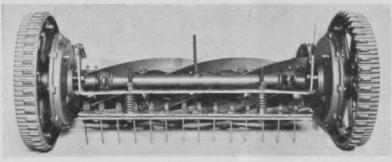
## FLEXI-COMB — Attaches to Fairway Mowers



Use the Flexi-comb to remove excess mat and thin out bent grass. The combs fasten on the fronts of mower units and lift up grass runners so they can be cut off by the mowers.

The steel teeth of the combs are doublelooped for greater flexibility to prevent breakage. Flexi-combs can be adapted to fit popular makes of fairway mowers.

West Point, Pa.

West Point Lawn Products

high quality articles are out of the question as exclusive stock, can make himself a comfortable livelihood by offering popular priced articles at a municipal course. The pro might possibly carry a limited quantity of quality merchandise, but the bulk should be the popular priced line. The privately-owned public courses pose a slightly different problem for the pro.

#### Try to Sell All Who Enter

A cardinal rule of Ciuci's is that every effort should be made to sell every customer that enters the pro shop. Yet, no pressure is ever evident and none will ever be exerted, Al insists. Al's psychology is that the customer came into his shop with the idea there was something there to interest him.

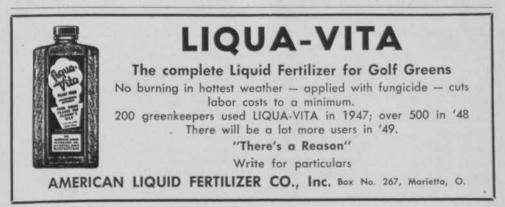
Ciuci's staff sets members up for sales by personally interviewing them either in the locker-room or at the practice tee. Al contends the pro at any club has a decided advantage over the store competition in this respect.

For that reason, Ciuci has always maintained a large staff of assistants. He feels that the more assistant pros on hand, the more potential sales in his shop result. Assistants are carefully coached to offer advice as to the proper equipment, especially in the club line.

Al feels, and rightly so, that if members purchase their clubs from the home pro, they will be far easier to sign up for lessons. It is only natural that a member who seeks out another source to purchase clubs will be a bit reluctant to ask the pro for lessons.

Ciuci is a firm believer in the practice of tagging his merchandise with price marks. The average person instinctively, when looking at an article, goes for the price tag. It is only natural that they find the articles so marked when they enter the pro shop.

What single item would Ciuci suggest for the average pro? "I would say that the average pro should try to impart to all prospective customers the art of merchandise appreciation. By that I mean they should treat every article in the pro shop as a veritable gem. The pro should be careful in his handling of articles and in this way instill in the customer an appreciation of the merchandise. It's merely the old psychology of suggesting. Soon the members will acquire a desire to acquire the articles so carefully and skillfully handled by the pro, or his assistant."



September, 1949



sprinklers of every type for

#### golf courses



Individual units or complete "tee to green" systems keep your course at its best. Write today for specifications. The Skinner Irrigation Co., 415 Canal St., Troy, O.

Pioneer and Leader in Irrigation for Nearly a Half Century

### **GOLF COURSE IRRIGATION**

A line of 5" Textolite (war surplus) pipe installed through center of Fairway, with riser outlet every 180 feet, and equipped with agricultural type giant sprinklers, will do an excellent job at lowest cost. Pipe is non corroding, light weight, 1/4" wall. Offers substantial savings in first cost and installation cost. Write for free literature, quotations and a sample pipe section. A complete line of sprinklers, pumps, fittings, etc.

#### IRRIGATION DIVISION VEG-ACRE FARMS, FORESTDALE, MASS.

### WILLIAM B. LANGFORD **GOLF COURSE ARCHITECT Balanced** Topographical Design Member : American Society of Golf Course Architects Telephone: KEystone 9-6501

2405 Grace Street, Chicago, Illinois

# NEWS from the MANUFACTURERS

Award sweaters and jackets are featured in the new catalog of American School Supply, Inc., 360 Glenwood, East Orange, N. J., which includes the company's line of banners, pennants and flags.

#### DARRAH TO SPECIALIZE ON GREENS

John Darrah resigned his duties Sept. 1. as greenkeeping supt. of Olympia Field CC (Chicago district) to devote his full time to greens renovation and construction. "Faulty greens soil texture and inadequate, out-moded drainage are underlying causes of much of the damage and maintenance problems confronting the older clubs in the greater Chicago region," says Darrah, whose oganization and special equipment will be devoted to greens modernization work.

#### LATEST HOTZE BAG LINE HAS NEW SERVICE AND SELLING FEATURES

Newest models of Hotze golf bags, now available to the golf professional trade, embody more of the popular handstamping than previous models, particularly on their Durotan bags, the patterns and styling being the same as used on Hotze saddles., Ball-pocket slots on deluxe models will have Conmar money-bag zip-

## Look at the SAVINGS you get with -THE "HENRY" GOLF BALL WASHER-HENRY'S "TENTH" year of sturdy service **HEAVY GAUGE PRESSED "STEEL"** Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is slop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent re-placement costs because its cleaning units won't rot and warp.

Attractive - stays tidy - easy to drain and refill - Allen Set Screws make them theft proof

PRICES F. O. B. Waukesha 5, Wis. BALL WASHER . . . . \$12.75 Tee Data Plate . . . \$ 1.25 Waste Paper Cont'nr \$ 2.35 Complete Tee Ensemble . . . . \$16.35

HENRY TEE ENSEMBLE includes Ball Washer, Tee Data Plate and Waste Paper Container. Send score card when ordering Tee Data Plates.

A. C. SCHENDEL, Distributor HENRY GOLF BALL WASHER WAUKESHA 5, WISCONSIN



Golfdom

pers which cannot be opened, except by force, when slide-pull is locked. Also featured are deluxe Nylon golf bags in red, fawn and green with Neoprene coating for lasting service. Hotze "drop-in tops" in the Triex shape are accented in the new models, complete information on which may be had from Henry Hotze & Sons Company, 506 N. Fourth Ave., Saint Louis 2. Mo.

#### OLD ORCHARD OPENS NEW TURF NURSERY IN RHODE ISLAND

The Old Orchard Turf Nurseries, Madison, Wis., announces that their new branch nursery at Slocum, Rhode Island, growing the popular strain of Arlington C1 creeping bent stolons is now ready to produce stolons for the golfing trade in the northeastern states. Stolons are all fresh, The nursery was placed there primarily for the benefit of the New England trade to assure lower express charges, fresher stolons and quicker service. With nurseries now in Richmond, Virginia, Farmington, Iowa, the Mother nursery at Madison, Wisconsin, and with two prospective nurseries in Texas and Nebraska, the company feels they are able to benefit more golf courses than could be reached from their Wisconsin nursery.

#### WILSON'S 1950 GOLF LINES APPEAR AT SALES SESSION

New design of irons, improved features for the Isotropic-constructed ball and better wearing qualities in the golf bags headlined the innovations introduced in the 1950 golf line at Wilson Sporting Goods Co.'s annual sales meeting held recently at Chicago's Drake Hotel.

Almost 300 sales and manufacturing representatives attended this largest and most successful sales meeting in Wilson history and heard factory and sales executives describe the new improvements

#### GOLFERS WANT PRO-GRIP WAX



Because It Puts Power in Their Drives!

Keeps Clubs and Rackets from Slippingl

It takes only a second with Pro-Grip to transform hard, smooth, slippery leather and wood grips into easy-hold grip that improves scores.

No more slicing and hooking caused by club or racket turning in the hand — Fewer wasted strokes — Lower scores. Pro-Grip wax is simple and foolproof. Lasts indefinitely. Scientifically made.

Retails at 50 Cents
MANUFACTURERS SPECIALTY CO., INC.
2736 Sidney Street
St. Louis 4, Me.



	GOLF BALL MARKING is an important service in today's pro shop operations. Years of experience have proved	
	FULNAME EQUIPMENT (Marking Machines—Dies—Ink) • the most satisfying to players • the most profitable to the pros	
1914	• THE FULNAME CO. • Cincinnat 6, Ohio	1949

When you make a poor shot	Mail this coupon to any of your suppliers or direct to: L. A. Processing Company Bol Milford Street Glendale 3, California
SMILE and change to NEW	Please ship me All Weather Grips and sets shaft clamps, also installa- tion instructions.
PARK "ALL-WEATHER" GRIPS	AddressState CityState (Please print plainly)
PARK "ALL-WEATHER	" GRIP – Greatest Grip in Golf!

September, 1949



**GOLF PRINTING!** Specialists, for years to many of America's largest and most exclusive courses, can best serve you, too.

Score Cards - - Charge Checks Greens Maintenance Systems Caddie Cards - - Handicap Systems Forms for Locker and Dining Rooms and for the Professional.

Samples to your club for the asking.

VESTAL CO., 703 S. La Salle, Chicago

## AMERICA'S BIGGEST SELECTION OF GOLF AWARDS A complete selection of golf trophies, cups,

A complete selection of golf traphies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

> COLF AWARDS

Send for cotelogue No. G12 UNIVERSAL SPORTS AND AWARDS Division of Division of Distribution & Difficult Supply S15 S. Walash Arc. Tels. - WAlash 2:3255

BEENCH CRAFT "PRO FINISHED" PERSIMMON HEADS Rough Head, Bored \$.90 Face, Plate, Neck Ripped 2.25 Reamed and Rough Sanded 2.75 Fine Sanded Approx. Lead 3.25 Face, Red Fiber; Plate "V" or Plain Send for Catalog BENCH CRAFT GOLF PRODUCTS CO. Gien Head, New York which will make the popular and successful Wilson golf line even better.

A new iron with scientific weight distribution features the new clubs announced at the sales meeting. This particular type iron is so recent a development, it has not yet been named. It combines all the popular features of Wilson's Goose-Neck iron and the important factor of weight distribution.

This distribution places the club's weight in the toe and the result is a "sweet spot" extending over the entire face of the club. This patented, exclusive weight distribution Wilson says makes it easier for the player to hit the ball, while the Goose-Neck feature enables him to get the ball into the air. The result of the combination of these two features is sure to appeal to all golfers.

Ed Rankin, manager of the Walter Hagen factory, reminded the delegates of the Hagen company's revolutionary contributions to golf: the first steel shaft using a ferrule at the hosel juncture to give the appearance of a hickory shaft; the original double flange back iron; and the original sand wedge.

In the 1950 Hagen line, all woods will be equipped with new sole plates, new grips, new face scoring and a new insignia. The sole plates will feature bold stampings and large numbers, the grips will come with a new type perforation,



These 1950 Hagen woods were a feature of the pro golf club display at the annual sales meeting of the Wilson Sporting Goods Co., held in August at Chicago's Drake Hotel.

and the lines in the new face scoring will be wider and more uniform.

The new Isotropic-construction principle of manufacturing Wilson golf balls, announced earlier this year, has proved highly successful. Players using Isotropicconstructed Wilson balls have won the majority of top class tournaments on the 1949 golf schedule, including the Masters', PGA, Western and National Open championships. The Wilson Top Notch and The Haig balls will continue to have this type construction.

Another golf ball feature is a new, longer-lasting paint which is less likely to chip. This paint will be used on all Wilson golf balls. Wilson's golf merchandising feature of 1948—Christmas gift package of balls—will be repeated this year with several improvements. The balls will be presented in 5-ball and 10-ball assortments with the smaller size being offered in an embossed leatherette chest in handsome English saddle-leather color. The 10-ball package will be continued in a metallic finished chest in rich jeweler's chased silver effect.



The golf ball display at the Wilson sales meeting traced the manufacturing process of the new Isotropic construction principle.

The entire Wilson golf bag line has been redesigned with emphasis on improving the appearance and wearing qualities of the bags. In the Country Club line, double top cuff rings insure the bag's shape at the top, and a steel ring in the bottom performs a similar job there. In addition, the new high-moulded plastic bottom will not absorb moisture, preventing the bottom from later drying out and cracking.

In golf sundries, Wilson is introducing a new scarlet-colored Cabretta golf glove with a full, elastic back to prevent the glove's wrinkling in the palm. The line of combed cotton yarn, interlock knit golf shirts, introduced a year ago, will be continued with several new features. The skirt of the shirt will be split to resemble a dress shirt, and redesigning the collar and pocket of the shirt has added a great deal to its appearance.



Stolons and Sod. Washington - CI - and other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.





#### MARILYNN SMITH, YOUNGEST WOMAN GOLF PRO, JOINS SPALDING STAFF

Twenty year old Marilynn Smith, the youngest professional in American women's golf, has just signed a contract to join A. G. Spalding & Bros. staff of consultants which includes such golfing "greats" as Bobby Jones, Jimmy Thomson, Lawson Little, Johnny Palmer and others.

In 1946, at the age of 17, Marilynn Smith commenced her career in competitive golf when she won the Women's Wichita City championship and the Kansas State Amateur championship. The following year she again won the Kansas State Amateur championship and was in the Quarter-finals of the Western Amateur championship. In 1947 she entered the University of Kansas and while still a freshman reached the finals of the National Inter-Collegiate championship and then won for the third consecutive year the Kansas State Amateur championship. This spring she won the National Inter-Collegiate championship and then decided upon a career as a golf professional. In the Western Open she was a semi-finalist.

As a member of A. G. Spalding & Bros. staff of golf consultants, Marilynn Smith will continue to play in tournaments, give exhibitions and hold golf clinics.

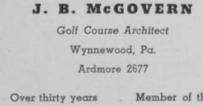


#### HOWARD SCOGGINS BUILDING MODERN HEADQUARTERS AT DUNEDIN

Ground was broken Aug. 1st at Main St. and Douglas Ave., Dunedin, Florida, for the ultra-modern new stores and warehouse for the Howard Scoggins Golf Co. The 90 ft. x 100 ft. building will house the wholesale golf equipment and apparel business started by Scoggins three years ago. The south half will contain five modern stores all of which will be leased with a view to improving Dunedin's business district. The Scoggins building, representing an investment of \$50,000, will be ready for occupancy Oct. 1st in time to be in party dress for the winter influx of pros to the home of the PGA national golf course.

#### LLOYD MANGRUM GOLF SHIRT MAKES DEBUT AS PRO ONLY APPAREL

The newest line in golf shirts for pro shop selling exclusively bears the name of one of the game's most able and popular performers. In speaking of the new Lloyd Mangrum golf shirts, Lloyd said, "For some time I've been getting the ideas of pros and players about their likes and dislikes in golf shirts and I feel satisfied that we have a combination of fabrics, features and styling, with careful work-



Over thirty years partner and associate of the late Donald J. Ross Member of the American Society of Golf Course Architects

# PRIVATE BRAND GOLF BALLS

**15 DOZEN MINIMUM ORDER** 

Write for Prices

BOSTON GOLF BALL CO. 7 MAPLE ST. Stoneham 80, Mass.

Golfdom



manship, that will move our truly fine line into pro shop selling prominence." Full swing freedom in the sleeves, in long

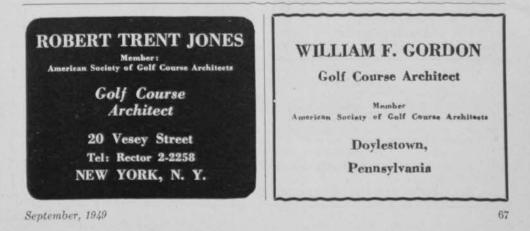


or short lengths, and extra long tails on the tuck-in models to control creeping, are features of the new shirt. Fabrics are 7 oz. all worsted woolen French spun plain and creped Jerseys, and fancy knits. with stay-shaped collar and 3-button placket with concealed loop top button. Lloyd Mangrum golf shirts come in small, medium and large sizes with extra large sizes to order. Special finishing reinforces all seams. Complete details may be had from the makers, Harris & Harris, Inc., 3504 Troost Ave., Kansas City 3, Mo.

#### COOK 'N' KETTLE BUSY COOKING UP EXTRA CLUB ACTIVITY

Cook 'N' Kettle, a mighty good cookin' sort of portable barbecue pit (only it's a cast iron kettle) saw the light of day down Oklahoma way but it lost no time in heading for all points of the golf compass when an Ohio golf club manager overheard some right smart bragging about cooking by some of his he-members. His hunch that a lot of men like to cook over a charcoal pit made him a great guy with the men and women members alike and "super" among the members' kids. The word got around about how easy, safe and certain Cook 'N' Kettle would broil meats, fowl, game, fish and of course hamburgers and weiners and how the delicious smoke flavor oozes into them.

Golf clubs throughout the country have purchased one or several of these kettles in lieu of outdoor barbecue pits, because





Golfdom

#### Check off your Supply & Equipment Needs. Tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago, Ill., or use convenient card. You'll get prices and literature direct from the sources of supply.

**Buyers'** Service

# **Golf Course**

Aerifiers: fairway | green | Architects (course — house) Arsenate of lead Ball washers Bent grass stolons Brown-patch preventives Compost mixers Compost spreaders Crabgrass control Cultivators: f'way | green | Drinking fountains Electric Plant (Portable) Fencing Fertilizers flags (greens) | Flag poles |

# **Pro Shop**

Bag towels Bags: canvas | leather | Bag carts, for players Bag Support (Individual) Balls: Regular | Range | Ball markers | Ball markers | Ball retriever Bandages, adhesive Buffing motors Calks, for shoes Caps and hats Clubs: Woods | Irons | Putters | Club display racks Club display racks

# **Club House**

Air conditioning equip. Athletes foot preventives Bath mats Bath slippers Bars Charcoal cookers (outdoor) Disinfectants Fire protection equipment Flood lights Fungicides Fungicide applicators Golf Course Const'n Engineers Hedge trimmers Hole cutters Hose, 3/4" 🔲 1" 🔲 Humus Insecticides Leaf burning cart Leaf roke & pulverizer (power) Miniature Course Const'n 🗌 Miniature course matting Mowers: putting green whirlwind 🗌 tee 🗌 fairway 🗋 rough 🗋 hand 🗍 Mower grinders Peat Moss Playground equipment Pumps

### \*

Club repair supplies Club separators for bags Cushion-sole Inserts Detachable cleated shoe plates Dressing for grips [ bags [ Golf gloves Golf Grips: Leather Composition Golf Practice Devices Golf Practice Glove Golf shoes Grip preparation for hands Handicap boards Handicap racks 🗌 cards 🗍 Insect repellent Luggage (leather) Mechanical Golf Ball Retriever

### \*

Floor coverings Folding Table (Banquet) Furniture Kitchen equipment: Dish washers Frozen food storage Ice cube machines Ovens [] Food warmers [] Ranges [] Refrigerators []

Address ---

\_\_\_\_\_ Zone (\_\_\_\_\_) State

Putting cups Rollers (water filled) Scythes (motor driven) Seed: fairway 🗌 green 🔲 Sod cutter Soil cond. material Soil screeners 🗌 Soil shredders 🗔 Sprayers: power 🗌 hand 🗌 Spikers: greens 🗌 fairway 📋 Sprinklers: f'way 🗌 green 🔲 Stiles (over fence) Sweepers (power or hand) Tee markers Topdressing Tractors Tractor wheel spuds Turf Pluggers Water systems, fairway Weed chemicals

Miniature course surfacing Pencils Portable motor tool Practice driving nets Preserver for leather Range ball washer Score cards Shoe spike wrench Sportswear: Shirts 🗌 Socks 🔲 Sport jackets 🗌 Rain jackets 🗌 Windbreakers 🗌 Slacks 🗍 Tees (wood) 🗌 plastic 🗍 Tee mats [] Tees (rubber) for driving mats Teeing device (automatic) Tennis nets Trophies

Slicing machines Link Type Mats Lockers Runners for aisles Rugs Showers Shower mixers Showers Shower mixers Step treads Towels: bath face Uniforms

Club

Title-

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N	ame	******		 	 	1.1.7.17

to: N Club

Se

Town

September, 1949

# LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1949

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below so we can get them "on the beam".

Name of club:		Private     Daily Fee NUMBER     Muny OF HOLES			
Address	r	Town:			
Zone ( ) State	Ву	Club Position			
President's: name					
Add:		State:			
Secretary's name		)			
Add:		State:			
Manager's: name		)			
Add:	Town:	State:			
Green Chrmn's: name					
Add:		State:			
Greenkeeper's: name					
Add:		State:			
Professional's: name					
Add:		State:			
70 .		Golfdom			