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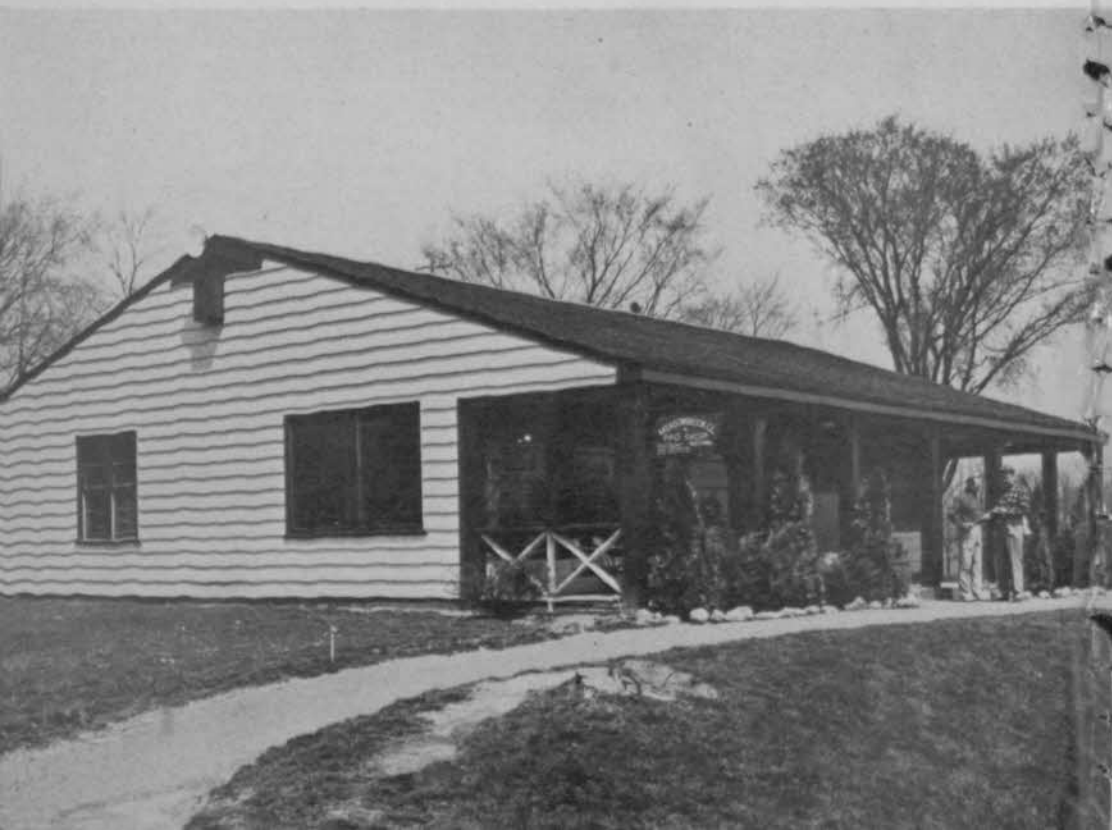
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BOX 72 - AKRON, OHIO

Selling Service Ideas Used By Harbert in New Shop

Chick Harbert's new shop at Meadowbrook CC (Detroit dist.) shows that when Chick goes around in tournaments he picks up selling service ideas he uses in doing a good job for his members. That porch on the shop is always a good idea. The easy chairs invite waiting for the rest of the foursome at the shop door. That idea brings traffic to the shop. Large stock is very well displayed. Natural and artificial lighting show the merchandise to good advantage. Note how Chick makes inspection easy. Enough apparel is displayed outside cases to push right at possible buyers. Other shirts and sox are displayed in cases that always have the pro or shop salesmen handy to pull the items out for close examination. Shoe displays are in several spots to keep visitors reminded they could use a new pair of golf shoes and the sizes and styles are conveniently located in a corner where the customer can try on shoes without being in the way of shop traffic. Storage space is behind display fixtures. Limited space makes it necessary to display bags higher than is desirable but you'll note how Chick always has one display of bag and clubs as a sales feature complete outfit. Location of the handicap racks gets members coming to the sales counter and makes it easy for the pro and assistants to handle the handicap cards. The framed news pictures provide an interesting and subtle selling influence by reminding viewers that Chick has been where he has learned the answers in how to care for the members.





New York Water Shortage Drives Clubs to Wells

By JOHN M. BRENNAN

It took a severe water shortage scare in the world's largest city to shock officials and owners of New York City's golf courses to the realization that a well, almost regardless of cost, can pay dividends within a few years.

Last winter, when New York city officials clamped down on the use of water within the five boroughs that constitute the metropolis, there was talk of banning use of aqua pura for all but essential purposes. Commissioner Stephen Carney of the Water Supply Department restricted the use of water for lawns and golf courses early in the spring.

Hardly had the commissioner announced his ban on the use of water than the officials of golf courses within the New York area began discussing means of solving what might have resulted in a loss of fine courses due to an arid summer for which the district is famous.

Courses that had wells unused for years immediately petitioned the Board of Standards and Appeals for licenses to reactivate the dormant wells. These were readily granted and at a dozen spots digging began to strike precious water. Courses without abandoned wells encountered considerable resistance when seeking permission to dig but eventually the city fathers yielded to their requests for permits to go for water.

"And after all the trouble and fuss, everybody here at North Hills feels it was a great idea to install a well with a 300,000-gallon tank if for no other reason than to eliminate those \$5,000 water bills that we get every year for watering our fairways," said Larry King, the highly efficient course superintendent at swank North Hills GC in Douglaston, one of the few remaining private clubs within the city's limits.

Eric G. Koch, general manager at North Hills who served for two years as president of the Club Managers Association of America, strongly endorsed King's words and said a club was taking too much of a risk if it did not install a well in the event city authorities would give their consent.

"Our installation will cost in the neighborhood of \$25,000, but we'll have a system that will be of the finest and will write itself off by savings in our water bills within seven or eight years," Koch declared.

Eric spanned pages on which were written the cost of the water bills of the past 14 years that he has managed the club and the average was \$3,500. In 1939 the high mark was reached when a summer almost devoid of rain cost North Hills \$5,500 for water. The lowest for water was in 1945 when the cost was \$1,800.

Of course, in some other sections of the country, the cost of water is a lot less than in New York City, where most of the water is brought from upstate in the Kensico and Croton areas.

Essential to Good Condition

With the better part of 50 years' experience to his credit, veteran Larry King of North Hills insists that without artificial water it would be virtually impossible to maintain a highly satisfactory course within the New York district.

"Talk about fescues not needing water during the summer doesn't stand up when it comes to answering the complaints of members during the summer when tees, fairways and other areas that were emerald green in the spring turn brown and gray from lack of rain and water," said King.

"I used to work — for 35 years — at Old Country Club in Flushing, where we had to use hand pumps to water the greens and tees and the fairways depended solely on rainfall. And at North Hills I have had one of the finest watering systems in the country. The judicious use of water, such as has been our fortune to make at North Hills, assures the members of a highly satisfactory course all through the summer. Of course, overwatering, like anything else done to excess, is extravagant in money and turf, but when one learns the knack of watering correctly, there's nothing like it."

King will never forget the day the Board of Health of New York City stepped into North Hills last spring and cut his pipes leading to the watering system. "Of course, we wouldn't have used them so long as the water scare lasted, even though our greens turned white," said Larry. "Fortunately, our own well became available during the second week of July, when the New York version of desert weather sets in. We have been most lucky to get the big well and tank done in time."

North Hills, located 250 feet above sea level, faced a big digging problem which

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The giant 300,000-gallon tank installed by Bethlehem Steel at the North Hills Golf Club, Long Island, within New York City, is seen above back of the eighteenth green, with the Moorish clubhouse in the left rear. It required more than two months of constant digging before the plumbers, electricians and welders moved in to complete the \$25,000 operation. The New York City courses have been denied the use of water except for their clubhouses.

was made more precarious because of the geological conditions around the club.

Starting the digging operation in the spring, when rains are frequent in the Metropolitan New York area, hampered the operation at North Hills. Then, when the welders began their task of rigging up the 300,000-gallon tank hot weather set in and it was almost impossible for them to work in the 115-degree temperature of the tank for more than a few hours at a time.

"If clubs intend installing wells, I would suggest, after our experience at North Hills, to pick out some time during the early fall or late summer when rain and hot weather will be eliminated," cautioned King. "We encountered just about every handicap that could possibly have been faced in installing our well."

Robert O'Rourke, who inherited Walter Grego's job of managing the popular Bayside Links, a short distance from North Hills and closest course to the Empire State Building, reported that water was reached after digging 150 feet.

"Our costs will be a lot less than at North Hills principally because we had a lot less digging and because of several other factors," said O'Rourke. "Bayside has been world famous as one of the top fee courses and the Cord Meyer interests, which own the course and operate it, spared no expense in equipping the layout with the most modern tanks and well. We'll have about the same layout as North Hills, with a capacity of 300,000 gallons on our tank."

Glen Oaks GC, which stretches over the New York City boundary into sprawling Nassau County, had the benefit of getting

its water supply from the latter district, which faced no water shortage.

Glen Oaks, chiefly because it constructed a new swimming pool last season, dug a second well at the insistence of director Charles Margett. The two wells afford Glen Oaks an ample supply of well water for both its 18-hole course and large swimming pool. Glen Oaks' pool is within the New York City limits, but the water is drawn from Nassau.

Fresh Meadow CC, formerly known as Lakeville CC, located in Great Neck, a short distance from Glen Oaks, is located in Nassau, but officials of that organization recently reactivated an ancient well at the suggestion of Supt. Jim Kehoe.

The Fresh Meadow storage, as a result of the construction of the new pool, now has a capacity of 175,000 gallons and requires seven hours to refill. The original well at old Lakeville was abandoned about 15 years ago. Kehoe, who performed a remarkable job of transforming Lakeville into a great championship course can water the new course in 10-hours.

A majority of the Nassau courses, located a few miles over the New York City line, either have been using well water or are contemplating the installation of wells in an effort to eventually eliminate the cost of water purchased from the county.

The city intends building a 27-hole course in Marine Park, Brooklyn, on reclaimed land, and officials indicate that a well will be dug to provide water for its fairways.

Several courses in Westchester County and Connecticut, faced with acute water shortage, started digging wells, but few have been successful in reaching water.

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August, 1950

Training that Qualifies the Pro to Serve His Club Well

By AL ZIMMERMAN

Professional, Alderwood Country Club, Portland, Ore.

The golf club is always interested in getting the best professional possible. The golf professional is always interested in getting the best club possible. But often neither knows the answer to the question "What is the golf club looking for in its professional?"

There are many capabilities a good professional must have, among them being: the ability to get along with everyone, plenty of tact, ability to be a good listener, be a good, smooth LOW PRESSURE salesman, have a good knowledge of how to promote club interest by running tournaments for men and women, and of course, know how to properly take care of the handicapping, training and supervision of caddies, and be at least fair at bookkeeping. These are only a few of the many abilities a topnotch professional should have. These abilities may be acquired in not too long a time. In fact, I would say there are several hundred professionals in this country that have these non-technical abilities.

In order to be a really topnotch professional, there are three essential requirements. Each of these three major items requires much study and practice and is only required after years of actual application.

From my observation in traveling around the country, I would say there are not too many who have all these abilities to a maximum. These three items are: to be a superior player, an outstanding instructor, and an excellent shop merchandiser. A few fine examples are Henry Picard, Horton Smith, Claude Harmon, Johnny Revolta, and Craig Wood, who now is out of the golf business.

There are outstanding players who have had little experience teaching or running a shop. Most clubs are not looking for such a man. There are many men fine at running a golf shop but who have no playing ability and are only good instructors for average players. In order to be able to impart the maximum good to a pupil, an instructor generally has to have a background as a good tournament player. Such a man has learned many things from his tournament tour days and tournament wins. He has learned those vital things

necessary to properly instruct his younger, more advanced players and inspire them with tournament playing ambitions.

Tourney Play Helps Clubs

From the club's standpoint, it seems to me great value to its members would result from having their professional spend a few weeks each year playing in tournaments. In the winter the northern clubs could have their professional play on the winter tour and in the summer, the southern clubs could have their pros play the summer tour. Only two or three tournaments might be necessary. Many clubs pay the expenses of their professional for this annual post-graduate and refresher course.

In order to reach maximum efficiency as an instructor, it is necessary to thoroughly study every detail of the swing; especially the fundamental principles of grip, stance, body action, wrist and hand action and rhythm. Motion pictures have helped a lot. Many good men have this knowledge in their heads, but lack the ability to translate it to the pupil in such a manner that he can improve decidedly. In order to properly correct one point—for example, poor body action—you may have to approach the problem from six, eight or a dozen different ways until one clicks with the pupil and the required correction is forthcoming. That takes patience from the instructor and patience is one of the absolute necessities of a first class teacher.

Must Know Merchandise

To be an outstanding shop merchandiser requires a thorough knowledge of golf clubs and balls and how they are made and why. In the old days we used to learn club-making at the bench. That was part of the training of a young professional. Now it is necessary to learn all about golf shoes, shirts, jackets and one hundred other items that the well-stocked shop should carry these days.

From the above, it is quite evident why the PGA requires a training period of five years before being eligible to join the association. There are many young amateurs who play a good game of golf and decide to turn professional. That is fine. They are the fresh lifeblood of the game. However, they must realize the proper way to learn to be a professional properly quali-



Duke Gibson says

A money-maker, here at Blue Hills. People here are sold on the luxurious look and feel of the finer leathers in Stroke-Masters. And, they like the fit, flexibility and firm footing that mean so much to proper stance and swing.

To date, I've bought — and sold — 17 different styles of Stroke-Master's 23 in fine Golf Shoes and Hand-Sewn Moccasins. That's a broad spread of styles and prices but their wide appeal moves them fast. Best of all, I keep a nice, clean inventory by depending on fast deliveries from Stroke-Master's Stock Department. It's a fine line, that adds profit to prestige.

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fied to serve a club is to get a job as some top man's assistant. After five years of training, such a man would have a background of knowledge of all phases of the profession and make some club a fine golf professional.

The average club does not desire to give on-the-job training to some young amateur newly turned professional while he learns to be a professional. If all you fellows desirous of becoming golf professionals would approach the subject from this position and realize that to be a top man you must go through a period of training just as a doctor or lawyer or any other professional, you would be better off. And so would the clubs. Good luck to you both.

N.Y.-Conn. Supts. Get Tree Expert's Advice

Nearly 100 members of the New York-Connecticut Turf Improvement Association traveled to Stamford, Conn., for their July meeting at the spacious Bartlett Tree Research Laboratories' grounds. Bartlett's staff members discussed tree problems in relation to golf courses.

Dr. Rush P. Marshall, director of the laboratories, pointed up the necessity of feeding, clipping and defending trees from insect and fungi attack just as one feeds, clips and defends turf from similar attacks. "Feeding trees deeply — 18 inches or more — is vital in keeping roots down, helping vitalize the tree and helping the turf," he explained. "Pruning of trees is just as important as cutting of grass. And keeping down fungi and insect pests by spraying, sanitation and other controls is of equal importance to trees." He pointed out too that branches of golf course trees can be elevated by elimination of the lower arms to give persons better views and benefit turf beneath.

Dr. Stanley W. Bromley, entomologist, told of the current insect pests of shade trees and the effectiveness of newer and older insecticides. He spoke of golden oak scale (controlled by dormant oil in spring), gypsy moth (DDT used as a specific), pine weevil bark louse (Styx being recommended), cottony maple scale (Styx), cankerworm (arsenate of lead), aphids (Styx or nicotine), elm *Scolytus* bark beetles (arsenate of lead or DDT), elm leaf beetles (arsenate of lead) and Japanese beetles (arsenate of lead).

Dr. Bromley said the old standbys of arsenate of lead and Bordeaux mixture still are among the most effective of insecticides and fungicides, although some of the newer ones offer great promise. He gave these seven cardinal don'ts regarding mixing sprays:

1—Don't mix arsenate of lead and soap;

2—Don't mix sulphur and oil; 3—Don't mix sulphur and soap; 4—Don't mix commercial bordeaux and oil; 5—Don't mix DDT and arsenate of lead; 6—Don't mix DDT and Styx; and 7—Never use water in a spray tank that comes from a tidal (salt) creek.

During a question-answer period, Dr. Bromley said that 2½ lbs. of arsenate of lead to 50 gallons of water should be maxi-



Officers of the New York-Connecticut Turf Improvement Assn. at the Bartlett Tree Research Laboratories, Stamford, Conn., where the association held its July meeting. Left to right: Lloyd Stott, Woodway CC, Darien, Conn., vp; Douglas Rankin, Westchester CC, director; Arthur Twombly, Pelham CC, president; Eugene Erickson, International Business Machine Corp., director; A. H. Maslin, Westchester CC, sec., and Roger I. Simmons of White Plains, N.Y., who presided at the meeting.

mum strength for arsenate of lead spray to control Japanese beetles on such trees as sassafras.

In the evening, Nestor E. Caroselli, associate pathologist, gave an illustrated talk on fungi diseases, with emphasis on Dutch elm disease and research that led to the development of Carolate, a medicated alkalizer.

Carolate, he explained, neutralizes toxins produced by the Dutch elm fungus within a tree and acts as a therapeutic in stimulating growth of new tissues that wall off the fungus after it has been put at status quo. It is being used on an experimental basis only, and has proved effective in 50 to 70% of the cases. It does not, however, replace normal tree care such as pruning, spraying and sanitation, Mr. Caroselli explained.

Lloyd Stott, Woodway CC, Darien, Conn., vp of the association, was chairman of the meeting. Arthur Twombly, Pelham CC, association president, expressed appreciation of the members for informative reception given them by Stamford and the Bartlett company.