



4

Beautify Your Main Entrance

EZY-RUG RUBBER LINK MATTING

Your choice of pattern or lettering in an combination of attractive colors. Cut your maintenance costs by trapping dirt at the door. Carpets wear much longer when not subjected to the abrasive grit that is quickly ground in too deep to remove. Eliminate the dirt that is whirled into the air by the heating and ventilating systems. Think how much it costs to redecorate. Insures a slip-proof footing on smooth or wet floors or inclines. Any width to 8 feet. Any length.

5

The One Mat for Kitchens

EVER-TRED VINYL PLASTIC LINK MATTING

Non-absorbent. 100% grease-proof. Deeply corrugated, it effects a non-slip walking area wherever there are wet or greasy floors. Keeps efficiency up by keeping fatigue down. Easy to clean. Used on dish drainboards to reduce breakage. Five permanently brilliant, fade-proof colors, in any combination, any pattern. Any length, any width to 6 feet. $\frac{3}{8}$ " thick.



6

Prevent Accidents Around Pools and In Shower Rooms

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Provides a slip-proof footing wherever there are wet floors. Rugged bottom affords aeration and drainage. The floor beneath the mat dries out so that the linoleum or tile will not rot nor develop an unsanitary condition. Rolls up for easy cleaning. Thickness: $\frac{3}{8}$ ". Width: 2 feet. Any length.



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IN CANADA: AMERICAN MAT CORP. LTD., WINDSOR, ONTARIO



Room, light, neatness, large stock attractively displayed, and tables and chairs inviting the golfer to "take it easy" plus Bubba Howard (L), asst. pro, and professional Arnold Mears, make Chickasaw CC shop one of a good club's very valuable facilities.

Chickasaw Shop Invites Its Members to "Take It Easy"

By EMMETT MAUM

THE GOLF SHOP at the Chickasaw CC, Memphis, Tenn., is a pro's dream — handsome, workable and modern.

The shop includes a sales room 24 by 24 ft., a club-cleaning and storage room 42 by 12 ft. and a workshop, storeroom and office combined 21 by 12 ft.

Every inch is designed to make it a pleasant place for everybody concerned, the pro and his assistant, plus all of the club's golfers. The golf shop certainly has met the need and the approval of the club members.

With fluorescent lighting throughout, it is bright and cheery under all weather conditions. And when heat is at its worst, the golf shop is a haven to the players. It is cooled by a 5-ton air conditioning unit which keeps the entire shop comfortable through the warmest months.

As you come into the golf shop window displays are on one side, a trophy case on the other and the trophies also may be seen while in the shop. Inside this layout, operated by Arnold Mears, who has been a golf professional for 32 years, has everything a golfer could want.

That includes three tables, each with four chairs, in which club members and their guests may take it easy. While a fine selection of merchandise is all around them, there is not the least bit of pressure on them to buy.

Prices Plainly Marked

"We have everything plainly marked," said Mears. "At no time do we attempt to pressure a player into buying anything. We have anything he wants for his golf needs, all top brands, and when he is ready for one



The bulletin board and the handicap card rack flank the door into the Chickasaw shop. That's strategic placing of the bulletin board in the corridor. It halts the members where the door to the shop is convenient. There's always a pro shop service item on the board.

Apparel is in open display in one section of the Chickasaw shop. The colorful display of slacks and sports coats draws the attention of shoppers and with prices plainly shown much of this merchandise is virtually self-selling. Note handy hat display.



of us to help him, we're glad to do so."

Mears' assistant is Bubba Howell, who not only works in the sales room but also operates the first class workshop.

One display, built into the wall of the shop, shows a complete outfit for a golfer, clubs, bags, balls and garments, neatly arranged. Nearby is a garment rack. On one side there is a small, glass-enclosed display of items. Just behind it is a putting rug where golfers frequently practice while trying to decide what putter to buy.

In back of this section are two-tiered club and bag racks that occupy all of the wall on one side.

The showcases at the sales counter include shirts, gloves, balls, socks and other merchandise. To the rear of these counters are other showcases of caps and shirts and these cases have sliding glass doors.

From the golf shop it is possible to see the bulletin board in the hall just outside, as that portion is completely covered with plate glass.

The shop has plenty of room to display everything. It is in now way cramped. Members and guests easily walk about and look over the things in which they are interested. Often they come in merely to talk golf or some other subject.

"We encourage members to come in and chat with us," said Mears. "Many times they will drop in and just talk a while, with no mention at all of merchandise. Finally, before they leave, they decide to buy clubs, garments or other items. We enjoy chatting with them and that is bound to cement good relations between members and the club pro."

The fixtures were custom-made by Memphis carpenters. Durable linoleum covers the floor of the golf shop. A magazine rack

There's a lot of storage space convenient in the room that contains the workbench. Mears (at the bench), makes a strong point of keeping his members' clubs in good condition. He encourages them to have pride in their equipment.

Balls are stored in cabinet at right.



with numerous late publications, including *Golfdom* and *Golfing*, is available to the members.

In the workshop, the finest of tools are there for use on members' clubs. This enables Howell to do the work that otherwise would have to be done other places, possibly out of the city and causing much inconvenience. With much business to be transacted as a golf pro, Mears has a nice office in the workshop and he spends considerable time there with his merchandising, accounts and other chores.

The club-cleaning and storage room has 342 racks. It includes club-cleaning space, a club washing machine and buffer. On the wall is an identification index giving the names of all members whose clubs are stored. The racks are numbered and these numbers placed beside the members' names making it easy to find any bag.

Also the room has a barrel in which umbrellas are stored for members. Their initials are stamped on the handles so that they may be located quickly when needed.

IMPORTANT

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive **GOLFDOM**. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing **GOLFDOM**.

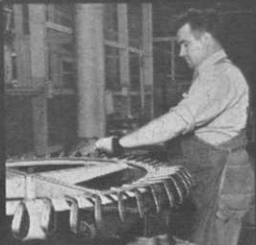
If your club failed to receive our form card or misplaced it—use the form you'll find on Page 78 in this issue. Recently enforced regulations of our circulation auditing association require us to show that the names to whom **GOLFDOM** is mailed are *up-to-date*. Lacking this information we are instructed to stop mailing **GOLFDOM** to old names on our list.

To make certain your 1954 officials and operating heads receive **GOLFDOM**—fill-in the form and mail it—today—please.

Thank you.

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HAIG ULTRA
GOLF EQUIPMENT
Sold only
through pro shops

WALTER HAGEN
Grand Rapids 2, Michigan • Division of Wilson Sporting Goods Co.

PGA Has Business Training Course at Annual Meeting

By HERB GRAFFIS

PGA DELEGATES rated the business, educational and teaching programs presented at the association's 1953 annual meeting as the most definitely profitable of these annual sessions.

George Lake, chmn., Educational committee and Harold Sargent, Teaching committee chmn., arranged a program that was of great practical value to attending pros and to their clubs and players. The program, coming at the end of the meeting and adding a day to program calendar and expense was well worth the investment. Some delegates returned to their clubs before these programs were presented and due to competition of week-end football and previous accent of newspaper publicity on tournament bureau's problem in getting its \$15,000 minimum purse accepted, the effect of the excellent business school sessions was unfortunately limited.

Lake and Sargent are to be congratulated on a program that parallels the golf course maintenance short courses in value to clubs, golfers and to the professional businessmen involved.

The program opened with J. Victor East and Cliff Spencer of Fawick Flexi-Grip Co. lecturing and demonstrating on "Installing the Golf Club Grip." East, an authority on club design and construction, and Spencer, a highly competent technician, explained grip details in selling and play, and proper methods of applying grips.

Explains Maintenance Problems

O. J. Noer, Milwaukee Sewerage Commission agronomist and the man who gets around to hundreds of courses all over the country each year, with aid in solving maintenance problems, gave a slide-illustrated talk on "What the professional should know in the turf maintenance field." Noer's talk was very interesting and valuable not only for the pro who is a pro-supt., but for the pro who is cooperating with the supt. for the good of the club, and for increased play and pro shop traffic. Major turf problems of the past year and their treatment were covered by Noer in a good basic training way.

Ernie Sabayrac, manufacturers' representative, gave the pros a sales par for

apparel per member. In a very practical talk The Round Man suggested figuring what a member should spend per year for slacks, shirts, golf shoes, sox, caps and jackets and going after that quota.

Shop Volume Doubled

He emphasized that golf wear is golf equipment and cited instances of pros doubling shop volume by doing good jobs in merchandising apparel. He warned against consignment saying it has a tendency to ease interest in moving merchandise and in good credit rating. He said pro credit is good. Ernie told pros not to get in the habit of returning merchandise as that runs up costs and eventually could run them out of a competitive situation. He said that the excellent job pros are doing is bringing alert makers of excellent lines into pro distribution.

Sabayrac urged that pros show merchandise in open display, rather than behind glass and show plenty of stock plainly price-tagged. He advised that pros study the display methods of leading men's stores.

John Walter, Detroit News golf writer, gave PGA delegates a reminder that an important part of most pros' jobs is to keep the names of their clubs, members and themselves before the public as the annual 13% turnover of private club members requires publicity to enlist replacements.

Publicity Needs Pro Help

The difficulty of covering golf news due to its scattered locations requires that pros telephone or send in scores, and be sure to get names spelled properly, correct initials, and in the case of invitation tournament results, clubs and locations of out-of-town players.

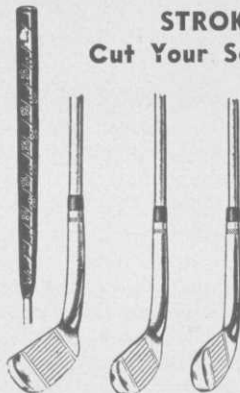
Walter advised pros in smaller towns where there are no golf writers to telephone, or write and send in by messenger, golf scores and other news, and not to forget human interest stuff that may reach beyond the scope of golfers.

He reminded the pros that "names made news" and to get plenty of names in stories on club tournaments, junior and women promotion. He also counseled that sports departments be advised well in advance

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STROKE SAVERS Cut Your Score 10 Strokes



"Easiest of all Clubs to Play". More than a million have been sold and there is a large and growing replacement market.

Famous for their square grips and short shafts, which give golfers the greatest possible directional accuracy for shots within 50 yards of the green where 2/3 of the game is played. Heads are triple plated chrome, grips perforated brown leather. Putter 31", Approach Cleek 32", Chipper 33". Right or

left hand **\$9⁹⁵** each

● WALLOPER

The fastest selling special club ever developed. Takes the place of woods for players who have difficulty with woods. Has the lie of an iron with the bulk and power of a wood. Comes with standard round grip. 39" long. Right hand only **\$12⁵⁰**

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A two-purpose club, scientifically designed to play difficult lies out of sand traps, heavy rough and long grass. Has deep head and

practically no sole. Standard round grip. 35" long. Right hand only



\$10⁹⁵

● RUTLEDGE PUTTER



When a golfer sees it, he wants to try it — then you can't take it away from him. It gets the putts down and brings confidence to golfers who constantly change putters and putting styles. The Rutledge gives un-failing directional accuracy. Square

grip. Right or left hand. 34" long **\$9⁹⁵**

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The Only Cart that Rolls When Folded! Easiest to open and close — practically automatic. Holds any style bag. New ratchet control holds handle firmly in any position — it just can't slip. Lightweight but strong. Easy to push or pull, open or closed. Rustproof — made of strong tubing and aluminum. Ball bearing wheels, semi-pneumatic tires. 10" wheels **\$28⁹⁵**

● RUTLEDGE "LITE-WEIGHT"

At last — here's a cart that floats like a feather, because the bag load is centrally balanced. Handle adjustable to owner's height. For regular or compartment bag. Baked enameled metal body. 10" ball bearing wheels, rubber tires. Occupies small space — comes knocked down in compact box, suitable to parcel post.

Only 3 parts — Easy to Assemble

\$19⁹⁵



when there were good picture possibilities.

John paid tribute to the way Lou Powers and Warren Orlick, particularly, co-operated with newspapers on the papers' Hole-in-One, golf school, and other promotions. He recited experiences of papers that had very poor response from pros in promoting golf and further said that when newspapers in some cases became aware that they were giving golf space possibly out of proportion to circulation interest of other sports and cut down on golf space for scores, neither pros or members made complaints to papers' managements.

Walter said that golf writers like their assignment and would welcome more pro activity in publicity beyond the point of scores in pro tournaments. The Walter talk was of pointed value to the club pros who saw in the local and national publicity given the PGA convention such extensive reference to tournament pro affairs that news of what the club pros were doing for golf and its players got little local and no nation-wide space.

Simplifies The Rules

Warren Orlick, subbing for Joe Dey of the USGA, spoke on The Rules of Golf, making clear many confusing cases in a way that showed Warren wouldn't be a bad guy to rewrite the rules away from lawyers' language. He cited cases of pros who didn't know the rules looking ridiculous as their violations were shown in TV broadcasts of tournaments. He also told of Dave Douglas' knowledge of the rules being a factor that got the US team out ahead in Ryder Cup matches.

Ewing Stumm, National Cash Register Detroit Branch mgr., gave a great short course in pro shop selling with his illustrated talk. Stumm, one of the NCR stars, said the pros might well bear in mind the Supreme Court definition of good will as "the attitude of the customer to return to the place where he has been well treated." He illustrated a number of cases in which selling would be better done if the pro would put himself in the place of the buyer.

"The Real Mr. Golf"

"The real Mr. Golf—the PGA's Man of Every Year—is the ordinary golfer," Stumm said, looking at the game from a business viewpoint.

Ernie Sabayrac and Floyd Linn, pinch-hitting for the ailing C. M. Wilcox of Field and Flint, gave a talk and demonstration on the shoe department of the pro shop.

They brought out that 80 per cent of all shoe sales are in comparatively few sizes. A pro won't be able to fit everybody from

stock but with properly selected stock of 36 to 40 pair can fit most of a club of 250 to 300 members. The older golfer's shoe size seldom changes but the younger golfer's foot always should be measured. Always measure the right foot. There is no difference in shoe sizes when wearing wool and silk hose. With gym sox there is difference. But nobody should wear gym sox on a golf course if he wants to save his feet, Linn remarked.

A demonstration of fitting with the Brannick fitting device was given. The device should be in every pro shop shoe dept., Linn said. It may be bought thru golf shoe makers for \$10.

Lessons of 45 Million Shafts

Gurdon Leslie, mgr., shaft dept., True Temper Corp., gave an interesting and informative talk on the development of the steel shaft and its processes of manufacture. Leslie told of the problems that had been met and solved in making 45,000,000 True Temper shafts and asked for pro suggestions in continuing the great progress that has been made in fitting the shafts to the players.

He referred to the tremendous amount of laboratory and field research that has been done in developing steel shafts that have required flexibility at the right place and which will keep the clubhead firm at the time of impact.

Thomas G. McMahan, chmn., Chicago District Golf Assn. Handicapping committee and member of the USGA Handicapping committee gave the pros the most complete and understandable talk any of them ever had heard on the new USGA handicapping system. Tom explained why it was the fairest system that could be devised and gave CDGA handicap booklets containing full description of the system and its operation to the pros in attendance.

Accent on Pupils

The Teaching program presided over by Harold Sargent, was a most successful innovation. Previously much of the teaching programs at PGA conventions have been stronger on teaching the pro listeners how to improve their own games than on how to teach their pupils.

This time the pros' students were certainly present by expert proxy. Walter Burkemo, Paul Hahn, Al Watrous, Bert Katzenmeyer, Fritz Crisler, Dr. Randall M. O'Rourke and Chris Brinke figured in a program that will have wide influence on golf teaching. Space limitations make necessary full coverage of the Teaching sessions in February GOLFDOM.

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The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

*We will sell or lease or finance
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Please send complete information about Kaddie Karts. We are interested in buying..... leasing.....

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FOUR NEW
1953 Models
All Automatic



List Prices

- T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels ...\$33.95
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Regular Pro and Club Discounts.
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Completely Automatic
Drop The Handle — It Folds
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All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

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Please send complete information about the Auto-
matic Kolapsi Kart for (resale) (my private use).

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City..... State.....

Club..... Position.....

1954 TOURNAMENT SCHEDULE

JANUARY

- 8-11—LOS ANGELES OPEN, Fox Hills CC, Los Angeles
- 15-17—BING CROSBY AM-PRO INV., Cypress Point, Monterey Peninsula CC and Pebble Beach GC, Del Monte, Calif.
- 21-24—SAN DIEGO OPEN, Rancho Santa Fe, San Diego
- 28-30—PGA SENIOR NAT'L CH., PGA Nat'l Club, Dunedin, Fla.
- 28-31—PALM SPRINGS INV., Thunderbird Ranch & CC, Palm Springs, Calif.
- 28-31—BRAWLEY (CALIF.) OPEN, Del Rio CC

FEBRUARY

- 1-6—LIFE BEGINS AT FORTY TOURN., Harlingen (Tex.) Muny Crse.
- 4-7—PHOENIX (ARIZ.) OPEN, Phoenix CC
- 16-21—NAT'L CH. OF GOLF CLUB CHAMPIONS, Ponce de Leon GC, St. Augustine, Fla.
- 18-21—TEXAS OPEN, Brackenridge Park GC, San Antonio
- 25-28—MEXICAN OPEN, Mexico City

MARCH

- 4-7—HOUSTON OPEN
- 11-14—BATON ROUGE OPEN, Baton Rouge, (La.) CC
- 17-21—MIAMI BEACH FOUR-BALL INV., Normandy Isle, GC, Miami Beach
- 21-27—AMERICAN SENIORS GA MEN'S CH., Ponce de Leon GC, St. Augustine
- 22—LA GORCE AMATEUR PROFESSIONAL, La Gorce CC, Miami Beach
- 23-24—SEMINOLE AMATEUR PROFESSIONAL, Seminole GC, Palm Beach
- 26-28—AZALEA OPEN INV., Cape Fear CC, Wilmington, N. C.

APRIL

- 2-4—GREATER GREENSBORO (N. C.) OPEN INV., Starmount Forest CC
- 8-11—THE MASTERS, Augusta (Ga.) Nat'l GC

- 19-24—TRANS-MISSISSIPPI SENIORS, Thunderbird Ranch & CC, Palm Springs, Calif.
- 22-25—TOURNAMENT OF CHAMPIONS, Desert Inn, Las Vegas, Nev.
- 26-May 1—NORTH & SOUTH INV. MEN'S AMATEUR, Pinehurst, N. C.
- 26-May 1—ENGLISH AMATEUR, Royal St. George's

MAY

- 6-9—GREENBRIER PRO-AM INV., Old White Course, White Sulphur Springs, W. Va.
- 24-29—SOUTHERN GA AMATEUR, Memphis (Tenn.) CC
- 24-29—BRITISH AMATEUR, Muirfield

JUNE

- 3-6—TRIANGLE ROUND ROBIN, Cascades CC, Virginia Hot Springs
- 10-12—HOPKINS TROPHY MATCHES, Mississauga GC, Port Credit, Ont.
- 15-18—WGA JUNIOR, Univ. of Illinois, Champaign
- 16-18—DAKS PROFESSIONAL TOURNAMENT
- 17-19—USGA MEN'S OPEN, Baltusrol GC, Springfield, N. J.
- 24-25—WESTERN SENIOR GA CH., Blue Mound G&CC, Milwaukee
- 25-July 1—WGA INTERNATIONAL AM. FOUR-BALL, Highland G&CC, Indianapolis, Ind.

JULY

- 2-3—ONTARIO OPEN, Cedar Brae G&CC, Toronto
- 5-9—BRITISH OPEN, Royal Birkdale
- 10 & 12-17—USGA AMATEUR PUBLIC LINKS, Cedar Crest CC, Dallas, Texas.
- 12-18—TRANS-MISSISSIPPI MEN'S AMATEUR, Cherry Hills CC, Englewood, Colo.
- 14-17—CANADIAN OPEN, Point Grey G&CC, Vancouver, B. C.
- 19-21—MID-ATLANTIC GA JUNIOR, Baltimore
- 19-25—WGA AMATEUR, Broadmoor GC, Seattle
- 20-26—NCAA CHAMPIONSHIP, Brae Burn CC, Houston, Texas
- 21-27—NATIONAL PGA CH., St. Paul, Minn.

Rules Clarified Jointly by USGA and R&A

REVISIONS in the Rules of Golf, effective Jna. 1, 1954, have been agreed on by the USGA and R&A. Revisions mainly are of wording for clarification.

Most important of the changes is that prohibiting lifting a ball for identification in a hazard, under an amendment to Rule 23.2. (However, if the ball be covered by sand, fallen leaves or the like; the player still may "remove as much thereof as will enable him to see the top of the ball," under Rule 33-1e. Further, if he plays a wrong ball from a hazard, there is no penalty—Rule 21-2,3.)

A new clause 3 of Rule 22 will provide that "A ball lifted in a hazard must be dropped and come to rest in that hazard unless oth-

erwise provided for in the rules." This merely puts in the rules the substance of a principle of long standing.

The definition of a lateral water hazard has been clarified. Definition 14c will provide: "A lateral water hazard is a water hazard or that part of a water hazard so situated that it is not feasible to drop a ball behind the water hazard and keep the spot at which the ball last crossed the hazard margin between the player and the hole. It is the duty of the committee to define a lateral water hazard."

Rule 38-2 dealing with checking scores in stroke play has been changed in two particulars. It will now be obligatory upon the competitor to "ensure that the marker has signed the card." Secondly, in handicap play the committee will now have responsibility for application of the correct handicap.

Among other amendments are: