Well tailored and steam blocked. Colors: White or Tan. Made in small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.



PADDOCK No. 430

A sleek, streamlined cap in colorful Topsail Cloth, also in white Twill. Styled with a long, sturdy, water-resistant visor and equipped with an absorbent sweat-band. A popular model for all outdoor activities. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . assorted sizes . . . solid or assorted colors.

THE BREARLEY CO., ROCKFORD, ILL.

Headquarters for Sunshine Headwear

1948 CALENDAR OF EVENTS

MARCH

- 2-3—Annual Seminole Pro-Amateur Invitational, Palm Beach, Fla., \$10,000.
- 2-6—South Atlantic Championship, Ormond Beach Golf Course, Ormond Beach, Fla. (Women's)
- 6-9—Miami Four Ball, Miami Springs C.C., Miami Springs, Fla., \$10,000.
- 8-12—Florida East Coast Championship, St. Augustine Links, St. Augustine, Fla. (Women's)
- 11-14—Jacksonville Open, Municipal Golf Course, Jacksonville, Fla., \$10,000.
- 14-17—Annual Convention, Club Managers Association of America, Radisson and Nicollet Hotels, Minneapolis, Minn.
- 15-21—14th Annual Amateur Senior Match Play Championship of America. Golfers fifty years of age and over, Sebring, Fla.
- 18-21—Titleholders' Championship, Augusta C.C., Augusta, Ga. (72 Holes Medal) (Women's)
- 19-21—Greater Greensboro Open, Starmount Forest C.C., Greensboro, N. C., \$10,000.
- 25-28—Charlotte Open, Myers Park Golf Club, Charlotte, N. C., \$10,000.

APRIL

- 1-4—Columbia Open, Columbia C.C., Columbia, S. C., \$10,000.
- 8-11—MASTERS', Augusta Nat'l. Golf Club, Augusta, Ga., \$10,000.
- 12-16—North and South Amateur Invitational, Pinehurst, N. C. (Women's)
- 19-23—North and South Amateur Invitational, Pinehurst, N. C. (Men's)
- 26-May 1—English Amateur Championship, Little Aston.

MAY

- 19-25—PGA Championship, Norwood Hills CC, St. Louis, Mo.
- 21-22—Curtis Cup Match, women's amateur teams, British Isles vs. United States at Birkdale, England.
- 24-28—British Amateur Championship, Deal Golf Club, Kent, England.
- 27-30—Colonial National Invitation, Colonial C.C., Fort Worth, Texas.
- 30-31—Nat'l. Junior College Golf Championship Tourney, Wentworth Military Academy, Lexington, Mo.
- 31-June 4—British Ladies Open Amateur Championship, Lytham and St. Anne's, Lancashire.

JUNE

- 10-12—U. S. Open Championship, Riviera C.C., Pacific Palisades, L. A., Calif. Entries close—Monday, May 17. Sectional qualifying rounds—Tuesday, June 1.
- 14-19—Women's National Collegiate, Ohio State Univ., Columbus
- 15-18—31st Western Junior Amateur Championship, Purdue University, Lafayette, Indiana.

15-19—Southern Amateur, Capital City C.C., Atlanta, Ga.

17-20—Chicago Victory Open (C.D.G.A.) Midlothian C.C., Midlothian, Ill.

17-20—Texas PGA Championship, El Paso C.C., El Paso

21-26—Women's Western Open Championship, Skycrest CC, Chicago.

26-27—Peoria Open Championship, Newman C.C., Peoria, Ill.

27-July 3—NCAA Championship, Stanford University, Palo Alto, Calif.

28—Illinois PGA Championship, St. Andrews C.C., Chicago

28-July 1—British Open Championship, Muirfield Golf Club, Gullane, Scotland.

29-July 5—46th Western Amateur Championship, Wichita C.C., Wichita, Kans.

JULY

- 12-17—Midwest Amateur, Lincoln Park G.C., Chicago, Ill.
- 12-17—Canadian Amateur Championship, Hamilton (Ontario) G. & C.C.
- 19-24—U. S. Amateur Public Links Championship, North Fulton G.C., Atlanta, Ga. Entries for Sectional qualifying rounds close with Chairmen of Sectional qualifying committees—Wed., June 16. Sectional qualifying rounds—The period Sunday, June 27 to Saturday, July 3; exact date in each Section to be fixed by Sectional Qualifying Chairman.
- 28-Aug. 1—Metropolitan Amateur, Winged Foot C.C., Mamaroneck, N. Y.
- 29-Aug. 1—45th Western Open Championship, Brookfield CC, Buffalo, N. Y.

AUGUST

- 3-6—All American Open, Amateur, Women's, Tam O'Shanter C.C., Chicago
- 3-7—U.S.J.C.C. National Junior Amateur Championship, Lincoln, Neb.
- 7-8—International Championship, Tam O'Shanter C.C., Chicago
- 12-15—Swedish Int'l. Amateur Championship, Bastad GC, Bastad, Sweden.
- 18-22—Southern 4-Ball Championship, Birmingham C.C., Birmingham, Ala.
- 30-Sept. 4—U. S. Amateur Championship, Memphis C.C., Memphis, Tenn. Entries close—Monday, Aug. 2. Sectional qualifying rounds—Wed., Aug. 18.
- 30-Sept. 4—Women's Western Amateur, Olympic Club, San Francisco, Calif.

SEPTEMBER

- 13-18—U. S. Women's Amateur Championship, Pebble Beach Course, Del Monte, G. & C.C., Del Monte, Calif. Entries close—Mon., Aug. 23.
- 22-25—Canadian Open, Shaughnessy Heights GC., Vancouver, B. C.