

give youngsters in their 50s and 60s an impressive demonstration of stickwork.

When you consider that most of the senior field is so busy working at golf they don't get much of a chance to play in the summer the scores in the PGA oldsters were great exhibits of the value of sound golf swings learned with fellows who learned right.

Sargent Carries Group Insurance at Pro Shop

Harold Sargent, pro at East Lake CC, Atlanta, Ga., always alert in adapting any idea from other businesses to pro department operation, now has employees of his department covered by group life insurance. It's a Travelers' Insurance Co. policy which gives straight life insurance coverage to the amount of \$3,000 each to employees. Sargent and his wife who, like many other pros' wives, has an important back-stage role in the operating of the pro department, also are covered by the group policy. The Sargents' policies are for \$5000 each.

Cost to Sargent is about \$20 a month. The cost of the group insurance is chargeable to business operating expense.

If employees leave Sargent they can convert their policies without medical examination. The policies are something

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in both woods and irons
- ✓ Speed up refinishing

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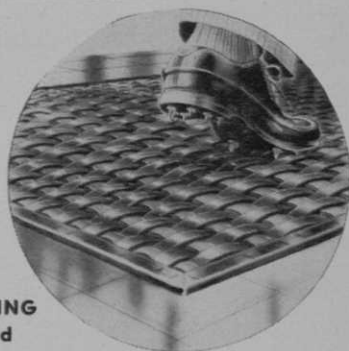
They are now being made with a tough vinyl binding for longer wear.

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Beckley-Ralston CHIPPER

It's the biggest selling "extra" club made and one of the famous square-grip short iron Stroke Savers. This Chipper is made specifically for pitch, run and chip shots within 50 yards of the green. It's 33" long and has practically no sole, permitting the club face to extend far under the ball. Gives golfers directional accuracy not possible with any other club.



LARGE REPLACEMENT MARKET

Beckley-Ralston is one of the oldest and most honored names in golf. Over 1,000,000 of their Stroke Savers are in use—wearing out. Display the Chipper, Putter and Approach Cleek—then watch them sell! Nationally advertised \$9.50 each.

RUTLEDGE PUTTER, the perfect pendulum type with square grip \$9.50.

WALLOPER, the iron driver for players who have difficulty using woods, \$11.95.

TRAP SHOOTER, \$10.50.

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3337 Belmont Ave., Chicago 18, Ill.

that keep employees on the job with Sargent despite the growing competition from other employers. The policies also impress upon the shop employees that Sargent is genuinely interested in protecting them and their families.

Like other successful pros Sargent is keenly interested in the progress of his assistants and takes pride in his lads graduating into pro jobs of their own and handling these jobs competently. But while they're with him he wants the best they've got in them to give to the service of the club and believes that he also must give his best to his staff. The insurance represents another item of pro department operating expense which few club members realize is a substantial sum, but Sargent is convinced it's a sound business investment for him.

Golf Architects Elect Langford President

Wm. B. Langford, Chicago, was elected president, American Society of Golf Course Architects at the organization's 1951 annual meeting, held at Ponte Vedra, Fla. Wm. P. Bell, Pasadena, Calif., was elected vp, and Wm. F. Gordon, Doylestown, Pa., was elected sec.-treas. by the architects.



New officers of the American Society of Golf Course Architects. (L to R) William F. Gordon, sec'y., William B. Langford, pres., and William P. Bell, vice pres.

The Society has been seeking clarification of the government order prohibiting golf course construction in excess of \$5000 but no specific easing of the order has been forthcoming from Washington. However, the order as issued, permits considerable latitude in golf course construction and alteration as earth moving is not considered part of the cost. Use of new pipe, which is a critical material, can be eliminated by using non-critical old pipe.