



## To Swing 'Em Is To Want 'Em

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

**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.

\* 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**.



Hit  
 Better Shots  
 with the  
 NEW

**Bristol** GOLF CLUBS  
THE HORTON MANUFACTURING CO. BRISTOL, CONNECTICUT

Also  
 Makers of  
**BRISTOL**  
 FISHING RODS  
 REELS, LINES

BALLS, BAGS  
 and  
 ACCESSORIES

be handed on to the person considered making the outstanding contribution to golf in 1948.

The William D. Richardson Memorial trophy, named for the late golf editor of the New York Times, is the most concrete evidence of the existence of the Golf Writers' Association of America. The group was formally organized in Portland during the 1946 National P.G.A. championship, with Russ Newland of the San Francisco Associated Press being elected first president. Since that time, it has enlisted the support of 145 accredited golf writers from 56 cities in 27 states, the District of Columbia, and Hawaii.

Chief objectives of the association will be to secure good hotel accommodations, legible scoreboards, and adequate press quarters at all major tournaments. One such adjustment was made in the press scoreboard at the Masters', which had not been up to working par for some years. Another thought the G.W.A. has in mind is the restoration of the neglected idea of a Golf Hall of Fame. It was first suggested in 1940, but little has been done with it. Member Joe Looney (Boston Herald) believes the Golf Writers' Association can make it a reality, and Secretary Bartlett will take a poll of the membership during the year.

### **Mich. and Ohio Peddlers. "Come All Ye," Aug. 2.**

The Golf Peddlers Ass'n, Mich. and Ohio units, will stage their first postwar tournament, an 18-hole event, at Manakiki CC, Cleveland, O., August 2nd. The tournament, on Monday following the Western Open at Buffalo, is open to pros and assistants, managers, greenkeepers, golf writers and golf salesmen. Tim McGrath is pres. of the Peddlers Ass'n.

## **It's On The House**

By **TOM REAM**

Mgr., Westmoreland CC

The man of today understands that he must feel well in order to look well and has finally learned how to make his physical regimen serve both ends.

\*\*\*

Do you ever make notes on safety and accident prevention and then act on them?

\*\*\*

Spread the gospel of hygiene in the handling of all foodstuffs.

\*\*\*

Study the importance of using the right cleaner for walls, floors, marble and tile surfaces.

\*\*\*

There's nothing small about running a small club if the small club be well run.

\*\*\*

The use of sound-proofing materials is the best cure in clubs for noise nuisance.

\*\*\*

Stop and think—the member you gossip with has sense enough to know that he also will be a member you gossip about.

\*\*\*

The "know how" in the management of meats is a good asset for any club executive.

\*\*\*

A good club man renders pleasant service whether it is politely asked for or rudely demanded.

\*\*\*

Are you a progressive manager? Then your door is open to every sales representative. It is the only way worthwhile ideas can be exchanged and obtained.



### **SEAMLESS SALES ORGANIZATION MEETING**

A recent meeting of the sales organization of the Seamless Rubber Co. was held at the factory in New Haven, Conn., at which time business for the past year was reviewed and plans for 1948 were consolidated. F. Thatcher Lane, pres., expressed belief demand for Seamless products would continue to show an increase resulting in continual rise in company's volume.

**Good for you  
because  
it's good for golf**

*Lightweight*  
**BALANCED  
GOLF BAG**



U. S. Pat. No. 2364223

Golfers want comfort, convenience and quality in a golf bag. That's why so many have switched to *Lightweight* Balanced Golf Bag. Hundreds of thousands of golfers are getting more enjoyment from the game because they carry the *lightweight* bag that is full size, doesn't sag or spill clubs, and is balanced

for easy carrying... Balanced Golf Bag.

More popular than ever, now available with or without hood, and backed by national advertising, Balanced Golf Bag is far ahead of the field as America's fastest selling golf bag. Be sure you have stock on hand—order today from your distributor or jobber.

If your distributor cannot supply you immediately, order direct. Dealers' discount 40% off retail list.



America's  
Fastest-Selling  
Golf Bag

THIS  
MAKES IT  
BALANCE



Retail Price  
**STANDARD  
MODEL**  
\$600

with hood, \$700

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

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



**PROs! YOU NEED**

# Ken

## SHOP SUPPLIES

*Prepared Especially for Pros*

**FORM-A-COAT . . .** Puts a professional finish on whippings. Forms a cap on ends of clubs.

**TACKY GOLF GRIP CONDITIONER . . .** Keeps leather grips soft and tacky. Small bottles for resale.

**GOLF CLUB ADHESIVE . . .** Cements grips in place. A flexible all purpose adhesive for your shop. Fast drying.

**GOLF CLUB LACQUER . . .** Protects the finish on wood heads. Easy to apply. No equipment needed: not even a brush. Dries in an hour.

**GOLF BAG DRESSING . . .** Preserves all types of leather bags. Easy to apply.  
**PRO SHOP EQUIPMENT  
 WHIPPING CORD, FINISHING AND  
 BUFFING SUPPLIES**

**WRITE FOR HANDY ORDER BLANK**

**Kenneth Smith**  
**GOLF CLUBS**  
*Hand made to fit You*  
**BOX 41, KANSAS CITY 10, MO.**

**THE CLUB SITUATION:** We are now filling orders for sets of woods and irons received many months ago. Sorry we can't give rush service. Please continue to place orders many months ahead of your requirements.

## Northland Campaigns for Understanding of Golf Rules

The Rules Committee of the Northland Country Club, Duluth, Minn., headed by W. K. Montague have put on a campaign to make Northland members better acquainted with and more observant of the rules than members of any other club in the nation.

In order to reach every member they have printed a little pamphlet entitled, *A Little Discourse on the Rules of Golf*—intended for a few friends who should know them better and a few opponents who sometimes act as if they had never heard of them.

The pamphlet is not intended as a statement or even a digest of the rules, instead they have tried to call attention to the fundamental rules governing play, dwelling particularly on some which are quite commonly ignored by many players.

The committee leads off with the statement, **"A golfer is a funny animal,"** and continues, "If he played tennis he would abide strictly by the rules of the game; he would not claim that it was unfair because a shot an inch outside of the court lost him a point, or that he should be permitted to foot-fault on his serve. If he played football it would never occur to him to suggest that the on-side rule should be overlooked. Occasionally,—not often—you might run into one who thinks that he should not be penalized for a renege in bridge, but generally he expects to play even that lousy game according to the rules.

"But when he steps onto a golf course his nature changes. If he pushes a tee shot over into the evergreens he is apt to look up hopefully and say, 'I can drop away from these, can't I?' If he happens to get some mud on his ball he picks it up, polishes it like a Wenatchee apple, and can't understand why his opponents scowl. He is obsessed with the hallucination that it is a game with no rules, or at least none that the players can't change at will.

"The function of the Rules Committee is to try to drive into this estimable gentleman's skull the fact that golf is like every other game; that there are certain rules which have been accepted and which he should observe, else he is not much better than a heelprint in a sandtrap to other golfers;—a source of embarrassment to his friends and a pain in the neck to his opponents.

"The basic principle of golf is that you tee up your ball at the beginning of each hole and never touch it again except with your club—counting one each time—until it drops into the cup. Every variation from this is some concession to meet a presumed



# JACK and the KING are back in the swing

• Just a note, friends, to give you the good news about the SILVER KING.

Once again SILVER KINGS are in good supply and I can really start them rolling into your shop.

As always, SILVER KING PLUS (power ball) and SILVER KING (tough cover) are yours exclusively—sold through Pro Shops only. Sweet click, quick getaway and fast, true flight... they make steady friends for you and steady profits for you. And



what more could any man ask?  
Yours, as always

*Jack Jolly* & SON,  
INC.

Sole Distributor  
872 Broadway, Newark, N. J.



## SILVER KING GOLF BALLS



Sold thru Pro Shops Exclusively



unfair situation. The game would probably be better if they cut out all the concessions and went back to the fundamental principle. No matter how many concessions are made there are some who are not satisfied,—who will never quit kicking until they can play 'winter rules' all the time and play every poor shot over again.

"For many years the USGA followed the rules in effect at the Royal and Ancient Golf Club of St. Andrews, even when the terminology did not fit American usage. This year is stepped out on its own, and has rewritten the rules.

"Largely it was a matter of clarification rather than change. Many official rulings previously in effect were written into the rules, and many doubtful points cleared up. Rules dealing with the same subject were put together. There were a few changes of substance. The new rules should be much easier to understand. Free copies are available at the caddy shop. Each member should get one.

"One thing more: You should not go into the rules in the spirit of trying to spring penalties on the other fellow. A friendly pointer, provided you know it will be taken in the right spirit, is all right, but win your matches by your own golf,—not by the penalty route. Get your own game on the level,—don't worry about the other fellow's."

#### DEDICATE MARINE'S COURSE



Maj. Gen. Alfred H. Noble, commanding officer, Marine Corps Recruit depot, Parris Island, S.C., dedicates Marines' new course prior to opening exhibition match. L to R: Jim Ferrier; Maj. Wallace H. Robinson, Jr., USMC, officer in charge of construction and maintenance of the course; Dick Metz; Cmdr. Charles A. O'Neil (ChC), USNR; Capt. John B. Farrior, USN; and "Skip" Alexander. Gene Sarazen also played in the match. Ferrier topped the field with a 71 on the par 72 course.

## Massachusetts Section of New England Turf Ass'n Formed

At the annual turf conference at the University of Massachusetts, a meeting was held under the chairmanship of Homer C. Darling, to form a turf association in Massachusetts.

The object of the organization is to establish a sound comprehensive turf research program and to disseminate the present knowledge and new facts to all members of the association. These members will include golf courses, park, cemeteries, athletic and recreational areas, landscape men, and all interested in the growing of fine turf. It is intended that the research program will be centered at the University of Massachusetts at Amherst.

It was decided to call the organization the Massachusetts Section of the New England Turf Association in preference to the Massachusetts Turf Association, since other states may wish to form similar organizations.

Officers elected:

First VP—Homer C. Darling, Owner, Juniper Hill GC, Northboro.

Second VP—William Mitchell, Turf Grower, Sunnepee, N.H.

Sec'y-Treas.—L. S. Dickinson, Assoc. Prof. of Agrostology, University of Massachusetts.

The President is to be appointed by these officers and a board to represent the various groups interested in the growing of fine turf. The following were appointed temporarily as members of the board:

Greenkeepers—Arthur Anderson, Brae Burn CC, West Newton, Mass.

Equipment and Supply Dealers—O. O. Clapper, The Clapper Co., West Newton 65, Mass.

Landscape Gardeners—Richard Lee, Chestnut Hill, Mass.

Nurserymen—Lester Needham, Adams Nursery, Westfield, Mass.

Manufacturers—Arthur Kingsbury.

Park Supts.—Fletcher Prouty, Springfield (Mass.) Park Dept.

Bowling Greens—G. Allison Wells, Springfield (Mass.) Park Dept.

Cemeteries—Elliot Rogers.

Institutional—Mr. McRae, Supt. of Grounds, Harvard University.

The federated garden clubs and airports are to be contacted.

John Counsell was elected ex-officio officer representing the Greenkeeping Supts. Ass'n of America.

acclaimed by pros and amateurs...

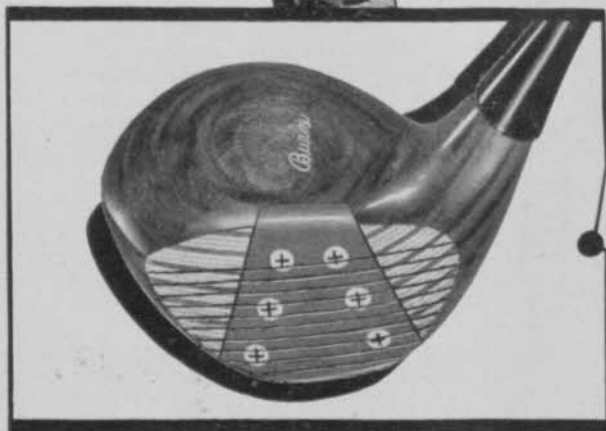
famous **Burke** clubs with the new

# VACUUM GRIP

There's a new feel to the Burke Vacuum Grip—it's "non-slip" even when wet, yet it is kind to tender hands. Made from specially compounded rubber, cured on-the-shaft, it can never come loose, and provides perfect insulation for the hard shock of a topped ball. Pros and amateurs proclaim it "the finest grip ever applied to a golf club." Guaranteed for the life of the club. Optional on most Burke clubs.

## BURKE PUNCHIRONS

The irons with a "punch", precision built, precision balanced, made by craftsmen for precision golf.



## BURKE HY-SPEED WOODS

Made for the better golfer, with a Burke Laminated Head and designed to get maximum distance out of your shots.

Ask your pro about Burke SAV-A-SHOT Clubs—real stroke savers on and near the green.

# Burke

GOLF, INC., NEWARK, OHIO

Since 1910 Better Clubs for Better Golf

## If It Pertains To Golf The Shirleys Can Fix It



Sedley (Tex) Shirley who worked in the machine shop at Bethlehem Steel shipyards at Long Beach, Calif. during the war years 1941 to 1945 and found little time to play golf in his leisure hours, together with his jolly wife, Sarah, has turned his war-time machine shop know-how into a boon to himself and his fellow golfers with one of the most complete golf repair shops in Southern Calif. at the Lakewood CC, Long Beach.

Armed with a technical knowledge of the machine shop and an abiding belief in

golf not only as a swell hobby but as a possible means to an end, Tex and Sarah are doing something about it. They can repair anything that pertains to golf—clubs, shoes and bags. Much of the machinery Tex has built himself, purchasing other items from shoe repair businesses, leather factories and sewing machine companies. Mrs. Shirley has learned the fine art of sewing leather and she's now an expert at it.

Since his shop is alongside of a big driving range which pours nine to twelve thousand balls over the tees every day, Tex's next step may be to make a new machine to repair golf balls. He says he can do it, "but for the time being, if it's golf equipment that has begun to go to pieces, we can fix it."

## Hearst National Junior Tourney

The Charles River CC, Newton, Mass., suburb of Boston, will be host to the annual W. R. Hearst National Junior Golf Championship tournament starting Aug. 17. The tournament has been changed to a 72-hole medal play competition, with two rounds Tuesday, Aug. 17, and two Thursday, Aug. 19 with Wed., Aug. 17 given over to the players for a sightseeing trip to Cape Cod and Plymouth Rock. The tournament is open to young men under 21 years of age.



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**RED GREEN** for championship and tournament play, for greater durability and distance too.

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 100% (PRO-BLUE 50)  
 50% (PRO-BLUE 50) 50% (PRO-BLUE 50)

**"PRO-MADE" WOODS & IRONS, GLOVES, CAPS, HATS, SOCKS, BAGS, TEES & GOLF SHOES**

**PRO-GOLF SALES CO. FOND DU LAC, WIS.**

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 HE HAS THEM FOR YOU

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## EDDIE BURKE TAKES A BRIDE



Eddie Burke and his bride, nee Doris Muriel Haufman of Port Chester, N.Y., hit the honeymoon fairway after being married at Sacred Heart rectory, Lake Worth, Fla., March 28. Eddie is asst. to Tommy Armour at Boca Raton in the winter. This summer he's at Woodbridge CC, New Haven, Conn., where Mrs. Burke will learn, as other pros' wives have, how it is to keep dinner hot while The Dear Boy is kept late on the lesson tee.

--Photo, Lou Koch Service

## PROS STUDY BUSINESS

*(Continued from page 64)*

progress being made at the PGA National course at Dunedin, Fla.

In the afternoon George Dawson of Spalding's opened the program with a very profitable talk on merchandising. Dawson pointed out that dissimilar conditions at clubs made each pro's stocking, selling and inventory control problem an individual one but that same basic principles of attractive shop, pleasant personality, business savvy and thoughtful financial operation governed.

### Box Display Helps Selling

Dawson advocated keeping clubs displayed in handsome boxes. The clubs don't get knocked around and the selling magnetism of the boxes helps bring eyes to the clubs. He endorsed displaying club-heads as near as possible to eye level. He was strong for having prices displayed on all merchandise and said that brief information about the merchandise on tags attached to the goods helped sales a lot.

George said pros are making a lot of trouble for themselves and not helping sales when they talk too much about swinging weights and shaft deflections. Thus they often get customers confused and demanding clubs to specifications that only pro experts with the most delicate touch would request. Dawson also referred to the difficulties manufacturers have in repair and special order work. In this he was backed up by Harrington of Wilson, Bill Kaiser of Hillerich and

Hillerich and Bradsby and Bob Rickey and Stan Clark of MacGregor Golf.

The manufacturers' men agreed that much time, trouble and expense could be saved if pros would write full details in their first letter about repair jobs to be done and pack and address the clubs carefully.

Harrington repeated, in part, some of his Minnesota talk, but mainly spoke of factory manufacturing and repair work, going into detail about new construction ideas.

Kaiser emphasized that the manufacturers' salesmen are trying to help the pros because the pros are, in effect, the manufacturers' representatives to the ultimate consumer. For that reason, Bill said, the salesman is eager to have the pro know all that the salesman can tell him about the design and construction of the merchandise.

### Close-up on Pro Credit

Rickey spoke of the manufacturers' problems in preparing and presenting a new line. Clark told of clubs being more interested than ever before in pro credit. Stan said that as he got around among credit men in other businesses he was able to brag about the credit of pros as retailers. He reminded the pros that when the credit manager extends credit he is loaning the pros the stockholders' money and if anyone thinks that's a casual matter let him try to borrow the same amount of money from any individual. Clark remarked that most of the credit difficulties pros have is the result of not answering letters and telling just what the situation happens to be. He said there are two parts of the sales dollar; the profit which is the pro's after he pays his operating cost, and the cost of the goods which belongs to the manufacturer.

Keith Muller of U. S. Rubber, who's been 20 years in Indiana as the U. S. representative, gave the pros pointers on ball merchandising. He told them to balance their inventories so they could turn their capital over often. He said the golf ball inventory should be turned over four or five times a season.

Keith said that in comparing the rapid advance in earning power in pro golf with that of young men in other businesses he thought the pro business was one of the best for an alert, diligent and bright young man. However he warned that it's no business in which anyone could expect to have a profit pushed into his hands. Now with a buyer's market returning the pro has to be on his toes as a businessman every minute.

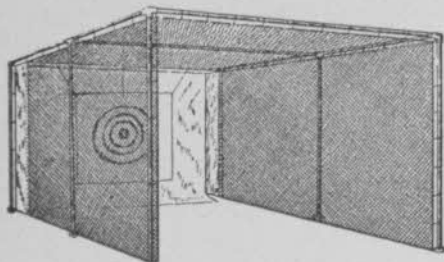
### Indiana Pros in Teamwork

Stanley Graves, pres., Indiana Greenkeepers Assn., talked on teamwork be-

# EDERER

## GOLF NETS

A "must" for the modern club



### The Popular way to pep-up play and profits

From the day you install an Ederer Golf Net you'll find it a standout feature for building good will, better and happier players and more business for your club and your professional.

Rain or shine your Ederer Net is one spot that will always be busy. Few features, if any, pay off so high in popularity and utility for so small an investment. Hundreds of officials, pros and managers will tell you that.

Plan on at least one Ederer this year and see . . . how it cuts down the beefing when the first tee is loaded . . . how handy it is for practice without shag boys or when the pupil and pro want privacy for the lesson . . . how perfect it is for the warm-up before the game.

Write for folder and prices on the complete Ederer line of sports nets...Golf, Tennis, Badminton and Volley Ball.

**R. J. EDERER COMPANY**

*Invincible Sports Nets*

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tween greenkeepers and pros as a primary affair in improving club activities, hence the earning power of the man responsible for the course and the man responsible for the player. Stan told how his association's members regard helping each other with their problems as one of the great things that has elevated the status of greenkeepers with club officials and members. Warren Bevington, pres., Highland GACC, spoke on the pros' job in furthering cooperation between clubs for the extension of golf and putting clubs on a sound financial basis.

Cliff Waggoner, sec., Indiana Amateur GA, paid tribute to the pros' work for amateurs. The final afternoon was devoted to a teaching clinic. The dinner was held Monday evening with Rev. Eli-gius Weir, Mayor Al Feeney, George Soutar, Bill Fox and Herb Graffis being featured speakers.

About 80, representing all but a few of the Indiana PGA membership, turned out for the meeting which was briskly conducted by pres., Wayne Timberman and chmn., Louis Bola.

### ARCHITECT AND GREENKEEPER

*(Continued from page 48)*

The greens had been gently contoured without exaggerated grades which would cause a ball to gather additional speed on a downhill put. There were no locations in which a cup could not be placed. Both surface and sub-drainage had been well provided for. Care had been taken to eliminate all water pockets. Bunkers were placed far enough away from greens to allow for the passage of medium width power equipment.

Placing of fairway hazards had been left for future work, the thought being that they could be better spotted after the course had been in play awhile. The spots that caught poorly played shots were to be closely watched so as to determine the proper placing of traps. Bunkers misplaced serve no useful purpose other than added upkeep. To build them is a very quick simple job with the aid of a bulldozer, and is accomplished in a short time.

### Watering Installation

A few words about the modern watering installation: Pipe sizes ranged from a 6 in. feeder main on down to 1½ in. lines at the tees and greens. Snap valve sprinkler heads were used at all outlets. The entire system was hoseless; it was possible to sprinkle nine greens and tees at a time along with six fairways. By the time the sprinkling attendant had set out his last head, the first settings were ready to be turned off.