



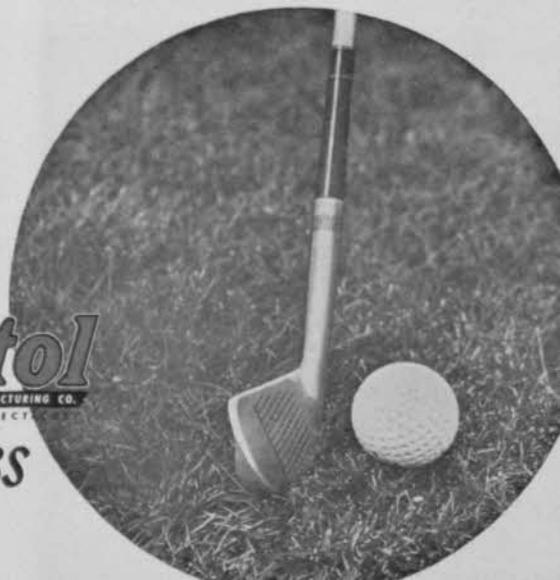
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GOLF CLUBS

Team of Taylors Give Club Balanced Service

By BETTY BURTON

The team of Willie and Dena Taylor, pro and assistant to the pro at the Rehoboth Beach (Del.) GC, is unique in that Dena not only gives a friendly welcome atmosphere to the pro shop, but when the bags pile up with clubs to be cleaned and Willie, pro-greenkeeper, is out of the shop she dons a large work apron and cleans the clubs at the buffing wheel. She is only 5 feet 2 inches tall but she is strong and gives those clubs thorough, expert treatment.

While at the wheel the 'phone rang and she said: "That's the way it goes. I just get started and then—" She moved quickly over to the phone and said in her soft well-modulated voice: "Pro Shop. No, Mr. Taylor is not here, he has gone to get the new golf score cards." There is a slight burr in her voice although not as pronounced as Willie's. Both were born in Scotland, on opposite coasts, but did not know each other until they came to the states where mutual friends in Baltimore introduced them. They have been married about 20 years and before coming to Rehoboth Beach 6 years ago were stationed at Scranton, Pa. They have no children.

Dena likes to play golf but does not neglect the work in the shop to improve her game. The little shop is far too small to satisfactorily display the supplies

but ingenious Dena every few days dusts and rearranges things so the customers may have a chance to see the variety of things on hand. Golf equipment predominates but a small section is also devoted to tennis requirements.

Willie returned to the pro shop without the score cards. The printer had not finished them. The nine hole course has two sets of tee plates and has recently been measured for accurate distances. Willie took over at the buffing wheel and, while tying on the apron he took from Dena, pointed to a score sheet on the wall and said: "Mrs. Beebee made a hole-in-one yesterday." Then added proudly, "She had two lessons and has only been playing three weeks. It was on the fifth hole of 135 yards and she used a 5 iron." A member asked him how do you make a hole-in-one? Willie laughed with his eyes twinkling through his glasses. "I really don't know. I've been playing all my life and never made one."

Willie thinks individual lessons are best. Being thorough like he is in all things said: "You can give better service while teaching just one." When he came to Rehoboth Beach Club the women members showed no special interest in golf, they were occupied with Red Cross work, but he got them organized and now Tuesday is Ladies' Day with about 20 regular



The team of Dena and Willie Taylor makes double duty of course and pro shop management a smooth operation. The ease with which Dena takes over in running the pro shop gives members complete service when its necessary for Willie to devote time to course maintenance.

members. The men did not need that encouragement.

Sells to the Wives

It was Monday morning when we interviewed Dena while she was occupied with signing up players, arranging for caddies and carts, but she stopped to sell a cap to a gentleman player and with an eye to business took a blue duck hat out of the case and handed it to his wife saying: "This will look well with your blue dress." The woman tried it on, looked in the long mirror and apparently pleased with the effect, took it.

"We have a new supply of balls, do you need some?" Dena asked. The man bought three. The phone rang. Someone wanted a boy to shag balls. None was available. She called out the window to a colored boy, "Maury, here are some shoes to be cleaned." Shortly a couple of white boys about 16 years old appeared at the door and wanted to caddy. They had not caddied before but were big strong boys and she told them when a regular caddy came in she would let them go out on a job with him. She told them to sit under the trees and she would call them. To us, "There are not so many jobs around town now so the boys are turning to caddying. The money is not so plentiful nowdays."

The iceman then came to put ice in the cold drinks stand and she said, "Excuse me, he won't wait." More members came in for attention. She greeted them courteously and seemed to sense what they wanted. There are shuffleboards and tennis courts too with supplies to be sold and after a moment's rest she said: "Monday is supposed to be an easy day but we are busy all the time and I do not get to do the work at the desk until late, sometimes we are here until dark." She handles each situation with patience. She modestly said: "Mr. Taylor is more patient in some things than I am and so we balance each other."

Flowers Brighten Shop

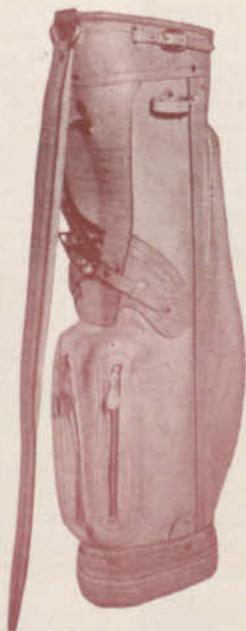
Dena keeps the shop in order and daily brings flowers from her garden to brighten it up. Their white frame house is located on the edge of the course near the third tee, and after the morning rush is over she walks down the lane to get her lunch and prepare Willie's which she brings to the shop.

Willie is distressed now about the greens. The intense heat and the salt air are hard on the grass. He gets up at 5:30 A.M. to water them. He uses a Worthington tractor and has several colored men to help him on the course, but is busy from morning until night.

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**THE HOT-Z
MEN ARE ON
THE ROAD**

While Dena was arranging for a couple of carts for players we asked Willie if she helped him in selecting the merchandise. "Help? She does it. Selects all the merchandise except clubs and balls. I select the clubs and balls." And the records? we asked. "The books? She does all that too. Works on them at night. The green fees we collect we turn in to the clubhouse."

Another morning when Willie was asked if Dena was in, he replied in Scottish terms, "We try to spell each other off. But she'll be back." We met her later on the boardwalk looking wistfully out at the ocean. "Wish I could get in that ocean but I have to get the groceries now and then relieve Mr. Taylor." She stopped long enough for a cigarette. Queried about what she had done before assisting Willie in the shop she said seriously: "A Scotsman does not like his wife to work. Wants her to stay at home, but during the war I began to work in the shop."

It is evident that she likes the work and is a valuable assistant with a personal interest in the success of her husband. There is a friendly understanding existing between them. She calls herself the "silent partner." Although Willie is the only golf instructor in this team, Dena's worth is easily recognized in the smooth running of the shop. "She is a lovely lady," one member said. "Yes, definitely an asset to the club," others agreed.

New Experiments and Equipment Shown at Philadelphia Turf Field Day

More than 100 turf men attended the annual Turf Field Day, Aug. 2, sponsored by the Philadelphia Agricultural Extension Service. Assembled course superintendents generally conceded 1949 to be a tough year for turf with many veterans avowing it

the worst year on turf since 1928. First there was drought, then heat in late June with extreme hot weather in July and August. Turf can be held in hot spells but this year it lost out to the excessive humidity. Charlie Hallowell, Philadelphia County Agent, led the on-the-spot discussions of the field work. The group assembled first at the Philadelphia CC Spring Mill Course to see the fungicide plots done by Bob Means, under the direction of Dr. H. W. Thurston, Pathologist of Penn. State College of Agriculture. He pointed out the results to date of ten different fungicides applied three times at four week intervals. Two new fungicides show exceptional promise.

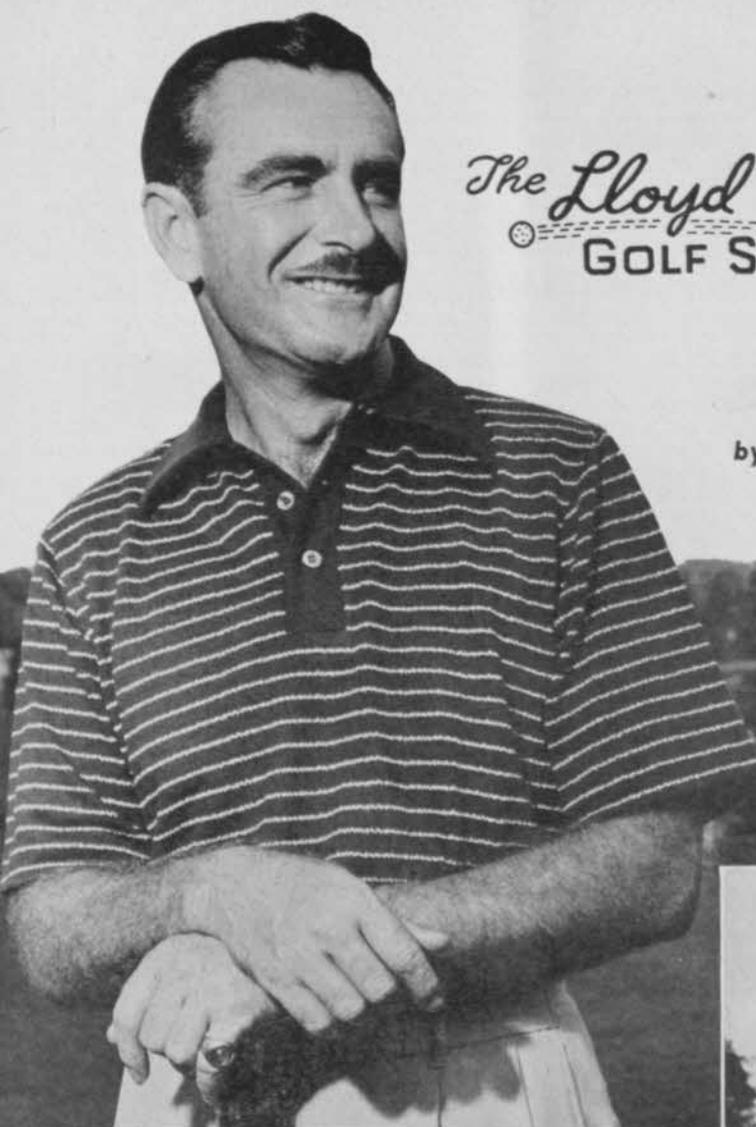
The group studied new crabgrass control plots laid out the past May, by John Stanford, under the direction of H. B. Musser, Agronomist of Penn. State. Musser explained the work and answered many questions about this work. Again it was too early to report results, but eight pints of PMAS per acre were holding crabgrass back.

A specialized implement for golf course maintenance, soon to be introduced generally, was demonstrated at the Philadelphia meeting. The new implement was the Link Mole Drain Assembly which fits into the Aerifier frame. As the implement is pulled forward, two steel "bullets" make parallel inch diameter drain channels beneath the surface. The channels are eighteen inches apart; depth is adjustable from three to eleven inches. The narrow slit made by the colter is the only mark left upon the surface. Many superintendents could see a place for the mole drain on wet areas of their own golf courses.

Marshall Farnham, Supt. of Philadelphia CC, had outstanding plots of U-3 bermuda and B-27 Kentucky bluegrass. Turf from the nursery had been moved to several tees. Details of making the transition were explained by Marshall Farnham and Tom Mascaro. Farnham



Group attending Phila. Turf Field Day studied new crabgrass control plots laid out in May by John Stanford under direction of H. B. Musser, Penn State College agronomist. Although too early to report final results, it was noted eight pints of PMAS per acre was giving effective control.



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used two methods for introducing the bermuda grass into existing turf. Bermuda grass stolons were sprigged into the surface slits left by the mole drain, and an attachment to fit the Link Mole Drain was used also. This attachment is mounted on the implement in place of the steel "bullets". It cuts a continuous strip of sod an inch wide and an inch and a half deep. Strips of sod are removed from the area to be planted, and replaced by strips of sod cut from the nursery. The sod was pressed down by the wheels of the jeep and thorough watering followed.

A swing over the fairways at Spring Mill showed that the golfers were having good lies for the ball even though the Colonial bent had lost its color and there were a few spots of crabgrass.

The group moved next to Green Valley CC where Supt. Charlie Wilfong showed seven fairways renovated in 1947 and seven done in 1948. His program has been organic nitrogen fertilizer in Aug. followed by three or four applications of Milarsenite at seven to ten day intervals, then thorough cultivation with the Aerifier plus seeding, mowing and rolling. On a few of the fairways the seed had been drilled into the soil with an alfalfa seed drill, operated in three different directions. The excellent appearance of the turf on the renovated fairways met with the approval of the group, and Charlie Wilfong answered many interested questions about his program. He has been operating his mowers with the Flexi-comb on the front.

The greens on this course that had been aerified with the three unit Aerifier gang, equipped with inch diameter spoons, were checked carefully by the group. All were agreed that the aerifying was one reason why there was exceptionally good turf on those greens. There was no evidence of injury to turf on greens from the tractor, Aerifier gang and large diameter spoons.

The meeting drew many interested visitors including Dr. Jesse DeFrance, Rhode Island Experiment Station, Ralph Engel, New Jersey Experiment Station, R. B. Farnham, garden editor, Philadelphia Evening Bulletin and Charles Wilson and Marvin Ferguson of the USGA Green Section.

Sunshine Chapter, Club Managers' Assn. of America, elects: Pres.—Corwin Gelwick, Gainesville (Fla.) G&CC; VP—Jefferson S. Crafts, Savannah (Ga.) CC; Sec.—Ellis Perkins, Sarasota (Fla.) Bay CC; Treas.—Harry C. Holt, Lakewood CC, St. Petersburg, Fla. . . . Directors elected: Clark W. Upp, Pensacola (Fla.) CC; P. H. Rodgers, Linqance CC, Jacksonville, Fla.; and Sherman P. Hamlett, Florida Yacht club, Jacksonville, Fla.

Unique Job Calls at Florida Club

An interesting pro-management job is open in Florida. It is a tough one. Dr. Roy A. Bair, Country Club of the Everglades, Belle Glade, Fla., outlines the qualifications of the man who'll get the job, in a classified ad in this issue of GOLFDOM. Roy, the distinguished turf scientist, says the man must be "energetic, honest and wealthy." Really the fellow doesn't have to be wealthy but he sure will have to work and promote and finance building himself into what the club believes should be a quite profitable and steady job for a dependable and canny man.

Dr. Bair has particular reason to be interested in getting exactly the right sort of a man as the Country Club of the Everglades presents an unique combination of fine playing and practical turf research conditions.

Here's the unusual situation at Belle Glade, in Bair's own words:

"Last October, after the departure of all the club funds, I was called before the Board of Directors to be informed that I was now in charge of the grounds maintenance. The yearly income from dues had already been spent, and more; the fairways had not been fertilized in seven years; the greens were about 50 percent covered, largely with pennywort.

"In a position to drive any bargain I wished, I 'took over' with the understanding that I was to use the Country Club of the Everglades as an arm of the Everglades Experiment Station, with the agreement of all members that no 'gripes' would be forthcoming if I ruined greens or fairways in chemical trials.

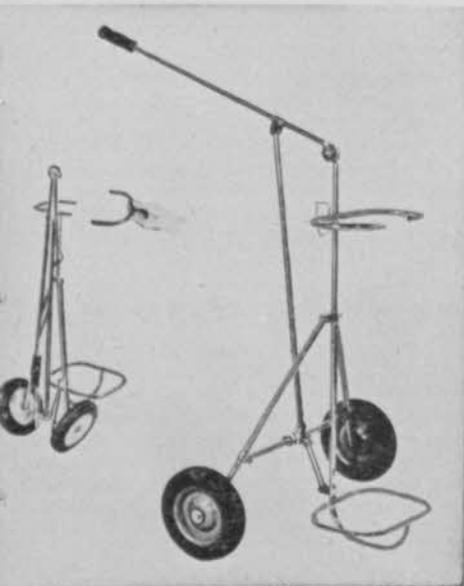
"For a couple of months it was necessary for me to haunt the nineteenth hole every evening after I left my office to solicit operating funds from members while they were in the proper frame of mind.

"Greens were first 'burnt' off with various formulations of 2, 4-D contributed by interested commercial firms; a different commercial fertilizer, likewise contributed, was used on each green; similarly several insecticides were applied in the first fertilizer-plus-topdressing application for mole-cricket, earthworm and wireworm control; a different grass was seeded on each green in combination with the old standby, Italian ryegrass. Ten greens were spiked every ten days by having a man sit on the spiker, which was pulled by a Jacobsen Parks 30 mower with the reel disengaged. Fertilization,



RENTAL MODEL — \$16.95

SKI-STYLE tubular frame glides over grass without damage to fairways. FORM-FITTING bag brackets eliminate straps, bag chafing, club crowding. DETACHABLE bracket controls rentals and greatly increases rental income. MAXILIFE black plated durable finish. Ball bearing wheels. Balloon tires. PERFECTLY BALANCED sturdy cart popular with Golfers, Pros and Greenkeepers.



FOLDING MODEL — \$24.50

Popularly priced deluxe automatic folding cart. Lift handle and cart automatically opens. Lower handle and cart folds compactly. Big wheels. Balloon tires. Perfectly balanced. Easy rolling. Tubular steel design eliminates straps, bag chafing and club crowding. Plated finish. Light.

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with the emphasis on nitrogen, was applied every 30 days.

"In a hot, dry winter which was ruinous to ryegrass, Highland bent thrived, and lasted well into the summer. Some is present in the greens now. Although no additional Bermuda was planted, a thick turf was formed, completely covering each green, by early summer, largely because of the regular spiking plus the ample nitrogen nutrition. Greens mowing has been at 15/64 inch all summer.

"The fairways, originally with about 50 percent weed cover, were double treated with the Fairway-Green Aerifier, and then treated with a mixture of 2, 4-D, PMAS, and minor elements. As the weeds died, the soil aeration plus the topdressing provided by the Aerifier, plus the fertilizer supplied by disintegrating weeds allowed the Bermuda to form a tight, luxuriant turf. We now have the most luxuriant fairways in Florida. No regular fertilizer has been added.

"About the time we had achieved the best playing conditions in Florida, all our club funds were burglarized. The manager then quit. We discovered debts of which we had been unaware. All directors except one agreed that the club must fold at once.

"Thus it became necessary for me to jump actively into clubhouse affairs to save my beautiful research set-up.

"Sixteen ladies agreed to serve in pairs, daily, to operate the clubhouse. All money found its way into the cash register, and the ladies turned in from \$200 to \$250 weekly, net profit, to the club treasury for the first four weeks. This without any supplies in the pro-shop except golf balls.

"In the meantime, I whipped up interest by an anonymous golf column in our weekly town paper.

"Finally, when favorable community interest was generated by the determined and successful activities of the club ladies; the pulchritudinous and persistent women were induced to canvass the community systematically for desirable members. This activity continues to swell the revitalized treasury.

"But the ladies are tiring of the monotony and routine of daily service at the club, and the need of an inspired pro-manager is becoming urgent."

SUPTS. REPORT HEAVY WORK

(Continued from page 27)

treatment of driveways in winter; Fall treatment of all greens and tees; trimming and pruning of trees; collection of leaves. Brinkworth is buying a welding unit to

equip the Minikahda shop for repair and construction work.

South Plans Big Program

Usual fall work of sowing rye plus other seasonal routine in the south is to be increased by more fertilizing than has been done in previous years in the south. Availability of pipe, tile and labor has crystallized plans of southern clubs for putting irrigation and drainage systems into good modern condition.

Influence of the southeastern and Texas and Oklahoma turf conferences and University of California at Los Angeles turf experimental work is a big factor in fall programs in the south. Course alteration and new construction is scheduled about at a normal rate since the war's end. Southern turf standards generally have raised to a marked degree in recent years.

It's still anybody's guess what play this winter will be at southern resort courses but already it's certain that the resort courses will not hold back on any expense within reason for getting each layout in condition to make a competitive bid for whatever play does come south next winter.

Expensive need of modern machinery and additional quantities of materials and supplies has been spotlighted by this season's unusually heavy demands on the greenkeepers' crews and equipment, the constant drain on operating supplies and the lengthy schedule of new and improvement work for fall attention.

As was expected, when clubs found themselves in fine cash positions after the war ended and general business continued good, there was considerable rehabilitation of clubhouses and new clubhouse building. Course maintenance equipment primary needs of equipment and supplies were cared for but no club went wild on those expenditures.

Now bar and restaurant business has tightened up at many clubs while play is heavier than ever before. The spotlight has shifted to spending wisely on the course to keep the members or pay-as-you-play customers coming. The fall course work schedules and purchasing programs impressively reveal that club officials are aware that the better the condition of the course, the better the whole establishment's chances of safely riding the hollow of the business wave.

CIUCI, PRO SELLING STAR

(Continued from page 45)

in the arrangement of articles, especially those on counters in the middle of the shop. Never permit your shop to get monotonous and look for eye appeal at

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all times, is the Ciuci credo. "Once in a while offer a 'special' and you will see sales pick up," says Ciuci. Give your assistants a chance to decorate the shop and you are bound to get new and maybe fresher ideas.

At Fresh Meadow, with Al's shop off the beaten path, he has installed beautiful showcases between the locker-room and showers. These are lighted indirectly and each week are changed to add new interest.

Al maintains that inasmuch as the pro shop has evolved into a first class store, pros and their assistants might improve their position by studying or possibly taking off-season jobs at department stores. The experience gained would prove invaluable, he contends, as one can't learn too much about the merchandising end of the game.

In the opinion of Al, who has been president of the LPGA for the past 15 years, professionals have done more than any single group to advance the game, but at the same time have done surprisingly little to advance themselves.

Don't Muff Merchandising

"My arrangement, during the early years with Sarazen, was ideal for me, for Gene went out to make himself internationally famous and gave me a chance to build up a reputation for both of us in the pro shop, but the average pro, in his desire to achieve fame through tournament play, muffs a chance to become a merchandiser and secure the proper compensation for his ability," reasoned the 52-year-old Ciuci who looks like a fellow in the early forties.

"The average pro, too, in his effort to impress the members with his ability to crack par and become a howling success in the pro world, gives himself a financial beating inasmuch as his first obligation to himself is to be a businessman. Some of the pros adopt a persecution complex, an attitude that corrects nothing and leads the pro down the road to obscurity.

"Of course, the average golf pro should engage in tournaments, but like other lines, there should be a happy medium achieved, so that he won't neglect his shop.

"Pros must realize that stores, even the neighborhood variety, are competition, especially in areas like Fresh Meadow where so many of the members have charge accounts at the better department stores. This kind of competition poses a terrific problem for the pro and if he is not aggressive and fails to apply sound business methods he will soon find his cash register getting rusty from lack of exercise.

"Actually, the golf pro is a style setter for the members. As a result, the members follow his suggestions when it comes to purchasing golfing and sports attire. Johnny Farrell, who came up with Sarazen, was the man who made golfers conscious of the fine taste of the pro when it came to dressing for golf and informal parties.

"And, don't forget the fairer sex. They do a large portion of the buying at Fresh Meadow principally because of the fact that I have always tried to maintain a stylish and attractive display of articles they desire. One must be careful in ordering women's items inasmuch as the styles change from year to year and it is not profitable to be caught with outmoded items in the feminine line.

"A good habit for the average pro to form is listen attentively to salesmen when they drop around to peddle their articles. They know the answers to all the questions, both good and bad, and it is worth while knowing of the merits and demerits of an item so that one can converse intelligently with the members and other patrons. Members, who are certainly above the average in intelligence, will soon learn whether you know what you are talking about in discussing the merits of an article for sale."

Apparel Advisory Service

Ciuci points out that he instructs his shop staff headed by his brother, Floyd, whom he brought down from Mill River four years ago when Fresh Meadow shifted from Flushing to Great Neck, in the art of advising clients as to the proper type of clothes to be worn. The men in Al's shop must know what to recommend for the good of the member, taking into consideration comfort, freedom in action and other features.

That goes for shoes, hose and trousers, along with shirts, sweaters and headgear. The seller, in Al's opinion, should know how to advise a prospective buyer the proper type of hose to be worn, just the same as knowing the proper type of shoe and trousers. He must know the weight differences, thickness of the soles in the case of shoes, the number of spikes required and the proper position for the spikes.

Ciuci feels that as golf clubs are divided into several classifications, with the municipally-operated, the privately-operated public links and the private club, the pro merchandising requirements, of course, vary as to quality, quantity and price.

Having started at a municipal course, Ciuci knows most of the answers in all classes of golf markets. Al feels that an aggressive pro, knowing full well that