

# IMPORTANT NOTICE!

A short time ago a veteran sporting goods merchandiser said, "Sooner or later, every golfer is going to be playing with GOLF PRIDE grips on his clubs".

His statement was extreme, but quite sincere. A move that brings his prediction closer has already happened. GOLF PRIDE Grips are now being offered as "slip-on" grips. They are now easily and quickly installed by "pros" anywhere. Of course, there is nothing better than the GOLF PRIDE Grip as molded to the shaft by leading golf club manufacturers. But the GOLF PRIDE "slip-on" is a close approach. It's another innovation which is an aid to better golf — a product that will stimulate new interest in golf and a feature which will build business and profits for every pro shop.

A representative of our distributors will call on you soon, and a folder is in the mail for you. But if you can't wait — write for full details to:

**FAWICK FLEXI-GRIP CO.**

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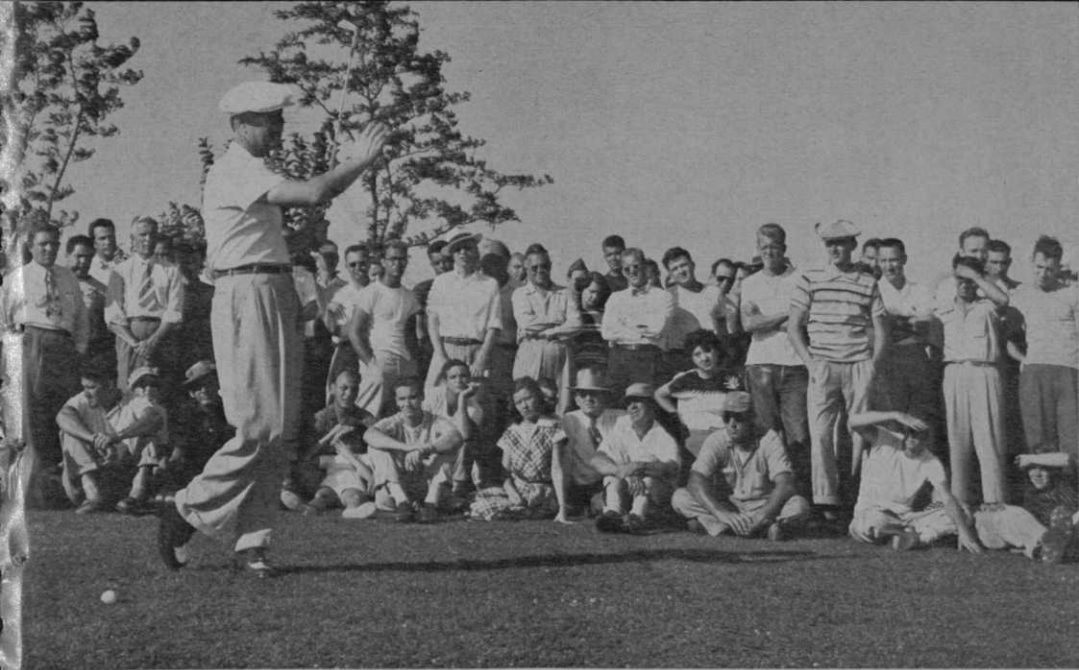
# The Juniors Have Their Day

Foresighted professionals, club officials and associations are giving enthusiastic youngsters their greatest year in golf.



The Elks CC, Portsmouth, Ohio, where Verl Stinchcomb is pro, hires Bob DeLong, grade school principal to handle one of the finest caddie programs in the country. Club gives most deserving caddie \$1600 college scholarship. (L) Caddies provide own entertainment at annual banquet as DeLong applauds. Below: Professional Joe Stolarick, Orchard Hills CC, Niles, Mich., surveys progress of 30 youthful golfers who get weekly lesson each Saturday morning. Bottom: Maurie Luxford, Los Angeles City Recreation and Park Commissioner, congratulates 20-year-old Irv Cooper, winner of 34th annual LA Men's City Championship. 16-year-old Eddie Meyerson (4th from right) was winner of the Mayor's flight.





Participants and spectators at USGA Junior Amateur Championship, Univ. of Ill. course, Champaign, listen as Byron Nelson (above) explains use of 4-iron at shot-making demonstration on eve of tournament. (R): Members of Elks CC, Portsmouth, Ohio, serve 118 caddies at big banquet and entertainment event held yearly at close of season. (Below): Some of the more than 500 attending banquet held in Duke University dining hall honoring 210 junior golfers participating in the U. S. Jaycee National Jr. Amateur Championship played at the Hope Valley CC in Durham, N. C.



# Pro Shop Problems Solved with Able Assistants

## An Interview With CHICK HARBERT

Professional, Meadowbrook Country Club, Northville, Mich.

Chick Harbert, Meadowbrook CC, says that knowing the job, the members and the local economic situation will protect the pro from getting over-stocked. Many cases of pros having surplus merchandise nearing the end of the season are the result of not making a study of what the club's market can absorb, he declares. He believes it unwise to have season-end clearance sales as they might get buyers in the habit of delaying purchasing.

Harbert also says that more attention given to studying the needs of new members and developing them as habitual patrons of the pro shop would absorb a lot of shop stock. Last year was the biggest Chick has had at his club but by August this year shop revenue had passed 1950 figures. He and his assistants kept close watch of their inventory and played the cards so close the shop was short of some sundries in late summer.

"My members, rather than any other factor in general or golf business conditions, determine every move I make in the business of my department," Harbert says. "Our officials are especially sound in their judgment in keeping the events schedule at the club running lively well into the fall. That gives the members greater benefits from membership and lengthens the marketing time and demand in my shop.

### Assistants Are Stars

"My assistants, Wade Ruffner and Nick Bersan, are two of the best in the business," Chick asserts. "They know that the better they do for the members the better they are doing for me. Wade is a Kentucky boy who has a brother who's asst. to Errie Ball at the Oak Park (Ill.) CC. Wade knows the members and the merchandise and the golf business. He has that good merchant's knack of getting the customers wanting to buy.

"Nick used to work in Ford's Rouge plant, then was in a factory at Akron. Before I was playing in the National Open at Canterbury in 1946 he telephoned me long distance and wanted to know if he could caddie for me. I told him it was O.K. with me if he got assigned. He paid \$10 to the boy who had drawn my bag. Nick got the approval of the Canterbury caddie-master and we started out together in the practice rounds.

"Nick made about 20 pages of notes on every club I used, where the ball finished, how the wind was and other data and stepped off the distances from landmarks, during those practice rounds. Despite a miserable 78 I played in the second round, I finished only 3 strokes behind Mangrum, Nelson and Ghezzi who tied for the play-off. I was tied with Dick Metz for 8th place. Nick's way of getting data showed me that he was a sound man in golf business.

"Later, when he wanted to come to work for me at the club, I told him he couldn't make what he'd been making as factory wages. But he, like Wade, is enthusiastic about golf business and enjoys it. So he took a chance. In his second year his income increased so it justified the chance he took changing jobs.

### Learn from Successful Members

"From successful businessmen at my club and at other clubs I've learned good business management makes money by seeing to it that the help makes money.



Nick Bersan (L) and Wade Ruffner (R) holding Ryder Cup won by boss, Chick Harbert, are personable assistants Chick credits with fine management of his shop and services.

Get good assistants, see that they know the business and have a genuine eagerness to please the members and they'll work so they'll pay you a profit. They must have the incentive of cash rewards themselves. That calls for thoughtful study of the revenue and the expenses of the pro department. It costs a considerable amount to

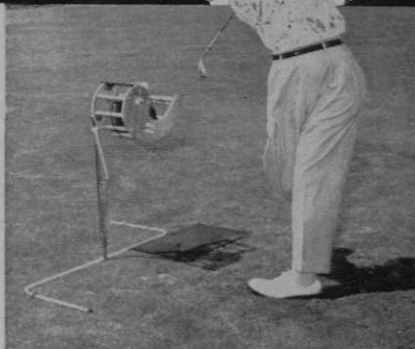
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Give Lessons Anywhere in Any Season  
Sell **FOLDA-FAIRWAY**...There'll Be  
More Golfers and More Profit!



**Pros Approve\***

Here's Harry Cooper, famous Pro at Lakeside Country Club, Hollywood, who says, "Folda-Fairway is the first device I've seen to help my players improve their game. It's a 'natural' to make it easier for me to teach."

Yes, Folda-Fairway is being purchased for practice and resale by more Pros every day. Those who see it want to use it... can sell it at a profit too.

Any place a club can be swung, Folda-Fairway can be enjoyed... tells the distance and direction of the shot.

At the left is the "Cradle." Note the indicating instrument on the side that accurately measures the yardage or distance of all shots. A regulation ball securely connected to a nylon-parachute cord may be struck with any force the player desires. It is trapped in a slot showing whether the shot was straight down the Fairway, a Hook, a Slice or Out of Bounds... this in addition to giving the distance. Golfers and the entire family may now practice their game at home or take lessons the year 'round.

**SPECIFICATIONS**

Beautiful natural finished hardwood. Baked enamel and Uni-Chrome plated metal. Stands abuse and exposure. Price includes moulded rubber mat, rubber tees, hold-down brackets to secure to lawn or can be screwed to the floor. Ball attached to nylon-parachute cord included: Sold only by Pro Shops.

Orders are being filled as rapidly as possible. Retail price \$29.95, discounts are interesting.

\*Please write for complete merchandising plan and names of PGA members now selling Folda-Fairway.

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HOME GOLF COURSE

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run a pro department in a first-class club the way the members should have it operated. Members and officials don't often realize that but the pro does when he figures out his net profit on the capital he has invested in the business.

"I want to apply the same business principle members usually have to use in their own businesses—that of establishing a set-up that enables the assistants to make more money and the head pro more as the result of competent assistants' work.

#### More Than Money — Teamwork

"Money isn't all there is to it. It's essential, but not the only essential. The elements of teamwork, understanding and ambition can make a job grow. The members feel that the shop personnel is a smart and hard-working team and they get interested in making the operation a success for, after all, a successful pro shop reflects successful members.

"In our case the members work with us and have a personal interest in us. One of our members, a noted surgeon, performed operations on Nick that were wonderful for the young man and another inspiration for team spirit within the pro department and for the pro department's determination to work at everything that advances the interests of the club.

#### Incentive System Pays Chick

"When I'm away in tournaments the job at the club must be handled by my assistants in a thoroughly competent and conscientious way. For their able services to the members and to me I pay Wade and Nick a bonus out of prize money I happen to win in tournaments.

"There was a very pleasing recognition of this policy when Wade and Nick, who are good golfers, won money in a Detroit district pro-amateur event this past summer. They gave me \$8.14 as my bonus on their winnings.

"My observation of pro shop merchandising problems is that most of them would be solved if pros attended strictly to their own club business, paying special attention to getting the new members started right, the right sort of assistants selected, trained, supervised and encouraged to make more money for the pro for the simple reason that they then would be making more for themselves."

### 27 Caddies Get Scholarships under WGA Program

Twenty-seven former caddies, representing golf clubs in all sectors of the country, will enter college this September as Evans Scholars under the program sponsored by Western Golf Association, according to Jerome P. Bowes.

The acceptance of 27 new caddie-scholars increases to a record 91 the number of

Evans Scholars who will receive college educations this year under the scholarship fund of WGA. Several additional candidates will be considered before schools open, and their acceptance may boost the roll call of caddie-scholars to approximately 100. Last September 86 young men attended school on WGA scholarships.

Named in honor of Charles "Chick" Evans, Jr., one of the all-time greats of golf, the Evans Scholars Foundation has furnished scholarships for close to 200 needy and deserving caddies during its 22 years of existence. Affiliated with Western Golf Association in the caddie-scholarship program are the Wisconsin State GA, Detroit District GA, Pacific Northwest GA, Illinois Women's GA and the Minnesota State GA.

Twenty-six colleges and universities are represented in the Evans Scholars program, with Northwestern University leading the roll call of scholars with 39. Ten Evans Scholars will attend the University of Illinois this September, while the University of Michigan will embrace six from the Detroit area. New schools added to the caddie-scholar program are: California Institute of Technology, and Illinois Institute of Technology.

#### Exhibition Headliner at Six



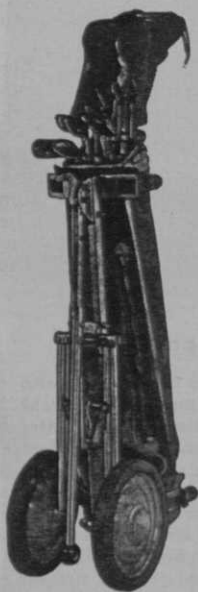
Lanna Kaye Robert, 6 years, shares with her daddy, Johnny, exhibition headlines. The lassie consistently scores in the mid-60s for 9 holes on some rather tough courses. Her drives average 125 yards. Johnny, a fine right-handed golfer until his right arm was crippled, now stars with trick shot and scoring exhibitions one-handed with his left hand. He's getting a lot of dates and allows Lanna to play in some of them. Johnny's probably played more vet hospital dates free than anybody else and gives a cheering and cheerful competent performance.

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# KADDIE KART PRODUCTS

MANUFACTURED BY KADDIE KART MFG. CO.  
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**ROYAL PARK Golf Club**  
VERO BEACH, FLORIDA

**16**



**17**



**18**



**1**



**2**



**3**








**You're playing one of Florida's finest courses, located on the beautiful shores of the tropics. You'll enjoy these palm bordered fairways, and in walking you'll pleasure yourself as you walk thru your captain's attire and launch into the next phase. Call on us or any of our staff for anything to make your vacation more enjoyable one.**

*Toni Moshier*  
GOLF PROFESSIONAL

Back
Field
Front

456789

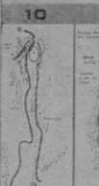



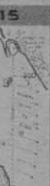








**Local Rules**

U.S. Golf Association Rules govern all play unless we indicate by yellow notes. There is no penalty for a player who plays a ball from a bunker into a trap or into a hole. There is no penalty for a player who plays a ball from a bunker into a trap or into a hole. There is no penalty for a player who plays a ball from a bunker into a trap or into a hole.

Drawings and graphics by **GOLF-MAP**  
Crownsville, Maryland

101112131415

TENNISSWIMMING POOLSHUTTLECORTPUTTING GREEN

Inside

## ILLUSTRATED SCORECARD AIDS GUEST GOLFER

Golf-Map, a score card containing detailed contour drawings of each hole on the course, is a useful and attractive advertising device for resort and public golf courses drawn and published by Frank Comtois, one time vp and Advertising Mgr. of Scribner's Magazine, who travels about the country in a house trailer equipped as home, business office and studio. Golf-Map makes an excellent advertising souvenir while serving as a "road map" of the course for guest golfers. It is convenient too, folding into the conventional scorecard size. Comtois takes five to seven days surveying and drawing a course, working along a center line from tee to green, keeping count of yardage, pacing each fairway and making his drawing as he moves up. Excursions to the right and left, off this center line, are made in order to record the shape and characteristics of the fairway borders. Finished drawings are claimed to be better than 98 per cent correct in shape and placement of traps, streams and ditches, lakes and ponds, hills, slopes, even trees and mounds that have the slightest playing significance. Golf-Map cards are in use in 18 states with most being used in the resort regions of Florida and New England. Editions designed for resort courses show not only fairway drawings but also photographs and advertising copy featuring other attractions.

### Joint Code of Golf Rules To Bring Many Changes

A revised code of golf rules drafted by an international group of negotiators last spring has been approved by the Executive Committee of the United States Golf Association in every particular except the size of the golf ball.

Originally it had been proposed that use of the small British ball be permitted in the United States. This would have been accomplished by decreasing the USGA specification for minimum diameter from the present 1.68 inches to the British minimum of 1.62 inches. The USGA Implementations and Ball Committee is studying the possible effects of such a change, and until it completes its investigation the USGA

Executive Committee has decided not to reduce the American diameter specification.

However, the USGA edition of the proposed new Rules would provide that in international team competition the size of the ball shall be not less than 1.62 inches (the British dimension). Thus, when British teams play in the United States for the Walker, Curtis or Ryder Cups, their members could play either size ball, as American teams may now do when visiting Great Britain.

Another original proposal by negotiators last spring has since been changed by mutual agreement. Re-trying putts after holding out would not of itself be prohibited, as was at first suggested, but it might subject the player to penalty if it resulted in delay



in play. Any form of practicing between holes could entail a penalty for delay.

All references to practicing relate to strokes with a golf ball as there is no general prohibition against practice swings without a ball.

Every Rule has been amended in some detail, and the arrangement of the Rules has been revised along the general lines of the present British code.

The code is to be voted upon by the membership of the Royal and Ancient Golf Club of St. Andrews, Scotland, the governing authority on British golf, at a meeting in September. If approved then, the new rules would become effective world-wide on January 1, 1952.

The revised code would not only eliminate many present differences between British and American rules but would produce a number of major changes in the USGA rules, particularly the following:

1. The stymie would be abolished.
2. The out-of-bounds penalty would be increased to stroke and distance, from loss of distance only. This penalty would then be identical with the penalty for a ball lost or unplayable.
3. Lateral water hazards would be covered uniformly by a new rule. Heretofore they have been covered only by local rules, and have never been specially recognized in the Rules of Golf.
4. The putting green would be all ground of the hole being played) which is especially prepared for putting or otherwise defined as such by the committee in charge. At present the putting green is all ground, except hazards, within twenty yards of the hole being played.
5. A hazard would be any bunker, water (except casual water), or water hazard. Sand of itself no longer would be a hazard, unless it were within the confines of a hazard.
6. A penalty of disqualification might, in exceptional individual cases, be waived or be modified if the committee in charge considered such action warranted.

USGA copies of the new code will not be available until some time after the R. and A. has taken action.

### **Shows Need for Water Analysis Before Tree Planting Program**

Pat Markovich, professional and manager, Richmond (Calif.) GC, issues a warning to those who may be considering an investment of any size in trees for landscaping the golf course. Pat relates an experience at Richmond other club officials whose courses are watered from sources bearing any degree of salt, will want to heed before spending any money on landscaping where trees are to be used.

Pat says, "The story in Golfdom on

Taconic Golf Club and the importance of trees brings to mind many of the problems we have had at Richmond. The first experience with trees and their importance was brought to my attention some twenty-five years ago when San Francisco, Lake Merced, Lakeside and California Golf Clubs were all rather new, built on ground that once had truck farming. No trees in sight. Now they are all groomed with many varieties that add the much needed beauty and creates obstacles for the golfers.

"We at Richmond had an experience that might be worth mentioning, at least could possibly prove a saving of money and time to some club. We first hired an authority on trees and plant life. He gave the course a thorough check and then suggested various types of trees to use — trees that thrive in the wind, those that like the shade, one that will grow in sandstone, dobeey and whatever other conditions prevail. After all the planning was completed we proceeded to purchase over \$4,000.00 worth of trees. Varieties were to make our course a show place. Now, after four years, we have little to show for our efforts. The retarding of growth has everyone puzzled. Samples of soil were taken to the nursery that sold us the trees, and there it was used on their trees with no ill effect. Finally we decided to check our water. Having wells to supply our course and with the grass thriving with the water, no thought was given to its effect on trees. Blue grass and bent will absorb salt to a degree where trees find it harmful.

"For the time being our \$4,000 program is stymied. Whether any of our investment will be salvaged remains to be seen. Others contemplating a similar program under like circumstances should proceed with caution."

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### **PGA Fall Tourney Schedule**

Ryder Cup Matches played at Pinehurst (N. C.) CC Nov. 2-4, opens the PGA Fall Tournament Schedule which provides an almost continuous series of events in a swing through the deep South and Cuba with the possibility of a tournament in Panama.

The schedule calls for the following events:

- Nov. 7-11—North and South Open, Pinehurst, N. C.
  - Nov. 16-19 — Savannah Open, Savannah, Ga.
  - Nov. 22-25 — Open Date (Thanksgiving)
  - Nov. 29 - Dec. 2 — Open Date
  - Dec. 5 — La Gorce Pro-Amateur, Miami Beach, Fla.
  - Dec. 6-9 — Miami Open, Miami, Fla.
  - Dec. 13-16 — Havana Pro-Amateur, Havana, Cuba.
-

# SAD, SWEET SONG of the OLD GREEN-CHAIRMAN

By HENRY C. MACKALL

(Mr. Mackall, a pioneer official of a famed club, tells his fellow members his historic tale. Henry's been playing so long he can remember Hiawatha as a young caddy and the forest primeval flanked the fairways.)

*Towering over Calhoun's waters  
Stands the club called Minikahda  
With its self-selected Governors  
And its President changing yearly.  
Yet its Grounds Committee Chairman  
Changes never—runs the golf course  
As if he only were the owner.  
Hitler, Mussolini, Stalin  
Are as children in comparison.  
Though the course is green and rolling  
From the first tee to the last one—  
Creek and lakes and trees upon it,  
Famous for its greens and fairways  
And the many tourneys played there—  
Amateurs—State and National—  
Open also, and the Western—  
Women's State, Trans-Missippi—  
Invitation and Calcuttas—  
All have praised the course as perfect,  
Hard to score on—Yet this Chairman  
Started in right at the outset  
To rebuild it—change and alter  
Greens and bunkers and the fairways.  
No attention paid he  
To objections of the members.  
Claimed he even knew the answer  
Long before he heard the question.  
Built he first a brand-new toolhouse  
Moved it from the fourteenth fairway  
Then he fenced most all the golf course  
From the third tee round to Casey's  
Then in spite of all the members  
Not except the Board of Governors  
To whom he paid not much attention  
He rebuilt the greens in order  
First the ninth, the twelfth, the fourteenth,  
Tenth and 'leven, fifteenth, sixteenth,  
First and thirteenth, sixth and eighteenth,  
Finally did the fourth green over;  
Did it badly, then rebuilt it.  
Filled the bunkers for the ladies  
So their scores would reach their ages.  
Added to the tees in places—  
Upper, lower, front and back ones—  
Till the members, in confusion,  
Played the course in wrongful sequence,  
Hooked and sliced and dubbed and puttered,*

*Cursed the day he was made Chairman.  
Built he also parking places,  
Filled the swamp and grassed it over,  
Planted trees, not one but many,  
Killed the weeds, the dandelions,  
Curse of every golf course keeper.  
Bridges, monuments and white ducks  
Added he, to keep the golfer  
From thinking of his awful playing.  
Hoped to keep his mind on bogie  
For the par was too hard for him.  
Fringes left he on the edges,  
Rough was long and hard to play from,  
Greens were fast and hard to putt on,  
Bunkers deep and full of furrows—  
Made the golfers very angry  
Till they rose in wrath and cursed him.  
Smote the earth and dug up divots.  
So he finally yielded to them—  
Filled up bunkers, widened fairways,  
Watered greens to hold a pitch shot,  
Else the golfers couldn't make one.  
Cut the rough and made it fairway—  
Brassies only use they from it;  
Shortened tees and faced them squarely—  
Made the course just like the golfers—  
Soft and easy, slow and pleasant,  
Nice to look at, free from trouble.  
Anyone could score upon it.  
Now the moral of this saga,  
Of this tee and fairway story,  
Is the fact that we Americans  
Think that life is like a golf course  
And we want it nice and easy,  
Rough all cut and fairways widened,  
Bunkers filled and lies all grassy  
Winter rules to make shots easy  
Handicaps more like our ages,  
Everyone can win the sweepstakes,  
Tees all shaded, benches on them,  
Lest we tire from our labors.  
Telephones to keep from walking,  
Cola stands and water coolers—  
All for comfort, naught to toughen.  
'Tis the American way of living  
'Tis the way we've raised our children,  
Now they and we are paying for it.*