

place many golfers consider the outstanding golf retail shop of the district.

Displays Changed Often

Shop and window displays are studied thoroughly by Chuck and his assistants and are changed frequently. There is one big showcase that the shop maintains in the lockerroom. That often has about \$500 worth of merchandise on display. It isn't crowded looking but Chuck takes great care to show a wide price range of merchandise. From a \$95 Hotze 2-suit bag to a box of tees this case shows leading items, with changes often enough to make sure that members and guests get a look at the full range of the shop's stock. This showcase is located where it's bound to be seen by members passing from the lockerroom to the dining-room.

There are two show windows; one facing the first tee of the No. 1 course and the other facing the entrance of the men's lockerroom. These are changed about every 2 weeks. They have handsome backgrounds that give a rich look to the displays. The show windows and display cases are well lighted.

In the shop the merchandise is placed on top of show cases, on tables or on wall displays so the goods can be freely handled and examined by the customers. All shirts, sweaters, etc., are wrapped in cellophane so they don't get soiled in handling. Tanis is a strong advocate of displaying, for easy handling by customers, as much merchandise as possible.

Merchandise in boxes and stowed in lockers or cupboards isn't helping to sell itself and it demands time in locating and hauling out for display. Tanis also is a great believer in having merchandise carry price tags.

Good Range of Sizes

Another feature of Tanis' operations is his judicious selection of enough sizes in his stocks of apparel to really do big business. Here again his policy of ordering far in advance for delivery as seasonal demand requires, pays off. He is sure of getting the needed sizes. This has been especially true in the case of shoes. Chuck already has sold more than 250 pairs of golf shoes which were ordered last fall. The shoe business has surpassed his expectations and he believes he'll be able to sell another 200 pairs this season if he can get deliveries.

We have seen quite a few pros who are pretty good users of advertising to sell shop merchandise and lessons but until some of the fellows can show exhibits and results to prove otherwise, we are disposed to think that Chuck Tanis does the most effective advertising job in pro golf.

One of his members who is in the advertising business helps Chuck edit and lay out his copy and arrange the photographing of the material he used for cuts. The illustrations in the Tanis ads cost a bit of money but he makes good use of the cuts in preparing distinctive

You can handle and inspect almost everything on sale in the Olympia Fields pro shop. The wall panels for glove, hat and sock display are handsome, colored boards with a linoleum covering.





A few small specialties are in the showcase at the Olympia Fields shop, otherwise the stock is displayed where it invites handling by prospective customers. They see plenty that they want.

and forceful advertising that seldom is beaten by the advertising departments of large stores.

Advertises Persistently

Tanis makes his advertising click by keeping at it instead of making a shot at intervals when preparing of the ads or editorial publicity just happens to be convenient. The advertising and publicity job is as much a regular detail of his departments operations as is club cleaning. His ads and articles are features of every issue of the club magazine.

Chuck says:

"My own experience is that a double-page folder, advertising merchandise on one side and with a simple article, preferably with illustrations, on instruction or some other phase of golf, on the other side registers strongest with our members and their friends. It is rather costly, but in percent of cost compared to shop sales volume, it works out to be much the cheapest method over the season. It certainly has an accumulative value. The members get to looking for such advertising.

"Mailing this material should be by first class postage to both the home and office addresses of the members. Sales literature stuffed into an envelope along with a members' club statement looks rather cheap and hits them when they are thinking of their club expenses and

are not too strongly in the mood for additional spending.

"All copy should carry the pro shop telephone number and make clear that mail or personal delivery service is available. The copy must make buying attractive and easy, and make the merchandise appear to be something that will add greatly to the member's enjoyment of the game and represent one advantage of belonging to the club."

Chuck went to Olympia Fields in 1924 under Jack Daray and in 1936, after Jerry Glynn left as head pro of the club, became Jerry's successor. Tanis has kept up his early artistry in clubmaking and does quite good business in special sets of woods and irons, as a sideline to his main focus on standard brands of clubs. Like practically every other pro these days he quickly sells all the clubs he can get from manufacturers. The stock of shafts and heads he had for his own clubs he had made up in an effort to come nearer to filling the demand his wise and persistent merchandising and the normal big demand of the times have created.

The Tanis success at conducting a pro tournament so it's a decided factor in warranting club initiation and dues cost, as well as a profitable operation for Tanis and his assistants, is a standout example of how the steady pull on smart selling beats the unplanned intermittent efforts.

USGA Simplifies Rules— Asks R & A Agreement

Rules of Golf are greatly simplified in a new code which the USGA proposes to put into effect Jan. 1, 1947. The USGA is discussing with the R&A of St. Andrews mutually agreeing upon a revision of the rules that can be adopted for uniformity in golf playing regulations throughout the world.

The USGA revision was compiled by Richard S. Francis of Philadelphia, the foremost American authority on the rules of the game. Francis, for many years a member of the USGA Rules of Golf committee, is author of the standard reference and explanatory work, "Golf—Its Rules and Decisions."

There has been much complaint that rules of golf are frequently violated in competitions not because of any desire to take unfair advantage of a competitor but because of ignorance. Violations in pro tournaments have made it plain that the long and involved rules, if baffling to pros whose business it should be to know all the technicalities, are too complex for the average man, woman or child player.

Wartime laxity in observing the rules was greater than normal because of the number of newcomers to the game, the tendency toward preferred lies and elimination of the rough. The USGA proposal of simplified rules which can be understood and retained by any fairly intelligent youngster who reads them thoughtfully a few times, is in answer to the general alibi that the rules have been set forth in too confusing a manner.

The USGA press release in announcing the rules revision said:

"Principal change from the present form is rearrangement of the Rules so that golfers may find answers more readily than is now possible. Few changes are being made in the substance of the Rules.

"The present Rules contain a preamble, 23 definitions, 35 basic Rules, 16 special rules for stroke play, and sundry regulations for par and bogey competitions; three-ball, best ball and four-ball matches; recommendations for local rules, and etiquette. In all, there are nearly 100 major sub-divisions. In addition, there are 28 pages of index, closely cross-referenced.

"The rearrangement proposed for 1947 comprises a preamble, etiquette, definitions, and only 21 Rules. The principles of etiquette appear on the first page. The index consists of only two pages.

"This is the first general revision of the Rules of Golf since 1934. It was accomplished in cooperation with Richard S. Francis, of Philadelphia, long a member of the USGA Rules of Golf Committee. In a foreword to the new code, John G. Jackson, of New York, former USGA president and Rules Chairman, says:

"'Anyone who has served on a Rules of Golf Committee or as Referee will welcome with enthusiasm the Revision of the Rules of Golf which after most careful consideration is proposed for adoption by the United States Golf Assn. and in the hope that the Royal and Ancient will take like action.'"

"The present rules are an entirely natural development—like Topsy, they 'just grew' out of exeperience in the play of the game. A general revision of the Rules went into effect in 1934, but no attempt was made then to prescribe in one Rule the conduct of play in different types of matches. One still had to turn from the General Rules to the Stroke Rules and perhaps to the Rules for three-ball, best ball and four-ball matches.

"The proposed revision does away with all of that—for example, if a ball is moved the player will find in one Rule how the situation is to be dealt with in any kind of a match and however the ball was moved. What is proposed should bring about a wider knowledge of the Rules and make it easier to play the game in accordance with the Rules and that, being in the interest of sportsmanship, is much to be desired."

"Following the original re-write, the work of revision was conducted by a special USGA Committee consisting of Richard S. Tufts, of Pinehurst. N. C., Chairman; the late Leslie L. Cooke, of Chicago; Richard S. Francis, of Philadelphia, and Francis D. Ouimet, of Boston. Some further suggestions not included in the present code have been referred, for study and report, to the USGA Rules of Golf Committee, of which the Chairman is E. B. Leisenring, of Philadelphia."

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GOLFDOM—\$1 A YEAR

Courts Tell Legal Hazards for Club and Player

By PAULINE BLOOM and SEYMOUR JOSEPH

THE light-hearted golfer has legal hazards lurking all around him.

Like most suits to recover for personal injuries this type of action is based on negligence. Such negligence may consist of either an imprudent affirmative act, or a failure to observe a precaution dictated by prudence and common sense—that is to say, errors of commission or omission.

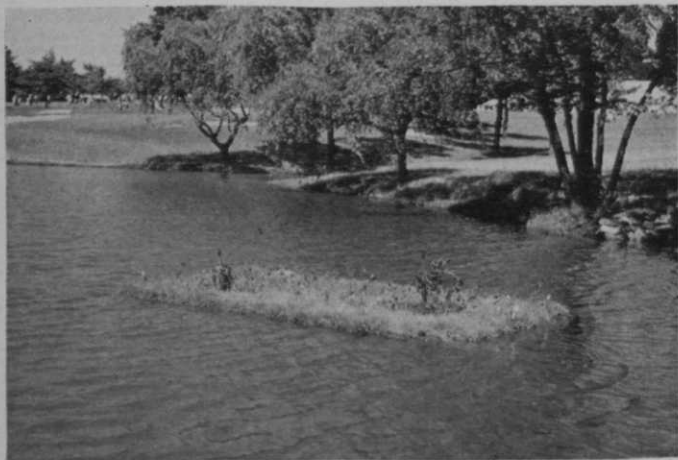
As in other types of injury actions, the doing of an act by a golfer which a reasonably prudent person would not do, or the failure to do something which a reasonably prudent person would do, may result in liability for damages. An English court put it this way: "In playing games as in other transactions of life, a person must abstain from doing what a reasonable person would not do, and if a jury come to a conclusion that a person had done something which a reasonable person in the circumstances would not have done, and if injury had resulted therefrom, that person is liable in an action for negligence."

"In the playing of games as in other transactions of life, many accidents might happen for which no one could be held responsible, and the person who sustained the injury had then to bear the brunt of it. But where it could be proved that the accident was due to the negligence of a person who was sued as defendant, there is no reason why that person should be excused merely because the transaction in

which the accident had taken place was recreation rather than work."

One of the earliest cases came before the courts of Scotland in 1906. The defendant, with a clear fairway ahead of him, hit a ball which sliced and struck the plaintiff who was playing another hole. The court found there was no liability because the plaintiff was not in the general direction of the defendant's shot when it was made, and a golfer, under such circumstances, cannot be held responsible for a slice and its consequent damages.

A further legal doctrine was applied called assumption of risk. This doctrine is explained in a later case which arose in Pennsylvania in 1931. In that case the plaintiff was on the sixth green lining up a putt when he was struck by a ball driven by the defendant from the seventh tee. The ball had hooked, traveling 100 feet ahead and 120 feet to the left. No warning was given until after the ball was hit. The defendant claimed that under the circumstances he was not obliged to give the customary warning of "fore" because no one was on the seventh fairway which was the only fairway with which he was concerned, being in the course of playing the seventh hole. The court agreed with him and found in his favor because the injured person was not in the line of his ball, or anywhere where he could reasonably believe that someone was in danger of being hit.



This floating island in lake at 3rd hole at Canterbury CC, Cleveland, with its flowers in bloom provided a bit of beauty trimming that visitors commented would look well at water-holes on their home course.

Player Takes Risk

The court said: "It is well known that not every shot played by a golfer goes to the point where he intends it to go. If such were the case, every player would be perfect and the whole pleasure of the sport would be lost. It is common knowledge, at least among players, that many bad shots must result although every stroke is delivered with the best possible intentions and without any negligence." The plaintiff in the case had been playing for some 20 years and "must therefore be held to be familiar with all the risks of the game. He must have known that many bad shots carry the ball to the right or the left of an intended line of play and that if others were playing to the right or left, they would of course be endangered by such bad shots. This risk a golf player must accept." Thus, as a general rule, the conclusion may be drawn that in the absence of negligence, "persons engaged in playing a game take all the risks which may arise in its pursuit."

However, it must be borne in mind that those cases involved the important element that the person injured was not in a position where it was a reasonably prudent precaution to warn him that a ball was about to be hit. This fact distinguishes those cases from others in which golfers have been adjudged negligent and held liable.

In 1931 a case came before the courts of North Carolina in which it appeared that the plaintiff was playing in a twosome ahead of the defendant who was one of a threesome. The plaintiff, who admitted being a poor golfer, testified that from the fifth to the 16th hole where the accident occurred, the defendant was continually driving into him. At the sixteenth hole the plaintiff drove 15 feet to a rough and the defendant without waiting for the plaintiff to take his second shot, and without calling "fore," drove his ball immediately, hitting the plaintiff and causing him serious injury. The defendant disputed this version and claimed that there had been a merger of the twosome and threesome into a fivesome and moreover that he had yelled "fore" before driving.

The judge commented: "Defendant claimed a merger and the game was proceeding 'strictly according to honors.' This is explained to mean that 'the man who makes the lowest score is the man who has the honor of making the first play at the next hole.' It does not appear who the 'honor man' was at the sixteenth hole, but it is clear that the plaintiff had the 'honor' of having his kneecap broken by a ball driven by defendant, and it is obvious that thereafter all 'honors' ceased." The court allowed the plaintiff to recover damages following the general rule that a golfer when making a shot must give a

timely and adequate warning to any person in the general direction of his shot. His failure to do so may be found to be negligence on his part creating liability for the consequent damages inflicted.

Club Found Negligent

It is interesting to note that in this case the operator of the golf course was also sued for negligence. The club had the usual rule that succeeding players allow preceding players 2 strokes before driving off. The club was supposed to have rangers to enforce this rule but the evidence was that no rangers were present, or if they were they had not enforced the rule in this case. The court accordingly found the club to be negligent and therefore liable for the plaintiff's injuries, saying that a golf club must "exercise ordinary care in promulgating reasonable rules for the protection of persons who lawfully use the course and to exercise ordinary care in seeing that the rules so promulgated for the protection of players are enforced." This duty the golf club had not fulfilled in this case.

Another case in which a recovery was permitted came before the New York courts in 1932. The plaintiff was a caddie, 11 years of age and was caddying for a twosome behind the defendant, who was one of a threesome. The caddie had taken a position near the edge of the fairway and was waiting for his twosome to drive. The twosome was on the tee waiting for the defendant's threesome to precede them in driving off. The defendant was the last of his threesome to drive. It was claimed by the caddie that the defendant drove his ball without yelling "fore" or any other warning, and that he drove it before the second player's ball which the caddie was watching, had come to rest. The caddie heard "fore" just as the second ball came to rest, and as he turned he was struck in his eye by the defendant's ball which had sliced and was actually in flight before the warning was given.

The court in its opinion said: "It must be conceded that, although golf may not be deemed a hazardous game, a driven golf ball is a very dangerous missile and that its flight and direction cannot always be controlled by the player. That uncertainty is a part of the game. The ball when struck is liable to go down the fairway or fly off to the right or left at almost any angle. It was this element that made the plaintiff's position standing on the fifth fairway and within easy range of the defendant's ball dangerous. . . . the question is whether, under the circumstances, he (defendant) should not have first advised him, (plaintiff) of his intention to drive by giving the recognized warning of the game by calling "fore," or have ordered him out of range. He did neither and gave no warning until the

ball was in flight toward the plaintiff. My conclusion is that the jury was justified in finding that the defendant violated his duty to the plaintiff in that he did not use the care of a reasonably careful and prudent man."

Caddies' Exposure to Injury

It is interesting to note that had the plaintiff been the defendant's caddie instead of someone else's, this decision would not have applied. The court explains it this way: "Although the question is not before us, my view is that if the plaintiff had been caddying for the defendant there would be no liability, for the reason that then it would have been the plaintiff's duty to watch the defendant drive, to watch his ball in its flight and to mark it when it came to rest. Defendant would have been justified in assuming that the plaintiff was doing that for which he was being paid and therefore there would have been no occasion to warn him."

The liability to caddies is dependent on negligence. Because the person injured is a caddie does not mean that no liability can ever attach to the one responsible. A

caddie does not assume any and all risks attendant on being on a golf course. He only assumes the risks in which there is no negligence involved. For example, he would not be required to assume the risk of injury caused by a club recklessly thrown by a player in a fit of rage over a missed putt, or a ball being driven wildly after a missed drive. On the other hand, a caddie must be diligent for his own safety, and to that end must exercise reasonable care commensurate with his years.

In 1922 a case was litigated in New Jersey in which the plaintiff was a 13 year old boy caddying for a player who had holed out on the third green and walked to the fourth tee. The caddie started to walk to the fourth fairway when he was struck by the defendant's drive from the fourth tee. The defendant, who was playing immediately ahead of the plaintiff's twosome, had not called "fore" until just before the plaintiff was struck. The caddie was permitted to recover for his injuries because the defendant had failed to give adequate warning.

(Continued on Page 78)

One of the Many Newspaper-sponsored Golf Events of 1946



Newspaper-sponsored golf events this year have had record participation and galleries. This view was taken at St. Louis (Mo.) Globe-Democrat 11th annual hole-in-one tournament. Since event was started only 2 aces have been made; one after 3,844 shots, the second after 4,540 shots. Since the second ace was made 5,776 strokes have been played without making an ace. This year's men's winner got 18½ in. from the cup. The women's winner was 34¼ in. away from the cup.



Spalding's "TAILORED" THREESOME

• Yes, sir! Each ball "tailored" to fit the technique of one of the three types of golfer: The Long Distance Operator, the Better-Than-Average, and the Light Hitter. And each ball has that tough Cadwell-Geer cover.

Carry 'em all... and sell each member the ball that fits his game!

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Spalding's DOT—Here's the one for the lad who really wallops the ball and makes it travel! It's built for maximum control, as well as distance.



Spalding's TOP-FLITE—Here's a distance ball for the fellow who hits 'em somewhat harder than the average golfer.



Spalding's KRO-FLITE—Made to order for the golfer who needs a tough ball... but who still wants that yardage. This ball gives him BOTH!

SPALDING



SETS THE PACE IN SPORTS

Charles River's 25 Years Adorn Golf's History

History of a representative fine country club for the past 25 years is recorded in an interesting book issued by the Charles River CC, Newton Center, Mass., in commemoration of its silver anniversary.

The story begins with E. Ray Speare, an incorporator and first treasurer of the club, telling of the job the founders of the club had in finding a suitable location. Then appears a facsimile of a Boston Transcript page in which A. Linde Fowler wrote of the design of the course by Donald Ross and the construction job. This part of the tale, as it reads now, reminds one of the much easier job of golf course construction possible because of methods developed during the course building boom of the 20s and with the machinery now available. The veteran Fowler, in pages following, tells of the tournaments and exhibitions at the club and of the progress of the layout that Donald Ross, as a Newton citizen of the 20s, determined to make one of his greatest productions. Fowler says that Charles River, under the turf management of Herbert Wilson, a Massachusetts Agricultural college graduate, was the first course in the Boston district to have a fairway watering system. Wm. Mitchell, out of the army as a Lt., now is Charles River's greenkeeper.

Francis Quimet contributes his recollections which include memory of standing at what now is Charles River's first tee and looking into a forest which was to be the first hole. He recalls the difficulties of getting turf on rocky areas of the course. He relates details of the exhibition in August, 1922, when he and Gene Sarazen,

the current U. S. Open champion, beat Hagen, who then was the British Open champion, and Joe Kirkwood, 3 and 2. Gene's 72 won the \$100 for the pro low round.

Bill Grimes, turning back the pages to 1921 when he was golf expert of the Boston Evening American, tells of the lively days when Charles River was host to the Massachusetts Open championship, which was one of the major sectional affairs of the nation. Bill's recital of tournament incidents, especially one tale of women's competition, makes very entertaining reading. Helen Berrigan tells of women's golf at the club. Eric Bianchi, co-chairman of the men's golf committee, writes of the club's three pros, John Keenan, then John Bernardi who took over in 1926 for a 20-year term, and the present pro, Einar Andersen. The club has lost trace of Keenan, but in telling of his early work at Charles River, quotes Linde Fowler as saying that in 1925 Keenan used motion pictures in instruction. The club gave Bernardi a memorable farewell party when he resigned to become pro at Worcester (Mass.) CC, where he broke into the game as an assistant to Willie Ogg.

Fred Corcoran tells of early tournaments at the club, and features on the winter sports program by Scott Wells, on skeet by Warren Beard, and a piece on the club's presidents and the problems and achievements of their administrations, are among other highlights of the enjoyable and informative chronicle of the first 25 years at a distinguished club.

NEED SUPPLIES? SEE PAGE 77

Charles River's 17th - - a fine one-shot, 186 yd. hole.



Publinks Officials Study Etiquette Education plan

By **HERB GRAFFIS**

ONE OF golf's assets is its tradition of being "a gentleman's game." The 10 clauses of "the etiquette of the game" always are printed with the rules and form part of the code to which the player is expected to conform in fair competition.

This particularly pleasant phase of the sport which has been so definitely accountable for the great growth of golf's popularity is having the spotlight thrown on it by the misconduct of some who never have realized that in golf they are expected to observe standards of behavior possibly alien to their natures, nevertheless of considerable importance to the majority of golfers.

Private clubs to which thousands of fee and public course players recently have graduated are, in numerous instances, reflecting the oversight of etiquette education. Littering of the courses with papers and bottles, loud and careless talk, unkempt attire, failure to observe playing courtesies, and heedless behavior in clubhouses have given private clubs problems they never thought they'd have when they filled wartime membership vacancies.

Firm though embarrassing discipline has been required.

The private club phase of the problem is minor compared to the job that confronts officials of public and daily-fee courses. Approximately 65% of golf play is on a pay-as-you-play basis today. Considerable of that volume is made up of players who do not appreciate that the formalities of golf, worked out during centuries of experience, demands that each player have some respect for the rights of all other players on the course.

Need Etiquette Education

Not many of the offenders are so hopelessly ill-bred they are beyond the reach of persistent and discreet education. However the job of teaching them and policing them is a difficult and constant one. A few chronic offenders can lower the tone of the entire field by making others feel it's necessary to fight the devils with fire in self-defense or stay away.

Shortage of policing personnel and failure to educate public course players in what's expected of them has brought numerous public courses against problems of hoodlumism that the Public Links committee of the USGA plans to tackle boldly. Its study and recommendations undoubtedly will be welcomed by public course officials and fee course owners as urgently needed action.

The situation was brought into sharp focus by the communications of Capt. Charles Clark, mgr., Willowick Golf Course, Willoughby, O., to USGA officials. Clark called attention to isolated cases of public and fee course officials endeavoring to halt the wave of contempt for golf etiquette that was to be expected in view of the arrival of vast numbers of new golfers with no idea of the details of conduct expected of them.

Very few, Clark declared, are deliberately ignorant and unruly. Yet so little is done to inform the new players and the misbehaving older pay-play players of what conduct standards they're expected to live up to on a golf course, there's grave danger of a general breakdown in pay-play course morale and establishment of a stigma that will seriously retard the growth of the game.

Suggests Nation-Wide Program

Clark suggested compilation of educational material and rules which would have the official endorsement of the USGA public links committee, and which could be publicized in every possible manner by public course officials and fee course owners. The USGA sponsorship of such regulations would give force to local enforcement, Clark maintains.

Greenkeepers also are found to be interested in the proposed educational campaign. Expense of caddies, or inability to get them, account for damaging putting surfaces of many pay-play courses that otherwise might be close to the best private club standard. The players lean the flag against the sides of the cup, or lift it out and prod it into the green or slam it down, or drop their golf bags on the green. At private clubs where new members haven't been exposed to correct procedure long enough for it to sink in, the same damage occurs.

Primarily, though, the problem is that the USGA public links committee circulate to public course officials and fee course owners copy for small cards, about the size of a scorecard, which could be distributed to players twice a month with the scorecard. The copy also would appear on enlarged signs in the clubhouse and on a few bulletins around the course.

It would seem at the present stage that such cards, unless attached to scorecards or golf fee cards, might be just so much more litter for the sloppy to scatter around the course. Printing brief quotes

National Open won with Wilson Equipment

Playing the new Wilson Golf Ball and Clubs,
Lloyd Mangrum won the sensational 1946 U.S.G.A.
Open Championship. Following this great victory,
*Sam Snead wins British Open Championship
also using Wilson Equipment exclusively.*

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