

them satisfaction, and more important, it makes the buyer who has been patronizing a downtown store feel that you have something on the ball. It makes him think that you are the leader in the golf business.

Watch your players' golf bags. When you see new clubs in them that were purchased elsewhere, you know you have missed a bet. You have under-estimated this person's needs or taste. You waited too long before calling his attention to the 1950 models that have just arrived in your shop or which you expect to arrive in a week or two.

Don't Scold Them — Sell Them

Above all, do not ask the person where he bought them, and then go on and tell him that the clubs don't fit him—even if they don't fit him—because he bought the clubs somewhere else due to some weak spot in your manner of selling your services. However, be sure and let him know in a discreet and subtle manner that you have years of experience in fitting a person with clubs to his requirements and at the right price. Then go on and tell him that he can try several sets of your brand new clubs that are now resting in an eye-catching display in your shop without any obligation on his part. Do this, if possible, after he has told you that he has had a particularly bad round, or lost two bucks to Joe.

When he is on the practice tee trying out your brand new clubs don't hesitate to give him a pointer or two on his swing. This will help him hit the ball better and he will feel that the clubs have a lot to do with it.

If he says he likes a particular set, go ahead and work up to a sale. Tell him, then, and only then, what you actually think of his clubs. Tell him that you will apply whatever you can get for his clubs toward the price of the new clubs, "but they're an off brand, and I may not be able to get very much for them." He will feel that the store from which he bought the clubs gave him a royal going over when they sold him "those super duper golf clubs."

These few pointers will help bring some new business into your golf shop but they are not enough. The pro at the course has still other advantages over the downtown shop. For instance, everybody has a birthday. The live-wire at the club keeps a memorandum book. In this book he keeps all the pertinent facts of his members and their family, which includes the birth date. Every wife, husband, son, daughter, sweetheart, and some friends buy birthday presents. A note to the wife of your member telling her that her husband needs a new club, bag, or just balls,

and what member can't use golf balls? will divert some more business toward your shop.

Be sure to state in your letter that you carry the desired merchandise, quote prices, description, substitutes, etc. Don't overlook other days such as Father's and Mother's days, and of course, Christmas.

All this entails a lot of work but earning a living is work, especially in a competitive economy. The stores are always circularizing their patrons, bombarding them with various kinds of advertising. In some instances they even give free samples. To offset this you've got to keep your typewriter and mimeograph machine busy.

Appeal to man's esteem. Tactfully let him know if he is playing with obsolete clubs. You always must use discretion. When a member who needs a new set of clubs, and who is a hard nut to crack, comes into your shop, or you see him on the course, let him know that Bill Smith and Jim Jones have just bought new sets of clubs. Let him know how well they are playing with them, too.

Don't tell him that he needs a new set, that his are many years old and should be replaced with a new set. He knows all this and will consciously or unconsciously resent your telling him so.

He already knows that his clubs are old and your subtle darts will make him feel that Jim and Bill have nothing on him. If they can afford a new set, he can, too. The next time this guy comes into your shop pull a club from your display and say, "This is the set that Jim bought," and hand him the club. Once the merchandise is in his hands, he will begin to talk freely. From there on it's up to you. If he does not buy right on the spot remember his wife or his son or daughter may buy it as a gift.

I like to send members a mimeographed letter at least once a month. In this letter I include past events and results, future events and their attractions for the participating members, and odd happenings about the club for the past month. Along with such news I never fail to include at least one item about Bill Jones buying a new set of clubs and breaking 80-90- or 100 for the first time, or Alice Hackett taking golf seriously as evidenced by the improvement of her game after lessons.

Watch Price Range

Pros lose sales to hardware, drug stores, etc., because they are too proud to put a few items of inexpensive merchandise into their shop. Even some extremely wealthy people are tremendously price

(Continued on page 70)

Power



Here's why new **"MT" Tourney** irons mean **more power** for your golf game

• This new "MT" TOURNEY golf club is the iron of the future . . . *here today!* It's an iron which has been thoroughly tested by the great MacGregor Pro Advisory Technical Staff.*

Tournament pros and home pros have been unanimous in their approval of this club designed with the average golfer in mind. They claim it's the greatest improvement since the steel shaft! It's the

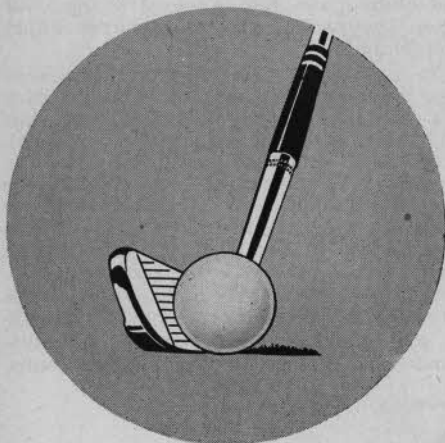
big golf equipment news of '50 in pro shops all over the country. Ask your pro about a set of these new TOURNEY clubs.

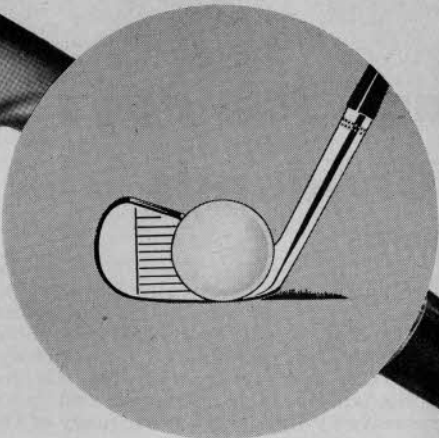
MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

4861 Spring Grove Ave. • Cincinnati 32, Ohio

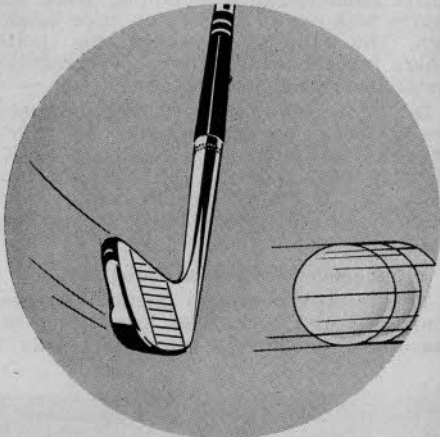
* Tommy Armour • Herman Barron • Jack Burke • Jimmy Demaret • Dave Douglas • George Fazio
Bob Hamilton • Chick Harbert • Clayton Heafner • Ben Hogan • Byron Nelson • Toney Penna • Louise Suggs • Craig Wood • Lew Worsham

You get a better "feel" of the club when starting a stroke. The blade "nestles" up to a ball in a manner to give you more control. Club head is more compact, yet hitting surface is the same as conventional iron.



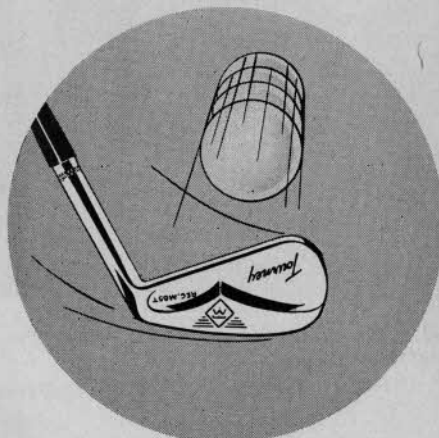


You can hit a ball off the heel or toe of the "MT" TOURNEY iron yet *hit it accurately and for the proper distance!* New V-Type socket reduces shanking area. This means more "on the pin" approaches, fewer missed shots.



You get more power at the point of impact for two reasons:

1. Power-set hosel (blade slightly off-set) enables club head to be in the strongest possible position when ball is hit. Because of this, the follow-through of a stroke gives you added power for more distance and accuracy.



2. New concept of blade design places all possible weight at the heart of the club—right where it belongs. In the new "MT" TOURNEY iron, the weight of the blade is scientifically concentrated at the exact spot where it will give you extra yardage, help lower your scores.

ATTENTION ALL PROS: This advertisement and many similar to it will be read by golfers throughout the country during the great 1950 golf season. MacGregor advertisements are designed to pave the way to more golf club and ball sales for you.

\$61,000 Drainage Job Pays Beverly Big Dividends

By **HERB GRAFFIS**

Beverly CC, one of the three private courses within the city limits of Chicago, last year invested \$61,000 in installing a drainage system that possibly gives this excellent course the most complete and modern drainage job constructed at any golf plant. A mile of 18 in. tile, and 6 in., 8 in. and 12 in. laterals was used in the job. Seven months were required for the work, from the beginning of the construction planning until the turf grew over the drainage system so well there was no evidence of excavating.

At any club \$61,000 is a lot of money. Beverly's membership is typical of the financial status of first class metropolitan district clubs. Many of the Beverly members are high ranking businessmen in Chicago. They are proud of the course, which is one of the tough tests of golf in the district and was site of the 1931 National Amateur which was won by Francis Ouimet. The medalists' score of 148 on that course was the highest in the Amateur since 1923.

But what made Beverly spend \$61,000 was that the old haphazard drainage system, like that at many another older fine layout, was seriously inadequate. Holes

were out of play for two or three weeks at a time. Water staying on the course usually made spring fertilizing impossible. Seldom was it possible to cut fairways before the first few days of July. Greens maintenance was handicapped and made expensive by the overall inadequacy of the drainage system.

With a superb layout architecturally, a budget that was hopefully approved for all efforts to overcome the basic difficulty of poor drainage without getting into the ground and doing the job right, and an active membership complaining when the course was out of play or in poor condition, the situation reached the point where further delay on a major drainage installation wasn't acceptable.

Dr. W. D. Mahoney, green chmn. when the decision for modernizing Beverly's drainage was made; his successor, H. V. Douglas who saw the job through, and Robt. M. Williams, course supt., were given complete responsibility for getting the work done right.

Expert Work Was Economy

The first step was to engage Consoer, Townsend and Associates, consulting engineers. The Beverly job wasn't only a

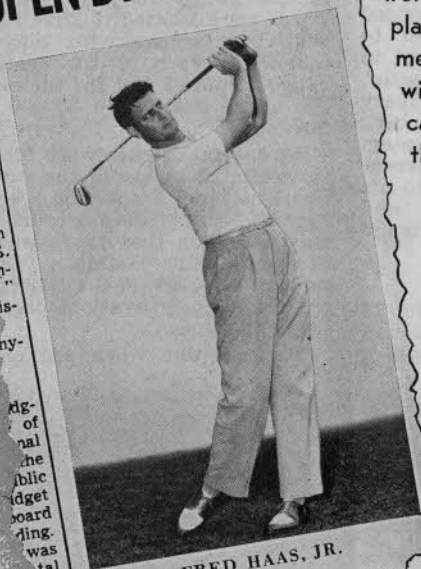


This is the way north section of Beverly's course looked in late winter prior to drainage installation. Water often stayed in spots until June.

HIS NAME IN THE NEWS

helps sell Golfcraft

FRED HAAS, JR. WINS LONG BEACH OPEN BY 5 STROKES



FRED HAAS, JR.

It's certainly true that

"names make news" . . .

and when you carry a line of clubs designed by a *winner*, you have a talking point you can turn into sales.

Fred Haas, Jr. Goosenec woods and irons are designed especially for the player who wants the finest pro equipment available. If you are not familiar with them, write for full details because Fred Haas, Jr. clubs are sold through golf professionals only.

Fred Haas, Jr. is a former National Intercollegiate Champion and Walker Cup team member. He was low qualifier for the 1949 National Open Championship, winner of the recent Miami Open and one of the ten leading money winners for 1949.

Fred Haas, Jr. is a member of Golfcraft's Advisory Staff.

Golfcraft Inc.

MAKERS OF FINE GOLF CLUBS

1700 WEST HUBBARD STREET, CHICAGO 22, ILLINOIS



Main drain down 11th fairway. At close of 1949 season no signs of this major operation in digging were evident on the Beverly course.

job that involved drainage to get and keep turf in golf playing condition but called for fitting the system into the City of Chicago drainage facilities. Even those only generally acquainted with the drainage problem of the low-lying areas around Chicago know that expert engineering is required to get excess water out of the way.

Williams says the 6% fee of the consulting drainage engineers was the cheapest part of the whole valuable job. The engineers planned the complete job, provided detail and general inspection down to checking every tile to grade and kept in constant contact with the contractor, James Doherty Co. Williams is a very practical turf manager and has the high respect of his colleagues in greenkeeping. He expresses the opinion that no greenkeeper can undertake as a sideline to his many other duties, the planning and supervision of the sort of a big drainage job many older courses now need.

Job Detailed in 73 Pages

Williams can show to doubters the 73 typewritten pages of instructions and contract specifications and the bond which

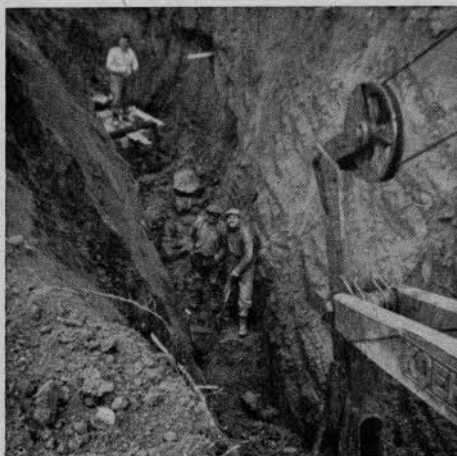
covers performance of the job, as indications that the magnitude and details of the drainage job are too much to be regarded as a sideline by club officials or superintendents.

In the Beverly job concrete bell and spigot pipe is used. Main line joints are closed. Lateral line joints are open except when close to trees where asphalt is used to keep out tree roots.

Plans set 75 manholes and catch basins in the rough to get surface drainage. These were located to have minimum possible interference with play and maintenance. Depth of the system installed ranged from 22 feet for the main drainage tile at its deepest to 3 to 5 ft. deep for laterals.

All lateral ditches were filled with rock to within 12 inches of the surface. Specifications and inspection prevented any backfill with frozen ground. Result of this care was that there was no sinking of the backfill. Within a year there was no sign of scars on the fairways although the drainage excavations crossed the fairways 40 times.

Maps of the work are on file in the



Deepest excavation on Beverly job was 22 ft.



Tiling at 9th hole after line was completed.



The 11th fairway, a year after drainage was installed. Turf is excellent and hole is playable right after heavy spring rains.

club safe and in Williams' office, as well as at the engineers and at the contractors. Usually the location of drainage tile on an older golf course is determined only by exploration when serious defects in drainage are obvious.

Several greens were rebuilt as part of the overall plan of drainage improvement. As in many other older courses Beverly greens were built according to the best construction practice at the time of installation but years of heavy traffic and faulty drainage eventually put the greens in condition that couldn't be corrected by surface work.

Results Are Pleasing

Already the direct returns on the drainage system investment have made it a sound deal financially for the club. The \$2500 spent in pumping water from a pond at the 12th hole which was an expense every wet spring has been eliminated. This pond would overflow and flood 5 acres and a heavy night rain would even submerge the portable pump. In another area 10,000 to 20,000 sq. ft. of turf was lost by flooding and poor drainage every few years. On the north part of the

course standing water kept holes out of play for weeks and maintenance work couldn't be done until the summer was far advanced. Due to poor drainage a good part of maintenance work that should have had value for years actually was only a somewhat desperate temporary measure.

The increased length of the playing season produced by the drainage improvement was reflected in clubhouse volume and pro department business. Charley Penna, Beverly pro, and his staff are on 12 month contracts. Most of the club's members live in the neighborhood. Penna gives lessons in a net in the clubhouse, during the winter except when he's on his vacation. He and his staff also do an extraordinarily fine job of reconditioning members' playing equipment during the winter as part of the pro shop service.

Penna says the drainage improvement has given members probably 25% greater value for their cost of membership in providing more playing days, better turf for playing and walking, and great encouragement with some roll on the ball before midsummer instead of having shots

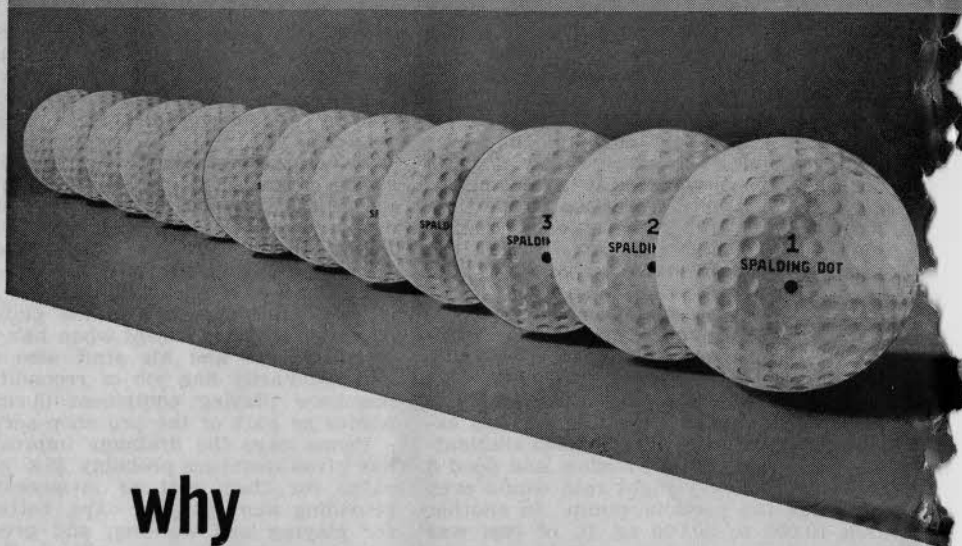


Stone backfill was put in as drain line was laid.



Lateral line after stone backfill; ready for topsoil.

TWO DOZEN



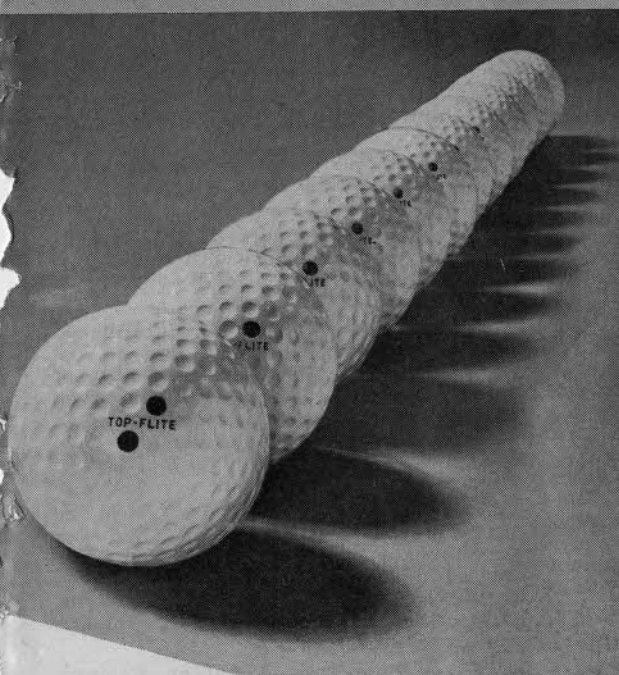
why “Spaldings sell best”

Whether you sell two Spaldings or two dozen, you know that none of these great golf balls will “let you down.”

Quality-controlled manufacturing methods insure that each Dot gives the same sweet response and distance as every other Dot . . . each Top-Flite gives the same long service as every other Top-Flite.

Uniform performance and distance . . . the greatest single selling points for Spalding golf balls!

REASONS



DOT

TOP-FLITE

PAR FLITE

TRU-FLITE

**SOLD ONLY
THRU PROS**

Not illustrated . . . the
Par-Flite and Tru-
Flite, popular balls in
the medium and low-
priced field.

SPALDING

Sets the Pace in Sports



Dot, Top-Flite, Par-Flite, Tru-
Flite — Reg. U. S. Pat. Off.



View on north section of Beverly course summer after drainage job was completed. Members got weeks more play from drained course, and better turf.

drop and bury on holes that are long enough to call for the full distance of carry and roll.

Williams and Penna constitute one of those greenkeeper-pro teams that gladden the hearts of club officials and members. They are highly competent businessmen in their respective departments and coordinate their work closely for the benefit of the club. They look at their work as being primarily that of giving the club member the greatest possible definite return on money invested in membership and dues. The two of them collaborated in organizing and conducting the annual joint meeting and tournament of the Chicago district's pros and greenkeepers.

Al Watrous Wins PGA Senior Title

Al Watrous, Birmingham Hills CC, demonstrated age cannot wither his infinite variety of shots when he took the PGA Seniors' championship at Dunedin (Fla.) PGA National GC with 70-72. Al, just 50 last year and eligible as a maiden in the tournament of the pro patriarchs, headed the 99 entrants who were divided into four age classes. Bill Jelliffe of Denver, 74-71—145, was second in the junior class of the seniors.

As usual there was splendid golf and some surprises at the ages of the contestants who look and play a lot younger than vital statistics reveal.

Eddie Williams, Louisville, with 72-78—150, won in the 60 to 65 year group by nosing out Mike Brady by a stroke.

In the 55 to 60 year class, Jack Williams of New Haven led with 76-75—151, beating Alex Watson, 76-76—152, by a photo finish.

Jock Hutchison, now a youthful 66, got 75-72—147, to be head man in the 65 and older classification. How some of these sprightly ancients still can whop that ball! Bertie Way with mileage of 77 years on him played 9 holes like a juvenile and then withdrew to give the boys a chance.

A variety of team events enlivened the program over the par 71 course that Alex Cunningham has in fine condition after last autumn's storm damage. When you can have that layout in satisfactory shape, with critical experts being the customers, you've really done a job.

Bill Gordon, Tam O'Shanter, Chicago, was elected president of the PGA Seniors; Joe Donato of Norwich, Conn., first vp; Eddie Williams of Louisville, second vp, and John Manion of St. Louis, sec.-treas. Willie Ogg was chmn., Arrangements committee of the Seniors' week and Al MacDonald, Publicity chmn. Mrs. Ernest Newnham, Portland, Me., is pres., Women's Auxiliary of the PGA Seniors; Mrs. Dave Oglvie, Cleveland, vp; Mrs. Frank Butler, Wolfeboro, N.H., treas.; Mrs. Ernest Anderson, Dunedin, Honorary Pres.; Mrs. Wilson Crain, chmn., Women's committee.

There was jubilation and singing in heathery burrs at the annual banquet. Among the many delightful reunions of the boys were those with George Low, now 75, and up and around again after a change to winter oil.