

It was unanimously decided by our committee to end the line at the edge of the green rather than continue into the center and install a sod cup for the use of a set sprinkler. We felt that by leaving a hydrant at the edge of the green and operating our sprinkler with a hose we could provide a full coverage to areas requiring water even when winds became strong and continuous.

To sum up the activities involved in the installation of our irrigation system, it was our intention to start this work the first of October, 1948, but we were delayed two weeks by an error in the sequence of shipment of the pipe. We requested at the time of requisitioning that the 8" pipe be shipped in the first carload, but due to a production error, or a misinterpretation of our order, we received the smaller pipe first.

We were very fortunate, however, in having 47 consecutive days of fair weather before inclement weather prevented any further progress. The fall termination of operations allowed us time to take stock of what we had accomplished, and we discovered that we only had a few stubs to run into the tees and nurseries, which was all copper tubing work. The cast iron pipe was behind us and the work left for this spring was mainly clean-up and odds and ends.



Heavy work of installing watering system was complete when ditch was filled and packed and turf relaid.

We handled all the clean-up work this spring with our maintenance crew. We were very well pleased with the trials and the system is now in full use. We made a few errors but are the wiser for them now. Taking the project on the whole it was considered a successful operation, and will definitely result in outstanding improvements for the club.

Our cost, excluding the re-arrangement of pumps, was \$56,000.00. This involved the plumbing and fitting of, roughly 26,225 ft. of mains, laterals, and stub ends with quick coupling valves for sprinklers. We piped from tees through to greens with an average of 14 outlet valves per fairway on a 6,420 yd. course, plus the practice and lawn areas.

Money can be wasted on soils, fertilizers, and compost mixtures if the provisions for water are not adequate. Now that this new watering system is installed, every maintenance dollar will bring in its full value of enjoyment for the membership, and a real sense of accomplishment for the golf course staff.

### Ten Weeks Winter School Dates Announced by Univ. of Mass.

The University of Massachusetts' Twentieth annual Ten Weeks Winter School for Turf Managers opens January 2nd, 1950, under the direction of Prof. Lawrence S. Dickinson and Geoffrey Cornish.

The purpose of the course is to furnish growers of fine turf with knowledge of all aspects of turf culture. It is open to superintendents of golf courses, cemeteries, parks and grounds, and their assistants; to other golf course employees, lawn builders, and turf managers of airports and highway developments.

The course is limited to twenty men annually. All applicants are carefully screened on basis of experience and schooling. Full high school education is usually required, except for experienced men. The training program includes the following courses:

**Construction of turf areas**—Construction of golf courses, recreational areas, athletic fields, airports, lawns and cemeteries, is studied from the turf viewpoint.

**Equipment**—Maintenance equipment is carefully evaluated, particularly as to use and cultural results. Students are given practice in assembling equipment.

**Grasses**—The characteristics and adaptabilities of turf grasses are studied. Students are given practice in identification of grasses and seeds.

**Managerial Problems**—Cultural and monetary costs of maintenance and construction of turf areas are considered together with purchasing practices, management reports, and record keeping.

**Use of Chemicals on Turf**—Chemical fungicides, insecticides, and herbicides used on turf together with their methods of application and expected results.

Allied courses are also given in Soils and Fertilizers, Plant Structure, Insect Pests, Water Systems and Drainage. Turf nurseries and greenhouse plots are maintained on the University campus for class study.

# For Top Notch Christmas Sales!

THIS YEAR your customers will take particular pride in giving America's leading tournament-winning golf ball—the Wilson Top Notch, the ball with which the U. S. Open, P.G.A., Masters' and *MOST other major tournaments* in 1949 were won.

The Top Notch is your best bet for gift selling because your customers have the assurance that gifts of the nation's No. 1 tournament-winning ball are sure to be *received with enthusiasm*.

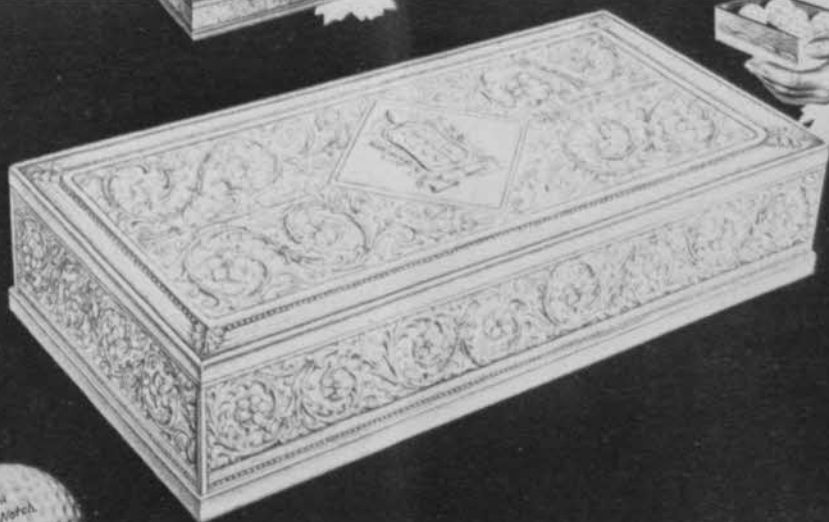
Also you have the added sales advantage of being able to offer these widely acclaimed, revolutionary *Isotropic* constructed Top Notch balls in beautiful gift packages *at no extra cost* to you or your customers . . . and in price brackets *exactly right for maximum sales*—\$9.50 and \$4.75. Retailing at \$9.50, ten Top Notch balls come in a metallic finished chest in rich jeweler's chased silver effect . . .

At \$4.75, five Top Notch balls are packaged in an embossed leatherette chest in English saddle-leather color.

It will pay you to make an early display of these Top Notch gift packages and start booking orders immediately for pre-Christmas deliveries.

**ALSO you can get the ten-ball package with the balls personalized at no extra cost.**

# Gifts that "click" with golfers



When you give Wilson golf balls of *Intropic* construction, you give balls that will please any golfer—the balls with which most major tournaments were won this year.



There are no finer gifts for golfers than famous Wilson Top Notch golf balls of revolutionary *Intropic* construction—contained in these beautiful, luxurious gift chests. And you pay only the regular price of the balls—no extra charge for the handsome gift containers. Ten golf balls in a metallic finished chest in rich jeweler's chased silver effect at \$9.50; five golf balls in an embossed leatherette chest in deluxe English saddle-leather color at \$4.75. Ask for Top Notch balls at golf professionals' shops.

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TODAY IN SPORTS EQUIPMENT

# Al Ciuci, Professional Golf Selling Star for 35 Years

By JOHN M. BRENNAN

Back in 1914 when the Kaiser was dreaming of world conquest, a raw-boned 17-year-old Connecticut youngster was named professional at the nine-hole Weatogue CC in Bridgeport. Thirty-five years later, Al Ciuci guides the destiny of one of the most attractive pro shops in bunkerland at the swank Fresh Meadow CC in Great Neck, Long Island.

From his cozy office gaily decorated with blow-up photos of his favorites, including Gene Sarazen, whom he introduced to the game back in 1917 at the old Beardsley Park municipal links in Bridgeport, Ciuci not only presides over the tournaments held by the Metropolitan and Long Island PGA members, but teaches and trains his big staff in the art of merchandising—of which he is a master.

Al sat in his swing-back chair behind a vast desk in his office the other day reminiscing of the early days when he and Sarazen joined in a partnership that eventually made the pair among the most successful in the game.

It was while at Beardsley Park just before he went off to join the navy during World War I that Ciuci became interested in Sarazen, then a carpenter's helper and working for his dad in Bridgeport. Gene had been caddying at Apawamis in Rye, near the state border, and had acquired a working knowledge of the game. He had no clubs, or equipment, so asked Ciuci one day if he could loan him some sticks to play at Beardsley Park.

"Gene was a likeable sort of a kid and his swing was 'out of this world,'" recollected Al in discussing his early association with Gene. "I told him the course was his any time he wanted to play and he could even use my clubs. He got so good that I played with him many times. I went off to the war and Gene went over to Brooklawn to act as an assistant to Pro George Sparling."

Sarazen shifted from Brooklawn to Ft. Wayne, Ind., where he helped Ramsey Hunter, brother of Wille, then took over a nine-hole links at Titusville, Pa., before taking his first 18-hole pro assignment at the Highland club near Pittsburgh.

After Gene won the national open at Skokie CC in 1922 with a 288 to nose out

Bobby Jones and John L. Black, he was offered the pro job at fabulous Briarcliff. It was at this time that Sarazen introduced the affable Ciuci to the big time.

## Al and Gene Team-up

"I intend to do a lot of traveling and you can look after the shop and take care of the lessons at Briarcliff," suggested Sarazen to Al, who visualized a bright career as a partner of the boy to whom he gave a chance to play at Bridgeport a few years earlier. Actually, Al confided, Gene gave him the offer the day he was playing Walter Hagen a match at the Westchester Biltmore in Rye. "He was going over to play in the British open and he wouldn't take no for an answer," Ciuci said recalling the formation of the partnership.

Sarazen and Ciuci stayed at Briarcliff for two years and moved together when offered the pro shop at Fresh Meadow CC, then located in Flushing. Sarazen left Al at the Flushing club to take over Macdonald Smith's post at old Lakeville CC in Great Neck, the present Fresh Meadow layout, rated one of the finest in the country.

It was natural for Al Ciuci to turn to merchandising with Sarazen and his younger brother, Henry, who came close to the top in several national opens, to do the playing and a lot of teaching. As a result, Al Ciuci today is looked upon by equipment salesmen as one of the most astute and successful dealers in the country.

Actually, the pro shop at Fresh Meadow, which occupies an independent wing of the sprawling clubhouse, surrounded with rhododendrons and azaleas, is a miniature golf department store.

"It's a far cry from the days of 1917 when the average pro shop consisted of a few clubs made by the professional, a few balls and some old furniture picked up at some second-hand place," suggested Ciuci as he gazed over the spacious, streamlined pro shop that is the pride and joy of himself and all of the near 550 members of Fresh Meadow.

"I guess I was fortunate in getting my start in the days when pros were considered pioneers and was able to go

through the evolutionary stages of the game. When I started we bought heads for the hickory shafts and spent the dull winters assembling the clubs for the following spring. There was no machinery for club polishing in those days and we had to use sandpaper to keep the clubs clean of the inevitable rust. The introduction of steel shafted clubs from manufacturers revolutionized the business."

#### Treat Them All Fine

Ciuci feels that impartial treatment of members is the key to success in professional golf—or any business. The fellow who rarely buys in the pro shop gets the same consideration and treatment from Ciuci or any of his assistants when he steps into the shop.

"And the bigger the man is, the more he will appreciate the impartial treatment, for if he is the president of a company he will realize the importance of this system more so than the man who is not directing a big operation dealing with the public," opined Al. "In fact, the big shots look for less treatment from the pro, I have found. Officers, it seems, are the easiest to please, for they, through their work guiding committees, know of the difficulties encountered in trying to please the public."

There is no dull season at Fresh Meadow, what with a magnificent pool for the use of the members during warm weather, an 18-hole layout that sprawls over nearly 200 acres of picturesque, rolling land and ample hills for ski lovers during the winter.

That means that in addition to golf equipment, the Fresh Meadow pro shop is well stocked in the latest modes for bathing and skiing. There is nothing a golfer, swimmer or skier would desire that can't be readily produced by Al Ciuci. As a result, Ciuci probably does a bigger volume of business than any private club pro in the country.

The Ciuci pro shop is the equal of any Fifth Avenue store, with fluorescent lighting effects, streamlined show cases, attractive flooring and gaily painted walls featuring blow-up photos of golfing scenes through the years.

#### Puts on "Sales"

Ciuci employs the techniques employed by the smarter department store executives. He puts on periodic sales to move his merchandise and avoid excess inventories. Everybody likes a bargain once in a while, so why not give the members a break when one gets overstocked. The big stores do it successfully, why not the pro? contends Al.

Al has always adopted a policy of having ample stock for the members to choose from and avoid stocking items, especially expensive ones, that don't move too freely. Members of top clubs, especially, look for superior merchandise and Ciuci has never diverted from a policy of producing nothing but the best.

A suggestion that Ciuci has for fellow professionals is to make frequent changes

*(Continued on page 58)*



Al Ciuci has large pro shop at Fresh Meadow CC where frequent changes in display of large stock of merchandise helps to keep buying interest up and sales moving. Al (L) looks over golf shoe as brother Floyd looks on. Another brother, Henry, helps golfer, Lester Rice, in selection of new club.

# Fortunate foursome



\* *Members of the MacGregor Golf Pro Advisory and Technical Staff are Tommy Armour, Herman Barron, Jackie Burke, Jr., Jimmy Demaret, Dave Douglas, George Fazio, Bob Hamilton, Clayton Heafner, Ben Hogan, Byron Nelson, Toney Penna, Louise Suggs and Craig Wood.*

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● It's not unusual to see every golfer in a foursome playing MacGregor TOURNEY Golf clubs. The reason they all play these great clubs is *confidence*. *Confidence* in you, the pro who sold the clubs—*confidence* that the clubs will enable them to shoot better golf—and *confidence* in the MacGregor name. This confidence pays off in more sales for your pro shop. In the future, as in the past, when your club members want to play the world's finest golf equipment, you'll find them turning to MacGregor TOURNEY woods and irons.

TOURNEY Golf Clubs and Balls are sold through pro shops exclusively.

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# Improvement Required in Southern Caddy Picture

By HUGH MOORE

Bowden Golf Club, Macon, Ga.

There are many things in the golf field that could be corrected and improved, but the caddy situation throughout the South, to my way of thinking, is the worst department of all golf. This does not apply to all Southern clubs, but I would say 80 percent of the clubs in the entire South could better caddy operation among the colored lads who do a lot of this job.

It is the players themselves who are to blame more than anything else. There are a lot of caddies who would be honest and do a good job if the players would help them by not buying balls from them. Buying balls from the boy encourages a caddy to neglect his duty by not honestly trying to find the ball his player has lost. He will step on the ball, go back after he is through caddying, get the ball and sell it to some other player. Some caddies are also laughingly encouraged to cheat for their players. I have known caddies who could carry a ball from a rough spot to a good spot with their toes. Why does a boy do this? Because there is a good fat tip for him at the end of the eighteen holes.

At the close of the war there were very few good dependable boys who really knew how to caddy. Now what we have to do is to train caddies from scratch. I take my caddies out to a green and show them where to stand in holding the flag, how to carry the bag on their shoulders, a correct way to hand the player a club, the position to stand in to keep from getting hit by the ball, and not to be in a direct line of the player's swing. They are impressed that they are not to talk unless spoken to and rattle the clubs no more than possible. I also caution my caddies never to bet on their players. No player should allow this if he knows it. A caddy should hold the flag so that the wind won't blow it, and he should never put the flag outside of the cup. This method has ruined many a good putt. He should also stand so that his shadow is not across the line.

There are many clubs that cannot afford a caddy-master. In such cases the pros should take an interest in caddies and instruct them. Caddies should not be

allowed to gamble with cards or dice anywhere on the club property, for there always are a few sharks who take advantage of the smaller boys and go home with the money.

Caddies should have a good comfortable building to stay in during bad weather with toilet facilities and if possible a shower, where they could be made to keep themselves clean. They should have drinking water and they should keep this place clean themselves. If these things are done you will have better caddies and the players will enjoy their game much more.

Players depend entirely too much on the caddies telling them what club to play. That is not the duty of a caddy, and when the player hits a bad shot by being short or going over the green, the caddy gets the blame. I have seen top-notch golfers do this when they should have known their own distance and what club to select. There are a few old-time caddies, more or less professional caddies, who were excellent at selecting clubs for their players. I have had some fine caddies in my time and every one of these boys were trained well and knew their job. They were courteous and took a pride in their work. When they lost a ball, the majority of times they would go back and find it and return it to the player who lost it. I am most sure that this method could be taught to every one of the caddies if the pro or the caddy-master would instruct them properly.

There is another thing that should not be allowed and I have been guilty of this myself in the past; no player should curse a caddy at any time. If the boy is not doing his duty he should tell him and then if he does not do it, send him in even if you have to carry the bag yourself. A player is better off carrying his own bag rather than be disturbed by a poor caddy throughout the round. In the majority of cases it is not the fault of the caddy, but the fault of improper training.

I would like to pass along a little credit due a real high class caddy-master. I have played his course quite a few times



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Score-cutters on the course and big money-makers in the pro shop, Burke Hyspeed Woods and "Punchirons" are reaching a new high in popularity with golfers everywhere. They're swing-weight balanced, precision checked; True-Temper Dynamic chrome plated shafts, new cork and rubber Vacuum Grips; big, laminated heads in the woods, with Burke's exclusive, permanent, DUR-O-VAR finish; flange sole and chrome plated heads in the irons—contrast finish faces. All this, plus f-e-e-l, is just what it takes to ring the cash register. Order now—climb on the Burke Band Wagon that's blazing new trails to club sales!

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and I have yet to get any but a first-class caddy. No one questions this man's selection when he gives them a caddy. He takes a pride in his job and I am sure his club pays him a good salary. The caddies are always clean and most courteous. He is Jim Britt, and he is at the East Lake CC, Atlanta, Ga. If every club could afford a caddy-master of this type the players would enjoy their game much better.

In this article I am referring to the Southern colored caddies because I know the better clubs throughout the North and the West have good caddy-masters and the proper training. I don't want to offend anyone, but to help a situation which I know could be a lot better.

### Check on Equipment Before Winter Storage

As machinery is stored for the winter it is advisable to check and estimate the cost of repairing or replacement.

**Fairway and Rough Mowers:** Measure the adjustment available and determine if new reels are required. The gears and bearings should be checked and the total cost of repairs estimated. Compare this figure with the cost of new units. Sometimes the cost of repairs will be greater, and your club will save money if new units are purchased. Check the hitch for cracks and defects, and weld or replace.

**Putting Green Mowers:** Unless a club has spare mowers, power putting green mowers should be in perfect shape at the start of the new season. All grease seals and gaskets should be replaced to prevent the leakage of grease and oil.

**Tee and Edge Mowers:** Check for bent and damaged knives, replace or straighten where necessary. Wood tees are hard on reels and bottom knives.

**Sickle Bar Mowers:** Check pitman rod and bearings for wear. Bent guards should be replaced and new sickle sections installed if needed.

**Tractors and Trucks:** Miles or hours of operation will help you determine the amount of repairs necessary. Trucks and tractors to be used during the winter months should be serviced for cold weather operation.

**Hand Tools and Other Equipment:** Hand tools should be cleaned and oiled to prevent rusting. Hand sprayers should be cleaned and drained. Dry out as much as possible to prevent corrosion. Power sprayers should be cleaned and drained. Be sure all drain plugs are removed. Inspect valves and pistons for wear. All hose should be drained and condition checked. Sprinklers should be checked for wear and damage.

—Heart of American Greenkeeping Assn.

### It's a \$50,000.00 Purse for the 1950 World Championship

George S. May has added another \$14,000 to Tam O'Shanter's World Championship purse for 1950, boosting next year's currency crop for the event to \$50,000. Or, shall we say—a total of one-twentieth of a million bucks. Starting with \$12,000 for the winner, 31 others who finish best in the pellet planting will harvest checks, ranging down to \$200 for last place. Entry fee for men professionals will be \$100, with women and amateurs still riding free. Contestants must play in Tam's All American events to become eligible for the World Championship and every contestant must wear a number. Ties will be decided by "sudden death". The dates are Aug. 3 thru 13, 1950 with events scheduled as follows: All American Professional—56 from qualifying rounds of Thursday, Aug. 3, 14 top money winners of the year, and 6 to be named by sponsor, a total field of 76. All American Women's Open will consist of 12 who qualify Friday, Aug. 4, and 8 pros and 8 amateurs to be named by sponsor, a total of 28. All American Men's Amateur to consist of 16 who qualify Friday, Aug. 4, and 8 to be named by sponsor, a total of 24. All American event starts Saturday morning, the entire field of 126 playing 18 holes a day Sat., Sun., Mon. and Tues.

World Championship fields will be made up as follows: Men's Professional section—14 top money winners of the year, 6 named by the sponsor, and the 12 low scorers in the All American Professional event not otherwise included, a total of 32. Each Women's section will be composed of 8 players selected from the All American field on the basis of their performance through the year. Men's Amateur section to consist of 12 players selected from All American events on the basis of their merits through the year. The World Championship tees off Thursday, Aug. 10th; the entire field playing 18 holes daily, Thurs., Fri., Sat. and Sunday. Admission tickets will be \$2 plus 40c tax—total \$2.40 each day.

#### ANNUAL TURF CONFERENCES

- Sept. 26-27—Turf Field Day and Golf Tournament, Pennsylvania State College, State College, Pa.
- Oct. 19—National Turf Field Day, Beltsville Turf Gardens, Beltsville, Md.
- Nov. 28-30—Oklahoma - Texas Turf Conference, Tulsa, Oklahoma.
- Feb. 27-Mar. 2, 1950—19th Annual Turf Conference, Pennsylvania State College, State College, Pa.
- March 6-8—Midwest Regional Turf Conference, Purdue University, Lafayette, Ind.