

Carolinas Boost Junior Golf

By John Heller

Sedgefield CC, Greensboro, N. C.

IN THE Carolinas they have the reputation of liking their politics hot, and their golf fast. Indeed, Colonel Golf is now a Carolinian of considerable importance, and he is finding his prestige and standing aptly bolstered during these recent years by his younger son and juvenile player. Junior golf in North and South Carolina is growing constantly and reaches its annual crest in the Carolinas Junior Golf championship tournament, played over the beautiful course of the Sedgefield CC, near Greensboro, N. C.

Junior golf in the Carolinas and the annual junior championship tournament are indistinguishable, and it can be affirmed that the tournament is one of the principal contributing factors to the popularity and progress of the game among the younger generation of Carolinian citizenry.

As every offspring of promise must have its daddy so the Carolinas Junior competition has a devoted originator and promoter in the person of Max T. Payne, of Greensboro. With no children in his own household, Payne is in truth the father of the Carolina Junior championship, and there are hundreds of older boys past the tournament age requirements and young men throughout the two states who think of him only with appreciation and affection as they look back to their exciting times in the battle royal and the big moments it has added to the sum total of their life's experiences.

Meet Began in 1925

The Carolinas meet got its start back in 1925. In that year, when golf courses in North Carolina were confined to several of the larger towns and were few and far between, the aforementioned Payne was responsible for inviting a group of some 12 or 15 boys from several of the clubs in the state to gather for a tournament at the Greensboro CC. The event was highly successful as junior tournaments went in those days, and the meeting was continued over the same course the following year with equal success. In July of 1927, with the newly opened Sedgefield CC layout rounding into condi-

tion, through the suggestion and inspiration of Payne, the club announced and held a junior golf tournament for the championship of North Carolina. The opening state meet drew a field of about 25 boys, gathered from four or five of the larger North Carolina cities, the title being captured by 14-year old Erwin Laxton, of Charlotte.

'28 Tourney Gets Big Publicity

Then came June, 1928, and the arrival at the tournament of young Pete Webb, a gawky country youth from Shelby, N. C. With about 40 players in attendance, the tournament gained considerable publicity and resultant boost, when it developed that Webb, who defeated all the city lads and carried off the top title, had but a year before been knocking the ball around his home fields with an old niblick and brought his first set of clubs to the competition at hand. From this time on, the size of the field, the enthusiasm of the contestants and the caliber of the competition increased in leaps and bounds. And it was about this time that the competition was broadened to include South Carolina, also.

Fred Webb, a 14-year old southpaw brother of Pete, paced a field of some 50 players in June, 1929, to capture the title. Erwin Laxton, of Charlotte, won the title for a second time in June, 1932. With the number of players varying from 150 to 200 during the succeeding years, the other winners of the cherished junior championship title of the Carolinas include Joe Brownlow, Winston-Salem, 1933; Bobby Dunkelberger, Sedgefield, 1934; J. W. Hatcher, Charlotte, 1935; Johnny Palmer, Badin, 1936; Grover Poole, Jr., Raleigh, 1937; and Ed Schreiber, Charlotte, 1938.

The chapters of the Carolinas Junior meet speak their full quota of good golfers and players of note. Fred Haas of New Orleans, former National Intercollegiate and Southern Amateur champion,

Biloxi (Miss.) golf enthusiasts hope to put on a \$5,000 Open to follow the New Orleans Open next year. Resort advertising is the objective.



Ed Schreiber, (left) Charlotte, N. C., being congratulated by Grover Poole, Jr., Raleigh, N. C., just after Schreiber had won the 1938 Carolinas Junior championship. Poole won the 1937 event, and was runner-up to Schreiber in the 1938 tournament. Chairman of the event, Max T. Payne, is shown, center.

was one of the hopefuls swinging a club in the tournament back in 1930. Bobby Dunkelberger, of Sedgefield, the 19-year old youth who added the French Amateur title last summer and the National Champion of Club Champions title the past winter to his other championship crowns, won the Carolinas Junior event in 1934 at the tender golfing age of 14 years. Johnny Bulla, of Chicago, one of the well known younger playing professionals, was never able to win the Carolinas junior championship, but he did play in it for several years and is still the proud possessor of a very small loving cup which he inherited as winner of the second flight somewhere around the years 1929 or 1930.

Younger Contestants Cared For

The nature of the competition in the Carolinas junior tourney is such as particularly to appeal to the youthful contestants making up the lists. The event is held over four days, the first day being devoted to the qualifying rounds. The older boys, from sixteen down to 13 or 14 years of age, are placed in flights of sixteen from their qualifying round, and the smaller boys are grouped in flights of eight. Qualifying and match play is at 18 holes with the exception of the tiny chaps, 10 years and under, who play nine hole matches only. Likewise, the finals of

the championship flight are for 36 holes. A feature of the meet is the pro-junior event held on the opening day in which professionals team with their young charges to compete for cash prizes.

Plenty of Entertainment

Everything is done to assure the players attending the tournament a good time and make it an enjoyable affair. The boys are extended free theatre tickets, free baseball tickets, special rates at hotels and eating houses, and other forms of entertainment. At one time all players in attendance were served a big barbecue on the opening day, but this had to be discontinued because it upset the schedule of play too greatly.

The thirteenth annual Junior Championship of the Carolinas will be played over the Sedgefield Country Club course, Greensboro, N. C., this year from June 19 to 22. Already the Carolinas' large crop of youthful golfers are tuning up their blades and looking forward expectantly to the big occasion. The assemblage will include players ranging from the husky par-shooters around the 16-year age limit showing their wares in the championship flight, to the little fellows hardly as tall as a short shafted putter, down in the last divisions.

And as the shows opens, conspicuous therein will be Max T. Payne, daddy of the event. As his custom, Payne will probably be everywhere at once and you may find him engaged in performing multitudinous tournament chores, ranging all the way from patiently explaining to the eight year old player that he is not allowed to tee his ball in the sand trap, to being sure that the players in the championship flights get off promptly on schedule.

Caddies at the Columbus (O.) CC have constructed themselves a 1,300-yard par-33 course southwest of the clubhouse, beyond the parking lot and tennis courts. The course gets a big play from boys waiting assignments and after they've finished their work. The kids care for the course themselves and take considerable pride in it.

Appreciation of Depreciation

By Gordon Haberkorn,*

Supt., Somerset CC, St. Paul, Minn.

WHICH is more economical, mowing fairways by the use of horses or by the use of tractors? Ridiculous, of course, but it proves a point. On the face of it, there is no doubt that mowing by tractors is more economical, but we must prove that we are correct in our deductions. This is not brought out by cost-keeping alone, but by the depreciation of each method of mowing, which in this case would be the original cost of each, operating expenses (including repairs and feeding), housing, insurance and interest on the money invested.

Unfortunately the value of one method compared to another is not always so noticeable; therefore, accurate records of past costs and a thorough understanding of depreciation is necessary.

An equipment salesman can point out how you can save time and money with a certain machine and in a majority of cases his arguments are perfectly sound, but it is up to you to compare your actual costs of doing the job, to the costs and depreciation of the machine that will do the same job. Often you will find that the costs are about equal and then it is for you to decide which does the neater job. You will find in some cases that a machine can do more than one kind of work, so costs on *both* jobs must be taken into consideration.

Cost Records Are Valuable

Take for instance, a sprayer for a few apple trees; this, no doubt, would be a waste of money, but if that sprayer is used for fungicides and insecticides, its value could not be disputed. Cost records can be of great value when two different machines are needed and the club can only afford to buy one. A check on your records will decide for you which machine to buy, because one will prove more valuable than the other. It may also prove more economical to rent a piece of equipment for special purposes, than to buy one and perhaps use it only once a year.

It is impossible to set any hard and fast rule for depreciation; every course and every section has its own particular re-

quirements, and where a machine will last 10 years on one course, it will only hold up for 5 years on another. For instance, a club in Massachusetts may cut its greens 3 times a week for 6 months, while a club in California may cut its greens six times a week for 12 months. It is useless to compare costs because of this, but clubs insist on doing so, and then blaming excess depreciation onto poor management by the greenkeeper.

Records on farm implements have shown that the life of the same machine varies from 3 to 15 years, according to the amount of use that is given it, but records also show the same machine will vary in life from 3 to 15 years, according to the care that has been given to it. It proves that time spent in the care of machinery is well worth while.

Delay Is Costly

I believe it is safe to say that many clubs calculate depreciation on equipment, but comparatively few set up a sinking fund for equipment. Many times when a club needs a new piece of equipment, it will take two or three years to decide whether or not it can be afforded, and in this period, the club is losing money and the good will of the members because of high upkeep and the inferior work of the old machine. After the needed equipment is purchased, the club leads itself to believe that worries are over, when in reality, it has only postponed them to a later date. Creating a sinking fund would assure real satisfaction as it is a painless method of paying for equipment year by year.

It is hard to understand why business men jeopardize a golf course investment of \$100,000 or \$200,000 in this way, but through slipshod methods of business, they often do so.

A greenkeeper can be of great help to his club by pointing out the existing conditions, and by proving that the establishment of a sinking fund would be a great benefit in that it would stabilize golf course expenditures and at the same time stabilize playing conditions. Even if his suggestions were not put into practice, club officials would have greater

*Massachusetts Short Course Paper.

Conducting kid classes is no easy job for any pro, but according to a picture in the Salt Lake (Utah) Tribune, Alex McCafferty of the Salt Lake CC won't find his eyes going bad at his job of girls' class instruction.

We hate to take the risk of beauty contest judging but those maids in the McCafferty class are the most beautiful bunch of youngsters our old lamps ever have looked upon. They pale the Hollywood glamour girls. Now if Alex can get a national champion out of his squad, he'll be doing for golf what Sonja Henie's teacher did for skating.

respect for the greenkeeper's sound business ideas.

One benefit of the Depression was to prove the advisability of a sinking fund. Needless to say, very few clubs had reserve funds. With enough money for equipment, clubs could have kept up the appearances of their courses to such an extent that there would have been an inducement for new members to join. It is of utmost importance that the sinking fund be kept in a separate account in the bank and provisions be made that its funds be used only with the approval of the green committee. Reserve funds at a golf club are too easily turned over to another department to cover up a deficit.

There is another angle on depreciation that is of great importance, but it is always overlooked until a great amount of damage has been done. When a golf course is bought, it has a certain value in soil texture, soil fertility, grass, trees, contours, etc. Naturally these things depreciate from year to year, and fertilizers, water, costs of changing soil texture, and care of trees are really depreciation costs. If these conditions improve with good care from year to year, the assets of the course are more valuable. Sadly enough, this is never shown in dollars and cents and therefore is never fully appreciated.

Putting-Off Is Costly

Grass will continue to grow and people will play golf even if depreciation costs are not paid each year, but eventually, cultural conditions will become so bad that the club will have to expend in one lump sum, money that was thought to be saved, but which really belonged in course maintenance. This is a sore spot to the greenkeeper, because clubs compare costs, but never think of comparing value received. Over a period of years, a fairly accurate estimate can be made on how much money must be spent to keep a golf course in good physical condition.

If this money were placed in a revolving fund, to be used from year to year as conditions demand it, clubs would be spared the necessity of making large appropriations when adverse conditions prevail. This fund would take the hit and miss out of budget-making and assure the greenkeeper of funds for any serious emergency that might arise. Clubs too often fool themselves into believing that money is actually saved in a favorable year, never realizing that the money is bound to be spent in some future year.

IT'S ON THE HOUSE

By TOM REAM
Mgr., Westmoreland CC

Perseverance is rated as a prime requirement on application forms drawn up by some of today's biggest business firms.

Does your china, glass and silverware blend with the new modern color scheme? Women notice such things.

For most jobs, it's best to avoid both slow-pokes and world beaters, and stick only to the happy medium.

It's no longer necessary to use white to prove sanitation.

Cheap brushes result in a cheap paint job.

Smart decoration is the key to successful remodeling.

Watch curling mats so as to avoid trips, resulting in falls.

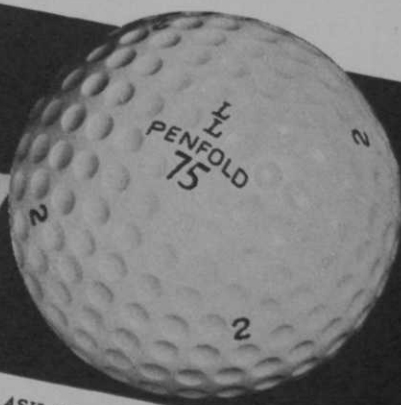
Initiative is something you can't put your finger on.

For your modernizing plans, the best is what you want.

"Sneaking a fag" too many times a day wastes time. It also has a bad moral effect on the sneaker because he learns to do things on the sly.

Strictly Distance!

This year Penfold shoots the works for *Distance!* He's uncovered a ball-building trick that will put your shots yards beyond the longest you've ever hit. It's easy to check: simply ask your pro' for the new "LL Penfold 75" and hit it against any ball you think longer.



- Penfold Autograph . . \$1
- LL Penfold "75" . . . 75c
- LT Penfold "75" (tough) 75c
- Penfold "50" 50c
- Penfold "35" 35c

FREE: amusing beer coaster-pads for your private bar.

ASK YOUR PRO FOR THE
LL' PENFOLD 75
 LONGEST OF ALL

Write PENFOLD, 11J Park Place, New York,

Reproduction of Penfold Golfing Magazine Advertising for June

ONCE again Penfold pulls a shiny new rabbit (ball) out of his hat. This latest one is unbelievably l-o-n-g. It's no mere *wooden-feeling, tight-winding* job. But a ball that will give every golfer more fun out of the game. *Strictly pro-only.*

Send for 1939 Pro items and prices
 PENFOLD GOLF BALLS, INC.
 11 Park Place, New York, N. Y.

Illinois Golf Clinic Clicks

By Herb Graffis

ITS valuable golf clinic was completed by the Illinois PGA when the second session of the significant event was held at Morrison Hotel, Chicago, May 8. Opening the session was the address of Harry Kinnell on assistant training. Kinnell said the passing of the hickory shaft had resulted in many pros neglecting the education of their shop boys. Selling and member service, he pointed out, called for knowledge and artistry equal to that of making a fine bench-made club.

Harry remarked that the problem of the pseudo-pro will continue to upset the pro employment situation until master pros recognize responsibilities in assistant training and make such a conspicuously successful job of this training that club officials will insist on getting a boy with right training. The pro should train his assistant with the object of making the lad the master pro of tomorrow. The kid has a right to think he will become a pro and to expect that his service and study under the right sort of a man will assist him in getting a job.

Assistant Training Important Item

Kinnell emphasized that assistant training cannot be a casual proposition but requires plenty of attention, and that all effort and thought put into it would reflect profitably on the master pro who did the good job in this direction. He added that the members had the right to expect well-trained assistants from a pro who was properly qualified to hold a job at a first class club.

Jerry Glynn and Pat McDonald, with Eddie Gayer as interlocutor, conducted a 3-cornered discussion on sale of merchandise and care of shop.

Glynn said that shops generally were getting to be pretty high-grade neat establishments because if they weren't up to best standard, the pro didn't stay at the club. He told of simple but valuable records; one for keeping track of sales and comparing each member's purchases with those of the same member for the previous year, an inventory of bag contents checked after each round so that losses are promptly discovered, and a lesson report sheet on which the lesson is digested

and time of next lesson is given on the bottom of the sheet.

MacDonald told of clever, inexpensive advertising in effectively selling to a small membership. He sends out bulletins listing the close-out bargains he picks up. This he does 3 times during the season, and at a cost of about \$10 per time. The advertising copy is bright and to the point. He also gives members advertising pencils. Discussion from the floor was kept lively by the prodding of Gayer, who requested clinic audience to ask questions as the speakers were doing their acts.

Glynn reminded the boys, "golf doesn't owe you a living unless you make it," and told them that if they thought the golf business had curves and tough competition in it they should be in the liquor business, as he was last winter.

Gayer told of highly successful experience in playing with 3 different members of his club for 9 holes each Sunday afternoon.

Mrs. J. E. Neff, rules committee chairman of the Women's Western GA, spoke on the rules and reminded the pros they would avoid a lot of trouble if they'd just point out the rule in the book when controversy arose, and in case of possible variance in interpretations, put the case up to the USGA. Mrs. Connie Hammond, president of the Chicago Women's District GA, also talked briefly, thanking pros for their interest and cooperation in the development of women's golf.

Instruction Tips Pay Dividends

Charles Bangs, mgr., Oak Park CC, cited specific instances of the mutual help pros and managers could give each other and the betterment of service to the club when they work together. He told of instruction tips by Ren Smith, Oak Park's pro, being on the club's announcements of events and on its menus, as a stunt that made club printed matter of livelier interest to members and did the pro department considerable good.

Law Waldron and Harry Adams talked of the great field for pro promotion via radio, and counseled the boys to train themselves to make use of this advertising which they can get free, but for which

ARE YOU GETTING THE *Ladies'* BUSINESS IN YOUR CLUB



Too many women golfers are stymied in improving their game because they're using cast off men's clubs that don't fit their style of play.

This year Power-Bilt decided to do something about it and built three matched sets of woods and irons which have "gone-to-town" for every Pro who has stocked them.

MATCHED SET NUMBERS

| <i>Woods</i> | <i>Irons</i> |
|--------------|--------------|
| W55 | 5380 |
| A39 | 6380 |
| W93 | 7380 |

Are you getting your share of this business? —if you're not—Write Dept. G today for complete details.

LOUISVILLE
POWER-BILT
GOLF CLUBS

Pinehurst's No. 1 course is being revised. Every green on the course is being changed. The new layout is expected to be at least one stroke tougher than Pinehurst's No. 3.

others have to pay millions of dollars. They warned that making the radio deadlines was plenty of inconvenience, and told of having trouble getting pros to go on programs with them because the boys didn't like to come clear in to the stations.

Bruce Herd and Al Link collaborated in a grand talk on the art of club-making. Bruce, a master from the days of bench-making, said the boys could sell more clubs if they knew what they were selling and counseled them to acquaint themselves with details of quality that fully justify price of good merchandise. Link said there were at least 68 operations in the making of a top-grade iron, and 85 operations required to make a first-class wood.

Plan Folder To Members

Outcome of the remarks of these two and the discussion that followed their talk, is that the Illinois PGA plans to get out a folder for distribution through pro-shops telling members "What Makes A Good Golf Club," thus explaining, subtly, the cost of pro-quality clubs.

Dr. Robert Dyer, playing a return engagement after his great address on the physiology and psychology of golf at the first session, gave the boys expert advice on their own physical care, and could have spent hours answering questions pros asked on the care of feet.

S. O. Penrod, of the Sporting Goods credit bureau, counseled the pros to take their financial problems up with credit men of the manufacturers promptly, instead of letting matters slide. He said that pro credit had improved until it now stood at a high point, and compared very favorably with the best showings made by other small retailers.

Capt. Charles Clarke, v.-p. of the national PGA, spoke pointedly on credit and the necessity of fellows whose credit isn't good not getting discouraged but working in candid association with credit managers to get matters straightened out.

The Captain proposed a national PGA benevolent day to be held at clubs where PGA members are pros. Part of the tournament entry fees for club members would be devoted to the PGA benevolent fund. The idea was endorsed by those at the Illinois clinic.

Matt Matteson gave a valuable talk on the duties and training of assistants. He urged that assistant training be given the benefit of a national plan. Among duties he said the assistant should be carefully trained in were: keeping books, recording scores, maintaining handicap records, running scoreboards, helping run events on women's days, and handling at 1/2 the pro's price such instruction as the pro considers him competent to do. Matteson said that one of the duties the kid should perform is that of smiling and speaking politely to each member and guest.

E. J. Riley talked on the PGA insurance, and Herb Graffis closed with an outline of the promotion work being done for the pros and golf in general, through the manufacturers' financing of the PROMOTION plan. Graffis told of the substantial increase in newspaper sports section coverage of home club pro activities since PROMOTION had been supplying publicity material and suggestions to newspaper sports departments.

MANAGERS and pros at many clubs are planning to observe Father's Day, Sunday, June 18. Smart stunt of some managers is to announce a special Sunday evening dinner, the check for which will not be mailed to father along with the rest of the club bills for the month, but will be specially sent to mother who can pay it herself or pro-rate it among the kids.

Pro tie-up is on merchandising, with special shop signs and letters to members' wives, suggesting gifts for Father's Day. Copies of the official poster for Father's Day may be secured from National Council for the Promotion of Father's Day, 32 E. 57th St., New York City.

Fred Crawford Has Accident—Fred Crawford, manager of Louisville's noted Pendennis club and president of the Club Managers Assn. of America, was a Derby casualty without going near the \$10 window at Churchill Downs.

After handling a million matters concerning Derby tickets, meals and accommodations for Pendennis members and their guests from many countries, and doing the job with amazing smoothness, Fred stumbled.

His stumble came when he was preparing to leave for the track. He broke both wrists and will have them in casts through most of June.

POWER - - "FEEL" - - - CONTROL

The Heddon "Double-Whip" Shaft HAS better playability

It imparts to the hands a more sensitive "feel" of the Club—therefore better *control*.

It is stiffer near the head—carrying the head "through" the ball with greater *power* and *control*.

The ball impact vibrations are snubbed at the Double-Whip shoulder—resulting in a "soft" cushioned effect to the hands.

Play and sell this superior shaft.

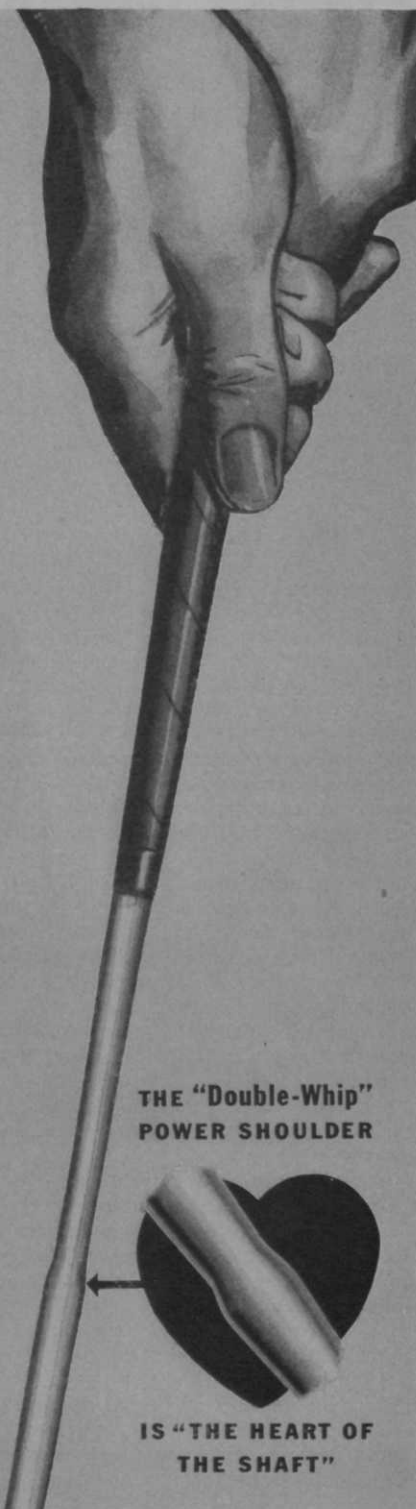
Better scores—better sales points to help you sell your high priced Clubs.

JAMES HEDDON'S SONS
Steel Golf Shaft Division • Dowagiac, Michigan

*The Shaft of Steel
with the "Sweetest" Feel*

FEATURED ONLY IN THE FINEST GRADE
CLUBS OF LEADING MANUFACTURERS

HEDDON
"CUSTOM-DRAWN" STEEL GOLF SHAFTS



THE "Double-Whip"
POWER SHOULDER

IS "THE HEART OF
THE SHAFT"

Pro Job Demands Business Methods

By Eddie Loos, Pro

Lake Shore CC, Glencoe, Ill.

STUDY and application of the basic principles of business would greatly benefit many professionals. We hear successful businessmen around our clubs tell of their operation but too seldom do we realize that the same fundamentals they employ can be used by us in running our own business better—for ourselves and our clubs.

Infrequently can the pro advertise in newspapers. So he may then believe that he is ruled out from advertising, with the exception of, perhaps, a letter to the membership near the start of the season, and some shop signs that are displayed because they call for the minimum of effort and expense. We forget that in the pro-business one of the stocks that is as valuable as our shop merchandise is the stock of time that we must sell profitably. We must subtly, but strongly, advertise to convert that time into cash.

Experienced Pro Assistant Important

A number of pros know about the very successful innovation we made at Lake Shore in making it probably the most lesson-minded golf club in the country. Instead of having a good, but inexperienced youngster to help with the lessons, I have Angel de la Torre, a splendidly qualified professional. Some thought that this might prove an expensive and possibly dangerous experiment. But it has worked out to advertise the desirability of first class lessons, and very infrequently is there lesson time open on the Lake Shore calendar. The result has been to exhibit at our club a most impressively high standard of play. That means more club patronage in every department.

The principle simply was that of standardizing a high-class product for a high-class market. It gives the customers complete confidence in buying, and that's the first requirement in successful pro department operation.

I hear pros complain often about their inability to compete with price-cutters. The truth of it is that pros never will be able to compete with price-cutters. The lower some pro may be able to knock a price on golf equipment, still lower will stores cut. Stores can depend on profits

from other merchandise sales. The pro must remember, too, that his store isn't in a location allowing him to compete for business that shifts with lower price quotations. At some courses the pro may skillfully contest for part of the low-price market, but even then he must tactfully put across the idea that the stuff may be the best possible for the price, but by no means the best for the customer.

Study of merchandising will convince the pro that if he lets the cut-price angle take command he is sacrificing not only his own greatest business asset, but isn't helping his customers.

Limitations to Cheapness of Golf

There are limitations to golf's cheapness which necessarily curtail the maximum market. If clubs were a dollar apiece and golf balls were a dime per, the game still would be too expensive for millions in this country. So why should pros get stampered about the cheap goods market? Even a few minutes' study of sales figures on cheap and on good grade golf merchandise will show that the pro is getting the bigger volume and the bigger profit. The main problem of the pros is to protect that situation before getting deeply concerned about competing in the cut-throat market where they are up against experts who will give no quarter.

What is it the public wants? Maybe it is the very cheapest when the game is new to the player and he—or she—has only a vague notion of what it's all about. But that stage doesn't last long. As anyone gets wiser in golf he switches away from the cheap. He looks for something more dependable.

Many of us remember the old, old story of the young man who spent much but got little in return and asked in ancient times of Hasan, the Wise One, who lived in the City of Tyre, what he should do to receive the most for that which he spent. The answer to this age-old question was:

"My son, the priceless ingredient of every commodity in the market is the honor and integrity of him who makes it and of him who sells it. Consider well their names before you buy."

His ancient principle is still the under-