MAY, 1938

FOWNS COUNTRY

ACIFIC CORS

# Ash in on the POWER-BILT story being told your members in these National Magazines

After three years of quietly going about their own business of making friends among the golfers who instinctively know fine clubs when they see them, *Louisville* POWER-BILTS are stepping out this year in a smashing publicity campaign in six leading magazines to tell their

DF

story to the world.

Here is your "made to order" opportunity, Mr. Professional, to cash in on the POWER-BILT prestige being built for your benefit.

#### WRITE FOR YOUR PICTORIAL CATALOG

A complete presentation of the Louisville POWER-BILT line is contained in a new plastic bound booklet made expressly for your use. Please address Department G, Hillerich & Bradsby Co., Inc., Louisville, Ky.

OUISVILLE

**GOLF CLUBS** 

CLUSI

x

SOL

·B

EW YORKER

league, furnished all equipment and expenses underwritten.

Our pro, Marion Askew, mingles with the boys every day, discusses golf and caddie etiquette three times a week and takes them out on the course for instruction every Saturday morning. He knows all of their peculiarities and shortcomings.

Our club encourages the caddies to be neat and clean, and next month will see them all dressed in khaki uniforms, which they have paid for themselves. The club buys them wholesale and the boys pay for them as they can, usually at the rate of 25 cents per day.

We are trying to build for the future, and we try to know the boys' personal problems. Many of them have been kept in school by our members seeing to it that they were properly clothed. Our membership, when they learned what was needed, contributed shoes, underwear, suits overcoats, hats, shirts, and alto-gether, I believe we outfitted 75 boys who really needed help. In one instance, a boy had a bad hernia, and a surgeon, one of our members, operated on him free of charge. A little collection made while the men were playing the '19th hole' provided the money for his hospital bill, and today the boy is all set to meet life's trials.

In another instance we had several complaints that a particular caddie was constantly losing balls. Investigation proved the boy had eye trouble. He was treated by an eye specialist (again one of our members) without cost, and it was found he needed glasses. There was more '19th hole' doings and today he is one of our best caddies.

The boys got a big turkey dinner last Christmas, and the clubhouse was turned over to them for the evening. Waiters were members of the board of directors! Some professional entertainment was provided and then the boys put on a show of their own—which was a dandy. There were mouth harps, jews harps, guitars, tap dancing, quartettes and what have you —for which prizes were given. The boys finished the evening by singing Christmas carols, after which the membership furnished cars and every boy was delivered to his home.

We are constantly reminding the members to be patient and tolerant of the boys, and to encourage them to do their best at all times. It's a happy family that we have, and some day, maybe, the Governor of Oklahoma may have been a former Oakhurst caddie. Upholds Honor of Greenkeepers by Catching Taunter of Fellow Worker

THE big one didn't get away when I. V. Martin, greenkeeper at the Sarasota (Fla.) CC, hastily converted one of the greens-whipping bamboo poles into tarpon tackle. He caught the 4 ft.-8 in., 35-lb. tarpon in Bowlee's Creek right off the fifth green at the famous Whitfield Estates course.

According to F. S. Hodge, sec. of the Sarasota CC, the fish flirted around, flipped briskly out of the creek, and yelled at



Can you blame Martin for being proud?

Martin, "Yah, yuh can't ketch me. Neither can Charley Dempsey over at the Bobby Jones Course. Youse guys gotta work, and look at the fun I'm having."

Cool, but infuriated internally, Martin went to work to avenge the tarpon's insult to the neighborhood's greenkeeping fraternity. The result shows Martin, his youngster and the mocking tarpon.

Hodge says that Martin performed a masterly feat in reclaiming the Sarasota course from the jungle between May 17 and December 15, and that last season the Sarasota greens were among the best in the state. The fairways also are coming along quickly in response to expert treatment. ME

NATIONAL GOLF

FORTUNE

NEWSPAPERS

REVIEW

## all your customers ARE READING

GOLFING

SATURDAY EVENING POST

> Kroydon Advertising in their favorite magazines and newspapers. And every Ad shows and tells about exclusive Krovdon features found in no other golf club. Here is your chance to cash in on a Campaign that is reaching every golfer in the United States. For Catalog and full particulars about this fast-selling quality line write:

THE KROYDON COMPANY Maplewood, N. J.

Kroydon

CLUBS

FOR BETTER GOLF Use QUICKMAIL Coupon No. 4 to answer this ad

TOWN AND

GOLFER

PACIFIC COAST

#### Increase Golf Interest; Make Pro-Am Play Available to Greater Number

**PRO-AMATEUR** events, one of the most valuable pro promotion activities, can be muffed plenty if the same amateurs continue to play with the same pros and the affairs dwindle to the status of virtually restricted events.

The Indiana PGA went into this proamateur matter last spring and came out with a procedure that was highly successful in increasing the scope and intensity of amateur and pro interest. The state's amateurs prized the opportunity to get into the pro-amateur competitions and the pros make excellent use of the good-will and educational phases of the affairs. Amateur sharpshooters who wanted to turn the events into something to their commercial and selfish advantage, were kept well under control.

Roy Smith, sec.-treas. of the Indiana section, forwards the story of the Hoosier pros' success with the pro-amateur events, as written by Steve M. Davis, tournament mgr. for the southern section of the organization.

Davis reports:

In recent years practically every prohas asked himself: Is pro-amateur play as now conducted, really a success, or should it be charged as a failure?

#### These Questions Analyzed Problem

It was because of the lack of a definite answer to this question that the pros of the southern section of Indiana arranged a meeting early in the season of 1937 to compare ideas and at the same time attempt a working plan whereby experience would supply the answer. In their approach to a working plan it was agreed that success or failure depended on a proper understanding of:

What constituted the chief purpose of pro-am play?

What must be the attitude of the pro to this chief purpose? and

What will be the attitude of the amateur 'to this purpose?

The decision was reached in this meeting that:

The chief purpose of pro-amateur play was to establish in the minds of the greatest number of people that Pro-Amateur play was a friendly competitive sport.

To this chief purpose the pro must establish by attendance and proper conduct in play that this is a play in which all are contestants, not the pros alone, and any amateur who enjoys golf and a contest, regardless of his or her ability to play near par golf, is not only welcome but wanted.

The attitude of the amateur to this purpose depended entirely upon whether or not the professional would give support to the purpose and conduct himself in a manner convincing to the amateurs that they are wanted.

#### Committee Devises Set of Rules

Believing by this analysis they had acquired a sound foundation on which to build, the pros immediately appointed a committee of six professionals and one amateur to provide rules and regulations of play.

The report of the committee when submitted incorporated that:

Play was to be with one pro and three amateurs constituting a team.

Registration of both pros and amateurs was to be definitely closed before drawing.

Teams were to be determined by a drawing after closing of registration.

Net proceeds of the registration were to be turned over to the pro of the club at which the meet was held, if a PGA member, such proceeds to be distributed in cash to pros and merchandise to amateurs. If resident pro is not a PGA member, then distribution to be made to the pro of the winning teams.

After the first meet the resident pro was requested to furnish ladies from his and other clubs as scorekeepers for each team.

The program called for play each Monday, beginning May 10th and ending with the play of October 4th, and was fully carried out.

When the full program was carried out, data became available on which may be based the answer to: "Is pro-amateur play properly conducted a success or a failure?"

The experience of the southern section of Indiana answers, decidely—yes.

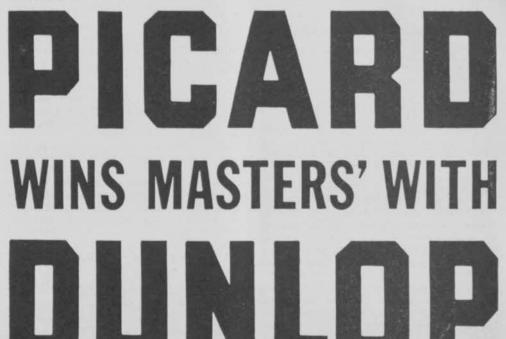
Why:

Because attendance over previous years increased almost 300%.

Because golf clubs never before interested were begging for a meet to be sandwiched in.

Because players' interest was increased to the extent that more golf lessons have been given than in the past.

Because there was more evidence of good sportsmanship than any previous period.



TAKING the lead after 54 holes at Augusta, iron-nerved, lanky Henry Picard of Hershey, Pa. finished ahead of a dozen famous sharpshooters with a par-shattering 285.

Hurricane Henry gives full credit to his Dunlop Maxfli clubs and stock Dunlop balls. "When the blue chips are down," says Henry, "a fellow has to have absolute confidence not only in himself but in his equipment. With Dunlop, I never give my working tools a second thought. For years they've given me back everything I put into them!"

If your members could stand just a bit more confidence, pass this good news along. They, too, can get extra yards with the Championship Maxfli Ball, and get into the swing of better golf with new Maxfli clubs.

## Championship MAXFLI CLUBS and BALL

**HENRY PICARD** rewards his trusty Dunlop No. 3 iron that has carried him to two major victories already this year... the Pasadena Open and the famous Masters'. And not the least-

Because it built up a closer and betterrelationship between the different clubs participating.

And all because the play was kept clean. More people had an opportunity to play, and the opportunity was furnished whereby others, the scorekeepers, might have the chance to be part of as well as see the competition.

#### Univ. of Minnesota Offers Golf Classes in Evenings

A SUCCESSFUL program of evening instruction in golf has been developed at the University of Minnesota in Minneapolis. Lessons are given in the second, or spring, semester for about 18 weeks, and there are separate classes for men and women. This spring about 150 men and 125 women are taking the courses. Instruction is given by lectures and demonstrations, motion pictures, and by individual lessons and coaching by professionals in the driving nets of the golf gymnasiums, on the practice tees, and on the university golf course. The outdoor sessions are held in the late afternoon in the latter part of the spring term. The classroom and gymnasium hours are in the evening.

Instruction for men is under the direction of Professor W. R. Smith, director of intramural athletics and golf coach, with the assistance of various lecturers and professionals. Classes are designed to introduce the student to the fundamentals of golf with some attention to the historical and tournament aspects. Others giving lectures and instruction are Art Statt, Minneapolis; Dean O. M. Leland, U. of Minn.; Willie Kidd, pro at Interlachen CC in Minneapolis; Leo Feser, greenkeeper, Woodhill CC, Minneapolis; and Lester Bolstad, pro at Minneapolis GC.

#### Women's Lessons in Four Groups

The evening golf instruction for women is conducted by Miss Grace D. Christensen and Miss Augusta Heiberg, instructors in physical education, in two elementary and two intermediate classes, the former for the beginners and the latter for those desiring to improve their game. Special attention is given to individual instruction and coaching. As soon as the weather permits, the classes are taken to outdoor driving tees to discover the weaknesses of the individual members' strokes for the purpose of correcting their faults. This applies particularly to the intermediate classes. Outdoor practice on the golf course and the women's putting green forms an important part of the program. Lectures are supplemented by motion pictures as in the men's class.

These evening classes are made up, for the most part, of adult men and women from Minneapolis and St. Paul, who are not regular daytime students in the University. Fees are \$6 for men and \$5 for women, which covers the individual instruction and coaching by the professionals as well as the classroom work. No university credit towards a degree is allowed for this work.

#### Ruby's "Caddy-Cism" Valuable Booklet for Teaching Bag-Toters

EARL RUBY, nationally known golf editor of the Louisville (Ky.) Courier-Journal and The Louisville Times, as a caddie committee chairman and in other official capacities with golf clubs and associations, had his full share of the headaches concerned with caddie education and management.

After years of trying to find all the answers Earl decided to compile his own manual of caddie instruction and to get it into such form that the kids would find it easy to read and retain. But before he went into the last stretch with his plan he got the written idea of 300 pros and caddie-masters on the most effective and most needed items of caddie instruction. He also picked up considerable material from discussions following the talks he has made on the caddie problems and responsibilities before many sectional organizations.

The results of the Ruby labors has been the issuance of the Caddy-Cism, a compact instruction manual for the boys, in which the material is handled in question-andanswer form. The booklet is well illustrated, having among its illustrations one of the most common faults of caddie ignorance or carelessness, the injury of the hole rim by faulty handling of the flagpole. In the back of the book are the rules and definitions of golf.

The book sells for only 15 cents a copy. Ruby recommends that the caddie be charged for the book, at least on a memo basis. The book has been widely used, and with decided success by golf clubs, but its use isn't nearly extensive enough. The

# Billy Burke "54" WOODS

Here is a set of 4 woods perfectly matched for swinging weight. They are an excellent example of Billy Burke's ability to design clubs - especially for professionals and low handicap amateurs. They represent a perfect combination of balance and power. The workmanship and professional touch are plainly evident.

We are advertising these famous woods in May Golfing-to help you sell more of them. Be prepared—order now.

Heads are pear shaped - full finished in mahogany-Billy Burke (BBW) pattern True Temper shafts, chromium finished-black skiver grips. Registered sets or single clubs-right or left hand. Only \$10.00 per club retail.



value of this Caddy-Cism would be considerably more than the 15 cents to the player for whom an unqualified caddie is working.

Further details of the booklet may be secured from Ruby, or a copy of the booklet secured upon payment of the 15 cents.

#### Leading Clubs Are the Ones Who Send Greensmen to Short Courses

NOW that the greenkeeping short course season has been completed and the course superintendents go into the outdoor meeting phase of their educational program, a brief resume of the high-spots reveals some interesting points.

As pointed out by H. B. Musser, Assoc. Prof. of Experimental Agronomy at Penn State, and one of the head men at that fine 10-year-old short course, almost the same men attend year after year. Almost invariably these are supts. of courses that are most efficiently maintained. Golf clubs whose men could use the educational material to great advantage aren't often represented. The reason, in Musser's opinion, is that officials of the clubs don't realize the extremely technical nature of their superintendents' jobs, consequently do not budget educational expense as a necessary item. The observation is validated by statements of other greenkeeping short course authorities.

It also was observed that clubs represented at the courses were for the most part clubs whose green-chairmen were experienced in their jobs. Failure of uninformed green-chairmen to make possible short course assistance to their greenkeepers comes to light later in the summer in states where the state college short courses and state experiment station extension work is closely connected. The extension service workers have to make hurry calls to courses on simple troubles covered in the previous winter's short courses. Due to the sharply limited budgets of most of the state stations and extension services, they have difficulty in handling some of the urgent calls on new, mysterious and major developments in turf trouble.

Also conspicuous in the short course programs and discussions during the last season was the fact that the combination of adverse weather conditions and the constant demand of players for high-pressure development and maintenance of superfine turf brought the gravest risks to the most keenly maintained courses, and most severely taxed the knowledge, ingenuity and diplomacy of those greenkeepers.

#### Management Problems Given Emphasis

Among the program developments last season was more emphasis on problems of management. The superintendents now are quite well grounded in the fundamentals of turf culture and maintenance as the result of short course, sectional meetings and national convention educational work.

There was some talk about the short course authorities exchanging information for the purpose of sifting and coordinating programs, and of spotting short courses on an every-other-year basis in some states.



These men, many of whom are responsible for the condition of Pennsylvania's finest courses, attended the 10th annual Fine-Turf Conference of Pennsylvania State College. This is one of the oldest of the short courses and has been a great educational and service factor in the state's greenkeeping.



### PROTECTS TOURNAMENT REVENUES • STOPS THEFTS • KEEPS OUT CAMPERS • PREVENTS PLAYING ANNOYANCES • ATTRACTS MEMBERS

Since PAGE originated woven wire fence in 1883 hundreds of golf executives have looked to PAGE FENCE experts for solutions to their fencing problems. A large percentage of the nation's courses are now PAGE fenced—protection against theft, intrusion, vandalism, accidents—safeguarding tournament and exhibition revenues—winning membership good will and high-class enrollments. There's a type of PAGE FENCE for every golf course requirement.

#### AVAILABLE IN 5 WEATHER-RESISTING METALS

To meet destructive air conditions peculiar to various localities, PAGE FENCE is offered in 5 superior metals—Page P-12 Copper-bearing Steel, Page-Armco Ingot Iron, Page-Alcoa Aluminum, Page-Allegheny Stainless Steel, and Page genuine Wrought Iron. One of these metals will be found more suitable than all others for erection in your locality. The PAGE FENCE distributor nearest you will recommend impartially the metal best for your purpose.

#### NATIONAL ADVISORY AND ERECTING SERVICE

92 Page Fence Distributors with complete responsibility in fence erection service, estimates and consultation are located conveniently throughout the United States—associated to serve you wherever you are. The one nearest you will quote you on any type of golf fence from the lowest to high backstop fence, in metals named above. Mail the PAGE "quickmail" coupon from this issue for his name and free information booklet "FENCE FACTS."



PAGE FENCE ASSOCIATION Dept. G5, Bridgeport, Connecticut AMERICA'S FIRST WIRE FENCE SINCE 1883 • Use QUICKMAIL Coupon No. 21 to answer this ad •

59

They're going to be even

# "CHEAPER DOWNTOWN"

#### this year!

WELL-INFORMED opinion holds that over half of a pro's members buy their balls "downtown." And the trend grows: The Sporting Goods Dealer, after a nation-wide inquiry, reports 86 jobbers as saying "The Golf goods business trends toward the retail stores rather than to the pro".

You really can't blame the member . . . if he can buy balls in stores at prices almost as low as you pay.

Push a ball that he can buy only of you. He'll take it, if you suggest it. And he'll come back to you for it, when he finds he can get it nowhere else.

Penfold's "Pro-Only" Policy means pro only. Penfold sells to you—and you alone. Your members can't get a Penfold under the Penfold name . . . or any other name . . . in the stores.

Have you the 1938 Penfold catalog? Send-for it.

go "pro-only" with

## 

#### Asks How Club Establishes Handicap System

Editor; GOLFDOM:

What is the standard practice in establishing a handicap system?

Harvey (N.D.) CC.

#### **Reply:**

In establishing a handicap system, first determine the order in which handicap strokes are to be allotted on your course. There are two schools of thought in this matter. One holds that distance alone should govern the order of taking strokes with the first stroke award on the longest hole of the course, the second stroke on the next longest and so on to the 18th stroke which is given on the shortest hole of the layout.

If the first handicap stroke is assigned to a hole on the first nine, the second stroke will be given to the longest hole on the second nine and then back to the first nine for the third stroke alternating, in this fashion, so that the odd numbered strokes are given on one nine and the even numbered strokes on the other.

The other method of determining the order in which strokes are to be given is based on the difficulty of the holes rather than on their length. To determine the difficulty of the holes, collect several hundred actual scores made by your players. From this bunch of cards the total strokes taken by all the players on each hole is determined. The theory is that the harder the hole, the more strokes will have been required by your players.

However, this does not permit you to compare par three holes with par four holes. You can readily see that more strokes would be taken on a par four hole and yet it might be much easier to play that particular hole in par than it would be to score a three on a three-par hole.

To overcome this, take the average number of strokes required by your players for each hole and divide this average by the par of the hole, carrying the total out to about three decimal points. This will give some such figure as 1.462 for one hole and 1.671 for another. Obviously, the 1.671 hole is the more difficult although it may be a three par hole and the other a four.

Having determined the order in which you will award handicap strokes, the next step is to establish handicaps for your players. This is accomplished by having them turn in their five best scores. These