

## Golf's New Books

**The Story of American Golf: Its Champions and Its Championships, By Herbert Warren Wind.** Published by Simon & Schuster, 630 Fifth ave., New York 20. 563 pages. Price, \$4.95.

Originally published in 1948 at \$15.00 per copy, this golf classic has been revised and brought up to date through the 1956 Open. In addition, it is now being retailed at a price that other than collectors can afford.

Wind, the Sports Illustrated golf sage, spares the reader involved detail about the early American history of the game, gliding swiftly to the story of Walter J. Travis, who, if he is a legend, is at least a living one even for those who may have only mild interest in golf lore. After recounting Travis' 1904 victory in the cold climate of the British Amateur, Wind goes on to trace the triumphs and defeats, the great moments and heartaches of golf's giants from Jerry Travers through Hogan.

Painstaking research has gone into *The Story of American Golf*. At least 20 of the most decisive matches of the last half century are described stroke by stroke, not in typical play by play fashion, but with an intimate feeling for the drama that surrounded them. Behind-the-scene stories are as colorfully told as the action that takes place on fairway and green.

Quimet, Hagen, Jones, Sarazen, Lawson Little, Snead, Nelson, Babe Zaharias and lastly Hogan, all rate their chapters in Wind's history, but just as interesting are the stories of such tragic figures as Macdonald Smith, Leo Diegel and Harry Cooper, who never quite passed over the threshold to greatness.

For all its dates and details, *The Story of American Golf* is one of those engrossing books the reader will want to digest in one sitting. And, besides becoming steeped in the game's history, he probably will reach the conclusion that, as golfers go, man's triumph comes not in victories over other men, but over himself.

**The story of the R&A.** By J. B. Salmond. Published by St. Martin's Press, Inc., 103 Park ave., New York 17. Price, \$6.

Every American golfer who has played the Old Course at St. Andrews, whether or not he's been in the R&A clubhouse,

every one who hopes to play at St. Andrews and every golfer who's wondered about the history of the game, its rules and vividly interesting Scotch pioneers will get a great deal of enjoyment out of this book.

Bernard Darwin in the book's foreword, writes: "I have always loved the ancient lore of St. Andrews, but Dr. Salmond's admirable, nay, enchanting pages have made me realize how much there is that I did not know."

What virtually none in this country knows about the changing architecture of the Old Course — its beginning and alterations by nature, and later by man — alone make the book intensely interesting and educational reading. Another chapter that also is worth the price of the book is the story of the first 19th hole of the Royal and Ancient Golf Club.

Intermingling of the history of the R&A, the town's Old and other courses and the colorful golfers of St. Andrews who didn't belong to the R&A, weaves a story that pretty nearly makes "must" reading for the man who pretends to know about the game and business of golf.

**The Golfers Own Book.** Edited by Dave Stanley and George G. Ross. Published by Lantern Press, Inc., 257 Fourth ave., New York 10. 342 pages. Price, \$4.95.

Stanley and Ross have made a good collection of information and entertainment for the newer golfer. Instruction, procedure and conduct at private, public and semi-public courses, a glossary of golf terms, something about clubs and rules, a directory of leading sources of information and classics of golf humorous short stories give the man or woman who wants to get into golf or who is a newcomer to the game very good elementary schooling in print.

The book's instruction reprinted from works by Doc Middlecoff, Jack Burke, Johnny Revolta, Ernest Jones, Bobby Jones, Joe Novak, Johnny Farrell, et al., is the sort of stuff that gives the student on the reading tee solid help. All in all the book teaches the new golfer to talk and understand a good game.

**Golf Addicts Through The Ages.** By George Houghton. Published by Museum Press, Ltd., 26 Old Brompton Rd., London SW 7, Eng. 85 pages. Price, One pound.

In previous volumes, which were British best sellers, George Houghton tried to ex-

plain his own addiction to golf as well as that of his English and American contemporaries. Here, he enlarges on the theme by going back six centuries, and in a couple instances, practically to the Stone Age, to analyze the mania that gives modern man what well may be his real link with the past.

Probably the most interesting addict described by Houghton is Alexander M'Kellar, who couldn't be anything but an old Scot. Alex bought a tavern but was so religious he decided he couldn't operate it. Thereupon he acquired a wife and installed her as the tavernkeeper so he could devote full time to golf. He played in the snow, even after dark by hurricane lamp, and occasionally had his supper brought to him on the 17th green. Nights when he wasn't playing, he sat around the inn talking about the game with his cronies. What ruined an otherwise perfect picture was Mrs. M'Kellar's refusal to serve ale.

This, and many similar anecdotes, give Houghton's latest book a bounce that should keep the reader in good humor for many days following the two hours it takes him to read it.

---

## Pros Study Profits

*(Continued from page 38)*

All the pros and Jones emphasized having pegboard displays well off the floor so it is easy to clean beneath them and to change the displays often. Some references were made to installing pegboard panels in golf shops so both sides of the panels are used.

Byron Thornton of the National Cash Register Co., retail sales training department, in telling "How to Increase Shop Sales" said that before long there will be 5,000,000 golfers spending an average of at least \$1 per week for golf equipment.

### Shop of Tomorrow

He believes that golf shops generally are going to take on a "new look" that will be semi-self-service retailing establishments rather than the face-to-face selling places pro shops now are. Complete self-service outlets with check-out systems similar to those of the big chain food stores also are a possibility.

Thornton's talk reflected considerable study by NCR experts of operations at the company-employees' 36-hole club at Dayton, O., and of suggestions advanced by five Dayton area professionals and their assistants.

Tommy Bryant, Gene Marchi, Norman Butler, Dixie Rutherford, Wilmer Goecke and their assistants were guests of NCR at what Thornton and Leigh Metcalfe, the company's asst. adv. mgr., call a "brain storming" session. Everyone wrote down ideas he thought would make pro business better. The ideas weren't evaluated or debated but simply put into the record for the individual consideration, later, of each pro and his staff members.

The Dayton pros produced 105 ideas, all of which were classified by Thornton and will be printed in **GOLFDOM**.

Thornton says that selling steps NCR advocates and has used successfully for 70 years are rated in this order: Introduction of the product, arousing interest, proving the need, demonstrating and closing the sale.

He thought that "Did you find what you are looking for?" is the best selling approach that can be used in the golf shop.

Clyde Mingleorff, pres., Club Managers Assn. of America, and mgr., Atlanta Athletic Club, told the pros that they, and manager have to work together like doctors and druggists. If there are petty, uninformed and selfish attitudes instead of cooperation between pro and manager, both department heads will suffer, the CMAA head said. He has worked with George and Harold Sargent, professionals at East Lake, the Atlanta AC's country club and has found the association thoroughly pleasant and profitable in making both clubs more attractive and useful to members.

Mingleorff suggested that in cases of clashes between managers and pros that each fellow investigate his own personality and operations before he starts blaming the other person.

---

### Brugger Heads Turf Group

E. J. Brugger, Swope Park GC, Kansas City, Mo., is pres. of Heart of America GCSPA for 1957. Other newly elected officers are: Vp: P. L. Pepper, El Dora (Ks.) CC; Secy-treas: L. E. Lambert, Bethel, Ks; Directors: Harold Henry, Hillcrest CC, Kansas City, and Floyd Bears, Unity CC, Lee's Summit, Mo.

Holdover directors are Ray Whitlow, Topeka (Ks.) CC and H. J. Elmer, Indian Hills CC, Kansas City.

---

**Check GOLFDOM'S  
Buyers' Service — Page 77**

---