

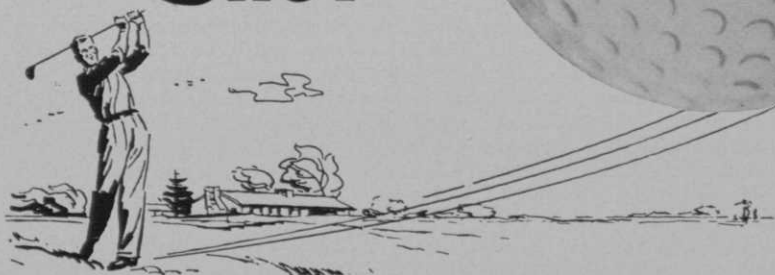
**FEATURE**

**PROMOTE**

**RECOMMEND**

Golden Anniversary

# SWEET SHOT



*Brand new—for ladies*

**LADY DIANA.** This new ball has an extra-lively center that gives most women golfers more distance, faster response, greater accuracy. Built with a super-tough cover. Popularly priced at 3 for \$2.50.

A proven performer and a sure seller! Here's the ball for your hard hitters . . . for real championship distance. Its *super-charged* power center has many times the usual amount of power-transmitting liquid. Exclusive *dyna-tension* windings insure uniform high compression, perfect accuracy. Recommend the Sweet Shot . . . for top performance . . . for sure *repeat* sales!

ADVERTISED AND SOLD  
**Exclusively Pro**

*50th Anniversary Year—1904-1954*

# Worthington

WORLD'S LARGEST EXCLUSIVE

GOLF BALL MAKER

THE WORTHINGTON BALL COMPANY

ELYRIA, OHIO

golf courses were eliminated. Public courses were not developed sufficiently in number to compensate for this loss.

### Short Courses Popular Nurseries

Meeting the need for more public courses may require some readjustment of traditional thinking as to what constitutes a suitable golf course. When a regulation 18 hole course cannot be provided, a full nine hole course should be used. When there is not enough ground for either the 18- or 9-hole course, the pitch-and-putt course of varying lengths, and perhaps the 6-hole course, should be provided. These short golf courses are proving very popular in cities which afford only a limited area. These courses cultivate future golfers who add their support to the demand for increasing numbers of public courses.

The City of Los Angeles, to use my own city as an example of the imminent need, has three 18-hole courses, four 9 hole courses, of which 3 are pitch-and-putt courses. That the demand for public golf facilities is far beyond the capacities of the present system is illustrated by the fact that approximately 13,000 persons have registered to become eligible to make reservations on municipal courses, especially for Saturday, Sunday, and holiday play. But the capacity of the entire system of golf courses is 3580 on any given week-end.

No doubt, more citizens, in the thousands, would register and play on week-

ends if facilities were sufficient. Many more would learn to play if courses were available. It has been conservatively estimated that the municipal system should include 20 more courses and that these should be augmented by public courses established and operated by the County of Los Angeles, whose present system includes five, and by some of the smaller municipalities.

### LA's Building Plans

The City has under its jurisdiction lands which are suitable for development of five additional 18-hole courses and six modified 9-hole or 6-hole courses. The sites for four standard 18-hole courses are in the Sepulveda Dam Park, a 2000 acre area available to the city for park development by a 50 year license from the federal government.

The site for an additional 18-hole course is in a similar area, Hansen Dam Park. This site is presently occupied by a temporary veterans' housing project. Sites for the shorter courses are Wilmington, Venice, and Arroyo-Seco Park. Two of the 18-hole courses are now under development in the Sepulveda Dam Park; one of which should be completed toward the end of 1954. In addition, there is a good prospect of acquiring another 200 acre site, formerly allotted to the public housing program recently abandoned, where an 18-hole course might be added.

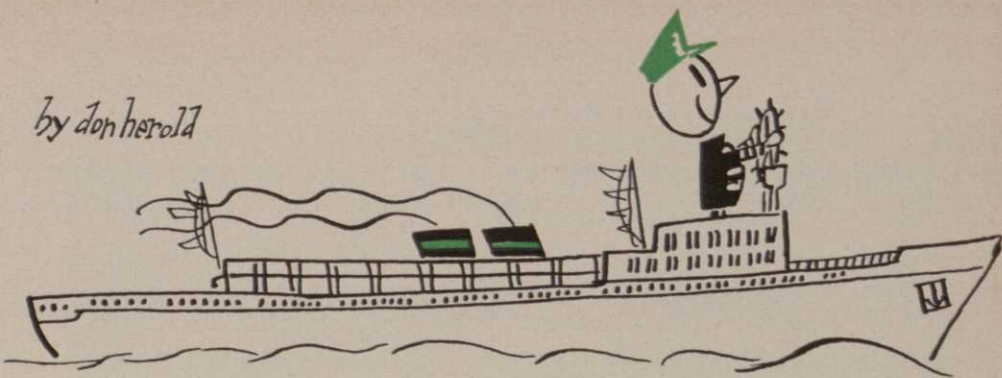
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### WHERE WESTERN OPEN WILL BE PLAYED JUNE 3-6

The 18th green of the Kenwood CC, where the 51st Western Open will be played June 3-6. The club was host to the National Amateur in 1933. Supt. Marion Mendenhall is grooming the course to perfection for the Western, and in the cheerful clubhouse Mgr. George Miller will present smooth tournament service. Bill Hook, club pro, rounds out the operating team to take care of Western contestants and gallery.

by don herold



## Like a Captain on the Bridge of His Ship-

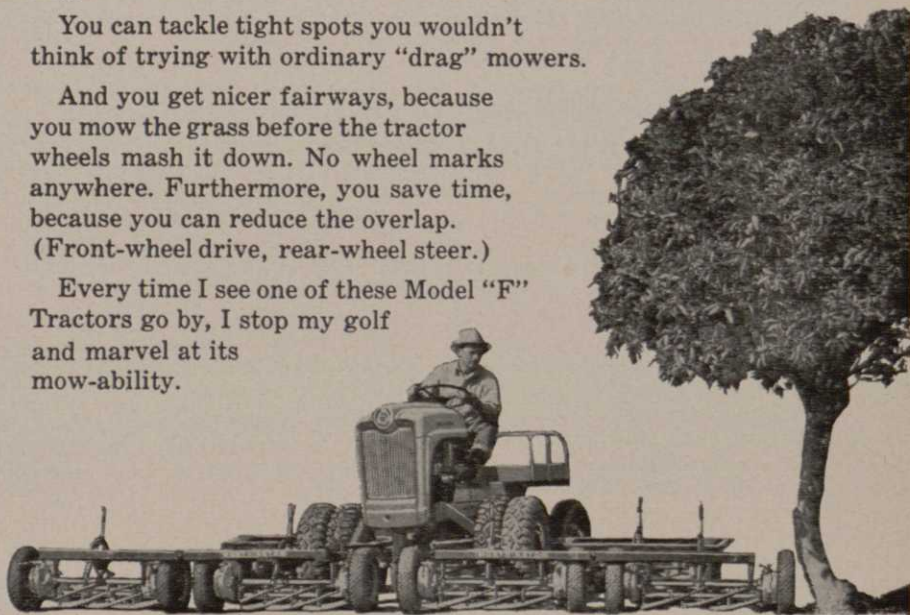
You're really in command at the wheel of an easy-riding Worthington Model "F" Tractor, with its "out front" cutting units.

You can see what lies ahead, instead of wondering what's happened behind.

You can tackle tight spots you wouldn't think of trying with ordinary "drag" mowers.

And you get nicer fairways, because you mow the grass before the tractor wheels mash it down. No wheel marks anywhere. Furthermore, you save time, because you can reduce the overlap. (Front-wheel drive, rear-wheel steer.)

Every time I see one of these Model "F" Tractors go by, I stop my golf and marvel at its mow-ability.

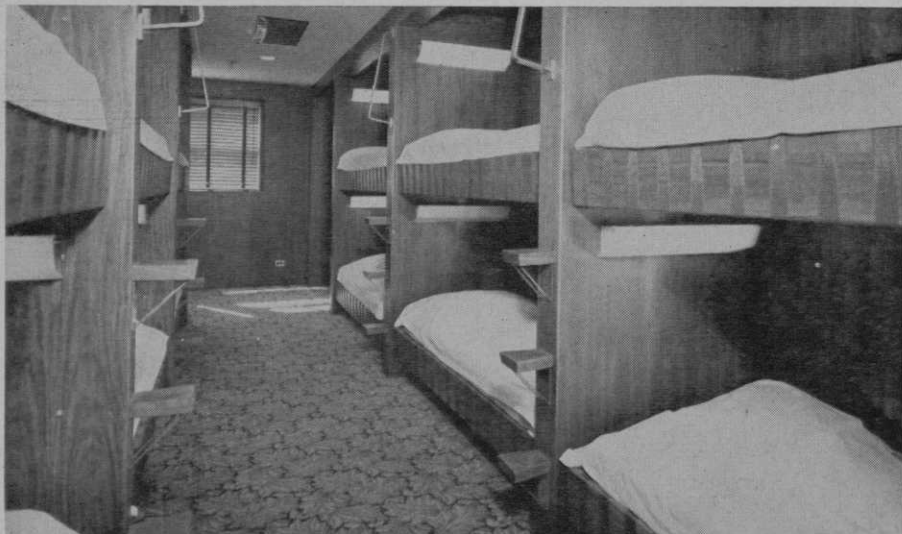


Written between rounds for -

754

**WORTHINGTON MOWER COMPANY**

STROUDSBURG,  
PENNSYLVANIA



### TAM O'SHANTER MEMBERS RELAX IN "QUIET ROOMS"

Tam O'Shanter CC (Chicago district) has what are believed to be the only "quiet rooms" at a country club. There are 12 bunks in the men's quiet room and 7 bunks in the women's section. The men's room is paneled in walnut, and the women's in bird's-eye maple. Construction and furnishing of the men's room was \$12,000; that of the women's "quiet" room was \$7000. Heating is by electrical radiant equipment. The rooms are air conditioned. Air conditioning units are recessed to save floor space. Automatic sprinklers provide fire protection. Lighting is indirect. Each bunk is equipped with an individual headlamp for reading and light is directed so light or reflection will not disturb room occupants who desire to sleep. Each bunk is supplied with steps and handles for safe and easy use. All mattresses and pillows are of foam rubber, germicide-treated to protect against possibility of infection from colds. The bunks are equipped with pillows and sheets but, if desired, wool blankets may be obtained from attendants available at all times. Built-in Teletronic clocks are in each room. Both rooms are attractively carpeted. No talking, smoking or drinking is permitted in either room. The "quiet" rooms are entirely for rest and have proved highly popular and valuable to members who want to relax before or after their golf.

It is noteworthy that the excess of revenue in the operation of golf courses by the Los Angeles City Department of Recreation and Parks has been sufficient to permit expansion in the number of municipal golf courses from one to eight without a drain on tax funds. To accelerate the rate of new construction, city fathers are beginning to favor appropriation of tax funds or public funds from other sources.

Los Angeles County, which first got into the golf business in 1937 with a WPA built golf course — the Santa Anita Golf course — now is operating, under several types of operation, five golf courses and has one under construction.

#### LA County "Save Courses" Plan

Following the opening of Santa Anita course, the county operated the single golf course through World War II. Immediately after the war, private capital built Alon-

dra course, an 18-hole affair with an additional 18-hole short course, on county land under lease. Then Altadena, 9-hole course, was built and opened to the public. This was the county golf picture until this year when the shortage of golf courses and loss of golf facilities stirred the County Board of Supervisors into action.

During the last few years, there has developed a "danger zone" in golf courses. All privately operated public courses within a 14 to 17 mile circle from the Los Angeles City Hall lay in this "danger zone" and were one by one being subdivided.

Something had to be done to save these open spaces so the Board of Supervisors appointed a Recreational Advisory Committee. Each supervisor named two outstanding public spirited citizens and to this

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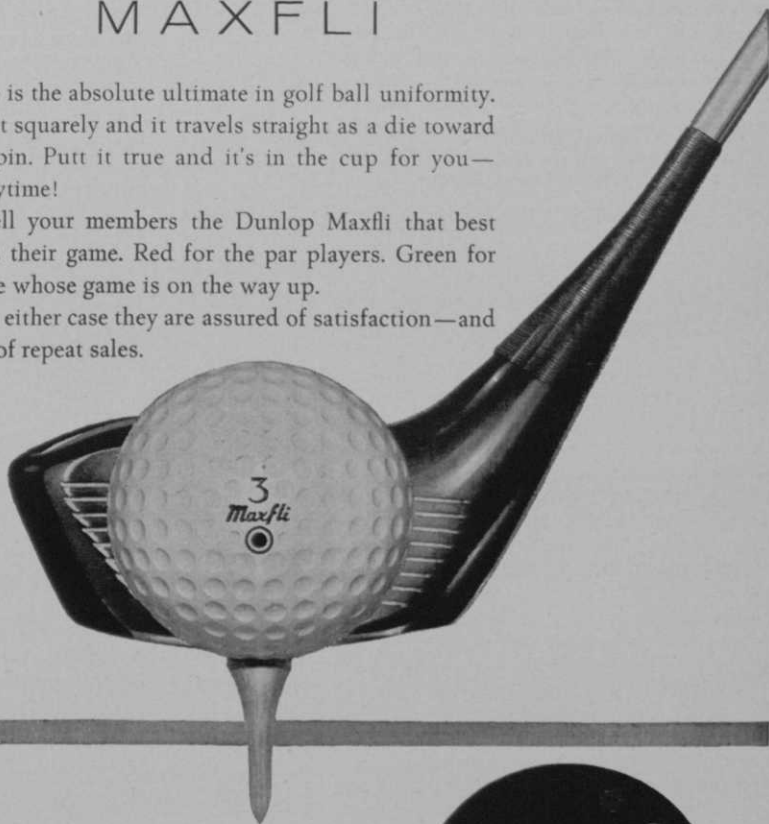
STANDARD OF EXCELLENCE  
*The World Over*

# DUNLOP MAXFLI

Here is the absolute ultimate in golf ball uniformity. Hit it squarely and it travels straight as a die toward the pin. Putt it true and it's in the cup for you—everytime!

Sell your members the Dunlop Maxfli that best suits their game. Red for the par players. Green for those whose game is on the way up.

In either case they are assured of satisfaction—and you of repeat sales.



## DUNLOP GOLF SHOES

Here's a shoe with sales appeal...light weight, comfortable, sure grip design, absolute waterproof construction. These features plus attractive styling for both men and women assure acceptance by your members



## SPORTS DIVISION

DUNLOP TIRE AND RUBBER CORP., 500 FIFTH AVE., NEW YORK CITY 36

# Newspaper Ads Pay Big for Bobick, Public Course Pro.

By RICKEY MAYHER

**J**OHN BOBICK, Jr., professional at Eberhart-Petrol municipal course at Mishawaka, Ind., bordering South Bend, is a steady user of newspaper advertising space. Bobick doesn't run little ads now and then. He runs 10 in. ads three columns wide weekly through the season.

The part of the nation around South Bend and Mishawaka is known as Michigan, being a sector that includes some of southern Michigan and northern Illinois. Bobick's pro shop ads carry a line "Michigan's Largest Seller of Golf Clubs."

For some time that line didn't make Bobick very popular — except among people who wanted to buy golf clubs. Some pros winced at Bobick's advertising of cut prices. Other pros took a pro-Bobick view and said "The guy is making people prominded about buying clubs and selling stuff at what we could sell it for. If he gets some business we should have sold, a store probably would have grabbed the sale anyway."

Still other pros in the area said Bobick's advertising was helping them; people would come in with Bobick's ad and ask what the pro shop had "like this."

And the downtown stores weren't any too happy about Bobick making a vigorous and persistent advertising bid for business, especially when he carried in his ads a box that read "Our prices are marked down from former selling prices — not from an inflated, fictitious or fantastic list price."

## Everybody Benefits

Some stores also complained about Bobick, a public course pro, being very tough competition. But they began noticing that golf business was pretty good with them and the suspicion dawned that Bobick's advertising was not only paying off very well for the canny Johnny but also was accounting to some extent for an over-all increase in golf equipment sales by getting the public interested in buying more clubs and balls and everything else for golf.

The advertising department of the South Bend Tribune took a great deal of interest in Bobick's campaign because the advertising made a fine exhibit of what a small retailer could do with smart, steady advertising of a specialty shop in a widely

circulated, well-read newspaper. When there was criticism of Bobick, particularly for his shown-down on "inflated" prices, the newspaper fellows asked the critics "How can you blame a man for being a success when he tells the truth in his ads?"

## No Objections Stood Up

Back of the Bobick advertising are a few simple policies and practices that are fairly general among energetic pro businessmen.

In the first place Bobick is an alert and industrious promoter of more golf play. The region is a lively industrial area and Bobick tied a city golf course to the workers' need for recreation by organizing, encouraging and conducting industrial golf leagues.

There's a big juvenile population in the area and Bobick and his assistant, Jim Shaw, got kids' lessons and play lively.

Raymond De Cook, Mishawaka city recreation director, is quoted in the Tribune; "Bobick's promotion of evening golf leagues and his direction of boy and girl group lessons have brought golf to the fore as a top participant sport in Mishawaka."

There's been a steady growth of \$3000 more per year since 1951 when Bobick began his "more golf play" program. The program was considerably aided, De Cook and Bobick say, by the excellent course maintenance work of Otto Hoff, veteran supt.

With the marketing possibilities increased, Bobick applies the good basic policy of successful merchants: "A good buy is a good sale."

## Bargain-Hunting with Cash

He goes shopping, with cash, in the fall among the leading manufacturers and gets a substantial stock of close-outs along with his ordering of the new stuff for spring delivery. That practice ties up a lot of cash. Although John has had offers from banks to finance him, his wise merchandising has provided him with the money he needs to finance his buying.

Incidentally, the newspaper advertising although it generally features the close-outs at reduced prices, brings in many customers who want the absolutely new mod-

# KADDIE KART PRODUCTS

Patented - Registered U.S. Pat. Off.

## Kaddie Kart

REGISTERED - U. S. PAT. OFF.

### RENTAL TYPE



Buy  
Direct  
From  
Factory  
—  
No  
Middle  
Man  
—  
Delivery  
Now

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 your entire fleet.

## Ko-lap-si Kart

REGISTERED - U. S. PAT. OFF.

### COMPLETELY AUTOMATIC FOLDING

Model T14

Model T11PO



#### List Prices

T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels...\$33.95  
T14PO Pipe Organ Type — "B" 14 in. Wire Spoke Wheels 33.95  
T11 Regular Brackets — "C" 11 in. Disc Wheels..... 29.95  
T11PO Pipe Organ Type — "D" 11 in. Disc Wheels..... 29.95

Regular Pro and Club Discounts.

Send For Catalogs.

### Completely Automatic

Drop The Handle — It Folds  
Lift Handle — It Opens

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.

#### Golf Cart Supply Co.

2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buy.....leasing.....

Name ..... Position .....

Club .....

Address ..... City ..... State .....

#### Chamberlin Metal Products

2226 Wabansia Chicago 47, Illinois

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

Name .....

Address .....

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

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

els. John can take care of them from a big, very well displayed stock. Many times customers come in with their minds made up to buy a cut-price set, look around, and sell themselves something newer and more expensive.

He takes trade-ins, reconditions them and sells a lot through his own shop. His advertising has the inviting line "Convenient Credit Terms." He handles his own financing, investigates and knows his people, and his credit losses are very small. He says that keeping simple records and not letting either the records or the buyers get behind, takes care of the credit problem.

The trade-in deals call for astute handling for, as Bobick points out, "Some fellows delight in trying to bargain and trade and try to get a whole lot more of an allowance than their old clubs are worth. If you fall for them, you blast your whole price structure and might weaken the trade-in situation all over the district. I trade them fair because the kids and the office and shop people who want to try golf without spending much money need the reconditioned trade-ins but I can't give away profits and stay in business serving and enlarging the golfing public."

Bobick looks at public course pro shop advertising as something that shows a city operation is being conducted in a modern business manner for public service.

And as a reminder to men in pro golf he adds: "The operating costs add up to an overhead that people outside of pro golf never will realize. They are so steep they require that the pro increase his sales volume as the profit per item and the seasonal nature of golf business in most territories have you whipped on small volume.

#### Ads Bring Them In

"A great deal of a pro's time on his job must be spent at essential work which brings him no direct return. So he must figure out a way of getting customers to come into his shop.

"I've found the right answer in newspaper advertising and it has made customers and money for me and got more people taking advantage of a recreation asset of the city.

"I've been told I am the biggest user of newspaper advertising space in pro golf. If I am I'm sure that a lot of fellows on bigger jobs in other cities are going to beat me and make more money and serve the golfing public better by good coordination of buying, display, market promotion and newspaper advertising space.

"I hope they do. They may feel faint, like I did, when the campaign was new and money was going out because people hadn't got accustomed to looking at the ads. But when they keep at the advertising steadily and with the right copy, it will pay out in good shape."

### U. S. vs. Foreigners' Team for May International Cup

**G**EORGE S. MAY of Tam O'Shanter CC (Chicago dist.) is inaugurating on Tuesday and Wednesday, August 10th and 11th, the first George S. May International Cup Matches to be played at Tam O'Shanter. These dates fall between May's All-American tournament and the World Championship.

Eight leading men professional players in the All-American tournament representing the United States and the eight leading professional players in that same tournament representing countries outside of the United States will play a two day match.

Tuesday will be team play and Wednesday, single play. The winners of the match will receive the George S. May International Cup.

These international matches will be played annually hereafter at Tam O'Shanter in conjunction with other events.

### AN 88 FOR NOVAK'S 25



When Joe Novak, Bel-Air CC (LA dist.) pro and former PGA pres., returned to the club from his trip with the Ryder Cup team he really got a welcome. The club gave him a dinner and an 88 Oldsmobile in celebrating his 25th anniversary as Bel-Air's pro.

Left to right, as the keys are given to Novak: Gien A. Ransom, Bel-Air tourney chmn.; Joe Novak; Charles L. Nichols, Bel-Air pres.; and Jack Monte, Bel-Air mgr.

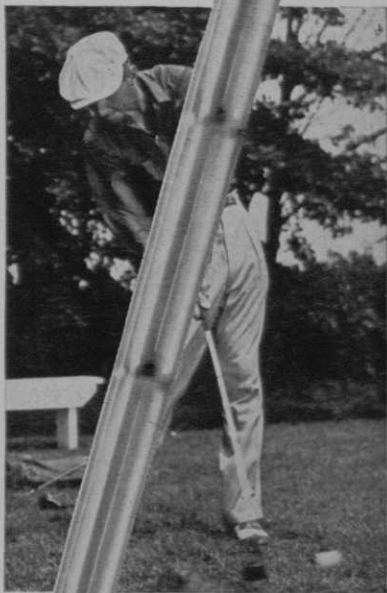


# TRUE TEMPER ROCKET

A NEW DEVELOPMENT IN GOLF SHAFTS

*puts More Power  
and Better Control  
into every shot*

ROCKET  
—Look for the  
brand in  
the band



CLUB makers everywhere have welcomed this new True Temper golf shaft because it's a *basic* improvement . . . a shaft that promises golfers greater distance and better accuracy. Here's why:

Built with a special alloy steel, this new shaft is stronger and more shock resistant. But, because of better wall uniformity and weight distribution, it's no heavier.

The new steel draws easier, heat-treats better, and can be made to closer tolerances. These properties, combined with the new design, give the Rocket shaft its amazing power and direction control.

Try one of your favorite brand clubs equipped with the new True Temper Rocket shaft (you'll find the name "Rocket" on the band). Take a few practice swings and notice the difference in feel . . . in the extra power at the moment of impact which adds yards of extra distance.

Your golf pro will gladly help you select the clubs that fit your style of play.

**TRUE TEMPER  
ROCKET**

TRUE TEMPER Corporation  
Cleveland, Ohio

## Dallas AC Opens New Country Club

New clubhouse of the Dallas Athletic Club Country Club, which with the club's new 18-hole course designed by Ralph Plummer, represents an investment of more than \$1,000,000, has been officially opened. The course will be in play this month, probably.

Manager W. (Red) Steger staged a number of dinner dances during an inspection week. Pro Graham Ross received in his beautiful, well laid out, new shop. Steger and Ross presented Herb Graffis, GOLF-DOM's editor, as a speaker at a lady's golf lunch. This was Graffis' first start at such a nice affair. The lovely damosels of Dallas demonstrated the quality of mercy is not strained.

Among features of the excellent golfing layout is a large practice area handy to first tee and pro shop.

## May Raises Tam Prizes to \$205,000

**G**EORGE S. MAY will give \$205,000 in prizes for the Tam O'Shanter tournaments which start Aug. 5.

The All-American pro and amateur tournaments, Aug. 5-8 will have \$25,000 as 40 pro prizes, with first money of \$3,420, and \$1300 in merchandise prizes for first 15 amateurs. The All-American women pros event will have \$5000 in 18 prizes with \$1000 first. The women's amateur will have \$1400 in merchandise for 16 places.

The World's championship will have \$100,000 in cash prizes, with the winner getting \$50,000 plus a contract for 50 exhibition matches at \$1000 each. Second place gets \$10,000. Money goes down to \$2000 for 51st to 60th place inclusive.

Women pros' World championship will pay \$12,000 covering 16 places, with winner getting \$5000. Men's World's amateur prize list is \$1150 in merchandise for 12 places, and women's World amateur, \$1150 for 12 places.

May again is bringing foreign champions.

An added event is the first George S. May's International Cup matches with Yank 8-man teams, against foreign 8-man teams in doubles and singles matches.

Entry contract with players calls for disqualification or 2 stroke penalty for conduct "on and off the course \* \* \* in keeping with spirit and traditions of the game." "Profane or obscene language, throwing clubs or unbecoming display of temper, causing damage to putting surface by forceful jabbing of putter or knocking out divots, willful hitting of sand onto putting

surface after a shot, or unwarranted criticism of the golf course and/or this tournament" are specified as calling for penalties.

Making a practice putt after holing out also calls for 2 strokes penalty.

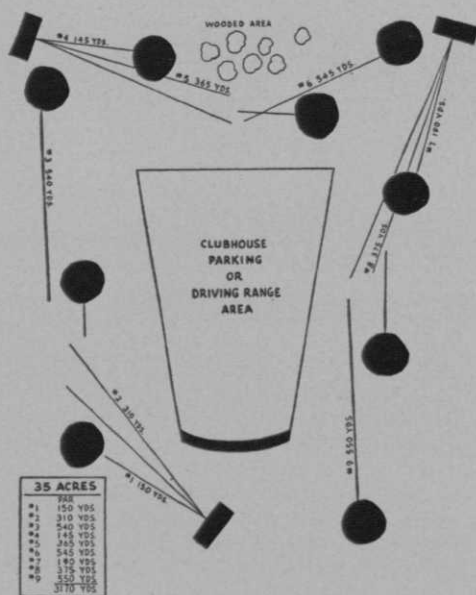
Man pro entry fee for All American is \$25; for World event, \$100.

## Luke Morris Designs Compact Course

**L**UKE MORRIS, former pro and now a golf salesman, has designed a compact golf course on which application for patent has been made.

The Morris idea is to have three tees from each of which each player plays three balls; one to a par 3 hole, another to a par 4 hole and the third to a par 5 hole, successively. The first hole (the par 3) must be completed and the drives to the par 4 hole played before the next foursome can play off the tee.

Morris says with this design a 3200 yd. course can be put in 35 acres; with construction and maintenance costs reduced



and play speeded up to less walking. He says that one of his 9-hole "Speedy Links" will care for 12 foursomes at a time.

Construction is due to begin soon on the first two of these courses and deals for licensing arrangements on other courses are in negotiation.

**Are Your Club Officials Getting Golfdom? If Not, Use Form on Page 102.**