



**When a Golfer
throws away
his clubs . . .**

IT'S TIME TO RECOMMEND POWER-BILTS

YES, when a golfer is ready to throw in the sponge, that's the time for you to say "Why don't you try a round with the 1955 Power-Bilts?"

More than one golfer has regained his confidence and equilibrium after a round with Power-Bilts! The new Power-Bilt irons have more club head feel, which improves timing, and there's greater blade depth for sharper accuracy. And one look at those beautiful new woods and Mr. Discouraged will be enthusiastic again.

Remember, when you sell Power-Bilts you *score* with your customers and your customers *score better!*

Hillerich & Bradsby Company, Louisville, Kentucky

Made by the
Makers of Famous
Louisville Slugger Bats

**Power-Bilt
GOLF CLUBS**

Sold only by
Golf Professionals

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

CHICK HARBERT

1954 P. G. A. Champion



"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size
Increase the swing weight
Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



PATENTED

FAWICK FLEXI GRIP CO.
BOX 8072 AKRON 20, OHIO

Pros busy at service club affairs this summer . . . Dan Billy, pro at Oak Ridge (N. J.) Club put on great show at Clark Kiwanis club dinner . . . Ralph Gardner new to pro ranks as pro at Giles CC, Pearlsburg, W. Va. . . Gardner, 40, and an all-around athlete, took up golf nine years ago.

The most durable, most unballyhooed great golfer playing in the National Open at Olympic's Lakeside was Bobby Cruickshank . . . Cruicky, the youngest 60 you ever saw, has been in at least 20 National Opens . . . Maybe more, in which he didn't make the last day's play . . . The USGA record book doesn't show Cruicky in '25, '28, '30, '36, '40, '41, '47, '48, '51, '52, and '54, but it's our recollection that he qualified sectionally for several of these Opens . . . In his third Open he tied with Jones and lost by two strokes in the play-off; in 1924 he tied for fourth with Hagen and Mac Smith; in 1932 he tied for second with Phil Perkins after Sarazen had nosed both of them out by his 27-hole hole fiery finish . . . In 1934 Wee Bobby tied for third with Wiffy Cox and Harry Cooper . . . Cruickshank has qualified sectionally

(Continued on page 73)

A New PROFIT OPPORTUNITY

The Amazing, New KLEET-KLEENER



Here's an item packed with sales power . . . a brightly colored accessory for removing mud from golf shoes. Large enough to get the job done . . . small enough to fit easily into the pocket of a golf bag! Made from strong, rustproof aluminum. Convenient hook end for attaching to bag or belt strap. Available in red or blue. A real profit producer!

Retail Price \$1.00. Fifty percent discount to Pro Shops in lots of ten each. Postage Paid. Free attention-compelling display material.

FREE SAMPLE FOR PROFESSIONALS!

Write TODAY on your business letterhead for a free KLEET-KLEENER and dealer information, or send us an order and we will include a complimentary KLEET-KLEENER.

KLEET-KLEENER CO.
7509 ORVILLE RD. HOUSTON 16, TEXAS

Kaddie Kart

TRADE MARK REG. U. S. PAT. OFF.

THE SUPER RENTAL CART

Wherever you see the genuine Kaddie Kart you know the club has the best and finest for its players. Truly a mark of distinction.



DETAILS

Fourteen inch wire spoke, ball bearing wheels, factory grease packed. Semi-pneumatic, puncture proof tires. Long or short axles. Long handle. Beautifully finished.

NEW FEATURES

Basket shaped lower brackets with no straps required can be furnished without extra charge on new Karts. Write for information about basket type lower brackets for old Kaddie Karts.

FOR SALE or FOR LEASE FLEETS FINANCED

WRITE FOR DETAILS

Golf Cart Supply Co.
2226 Wabansla Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buying _____ leasing _____.

Name _____ Position _____

Club _____

Address _____ City _____ State _____

THE CHAMBERLIN Kolapsi Kart

TRADE MARK REG. U. S. PAT. OFF.

COMPLETELY AUTOMATIC Lift Handle, It Opens — Drop Handle, It Closes IS YOUR PROBLEM "STORAGE"?

THEN SEND FOR
"STORAGE SOLVED"
TELLS YOU HOW



Above cart is a T14 standard, with 14 inch wheels for oval bags. Retail price \$33.95. Also T11 with 11 inch disc wheels at \$29.95. Brackets of various types are easily interchanged to take care of every size and shape bag.

PRO SHOP SALES

Pro shops recommending Kolapsi Karts have the advantage.

1. Store 3 to 4 times as many carts • 2. Instant folding and opening • 3. Freedom from breakage. No brittle castings • No wing nuts, no push buttons, no sliding sleeves. Just drop the handle, it folds. The quickest pro shop handling of stored carts.

Chamberlin Metal Products

2226 Wabansla Chicago 47, Illinois

55 GM

Please ship _____ Kolapsi Karts, Type _____
Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name _____

Address _____

City _____ State _____

Club _____ Position _____

IF YOU'RE A

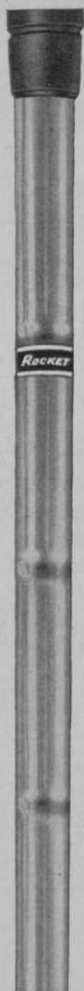
Playing Pro...

Chances are better than 98 to 1 that your clubs are equipped with True Temper Shafts . . . because *all* leading golf club manufacturers and golf professionals choose only the finest shafts available for their clubs.

A special boron alloy steel, plus meticulous manufacturing controls, makes the new Rocket Shaft stronger, without increase in weight. Amazing power and direction control also result from uniform wall thickness and weight distribution. Actually, it adds up to a know-how that you can trust.

Free, Colorful Counter Display

If you haven't received your copy of True Temper's new counter display . . . featuring reproductions of famous golf holes . . . write today for your free copy. It starts conversation and new club sales. True Temper Corporation, Golf Shaft Division, Geneva, Ohio.



IF YOU SELL

Golf Clubs...

We hope you feature the leading brands (allequipped with True Temper Shafts), because our promotion activities and national advertising featuring famous golf holes are devoted exclusively to urging club members to see *you* . . . about fitting their style of swing with True Temper shafted clubs of proper length and flexibility.

Our business depends on making your business better.



TRUE TEMPER® GOLF SHAFTS

It's easier to sell the brand with True Temper on the band

Pros Need Stronger Accent on Correct Club Fitting

By **HERB GRAFFIS**

PROPERLY fitting clubs to players is a phase of professional club education urgently requiring attention by the PGA.

Observations of experienced professionals emphasize the need of training younger men in club fitting. In the past few months GOLFDOM's mail has contained many letters from studious and ambitious young pros asking where they can get the information they need on fitting clubs to their customers.

The truth is that unless the young men have received plenty of expert training in club fitting during their education as assistants under competent master professionals, the lads later have to learn by the tedious and expensive process of trial and error.

This blind spot in the pro educational plan has been discussed with PGA national officials who now have under consideration club fitting discussions at the PGA national meeting and during the educational clinics in the Monday winter school sessions at Dunedin.

But those two moves, if and when they are made, will be a long way from adequately supplying the needed information. The job is one that needs considerable attention from sectional PGA groups.

Club Fitting Put Pros At Top

Proper fitting of clubs is an essential part of the foundation of the pros' authoritative position in the marketing of golf equipment. When pros were making clubs for their pupils and players the pros

worked themselves into a command of golf club retailing they never have lost. But, in the opinion of shrewd and observant veteran pros who know every detail of the game, pro golf is taking far too much of a chance with its market leadership by failing to give due attention to education in fitting clubs.

The margin that pros now have can be readily explained by watching players at public courses where the percentage of store-bought clubs is much higher than prevails at private clubs where expert club fitting service is provided. By querying public course pros GOLFDOM got the basis for the estimate that the big majority of public course players are heavily handicapping their games with clubs that don't suit them.

Why Clubs Don't Fit

Even at private clubs where there is competent club fitting service available the percentage of poorly fitted clubs is too high. Pros know this and explain the situation as due to several factors:

First, at the better clubs, is the fact that members now aren't in the same physical condition as they were several years ago when they bought the clubs that fitted them then.

Another is that quite a few men who are middle-aged or older still think they're strong and supple enough to use shafts that actually are too stiff for them.

A third factor is that some buyers are so much in a hurry for new clubs they're

insistent on getting just what happens to be in stock rather than wait until the pro can get from another pro in the neighborhood, or from a factory, the clubs that exactly fit the individuals.

The fourth explanation is that some members, usually women, buy on price and are sold almost anything that looks like a golf club.

Public Needs Education

Regardless of what accounts for improperly fitting golf clubs the fact remains that pros generally, due to reluctance to appear to be high-pressuring sales, or lack of knowledge of how to fit clubs, are not impressing the golfing public with the importance of properly fitted clubs.

The pro, being the only one who knows and who can study the club buyer's physical make-up and swing, is the only golf club retailer who is in the ideal position to properly fit clubs—that is, if the pro knows how.

Older pros who are thorough in training their assistants make the club fitting training a part of the schooling in teaching. Willie Hunter, Claude Harmon, Henry Picard, Harry Bassler, Errie Ball, Eddie Williams, Al Ciuci—to name a few of the veterans who have trained excellent younger pros—teach their assistants to study the club factor in getting results with pupils.

And it's a sure thing that every successful professional has seen over the years that the lesson tee is the place where a great many club sales originate.

Jerry Glynn, professional at Glen Flora CC, Waukegan district, and a veteran who has done exceedingly well in satisfying Chicago district golfers with clubs he's sold them over many years, says:

"The pro knows how important correctly fitted clubs are to one's own game but a lot of his members don't, and that educational problem is the biggest one in pro merchandising of clubs.

Message for Pro Shop Display

"Tommy Armour had a line in his book that ought to be in big letters in every pro shop in the country—'Properly fitted clubs are the only part of improved golf that anyone can buy.'

"That canny remark in Tommy's best seller had enough of an effect on golfers to possibly account for more profit in club sales, by pros who know how to fit clubs, than Armour has made out of his book.

"Golfers are receptive to education in

fitted clubs and all pros who are qualified to hold good jobs must be able to do the required teaching and fitting."

Swingweight, which may or may not be much of a factor in fitting clubs, certainly has been a strong selling point but how it may be correctly applied to individuals is a mystery to pros who talk glibly about swingweight.

Shaft stiffness or flexibility, overall weight, lies, lofts, facing of the club straight or toed-in or toed-out, grips, weight distribution and other specifications to suit the buyer and user of a club; all call for expert pro fitting.

Inventory Problems Minor

The requirements aren't too extensive to create a heavy problem of pro shop inventory. Experienced pros say that probably 90 per cent of a club's players—or a public course's players—could be fitted very well from stock that should be in a first class pro shop—at the start of the season, anyway.

Some minor alterations in lies of irons may be dictated by the pro's judgment, with equipment now available and which the expert pro club fitter ought to be able to use properly. Guy Paulsen, pro at Medinah CC (Chicago dist.) reports that he has decidedly increased his sales by letting it be known among his members that this detail of exact fitting is available.

Now that the subject of club fitting is before you as a club professional you'll think of a lot more ideas beyond those relayed from successful older pros in this article.

And you'd better think a lot about pushing the idea of correctly fitted clubs to all club buyers, and making certain that the clubs are fitted right, because that is the big reason for golfers buying quality clubs from professionals.

WESTERN GOLF ASSN. WANTS BOOKS

Western Golf Assn. in its new building at Golf, Ill., has some yardage of unfilled book shelves.

If you have golf library material, old or new, that you'd like to present to the Western your gift will be most welcome and will be placed on the shelves with your name as donor in each book.

Please send the books to Milt Woodard, sec., Western Golf Assn., Golf, Ill.

Push-Button Sprinkler System Does Men's Work

By VERNE WICKHAM

A COMPLETELY automatic, clock-controlled sprinkler system has been installed by the Los Angeles County Department of Parks and Recreation at the new Eaton Canyon golf course, between Pasadena and Sierra Madre (Calif.)

With six clock-controlled valves the superintendent can set his water system as simply as milady moves a bobby-pin from one curl to another. He can even set the system in June for September; daily or weekly, throw the aspirin box away and go on about his business, knowing that the water will pop on when he wants it, run the exact time he wishes and pop off again.

He can set his clocks, which use no more electric energy than his kitchen electric clock, punch his time card at 4 p.m. and go home knowing that starting at midnight automatic electrical grem-lins will turn on a battery of three sprinklers at the ninth green while another clock is popping a battery of sprinklers on the dry spot along side the sixth fairway. He can know that the ninth green will get exactly 25 minutes of life-giving water, while the sprinklers on the sixth fairway will run a full hour. He can rest easy before his T-V set at home knowing all this will happen and that no mortal night-waterman can fall asleep and allow the ninth green to get an hour of watering and the sixth fairway have only 25 minutes.

Clock-Controlled Valves

The system was installed at a cost of under \$50,000. The cost of a manually-operated system, as estimated when the clock-valve system was designed and bids called, was roughly \$42,000. The saving in labor is expected to pay the difference in the first year. Under normal weather conditions no labor will be assigned to the night watering of the golf course. The superintendent will set—or days before will have set—the watering schedule for the night. If weather or wind conditions suddenly change, it may mean a visit to the golf course by some member of the crew to make necessary adjustments. It doesn't happen very often.

The "brains" of the system are six clock-controlled main valves. These are installed in metal vandal-proof panel boxes. Each clock activates 11 valves, operating from 3 to 12 sprinklers (three at the greens and banks of 12 on fairways). There are some 64 Cla-Val Co. automatic valves, activating about 600 rotary pop-up Buckner 1284 sprinklers. The sprinkler throws water a 55-foot radius or a 110-foot diameter. The operation of the watering plan calls for no more than four clocks to be in operation at any one time. Under a four-clock control, approximately 600 gal. a minute will be covering the greens and fairways as effectively and with the timing and precision that a concert pianist runs the scales on the piano keyboard. If all six units were used at once more than 960 gals. per minute could be thrown on the golf course.

The clock-controlled system installed at the Eaton Canyon golf course represents the combined efforts of Jack Nees and his staff, of the J. C. Nees Turf Supply Co., distributors of Buckner products in the Los Angeles area, and Bob Harper, of Cla-Val Co.

The basic water system to cover this par 33, nine hole course on approximately 40 acres, uses 7000 ft. on four and six inch transite pipe and 38,000 ft. of galvanized steel pipe, size one to three inch. The water pressure at the city water department meter is 85 lbs. or above. With the full system on, it drops to 65 lbs. and the sprinklers have been designed to operate with 45 lbs. pressure. There are 30,000 ft. of copper tubing to carry the water impulse to the valves.

One hundred ten volts of electric power comes into the property from the municipal service. There is a safety factor in that the system will operate successfully on 80 volts. There is 2600 ft. of conduit carrying approximately 7000 ft. of insulated wire.

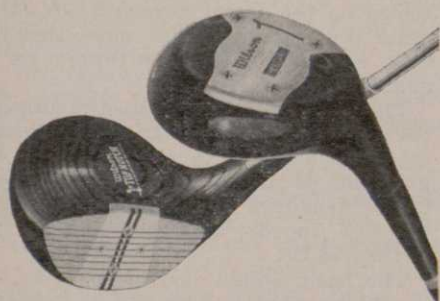
The cost of material, pipe, conduit, valves, copper tubing and sprinklers ran about \$35,000. Labor costs are estimated at under \$10,000, being done by crews of

Give yourself a CHRISTMAS

FOR MEN...

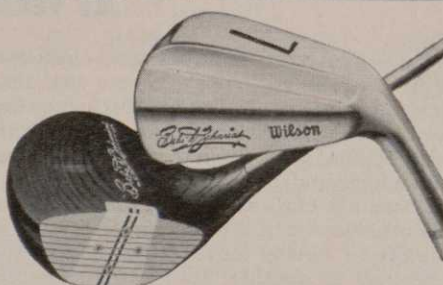


Professional Irons D2083 Exclusive Wilson head design doubles the effective power hitting area . . . insures more consistent distance and accuracy for your members. Choice of 4 great True Temper Rocket shafts.



Top Notch Woods D2043 Finished in rich Burgundy, these shrink-proof, warp-proof Strata-Bloc heads look as efficient as they are. Rocket shafts. Calfskin grips with Reminder or bell tops.

FOR WOMEN...



Babe Zaharias Top Notch Woods D7043 and Professional Irons D7083 Have all the fabulous features of Wilson men's models in clubs specifically designed for women. Beautifully balanced, both woods and irons are matched and registered on the Swingweight principle.



Patty Berg Woods and Irons Famous Signature, Autograph and Cup Defender models let the lady decide just how expensive she wants golf to be. Powerful True Temper shafts. Reminder grips.



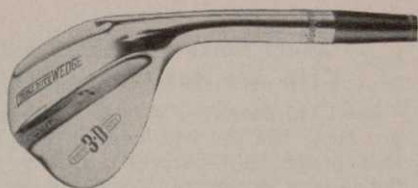
Free-for-All Golf Shirts Cut from a single, patented pattern, these distinctive all-weather shirts eliminate binding shoulder seams. In llama twill and shetland flannels, new rayon linens and crisp combed cottons. 4 sizes—many colors. All washable.

Wilson ...

WILSON SPORTING GOODS CO., CHICAGO

BONUS . . . stock these **Wilson** gift items now!

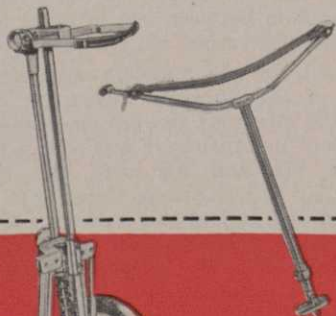
FOR TROUBLE . . .



3-D Wedge D8684 New triple-duty utility iron equally effective out of sand, rough or from fairway. Wide flange, off-set blade, grooved semi-bump sole all help players to hit through.



No. 5 Wood D8540 Works real magic from tall grass or a bad lie. Has ebony-finished Strata-Bloc head with black and white face insert. Calfskin grip. Rocket shaft. Available for ladies in D8542.



New Turfrider Seat Cane D9940 Lightweight aluminum with horsehide leather seat. Automatic locking device for adjusting height. Single handle.



Golf Umbrella D9910 Equally good against rain or a hot sun. Double-ribbed, 32-inch, zelan covered. Attractive check or golf flag design.



New Turfrider Caddy Cart D9950 Fits any bag. Can be rolled when folded! Patented handle extends for pulling. Semi-pneumatic tires—tire surface can't catch dirt. Lower center of gravity prevents tipping. One-year guarantee.



The Groenbrier D0261 The last word in luxury. Finest top grain russet leather. New Bag Balancer sling strap. Indestructo reinforced bottom. Nickel hardware.



The Tam O'Shanter D0511 Striking blue check pattern, woven heavy duck. 5 leather dividers. Key-stone shape with step down top ring.

world's largest manufacturer of sports equipment

Branch offices in New York, San Francisco and 26 other principal cities • A subsidiary of Wilson & Co., Inc.

the mechanical division of the Parks and Recreation Department.

Can Be Manually Operated

All clocks can be manually operated. Provision for manual operation was made to take care of any power breakdown, or other emergency. In addition to the valves and sprinklers on the clock system, "hot heads" have been installed. There are two quick-coupler valves at each green, one on each tee and some 27 on fairways. The design and placement of these 60 quick-coupler valves make it possible to do spot watering, or take care of trouble spots in emergency periods and at no time calling for use of more than 100-ft. of hose. The vandal-proof boxes containing the clocks are located in out-of-play spots around the course. They are hidden in trees or shrubbery and it is questionable if the ordinary golfer will even know they are there. Three are within 100 to 150 yards of the service yard and all within easy walking distance.

The system was put in use prior to the start of the seeding operation. It was used to soak the soil in preparation for seeding and that operation was performed with ease and dispatch. The superintendent just set his clocks on Monday morning. Exactly at midnight each night of the week, sprinklers started popping on where needed, ran their prescribed time and popped off again.

Diaphragm controlled valves eliminated any "bumping" of the pipes, since the flow is regulated to come in slowly, trickling out of the sprinkler at first and gradually taking shape to full spray at maximum capacity before the roto-type sprinkler starts going round and round, doing a man's work during the long night.

Timing Range

The timing range is from three minutes to 12 hours. In the early periods of seeding this will permit frequent watering when needed. The timing will permit turning water on every half hour, running five to eight minutes and then shutting down and repeating the process around the clock.

From the golf players' standpoint, no sharp undulations or breaks will be encountered at Eaton Canyon. With sprinklers popping on automatically and operating a prescribed period of time, design of the greens had to eliminate the danger of flooding. Putting green breaks were more gradual. Each area covered by the spray from one individual sprinkler had to be treated separately. The result was

long, gently sloping breaks which require just as much skill to negotiate as extreme undulations and do not cause as many heartaches as extreme, sharp breaks. Turf on the Eaton Canyon greens will be more uniform and grain less pronounced in the opinion of the planners of this split-second automatic sprinkler system.

Court Rules Pro Shop and Club Are Not Independent

That old puzzler—"Who really owns the pro shop, the pro who runs it or the club that houses it?"—worked its way up to the Idaho Supreme Court recently. A waiter at the Pocatello (Ida.) G&CC broke into the clubhouse one night. First he entered the lounge through a door that opened on a patio, and with a snatch reminiscent of the grand old days of Prohibition, helped himself to three bottles of Scotch. Returning to the patio he then broke through another door to the pro shop from which he took clothing and other articles.

He was picked up with his burden not far from the club and was tried and convicted of the theft. But either he or his lawyer made the discovery that the information under which he was tried did not differentiate the offenses of breaking into the club and breaking into the pro shop. An appeal was taken and it was argued that as the two places were not under the same control and ownership, there was not one offense, so there was a fatal variation between the original allegation and the proof at the trial.

That put the old question squarely in the lap of the Supreme Court. In support of the idea that the pro shop was an independent institution, it was shown that only the pro and his wife had keys thereto. But the Supreme Court was unimpressed and upheld the waiter's conviction, although it did not rule as clearly as one might wish on the question which has troubled golf clubs and golf pros for years. The Court, in its opinion, said:

"The evidence tending to connect him with the entry into both the lounge and the pro shop on the same location, both parts of the building described in the information, would bar a second prosecution for the entry into either one separately. Further, Hogue, as president of the club, would have some general supervisory control of the entire building." (State v. Love, 283 Pac. 2nd, 925)