

George Nabholtz Gives Players Golf's 10 Commandments

GEORGE NABHOLTZ, JR., one of the members of a family prominent in professional golf, writes 10 commandments for the golfer and sends GOLFDOM a copy of this decalogue on the stationery of the Nabholtz Golf Service Co. This letterhead is a clever stunt. George and Henry Nabholtz and their organization headed by "Gen. Oldman Parr" are listed as officials of the Nabholtz organization.

The commandments are:

- I. Thou shalt play golf and it only shalt thou play.
- II. Thou shalt play six days a week, but if thine business interfere, thou shalt play only seven days.
- III. Remember that thou keepest thy head still, one eye on the ball and the other on the opponent and say "Allah be praised!" after making a good shot.
- IV. Honor the advice of the pro that it may be well with thee and thou wilt shoot many holes in bogey.
- V. Thou shalt not injure the turf in any way whatsoever for it is hallowed ground and he that doth so shall be guilty of the judgment.
- VI. Thou shalt tread lightly on thy golf course and be filled with profound awe and he that shall curse and swear thereon shalt be taken by General Par and Colonel Bogey and his spirit will haunt the sand traps during eternity.
- VII. Thou shalt not tell of a putt once made from the same place, nor shalt thou play thy game over again to another or wish thee had done better.
- VIII. Thou shalt render horrible and gruesome accounts of thy game to thy wife so that she shall be wary of coming near the place of punishment—of the innocent ball.
- IX. Thou shalt, on the first tee, with bared head and bowed, invoke the names of Hagen, Sarazen and Jones, and reverently beseech that they keep thy ball on the straight and narrow, away from abounding pitfalls, from the first tee even unto the nineteenth hole.

- X. Thou shalt keep these commandments and in the end thy spirit will be admitted to St. Andrews to join the spirits of Vardon, Taylor and Braid, and par golf being thy reward, thou shalt be happy for ever and ever. Amen.

Explaining Quality Helps Sell Good Clubs

JIM THOMSON, thinking pro at Mohawk G. C., Schenectady, N. Y., made an experiment that showed him how to keep cut-price competition pretty well in line.

Thomson believes that the first thing for a pro to do in establishing a merchandising policy is to make sure that he has correctly figured members' reactions. There is a wide variation in the general character of clubs and of individuals in the clubs, points out Jimmy, and that's the part that calls for pro research and brains.

When the cut-price competition started to hit him a couple of years ago, Thomson mixed in some Nicholl and Stewart bench-made clubs with some clubs that sold for \$3. He says, "it was surprising to see how few really picked the imported clubs. The average golfer can't see the difference in a hand-made club and a \$1.25 one. After all, we are interested in the so-called bargains.

"This experiment taught me at my club to make display features of cheap clubs. People begin by looking at the cheaper clubs and deciding to buy. Then it is very easy and helpful to them to show the advantages of the better clubs. It not only 'trades up' the member and gives him equipment of which he can be proud, but it makes the pro a careful buyer. He must see that he and his assistant know each detail of design and construction of the clubs that really represent better values although of higher price."

SOME GOOD selling thoughts for pros are found in remarks made by Charles F. Kettering, head of the General Motors Research Corp., and inventor of the self-starter. Kettering told an advertising men's convention that the chief block to progress is the stagnancy of human minds. His theory is that discontent and dissatisfaction are best motive forces for improvement and progress. He defines research as "a method of keeping everybody reasonably dissatisfied with what he has."