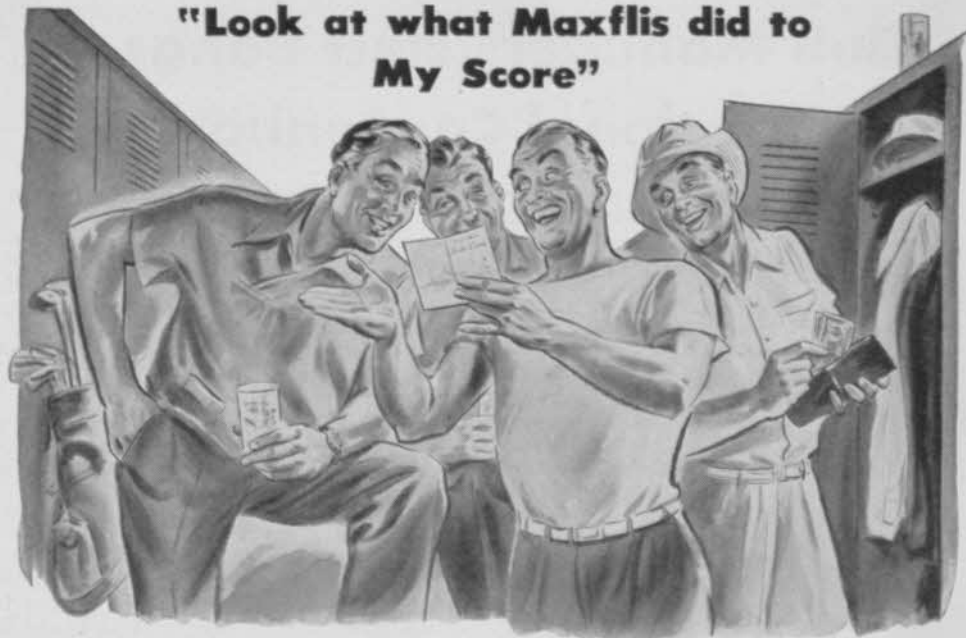


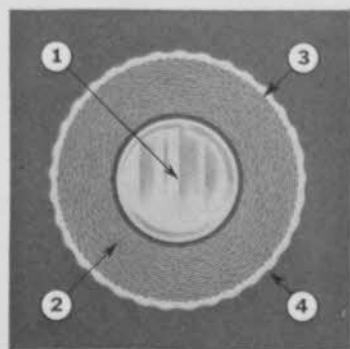
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fastest getaway of any ball
2. **ACTIVATED RUBBER THREAD**  
liveliest winding in any ball
3. **PACKTITE WINDING**  
packs more rubber thread on the ball
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Play DUNLOP Maxflis. — *Red* for par players — *Green* medium hard cover — *Blue* tough cover — built for action from the inside out, known the world over for accuracy and distance. Ask your pro for the Maxfli that best suits your game.

So great has been the demand for DUNLOP Maxflis that we were forced to build a large addition to our present factory to take care of orders from pros. In it is being installed machinery that embodies all the up-to-the-minute improvements in golf ball manufacture.

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# Club Managers Elect Bangs at National Convention

Club Managers Assn. of America 22d annual convention, held at Seattle, Wash., March 13-15 drew an attendance of 375 representing a nation-wide spread of country and city club managers who were royally received by the Evergreen, Inland Empire and Oregon State chapters of the national organization.

William B. Bangs, University Club, Chicago, was elected president; Eugene F. Sweeney, Empire State Club, New York City, vice pres.; L. Roy Leonard, Cuivier Press Club, Cincinnati, treas.; and Fred H. Bernet, 408 Olive St., St. Louis, was re-elected sec. at the Seattle meeting.

Other officers elected were:

Directors for three year terms: James B. Montfort, National Press Club, Washington, D.C.; Granville B. Hollenbeck, Cherry Hills CC, Denver, Colo.; Carl J. Jehlen, Glen Ridge (N.J.) CC. Directors for one year terms: Eric G. Koch, North Hills GC, Douglaston, L.I., N.Y.; John J. Pomeroy, Red Run GC, Royal Oak, Mich. Holdover directors are Erling O. Johnson, Elks Club, Tacoma, Wash.; J. P. Tonetti, New Haven (Conn.) CC; Page Curran, River Crest CC, Fort Worth, Tex., and Robert H. Thompson, Detroit (Mich.) GC.

The usual classic demonstrations of how to put on club affairs were conducted by the host organizations with highlights being the gala events presented by Ken Meisnest at the Washington AC and Col. Primeau at the Rainier Club. Managers traveling to the convention also got first class exhibitions of handling the discriminating club members by affairs put on at Cherry Hills CC and Lakewood CC, Denver, Los Angeles CC, Bel-Air Bay Club and Hillcrest CC of Los Angeles and by the Union Pacific dining car dept. en route and during a Sun Valley visit.

The association officials discussed awarding conventions two years in advance to allow plenty of time for fitting the Club Managers' affair into local chapter programs. Possibility is that the 1951 convention may be awarded to Dallas and the 1952 25th anniversary convention of the CMAA may go to Chicago where the association was founded by the late Col. Clint Holden and colleagues of the Old Guard.

## Plan More Club Activity

Problems of how to care for the private club membership is a distinguished manner without getting costs out of line head-

lined the business sessions. T. Harry Gowman, pres., American Hotel Association; Mrs. Hilda Watson, Chmn. hotel-restaurant div., City College of San Francisco, and Edmund A. Rossi, mgr., Wine Advisory Board, gave practical addresses on what the public expects and how the commercial establishments try to give this attention in competition for patronage.

Round table discussions were in four parts. There was a general one featuring four experts. Margery Leonard spoke on "Programming for Clubs" emphasizing that the club program had to be such that all members found the club so attractive that they got frequent and pleasing returns on their investment in membership. Raymond W. Kidwiler spoke on maintenance of club properties, making much of the point that unless keen vigilance is exercised in maintenance the club plant may deteriorate past the possibility of satisfactory reconditioning at allowable expense. Edward Cartozian spoke on floor coverings, a problem of particular trouble and expense to country club managers. Robert E. Berry talked on monthly statements of club operations.

## Country Clubs Discuss Costs

About 150 sat in on the country club round table. Among questions handled were floor coverings and treatment, wages, insurance, linen and laundry supply, itinerant party charges, employee training, general problems of golf course maintenance and food and liquor control and prices.

Eric G. Koch's remarks on food and bar operation and costs were especially valuable to the country club managers. He cited instances of club officials' policies determining the food and liquor percentages, according to whether the club wanted to make money on the operations, break even or take a loss to be absorbed by other income. It was the consensus that food charges and labor will stay about the same and there may be a slight softening of liquor prices.

The country club managers, mostly from more prominent clubs, viewed country clubs generally as in good sound condition with first class club membership filled with financially able live users of clubs, and prospects for the year quite satisfactory.



# Congo

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FOR MEN, WOMEN and CHILDREN

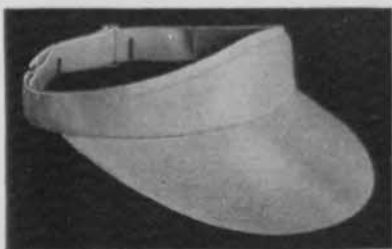
### CONGO Model 105 (Left)

Ladies' Sports Hat for all outdoor activities. Smart, cool and feather weight. Crown and brim in natural colored Zelan treated Poplin with trim of yellow, red, pastel shades of green and blue. Small, medium, and large sizes.



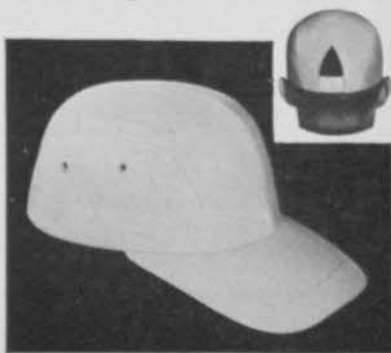
### CONGO Model 433

Airlift cap for all sports. Mesh sides for air circulation, long wrinkle-proof and water-proof visor with green underlining. Colors: Cardinal red, Kelly green, Royal blue, white, tan, and gold with white mesh. Four sizes.



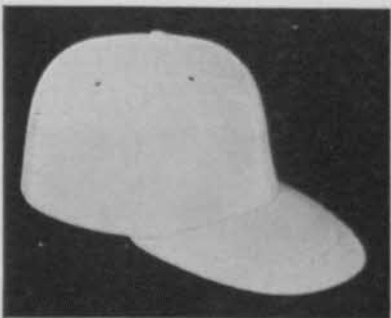
### CONGO Model 475

Tennis visor, Wimbledon style, the leader for tennis, golf and other sports. Padded forehead shield, adjustable to any size, visor underlined with green. White only. Model 474, same style, but in blue, green, red, and beige.



### CONGO Model 437

Light summer-weight adjustable cap in broadcloth with Texon visor. White, tan, blue, red or green. Made large and small with elastic back to give full range of sizes.



### CONGO Model 422

Baseball cap in Twill with Texon wrinkle and water-proof visor underlined with green. Colors: white, tan, red, green, or blue. Small, medium, large and extra large.

Write for information on complete line and name of nearest jobber

**THE BREARLEY CO., ROCKFORD, ILL.**

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

# Pro Shop Arrangement to Lure Sales

By JIMMY D'ANGELO

Professional, The Dunes Golf & Beach Club, Myrtle Beach, S. C.

A correctly designed pro shop must shrewdly avoid registering the impression that it is for the purpose of making money for the pro. That is a delicate thing to do but, especially at a private club, the member must always have the idea that the pro department's sole reason for existence is to add to the members' happiness at the club. You sometimes hear that this pro, or that one, is "too commercial" and members shy away from the shop because of the fear of being high-pressured into buying.

This attitude backfires on the pro and drives business into stores where, even though they have high-pressure advertising and sales operations, the buyer knows that he is deliberately exposing himself to this type of selling. At the golf club the players have their minds on playing rather than on being sold something. Consequently the major element in private club pro shop design is creating an atmosphere and facilities encouraging buying rather than giving evidence of strong selling pressure.

The conditions differ at public and semi-public courses. There the type of market calls for more obvious effort in pushing into the players' possession what they really need for fuller enjoyment of the game. But in both types of club the pro must have his merchandising reflect a genial and genuinely interested personality.

The pro shop cannot look like the golf section of a department store's sporting goods department. It has to fit closer into the golf course picture to exert strongest selling influence.

Points I believe must be checked by the professional in making sure that his shop is set up for doing business satisfactorily include:

**LOCATION:** I prefer the shop being located in the clubhouse adjacent to both locker-rooms for several reasons.

First, it is convenient to the members.

Second, it is convenient to the pro for it enables him to be on the spot when a golfer desires something in a hurry.

Third, it gives a pro an opportunity to be on hand when functions are held in the evening. I have done considerable business just by casually being in the golf shop on a night when a dance or a card party is being held.

Fourth, with the shop in the clubhouse it can be handled with less help. For example: an assistant can take over the caddy-master's duties, whereas if the shop were separate it would necessitate two employees in order to give the proper service. These are just a few reasons which I can think of at present. There are many more I am sure.

One more thing, the shop should be located where all golfers must pass it or walk through it when going to the first or tenth tees. This is for the convenience of the members as well of the pro.

## "Easy to Handle" Display

**MERCHANDISE DISPLAY:** Arranging merchandise is an art in itself. It takes a lot of thought and I have found that merchandise displayed in such a manner where the customer can handle it will move a lot faster than if it were all in show cases.

The most important thing in merchandise display is to have a very good representative stock. You can't sell it if you don't have it.

Changing the stock around is important. In building a shop this should be taken into consideration. Room is needed.

The display room should not be smaller than 20 ft. x 20 ft. This amount of space is ample to carry a complete line and does not keep one broke in keeping it stocked. There should be a large enough store room in which to keep surplus stock, a club cleaning room large enough to work with plenty of elbow room and definitely a space for a desk, files, etc. With all the bookkeeping to be done today a pro needs office space. The size of the store room, club-cleaning and repair room depends entirely upon the size of the membership and golf traffic throughout the year.

**LIGHTING:** Good lighting is essential, but not to the point where it takes away

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NYLON GOLF BAGS ARE  
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Original and replacement bag buyers go for these smart color combinations with leather.

KEEP BAG SALES  
"ON COURSE"

Four distinctive models to fit each customer's taste and budget *plus* the other Tufhorse models in leather and leather and canvas.

ADD THE FAMOUS TUFHORSE CRAFTSMANSHIP, CONVENIENCE AND DURABILITY AND YOU'LL AGREE THAT "TUFHORSE BAGS MEAN BUSINESS"



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L-635— \$60  
Retail...  
Tournament model with all deluxe play and travel features.



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Pear shaped. Extra big pockets. Built-in hood. Other deluxe features.



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L-620— \$20  
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### POOLS KEEP YOUNG BLOOD STIRRING

Fort Wayne (Ind.) CC pool is gathering place of the smart younger set of the city. The pool represents a profitable \$90,000 investment by the club. With courses crowded the past few years swimming pools have been important in keeping the youngsters interested in the country clubs. Pros might well look over the youngsters who play around the pool and see that these kids all are enlisted for class or individual golf lessons. These boys and girls will be the life of the club a few years from now.

display space. I believe one large window located where the pro can see the first tee and the eighteenth green, if possible, and the caddy house, is sufficient. One corner window is all that a well laid out shop needs. Good sunlight minimizes the use of artificial lighting.

By all means I believe a shop should be made as theft-proof as possible. This problem can be overcome many ways. I am not going to attempt to enumerate. A good strong galvanized wire screen over the windows which can be removed when the shop is in operation is a simple and not too costly a way of taking care of this matter. I imagine there are many new ideas on this. Frankly I haven't had too much trouble in this respect. Of course insurance is a "must." Having the shop in the clubhouse is very safe. It is not as vulnerable as a shop stuck away back in the trees where a thief can be shielded.

The caddy house should be built as close to the shop as possible. This eliminates a telephone system which is a nuisance.

With this arrangement, if the club is not too big one man can handle two jobs. Hiring a caddy-master and an assistant is expensive. Unless the club has a large membership and is wealthy this is not feasible. The available funds at many clubs don't allow paying enough for a good caddy-master and a good assistant too. To get the right man you have to pay an attractive salary. I like to have the caddies within earshot and also where they can be seen.

#### Indoor Net Desirable

A net for indoor instruction at clubs in the north is a good idea providing the club is near enough to town where a person would not mind driving out for a lesson. In isolated clubhouses, this is not a very good idea.

If a pro or a club must use caddy carts then a special space should be provided for them. Placing them in the shop or in a space near the shop or on porches is very unsightly. They must be handled just like the storing of clubs. Out of the way.





**12,000 RANGE BALLS** *Washed and Dried* **IN ONE HOUR**

*... more efficiently than ever with the improved*

## **RAPID** RANGE BALL **WASHER and DRIER**

*Puts an end to your costly golf ball washing problem!*



The "Rapid" will earn its cost in one season's operation—relieve you of labor worries—win the praise of your players. See how quickly you can cull for rejects and repainters as the balls turn over-and-over in plain sight.

**SAVES TIME:** Dump soiled balls into hopper, press starter switch and from then on the "Rapid" turns them out sparkling clean and dry — 12,000 an hour.

**SAVES LABOR:** No nursing or manual help required. The "Rapid" is completely automatic and thorough even to delivering clean, dry balls into bin or trays.

**CUTS BALL INVENTORY:** The speed, efficiency and completely automatic operation of the "Rapid" will keep you in ample supply of fresh balls with minimum investment tied up in golf balls ... and with less storage.

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**PRICE — \$475, FOB FLORIDA**

\$150 deposit with order; balance COD.

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**ORDER NOW:** Put the RAPID to work saving time, labor and ball inventory — right at the start of the new season.

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Members of the 20th annual Winter School for Greenkeepers at the Univ. of Mass. Last Row (L to R): Inst. Turner, Prof. Cornish, Dr. Sieling, Prof. Dickinson, Inst. Murphy, Prof. Hanson. 3rd Row: J. O'Leary, C.C. of Northampton County, Pennsylvania; H. Mathieu, Mathieu Tree Co.; G. Bergdoll, Koshkonong Mounds Golf Club; D. Sullivan, Brookline C.C.; W. Zikorus, Woodbridge C.C.; S. Goryle, Milford C.C.; Director Verbeck. 2nd Row: C. Wagner, Sunningdale G.C.; J. Cspegi, Madison

Golf and C.C.; A. Thomas, Anacostia Golf Course; J. Eonta, Connequenessing C.C.; W. Smith, Orange Hills C.C.; T. Forhan, Lincoln C.C.; J. Howell, Rosehall Nurseries; W. Bednarski, Tuscarora C.C.; J. Bottomley, Midway Golf Club. 1st Row: A. Mantell, J. Krak, Meadow View Golf Links; M. Nye, Battle Creek C.C.; A. Chalmers, Old Oaks Country Club; J. Misenti, Edgewood Golf Club; H. Mallon, E. Curran, Lexington G.C.; J. Roach, C.C. of Virginia; R. Komacek, Vestal Hills C.C.

## U. of Mass. Turf Meet Stresses Economy, Labor Maintenance

By GEOFFREY CORNISH

A varied program, part of which was experimental, was presented to 150 turf managers at the Annual Turf Conference of the University of Mass. held in Amherst on March 9 and 10. As a result of these experiments, Professor Lawrence S. Dickinson and Geoffrey Cornish of the Section of Agrostology will stage a conference next year which will be entirely different in approach from any yet attempted.

The Massachusetts Section of the New England Turf Association under Pres. Homer C. Darling of Juniper Hill GC, assisted the Section of Agrostology in arranging the program. Anthony Longo, Superintendent of Yale GC and Pres. of the Connecticut Greenkeepers Association and Phil Cassidy, Superintendent of Weston GC and representative of the National Association, acted as chairmen.

Arthur Cody, V-P of the New England Greenkeepers Association, opened the conference in absence, due to illness, of the Pres., Harold Mosher.

Dr. Ralph A. Van Meter, Pres. of the

University of Mass., addressed the visitors during the conference.

The final exercises of the 20th annual Winter School for Greenkeepers were held in conjunction with the conference. Twenty-three greenkeepers, pro-greenkeepers, assistants and managers, successfully completed the ten week course. Carlton E. Treat of Montclair (N.J.) GC made the graduating address.

Outlines of papers presented are given hereunder together with an account of the annual meeting of the turf association which was held at conclusion of the conference.

### Care of Trees and Shrubs

Professor T. Mathieu, arboriculturist of the University of Mass., divided tree work on golf courses into two parts. First there is tree work which can be handled by the greenkeeper and his crew. This includes pruning, planting, spraying, and fertilizing. But before any tree work is done by a greenkeeper, Prof. Mathieu stated that insurance should be checked to



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The PENFOLD is the natural choice for your score-conscious members. It's a livelier ball. You get distance with it by swinging—not by punching or slugging. It doesn't tend to "soar." Its cover is thinner and its core—a fully liquid, fine latex sac—is bigger. In driving machine tests, it has consistently out-distanced other balls. DON'T DELAY! ORDER THESE GREAT NEW PENFOLD BALLS TODAY.

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make sure that it covers off the ground work. The second type of work includes cavity filling, cabling and bracing. The club should hire an arborist for these operations, Prof. Mathieu stated, and explained how a greenkeeper can judge and hire a good arborist. The lecture concluded with a detailed description of planting deciduous and coniferous trees and shrubs.

### **Clover Control in Turf**

Clover is controllable in turf, Prof. Cornish stated, although some turf growers are giving up in despair. Research of pasture workers who encourage clover is of value in our attempt to eradicate it. Some general factors concerning growth habits of white clover were listed and the conclusion was reached that in most cases, a modification of the watering program and in all cases, a system of aeration is necessary in conjunction with a chemical program to obtain lasting results. Cornish reviewed effective chemicals. He quoted Claude Bryant of the Dow Chemical Co. who spoke at the Nation Conference in regard to effective application of 2-4-5-T at the rate of two pounds of the acid per acre. Sodium arsenite and arsenic acid were 80% effective under certain conditions, Cornish stated, but the utmost precaution was to be observed in their use for fear of permanently damaging basic grasses and sterilizing the soil. Small scale tests should always be carried out before these chemicals are used in wholesale amounts. Recommendations were given in regard to the long established method of eradicating white clover by sulfate of ammonia.

### **Equipment Overlooked**

Professor Lawrence S. Dickinson and Paul J. Murphy, visiting instructor for the Winter School, conducted a demonstration of equipment that is often overlooked by a greenkeeper. Pieces of equipment examined and recommended for a golf course were a farm level, a rain gauge, a hand level, a recording thermometer, a subsoil auger and a soil sampler. The total cost of all these was found to be around \$105. It was shown how these items would more than pay for themselves.

### **Soil Aeration and Root Development**

Dr. Theodore Kozlowski, Plant Physiologist, recently appointed head of the Department of Botany at the Univ., stated that in order to maintain healthy grass, it is necessary to have oxygen continuously supplied to roots in adequate amounts. Interference to such supply can be effected by compaction or excessive amounts of free soil water. Dry soils always have a larger air content than fine or compact ones. Dr. Kozlowski stated that under special conditions of compaction of wet

soils, the air content may be reduced almost to zero. It has been shown that earthworm burrows raised the air capacity of a loam soil from 9% to 32%.

In many turf soils, the oxygen content is usually less than optimum. Roots may not begin to show definite injury until the oxygen content drops below 15%. Reducing the soil oxygen to about 3% practically stops root growth of most plants. Poor aeration is commonly an effect of compaction. Direct causes of such compaction include player traffic, proper and improper use of equipment, precipitation and artificial water. Among the aggravating causes of compaction are soils of too heavy texture, soils low in organic matter, overwatering, poor drainage, too acid soils, too alkaline soils and necessary eradication of earthworms.

Dr. Kozlowski showed data and graphs which indicated increased dry weight of tops and roots, increased carbohydrate content, nitrogen, ash, calcium, potassium, magnesium, and phosphorus of plants in aerated soils as against plants in un-aerated soils.

### **Hedging Against a Possible Depression**

Professor Dickinson stated that we can learn from what has happened before and in sound maintenance planning the possibility of a depression must always be borne in mind. A greenkeeper can do a great deal now to help his club and himself in the future if a depression does come. A reserve should be built up by sound cultural and management practices. Nine suggestions as follows were made by Professor Dickinson.

- 1) An accurate record of costs should be established so that if cuts are necessary, the greenkeeper can show his club where to make them.
- 2) Start this year to build up fertility levels in the soil by proper fertilizing.
- 3) Carry out all possible drainage and repair construction on the course.
- 4) Renovate all inferior turf areas.
- 5) Complete a careful evaluation of workmen.
- 6) Purchase an extra fairway unit.
- 7) Purchase an extra putting green mower.
- 8) Avoid new construction that will add to maintenance costs.
- 9) Encourage new construction that will reduce maintenance costs.

### **Fairway Renovation**

Toney Mascaro of West Point Lawn Products Co., showed a complete operation in motion pictures of fairway renovation. Mr. Mascaro's pictures showed aerial and ground shots of the operation. The renovation program started in August, included four applications of sodium arsenite, a complete aerification, fertilizing, and

*(Continued on page 104)*