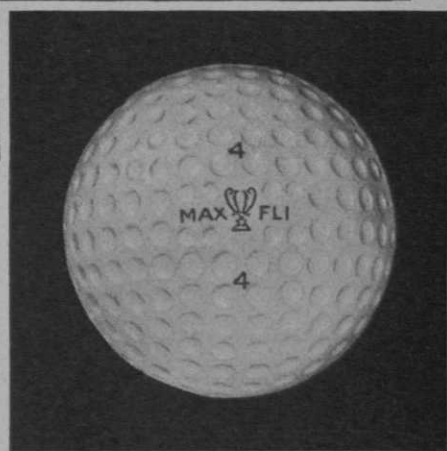


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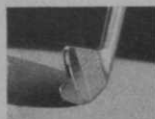
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PRO PUTS LIFE INTO LEAGUE

Bristol County (Mass.) will see active inter-club team play this season

VERY few ideas work as well as the golf league plan in stirring up lively early season interest in golf and in maintaining interest and the competitive urge of betterment all through the season. It's a good thing for the clubs, for the players and for the pros, so the revival of the Bristol County Four Ball league, as featured on the sport pages around the Fall River (Mass.) section, makes a story worth the study of club officials and pros.

Rebirth of the league is due to the efforts of Martin C. Higgins, well known pro of the Fall River CC. Marty acquainted sports writers in Bristol County with plans for reviving the league and when the writers broke the story Higgins had the information in the hands of chairmen of tournament committees of all clubs in the county that were members of the Massachusetts Golf association. MGA membership was necessary because of the handicapping.

That to develop league benefits to the utmost there should be teams of various classes of golfers, Higgins believes, with competition lively for places on the teams of the member clubs. Each team in the Bristol County league will enter three teams. Each team is composed of four men. Teams in the first division are comprised of players from scratch to 10 handicaps; in the second division are grouped players of 11 to 20 handicaps inclusive; and in the third division the 21 to 30, inclusive, handicap golfers. All matches are on a handicap basis.

Chairmen of the tournament committees of league clubs comprise the executive committee of the league which is responsible for the schedule, handicapping and rules of the organization.

Matches Planned Every Other Sunday

Competition is between teams of the same division. League matches are to be held every two weeks, probably at 10 A.M. Sundays.

On Sunday morning a week previous to league matches, qualifying rounds, with no entrance fees, are held at each club in the league. Four lowest net scores in each division qualify for the forthcoming matches. In this way the interest in the

league is extended far beyond the same small groups of players, which ordinarily knocks off league interest in short time.

Matches are scored on the Nassau system; one point for each nine holes and one for the round. League standing is determined by each team's total points for teams in all three divisions, thus making the results of the third division players just as important as those of the sharpshooters in the first division.

Prize List Designed to Hold Players' Interest

One of the league's prizes is awarded to the team in any division that wins the most points throughout the schedule. Another prize is awarded to the high scoring partner team, and there is a prize for the league's most valuable player. In case of ties, those tying will play medal play with handicaps at the close of the league's season. A banquet will follow right after completion of the league's schedule. All league players will be invited to play in this dinner competition, with the losers paying for the dinner. Presentations of prizes will take place at this affair, followed by election of officers for the ensuing year. League prizes are donated.

Marty Higgins' plan for a league on the preceding basis will get away from run-away league races that have clipped interest in many golf leagues. As handicapping is a very important part of the league's operation the chairmen of the member clubs' tournament committees are bound to see to it that all handicaps of their own, as well as of competing team, players are correct.

Higgins points out that conducting the league on a handicap basis eliminates the default matches because in each instance there is assurance of close and fair competition. Under the Higgins plan, the members of the clubs at which league matches are being played will not mind

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the temporary load of twelve visiting players on the course because each of the home club members is a possible member of a team. The plan provides a chance for every member of every league club getting a birth on the team and Higgins confidently expects that this objective will help raise the standard of golf in all classes, through lessons and practice.

No green fee, of course, will be charged visiting players in league matches and this attraction of visiting other clubs helps to stir interest of each club's members in the league-team idea.

Award of first, second and third division prizes at the close of the season gives the generally down-trodden high-handicap players a chance to share in the glory and seems practically certain to maintain a close race for the all-divisions prize until the closing days of the schedule.

Golfers and club officials in the Bristol County sector greeted the Higgins plan with enthusiasm and present indications point to a league composed of Fall River CC, Country Club of New Bedford, Highland CC, Segregansett, Reservation GC, and possibly Acoaxet, although the season is short at the latter club.

Higgins drafted the plan in response to a request of his club's tournament committee for new events in the 1937 calendar. The idea, naturally, was well received because it is a broad scope, sure-fire way of getting players keenly and persistently interested in a phase of competitive play previously restricted to the better-scoring amateurs. Marty's proposal is bound to benefit general activities at golf clubs because, as he has observed frequently, the problem of many golf clubs is not that of getting members, but of keeping members sold. Keeping members active in a club means that the club can stay to its original budget and that delinquencies are held to a minimum.

Response to the Higgins golf league plan has been so quick and enthusiastic that it's a tip-off to pros and club officials in other parts of the country. Try stirring up this golf league idea, put some work, brains and enthusiasm in it and you'll see that it will mean better business for all the clubs allied in the league and for the pros at these clubs.

IN London, Eng., area there are 12 public courses, which figures about one course for every 727,000 people. Glasgow has nine public courses on which about 300,000 rounds are played annually. Edinburgh has seven public courses.

Grocers' Bookkeeping Will Help Pros Find "Hidden" Expenses

A HIGHLY informative booklet on "Operating Expenses of 110 Selected Food Stores," published by Progressive Grocer provides some pointers worthy of pro thought. Among items charged in food store expense of doing business but often overlooked by pros when they guess what it costs them to operate, are:

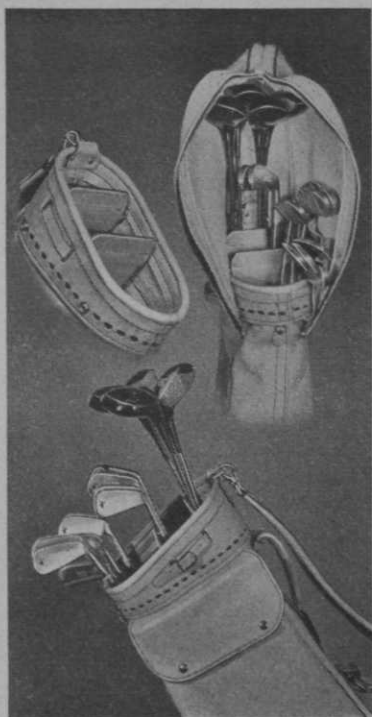
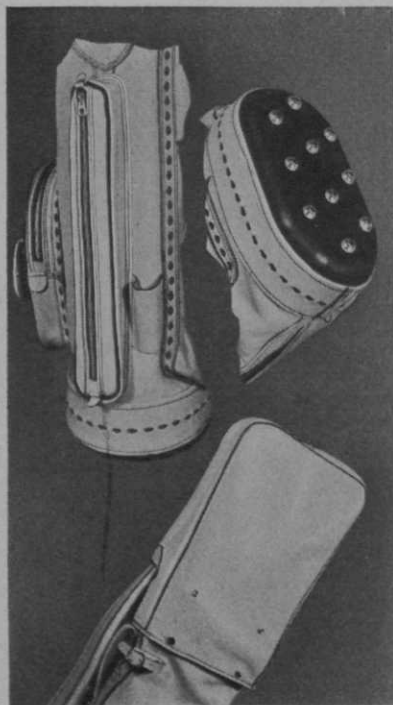
Proprietor's salary (if the club doesn't pay more than a nominal salary you have to charge remainder of a fair salary in your operating costs before you can make an accurate report on your net profit); Advertising (trophies, cost of sweepstake prizes, etc., as well as the costs of printed matter); Telephone (those toll calls into town that you have to pay, mount up); Taxes and licenses; Repairs and painting (if you pretty-up your shop yourself); Insurance; Losses from bad debts; Dues and subscriptions; Professional services—legal and audit; Laundry; Inventory losses (due to theft, uncharged merchandise, or obsolescence requiring sale at less than cost); Interest on investment in average inventory and money borrowed (this includes what you don't get when you fail to take advantage of discounts).

Add the above items, not generally considered by many pros, to costs of merchandise, employee salaries, caddie wages, personal playing equipment, extra apparel, tournament expenses, and heaven knows what else, and you see that the dumb guy or the loafer is out of luck trying to make a living in pro golf's usual short season.

School Team Scoring System—F. M. Vierow, coach of the Maine Township high school golf team, Park Ridge, Ill., suggests an inter-scholastic golf scoring system for team play, with a four point basis of scoring. Vierow's system is presented on a copyright card which he will send interested pros and school golf instructors, if they'll send him a stamped return envelope.

Large Shelter—Henry Cotton has a large practice hut at his Ashridge, England, club from the shelter of which he gives lessons at the rate of 15 shillings per half hour, said to be the highest instruction rate in Great Britain. Cotton's calendar is crowded. His instruction shelter has a stove in one corner and is supplied with benches.

Just a Peek at BURKE'S newest Bag Features...



■ Time was when a golf bag was merely a contraption for keeping golf clubs from being strewn all over the course. Woods and irons were jangled together, willy nilly, and were continually digging big divots out of each other. Bags had no style and gave little or no protection to the clubs.

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New Spalding Film Demonstrates Worth of Personal Pro Instruction

SPALDING'S new instruction film featuring Horton Smith, Harry Cooper, Jimmy Thomson, Lawson Little and other members of the Spalding staff is now available for showing at clubs, schools and meetings of golfers. The film is available in 16 mm. or 35 mm. size and is a sound film.

To use a print of it, make arrangements with your nearest Spalding office well in advance, and plan to return the print furnished you right after it has been shown. There is heavy demand for the film.

In GOLFDOM's opinion, this is the most interesting instruction film made to date, and has it over the "How to Break 90" series like ice cream has it over garlic. Bob Jones, Milton Reach and Horton Smith did the directing, so the film has fine, simple instruction value and is inclined to stir an urge for personal pro instruction. Jones does the talking in the film and brings out points plainly so the observers will understand what he's talking about and talk about it themselves.

Pros will be especially interested in a close technical study of the film because it shows some surprising differences in the swings of star players yet it brings out that these differences are (subconsciously perhaps) adjusted so the boys all bring the club squarely into the ball for a solid, square smack.

It's a grand picture to prove that resultful golf instruction requires a keen, experienced authority who can apply various principles correctly to different physiques and temperaments of students.

You Needn't Tell Burke Why 'Swinging Sam' Got Hot

ONE expert judge of golfing talent wasn't surprised when "Swinging Sam" Snead, the hill-billy kid pro from the Greenbrier at White Sulphur Springs, W. Va., began to appear among the steady money-winners on the winter circuit. Billy Burke a year ago told this writer that Snead was destined to register among the hot shots. Burke should know because Billy locates in the spring and fall at Greenbrier and has occasion to study Snead's game and assist in its development.

Less than two years ago Freddy Martin, manager of the Greenbrier club, took

Swinging Sam out of caddie ranks and gave him a chance as playing pro. Now the kid is the most prominent and successful of the newcomers in the Big Time.

Burke and Snead will be pro hosts to the Mason and Dixon's amateur tournament April 12 to 17 at the "Old White" course at Greenbrier, which was won last year by Johnny Goodman.

Jury Awards \$10,000 Damages to Victim of Parallel Fairway Accident

A JURY in the Superior court at Chicago, on Feb. 18, awarded \$10,000 to plaintiff who sued operator of a public course for \$50,000, charging operator of negligence in constructing course so sixth and seventh fairways were adjacent with no protection against hooked or sliced balls. Plaintiff suffered skull fracture and lost sight of his left eye. Defendants were operating the course on lease at time of the accident.

"Not So Much Water and a Little More Player"—Says Gene

GENE SARAZEN, in a recent newspaper interview, brought smiles to greenkeepers who have been compelled to over-water greens that sloppy approach shots may stick. Said Gene:

"Restriction of clubs won't make golf harder—but easier. Stop soaking the greens and you'll see the great players stand out again. All players have to do now is knock the ball up in the air and it stops within a few feet without any backspin or cut."

BOB RULE, Nashville golf writer, has copyrighted a golf box score form that brings to golf scorekeeping the detail there is in baseball scoring. Rule has a simplified form keeping hole-by-hole the winner's and loser's birdies, eagles, putts, stymies, penalties, out of bounds, ditch penalties, shots in sand and in rough from tee.

The Rule card makes an interesting, informative contribution to golf reporting.

R & A on Spot—There's criticism in Great Britain because the R & A recommendation to limit clubs to 14 was announced without the four Golfing Unions of the British Golf Unions Joint Advisory Council, or the British PGA being acquainted in advance with the restriction.

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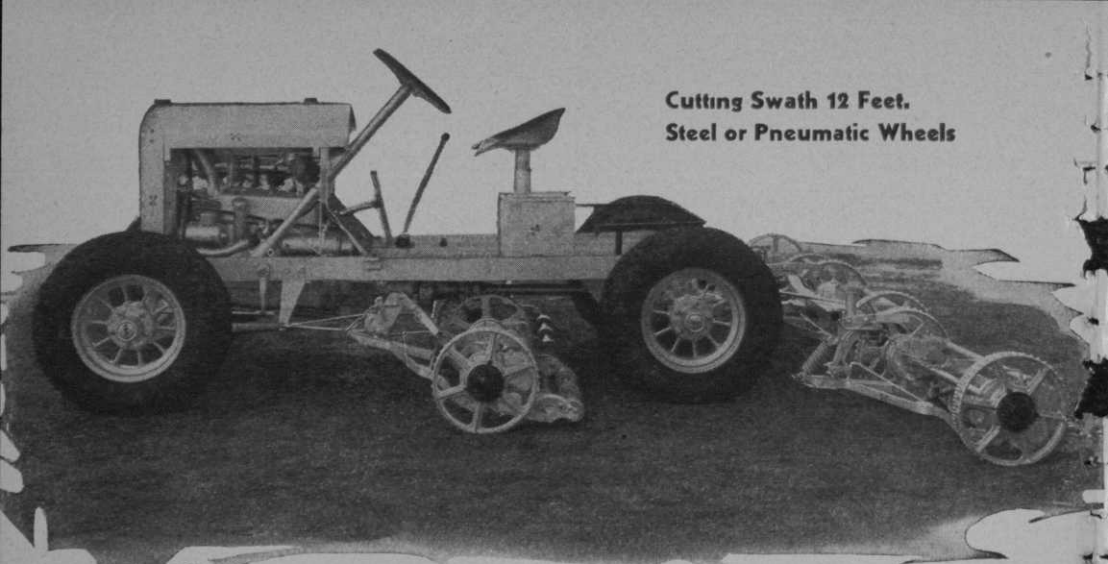
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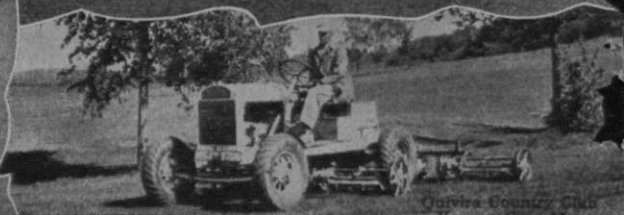
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LANDSCAPING CLUB GROUNDS

By CHARLES H. CONNORS
New Jersey State Experiment Station

THE problems of landscaping clubhouse grounds are in no way dissimilar to the design of estates, and the grounds about a clubhouse should reflect the spirit of landscaping about the homes of those who are members of the club. A golf course is rather pastoral in its atmosphere. It is supposed to be quiet, peaceful, restful; and it seems to me that the typical spirit the clubhouse grounds should exhibit is one of calm and repose.

Some golf grounds I have visited were laid out originally to accommodate certain facilities and then conditions changed so that it was necessary to add a parking space, enlarge an existing one, construct new service buildings, and so on. More often than not, these additions are located in the most expedient place without regard to their relationship to other parts of the grounds.

It would be a very wise thing for every country club to have a landscape architect in the first place draw up a fundamental plan for the development of the clubhouse grounds. I am sure no club would let an ordinary contractor go out and construct the golf course without forethought. Yet all too often the planning of clubhouse grounds is left to some nursery man who is undoubtedly interested in growing plants, but who has very little idea of the art of landscaping.

Subduing Service Areas

In many cases the areas devoted to various purposes, such as service, are not properly arranged with respect to the other areas, like game courts and caddie houses. Those latter areas should be arranged for convenience. Such areas as parking spaces should be in locations that are not too conspicuous and should be properly separated and screened from those who are on the clubhouse porch. This may seem a very little matter to harp about, and yet the separation of the parking from the living part of the clubhouse grounds will add a great deal to the comfort and beauty of the arrangement.

One point I would like to bring out is the fact that clubhouses are of different styles of architecture. From the standpoint of architecture, practically every

style should have its particular landscape treatment. A Colonial type of house, for example, calls for plantings that are rounded in outline. If you use a spiky sort of material, such as junipers or arbor vitae, it has the effect of making the place appear more squat.

When we come to a clubhouse of French or Norman architecture, we do have angles and with this particular type of structure the spiky form will fit and will be much more in harmony than rounded types.

Questions Use of Evergreens

I sometimes wonder why evergreens are so popular in landscaping. Of course, during the winter we like their green appearance, but nearly all the commoner types of evergreens are young forms of forest trees. As soon as they become established and start to grow, they cause a maintenance problem that often is difficult to overcome. There are a few forms of coniferous evergreens that are suitable for the typical Colonial type of architecture, among them happens to be Fitzer's juniper, a plummy rather beautiful broad tree and one that does not give much necessity for increased maintenance cost. A few of the pines, especially some forms of the mountain pine, which are slow growing and rounded in form, are very suitable for this purpose. The Japanese yew and the English yew, where it can be grown, both are decidedly suitable.

Why we should adhere to evergreens is, of course, a question in my mind. They are of no use during the summer period, whereas flowering shrubs have much more in the way of beauty. Most of them are forms which are adapted for hilly country, for the Colonial style of architecture and are much more seemly.

We can make plants do a number of things—we can even make things appear what they are not. I have often wondered why some architects did not depend upon differences of color and texture of plants