

# Golf has its art gallery, too

*Prized pictures are rare but good prints are available in both black-and-white and color.*

By JACK ZANGER



Like almost everything else in our firmament, golf has been reflected in art. Old reproductions, prints, engravings depict the game's rich history, humor and lore, and some of it has found its way to the clubhouse walls of our golf and country clubs. Operating on the premise that many more clubs have the same decorating idea in mind but don't know what's available or how to obtain it, GOLFDOM sent its part-time art critic on a shopping tour of New York galleries.

The best golf art, obviously, is dated, and probably would be described by the hippies of the art world as something between "pop art" and "camp." It is also pretty rare. According to Jack Level, a well-known collector of old golf books, prints, golf clubs and balls, as well as other memorabilia, "very little golf art has been turned out in all these years. There are perhaps only about a half-dozen standard prints in circulation."

But this does not mean there is not an ample supply of what golf art has been produced, and actually, of seven print shops and stores visited, literally

dozens of different pieces of art were unearthed. To bear out Level's point, however, there is a great deal of duplication; a same few standard reproductions cropped up at each store. Their prices varied, depending on quality and size (or if in color or black-and-white) but they are relatively inexpensive. For example, most of the golf art we saw (which constitutes virtually all that is available) was in the \$15-\$50 range, but you can pick up some interesting old color prints for as little as \$5 apiece or splurge on a handsome old engraving priced at \$500.

Golf art has been produced at scattered periods in history, with long drought spells in between—which accounts for its scarcity. Prior to the 19th Century, almost all of it was turned out by the Dutch and Flemish artists. The English then were mostly involved with writing about golf, but their artists initiated a renaissance that ran roughly from 1890 to 1915. When golf crossed the Atlantic to this country, American artists and illustrators went to their easels for their own interpretations of it.

Continued on next page

*Quality blended wetting agent*

**AQUA-GRO**

**NON-IONIC ORGANIC WETTING AGENT**

CONTENTS: Blended non-ionic organic wetting agents 100%  
100% water-soluble.

LICENSE AGREEMENT: [Small text regarding license agreement]

CONTAINS: 1.0 L.B. container. Weighs 14.000 sq. ft. per gallon.

*Liquid turf fungicide*

**AQUATROLS - PMA**  
**LIQUID TURF FUNGICIDE**

ACTIVE INGREDIENT: Phenyl Mercuro Acetate 10%  
INERT INGREDIENTS 90%

**POISON: Antidotes**  
Essential oil of eucalyptus, 10% and water (equal to volume of gas) with or without the carrier with water. This is recommended as a first aid measure and may be used for 24 hours. Repeat with oil of eucalyptus and water. (See 2. Antidotes.)

**WARNING:** It is fatal if swallowed or inhaled. It is very toxic to fish and other aquatic life. It is also very toxic to birds and mammals. It is very toxic to bees and other insects. It is very toxic to plants. It is very toxic to fish and other aquatic life. It is very toxic to birds and mammals. It is very toxic to bees and other insects. It is very toxic to plants.

\*CHECK WITH BEND AQUATROLS PMA and AQUA-GRO FOR 1 BY \*CIVIL SERVICE AUTHORITY DISTRIBUTOR

**AQUATROLS CORPORATION OF AMERICA**

*Low cost wetting agent*

**AQUA**

NON-IONIC ORGANIC WETTING AGENT

AQUATROLS CORPORATION OF AMERICA  
217 ATLANTIC AVE., CAMDEN, N. J.

*Chemical control of wilt*

CHECK WILT with

**stoma seal**

a product of

AQUATROLS CORP. OF AMERICA  
217 Atlantic Ave., Camden, N. J.

**Aquatrols Corporation of America**  
**217 Atlantic Ave., Camden, N. J.**

For more information circle number 132 on card

**GOLF ART** Continued from previous page

Some of the best examples were done by such famous turn-of-the-century illustrators as James Montgomery Flagg, A. B. Frost and Charles Dana Gibson, creator of "The Gibson Girl." Their themes were mostly humorous, dealing with the vexations of duffers, or they would show slim-wasted, long-skirted women of style delicately addressing the ball. These and other artists appeared in such magazines of the day as *Harpers*, *Vanity Fair* and *The American Golfer*.

By contrast, the golf art conceived by the Dutch masters of the 16th and 17th centuries was far more classical, and may well be the most elaborate and decorative ever turned out. In rich color portraits reminiscent of Rembrandt, flaxen-haired children in period dress stare out at you, each, in one way or another, holding a golf club. Despite the dates of these pieces, they are among the easiest to obtain, and surprisingly, the most reasonably priced.

But it took the English to bring out much of the flavor of golf, and some of their prints rank among the most popular with collectors. Perhaps the most famous golf print of all time is the one titled, "The Golfers." This fine old classic painted in 1847 by Charles Lees depicts a match played over the 15th (or Ginger Beer) hole at St. Andrews, and in addition to the four golfers there are 53 spectators; some of the better prints identify each of them by number on the back.

Another familiar engraving is of William Innes, captain of the Royal Blackheath Golf Club in 1778, which was painted by Lemuel Abbott. The work, known more commonly to collectors as "The Blackheath Golfer," shows the red-coated Innes regally holding a golf stick over one shoulder, while his drab-dressed caddie (looking remarkably like an American revolutionary) stands in the background holding the remaining clubs.

One more well worth mentioning is the elegant portrait (also done by Lemuel Abbott) of Mr. Henry Callender, evidently a golfing gentleman of the 18th Century. The painting catches him in an heroic pose, wearing tight white britches and red cutaway coat, leaning on a club. He's just perfect to go over the fireplace

Continued on page 44



Tight lies  
won't be  
so tight  
any more


## New RCR Woods by PGA

Know what this PGA rocker sole does for a fairway shot? It reaches down into tight lies. Picks your ball up crisp and clean. Helps avoid topped shots. Makes a tight lie an easier shot than you ever had it before. How? PGA golf club designers created a small easy-playing head with considerable radius on the club sole. This well-designed persimmon head is finished in marbled fuchsia and black, comes in a choice of shaft flexibility. Fitted to your game by Golf Professionals only.



*The only clubs approved by the Professional Golfer's Association representing over 5400 professional golfers. It's golf's highest endorsement.*

PGA GOLF EQUIPMENT DIVISION

 VICTOR GOLF CO.

8350 North Lehigh Avenue, Morton Grove, Illinois 60053  
Products of Victor Comptometer Corporation

For more information circle number 130 on card

## "WIZARD OF THE CLUBS" PAUL HAHN PREFERS THE MAGIC OF DiFINI!

You can teach an old pro new tricks! Golf showman Paul Hahn learned fast that DiFinI's action-cut shirts, slacks, shorts and sweaters deliver all the comfort and freedom he needs to keep him at his spellbinding, crowd-pleasing best!

For her—new course sorcery in color-keyed coordinates! And the wardrobe witchery of DiFinI shorts, skirts, slacks, culottes, golf shirts and sweaters.

The choice of the pro — and those in the know! At better professional shops everywhere.



**Di Fini**  
ORIGINALS

Shirts, sweaters and knits by  
DiFinI Knitwear, Ltd.  
Slacks and shorts by  
DiFinI Originals, Inc.



For more information circle number 239 on card

at some club. And there seems to be no scarcity of Henry Callenders around, though the price of a replica can stretch anywhere from \$5 to \$150.

For the club in the market for golf prints, here is a brief tour of the shops and a sampling of the most interesting art we came across. At the Old Print Shop, there is a charming set of wood engravings entitled "A Gallery of Golfers." These are mild caricatures of turn-of-the-century golf enthusiasts, among them John D. Rockefeller I, who is shown in an awkward address squinting down at his ball as though it were a shiny new dime. Mr. Rockefeller goes for \$15. There are others of Gilman Tiffany and Findlay S. Douglas, former U. S. Amateur champion (\$12), and one of Johnny Graham, Jr., described as "one of England's crack players."

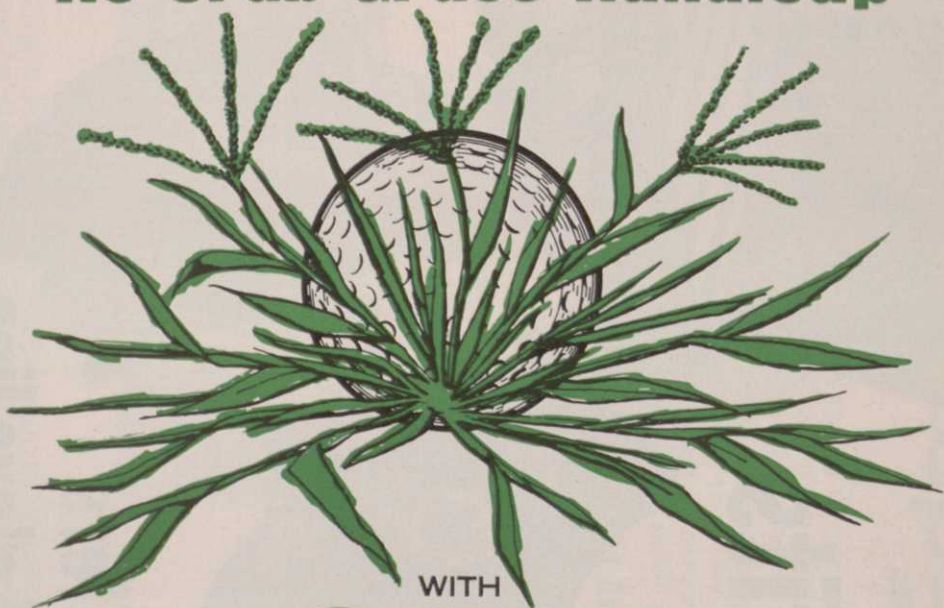
Many of the Dutch portraits described earlier can be found here, too, for as little as \$10 and \$15. A half-dozen or so would make an interesting wall panel. The artist in many cases is Jan Steen, who also went in for large family scenes at Christmas time. His "St. Nicholas Day" painting shows a family gathered around a fireplace, with one of the children holding a golf club aloft. Another good scene, called "Winter Landscape," by Esaias Van De Velde, shows some Dutch people playing *kolven*, a forerunner of golf which often was played on an ice pond. This beauty is priced at \$15 at the Old Print Shop.

But the largest selection here was found among the old humorous illustrations of Flagg and Victor Venner. One Flagg (priced at \$20) shows a quizzical male rubbing his chin while his girl friend in long skirts lines up a short putt. Two caddies are stifling chuckles in the background. The caption reads: "Has It Ever Happened To You? He had offered her a stroke a hole. He is now five down, playing even—and he did so want to make an impression." They just don't make them that way anymore.

At the nearby The Old Print Mart we found two fine A. B. Frost illustrations, "The Duffer," showing a player, with one leg in the air, taking a hefty swipe at

Continued on page 48

# No Crab Grass Handicap



WITH  
**C-400**

New C-400 crab grass killer controls crab grass all season long but works best during the young and tender pre-emergence stage. C-400 lets desirable grasses keep right on growing, though more sensitive varieties may temporarily discolor. Just spray C-400 when the soil is well moistened and grass is freshly mowed to 1" to 1½" high. Then watch the crab grass bite the dust!

For healthier grounds the year round, use Certified turf builders, including DEEP PENETRANT fertilizer and weed killer additive that goes deeper for longer lasting results, SOIL-I-RON chelated iron for healthier plants, trees and grass; and LTF Liquid Turf Fungicide for greener greens.

Keep your course in championship condition. Write for Certified's Turf Control Chemicals brochure. Or, better still, ask your Certified man for a demonstration.

YOU CAN RELY ON

**Certified**®

**Certified Laboratories**

P. O. Box 2493, Fort Worth, Texas 76101

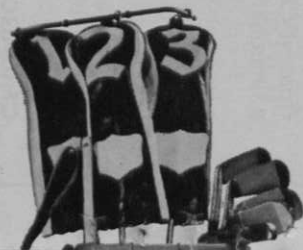
CHICAGO • NEWARK • NEW ORLEANS • SAN FRANCISCO

For more information circle number 160 on card

**Get a new grip  
on pro shop profits  
with Edmont's  
new full  
line!**



**Now Edmont offers  
a complete golf glove line.**



Full leather, leather stretch, leather half-finger and leather palm Pro-Grip styles plus vinyl impregnated Super-Grip styles. There's an Edmont glove to suit every golfer in price, style, hand and color preference. Edmont club head covers, balanced golf bag and accessories create additional profit opportunities.

## Edmont advertising pre-sells the full line.

Edmont ads from April to August in SPORTS ILLUSTRATED, GOLF, and GOLF DIGEST will help you sell the Edmont line right through the golfing season. Your golfers will see Edmont advertised more often than any other golf glove.



## Edmont merchandisers self-sell the full line.

Three and six-dozen counter-top merchandisers stop traffic and make impulse sales right off the rack. You get a full profit margin on all Pro-Grip styles and an *extra* profit margin on some Super-Grip styles!

## Edmont quality re-sells the full line.

Outstanding Edmont quality assures customer satisfaction and repeat business. For example, to assure excellent fit and feel, Edmont uses a special flat seam sewing technique on many of its glove styles.

To protect your profit opportunities, Edmont golf gloves and accessories are sold only through pro shops—and are sold to you only through selected, service-minded distributors. To put an Edmont distributor at your service immediately, write: Edmont-hill, Inc., Peoria, Illinois, 61601.



For more information circle number 171 on card

# Edmont-hill

# MILORGANITE'S



## Graded Granules

**... Feed Your Turf  
G-R-A-D-U-A-L-L-Y  
and Continuously,  
release Plant Foods  
as Needed!**

Graded granulation of its Natural Pellets is important to the users of MILORGANITE and the plants they are growing. Accomplished only by means of costly, rotary kiln drying and careful screening, granulation is primarily responsible for the slow, even growth of MILORGANIZED turf. MILORGANITE flows freely in all spreaders — proportioners and spinners included.

**The Grass Said,  
"This Is It!"**

Extreme coarseness in pellet size results in *too slow* a release of plant foods and extremely fine or dust-like particles release them too rapidly. MILORGANITE agronomists "asked the grass" for years to learn this — finally came up with the right answer — a fine balance of many granule sizes.

They "asked the grass," rather than the engineers, merchandisers and economists, and the grass said, "MILORGANITE'S granulation is best."

No wonder that "Golf Courses Use More MILORGANITE Than Any Other Fertilizer." It's been the Standard of Excellence since 1925.

THE SEWERAGE COMMISSION  
P.O. Box 2079  
Milwaukee, Wis. 53201

**MILORGANITE**  
*The* NATURAL ORGANIC FERTILIZER

For more information circle number 177 on card

## GOLF ART

Continued from page 44

the ball, and another of a caddie taking flight while his knickerbockered client attempts a wild swing at the ball in a bunker. Both were tagged at \$9.

One of the best reproductions we saw of "The Golfers" was at The Old Print House, and it was modestly priced at \$42.50. This shop also has a remarkably fine restrike of "The Blackheath Golfer" at only \$19.25. A restrike, it was explained by Mrs. Oscar Imber, is a reproduction that is struck from old plates and colored by hand on good quality paper. "Old prints in golf are very hard to come by," she explained. "There is a certain exclusivity in having them and we find the supply does not equal the demand."

The Old Print House also has on hand a few members of "A Gallery of Golfers" (\$15), the Dutch *kolven* scene, some illustrations from Vanity Fair and Flagg's "Has It Ever Happened To You?" (\$35).

One of the largest and most impressive collections we found was at the Old Print Center of Phyllis Lucas. A rare item found here was an old poster entitled, "The Golf Girl," which shows a pretty maiden in an orange-and-black turtle-neck sweater and a green skirt. In addition to other hard-to-find golf prints, Mrs. Lucas has most of the standard works, all modestly priced. These include a fine assortment of the Flemish scenes; "The Blackheath Golfer"; an extraordinarily beautiful reproduction of Bobby Jones defeating Cyril Tolley for the British Amateur Championship at St. Andrews in 1930 and an unusually good reproduction of "The Golfers," a real value here at only \$10.

You can also spend a worthwhile hour or more browsing through the golf art at the Argosy Gallery, which has a remarkably fine assortment. From "A Gallery of Golfers," you can select drawings in color of H. H. Hilton and Findlay S. Douglas for \$25 apiece; there are some old Harper's covers from such years as 1897 and 1911, a wide selection of A. B. Frost's for \$22 each, drawings from *Vanity Fair* by Spy, at \$15 each, the Dutch scenes painted by Steen, Van De





# THE RAM TEARS 60 YARDS OFF EVERY HOLE!

THE LIVE RAM BALL PROVIDES THE FASTEST "RECOVERY" OF ANY BALL MADE!

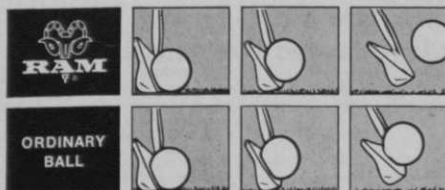
If the ball you're now playing seems to rob you of the distance you feel you deserve, try a RAM... and see how easy it is to earn the reputation of "long ball hitter." RAM's live DuPont Nylon\* center is the secret. It recovers instantly after being compressed, so that the RAM leaps off your club head faster—

even with an *easy swing*. This extra push *guarantees* additional yardage on wood and long iron shots.

So, try the RAM ball next time you tee off. And discover the ball that will outdistance them all! The most powerful name in golf balls...RAM!

\$1.25 per ball.

HERE'S PROOF RAM MAKES  
THE FASTEST RECOVERY OF ANY BALL



A patented combination of Du Pont XPD live nylon center with unusually high-tension winding and tough cover make RAM explode off your club head faster than any other ball.



\*PATENT NO. 3,053,539



**RAM**  
®

Sold through golf professionals only!

**Kroydon**<sup>®</sup>

BRISTOL PROFESSIONAL LINE

**KROYDON GOLF CORPORATION**  
2020 INDIAN BOUNDARY DRIVE  
MELROSE PARK, ILLINOIS 60160

For more information circle number 247 on card

# *Buyer's Guide to 1966 golf clubs*

---

**L**ost that brochure? Or perhaps one of your members interested in a particular set has "borrowed" and not returned it? Now what do you do to satisfy that query about the new, "Super-Duper" wedge put out by ABC Co.? That is just the reason GOLFDOM is offering this "Buyer's guide to 1966 golf clubs." Here in one handy package are the main lines being put out this year by the manufacturers of pro-line clubs. Whether your customer craves a new set of woods or irons, an extra utility club or a new putter, the distinguishing features of any club and its price are at your fingertips. (Addresses of all companies listed are on page 64.) The recent cutback in excise taxes has made it possible for most companies to reduce their prices to the lowest level in years. Make certain you tell your members this welcome news by any and all means at your disposal—in the club newsletter, your pre-season shop promotion letter, and by word of mouth. Then watch them beat a path to your door! After all, everyone loves a bargain—and how often do you get a bargain on first-quality goods?

---