



Tam o' Shanter Country Club
Niles, Illinois

Fine clubs like these are always
in great demand



Take advantage
of heavy spring selling...
keep your stocks deep!



Haig  **Ultra**
GOLF EQUIPMENT

Walter Hagen, Division of Wilson Sporting
Goods Co., Grand Rapids 2, Michigan

should be kept. How much is required to keep these records? Just a few minutes each day. Besides showing a lot of pertinent data they will also make you out to be what you are, a good business man.

When you write a summary of the year's work, include proposed improvements for the forthcoming year. The following is an example of what I mean:

Proposed for 1955 season as essential to the betterment of the golf course:

1. Paint garages
2. Repair clubhouse porch
3. Renovate back 18th tee
4. Continue to build compost pile
5. Add more sand to traps
6. Replace worn-out sign posts

The above are only a few of the examples for proposed work.

Give a copy of your summary to the green chairman. He will appreciate it; might even give you an increase in salary.

Pro Public Relations Job Needed with Salesmen

By **ROSS SOBOL**

Professional, Westview Country Club, Miami, Fla.

The public relations job of professional golf, which is simply that of making friends, fans and well-wishers, is a long way from being as well done by tournament golfers as a group, as it is by the club professionals.

The reason for that isn't the competitive strain of tournament golf causing explosions of bad manners. A club professional also occasionally must contend with strains and as a self-disciplined gentleman sportsman control himself. Professionals in both departments of the sport are paid by the public and owe the public good manners.

Due to the professional's close contact with the public it is essential that he always conduct himself as a thoughtful and well-bred businessman and sportsman. He is always on inspection.

Under the pressure of our jobs at clubs there may be one very important detail of consideration for the public that may be overlooked, and that is in consideration for salesmen.

The cost of selling golf equipment concerns every one of us in golf. Any of us professionals who know about selling and distribution costs in industries realize that we have a problem in economizing salesmen's time and our own in selling to professional golfers.

Many times a salesman will call on a professional when the pro is out on the

lesson tee and has several lessons coming up without time between. The salesman either is brushed off or has to wait long—or, looking at that situation from the pro's side; the pro may sandwich his buying hastily between lessons and do a bad job of it.

Ever since I have been in pro golf I have made a rule of which salesmen who call on me are aware. I book them for a half-hour of my time, just as I book members for lessons. In that way they are sure of definite appointments and we can get our buying and selling done efficiently and in good sound deliberate business judgment, without making the salesman feel that he is in the way.

There are few, if any, professionals who give more lessons than I do and I am sure that if I can afford a half hour for a salesman and am convinced that the time pays me in good will and helpfulness of salesmen, as well as in the direct financial element of good buying, the practice is a sound one.

Western Golf Assn. Meeting at Golf, Ill., in May

Officials of the Western Golf Assn. and other members of the association's Par Club which gives special financing to the WGA Evans Caddy Scholarship Fund, will celebrate the 25th year of Evans scholarships at a dinner May 21, following dedication of the Evans Scholars' village hall at Golf, Ill.

A weekend of golf at clubs on Chicago's North Shore has been arranged for the WGA officials and sponsors who will come from all over the U.S.

Bill Brown, Pro Salesman, Killed by Robber

William J. Brown, 51, associated with Ernie Saybarac, and widely known among professionals, was shot, April 2 in Detroit, by a bandit, and died the following day.

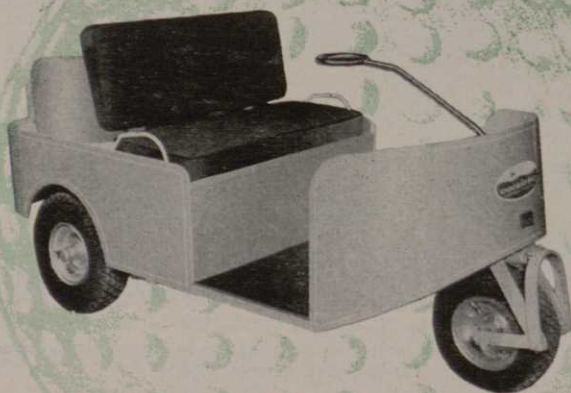
Brown, formerly a sporting goods dealer in Detroit, made his residence at the Strathmore hotel, Detroit, most of the year, and at Miami during the winter.

He had no known relatives.

Brown was parking his car at night when the fatal shooting occurred. Before he died Brown told police he offered the gunman money but was shot as he reached for his wallet.

Saybarac flew to Detroit to arrange for Brown's funeral services and burial.

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Outstanding COOKIE-KAR Features . . .

All metal, low center of gravity construction, for utmost comfort and safety . . . handy-height steering column mounted on full sprung front wheel for positive control on any surface . . . roomy, soft seat and large balloon tires for the smoothest ride . . . one silent electric motor . . . v-belt drive . . . rear end and differential for positive power . . . simple recharging requiring only recharger and 110-volt socket . . . choice of any standard color used on 1955 automobiles.

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DALLAS, TEXAS



Picturesque 160 yd. second hole of the Tianna G & CC at Walker, Minn., developed into fine playing facility through campaign of local business men spearheaded by Texan Ollie Lower is added attraction for this fine summer resort.

Put New Life in Resort Club, Increase Area's Business

When the fish don't bite the golfers will.

That astute observation of a veteran resort owner applies at Walker, Minn., in the heart of an area where the fish generally are numerous and hungry.

The Walker area was getting beaten out of vacationers' business because of late years almost everyone who comes to a resort wants golf along with other sport and relaxation. The Tianna course at Walker was rundown, the clubhouse was neglected and there wasn't much interest or attraction the establishment had. It was no asset to a community that could boast of pleasant resorts and beautiful lakes.

But nobody did anything about the situation until Charley Johnson, sports editor of the Minneapolis Star wrote a piece about a good golf course and clubhouse being essential to the profit picture of every resort section. Some merchants, resort owners and other businessmen in Walker mailed Charley's piece to every businessman in the area, then followed up with personal calls to raise money for rehabilitating the 9-hole sand green course and clubhouse.

The campaign was spurred by the energetic efforts of a Dallas, Tex., businessman, Ollie A. Lower who, with his family, spends summers near Walker. Ollie is a golf enthusiast and so much of a bus-

inessman that he couldn't stay out of action during his summer in the north country. As vp of the Tianna club he took upon himself the jobs that the men with businesses in the community couldn't do because of pressure of other duties in a territory where the big revenue season is comparatively short.

The local businessmen worked well, however, in contributing cash and time to the upbuilding of the club. As usual, the wives of the local businessmen and of the summer residents, set the pace for the men by doing plenty of work in making the clubhouse interior attractive.

The 2,908 yd., par 36, course going through the hills and dells bordering Leech Lake, also began to get some money spent on it and with fertilizing took on a new look. Eventually the sand greens will be converted to grass as the revenue-producing quality of the rehabilitated course encourages further development as very sound business.

The membership of the club, prior to the "new look" treatment was approximately 75. Soon after the rehabilitation job was done the club grew to more than 300 members, and a goodly amount of daily fee play. A good magnet for play and for revenue is the driving range with 15 300-watt lights in clusters of three. There are two

To Improve Your Golf Course...

Fertilize with NATURAL CHILEAN NITRATE



THE UNIQUE qualities of natural *Chilean Nitrate of Soda* make it a most effective and economical top-dressing for golf fairways. In fact, with Chilean's help, golf courses have shown vast improvement within a single year. *Chilean Nitrate of Soda* has proved its value for more than 100 years on farm lands — it will continue to prove its value on your golf course, too.

Guaranteed 42 per cent plant food, Chilean Nitrate is the *only* natural nitrate. Its nitrogen content is 100 per cent nitrate nitrogen. It's easy to apply . . . flows freely . . . spreads evenly . . . acts quickly and efficiently. It requires only moisture from the air to dissolve—no waiting for rain.

In addition, every ton of *Chilean Nitrate of Soda* contains sodium equivalent to 650 pounds of commercial limestone — an acid-destroying agent.

Find out about Winged Foot G.C.'s new turf program.
Article free on request.

Importance of Sodium

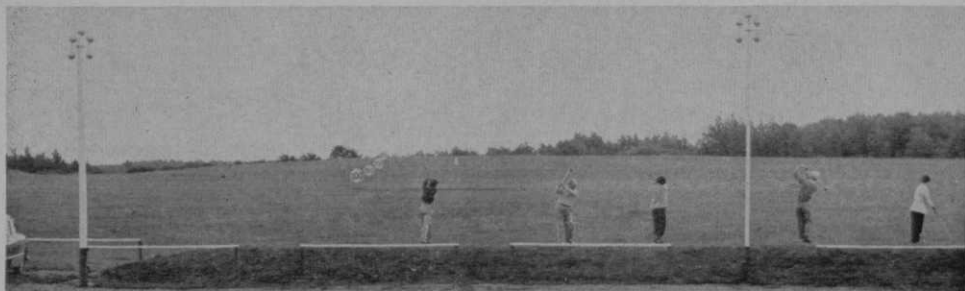
Sodium in Chilean Nitrate adds substantially to its effectiveness. It supplements potash in the soil and when necessary substitutes for it. It reduces leaching losses of potash, calcium and magnesium. Sodium also increases availability of phosphate in the soil.

Chilean Nitrate of Soda is, in addition, rich in small quantities of minor elements essential for healthy, vigorous grass growth. Its dependability is assured, produces consistently satisfactory returns on your investment.

☆ Find out today how natural *Chilean Nitrate of Soda*, guaranteed 16 per cent nitrogen, 26 per cent sodium, can help keep your fairways green. Chilean Nitrate Educational Bureau, 120 Broadway, N. Y., N. Y.



CHILEAN NITRATE of SODA



This golf driving range, lighted for night play, gets good play from Tianna members and visitors. Other practice facilities include two practice putting greens, one for putting and chipping and one for longer approach shots.

practice greens; one for putting and chipping, and one for longer approach shots.

The clubhouse was completely overhauled and a large porch overlooking the scenic course was added, as was an enclosed dance floor, a modern kitchen, a rustic bar, living quarters for the manager, and a rustic cocktail lounge.

The dining porch is especially attractive and, with the bar, gets a lot of business. One of the clubhouse affairs that draws capacity crowds is the periodical buffets to which Tianna women members contribute exhibits of their artistry. The girls don't make an ordeal of this but put it on in de luxe indoor picnic style, and it's been no small addition to the attractiveness of the greatly revived club.

Lower, who has wide acquaintance among professionals, asks them up to his place for some great fishing and when the

boys get their catches they play rounds on the beautiful rolling course and enjoy themselves as well as providing some excellent golf exhibitions for the Tianna members and guests.

One thing very noticeable about the course and clubhouse is good, neat house-keeping. That important detail is emphasized as the Tianna members always want to be able to say that they may not have the biggest and most complete golf establishment among the nation's summer resorts but they've got one that can't be beat for tidiness.

As a business-getter for the area and as a place that gets the visitors to stay longer and enjoy themselves more, the rehabilitated Tianna club has paid big dividends on the money and time the community's active men and women have put into the establishment.



BRIGHT STARS OF PROFESSIONAL GOLF SHINING AT DUNEDIN

Wives of PGA members who gather at the PGA National course at Dunedin, Fla., during the winter enjoy a program of golf and other delights. The girls have their own national championship, following the annual PGA Seniors' tournament. This year the charming Mrs. Lou Bola, wife of the professional at Highland CC, Indianapolis, won the PGA wives' championship, after a 20-hole match against a merry, and equally earnest, opponent, Mrs. "Midge" Kova of Novi, Mich.

La Belle Bola is holding the championship trophy, backed by her playmates.



International Golf Championships

THE NEW INTERNATIONAL GOLF CHAMPIONSHIP TROPHY

for Individual low medal score—72 holes

and

THE CANADA CUP

for two-man team play between countries of the free world

at the

Columbia Country Club (Chevy Chase)

Washington, D. C.

June 9-12, 1955

This third year of international competition will bring together stars from more than twenty-five countries, who will compete both as two-man teams and individually, for the magnificent trophies presented by John Jay Hopkins and the International Golf Association.

The greatest stars of the golf world will be in action during these thrill-packed days of "The International." Once again, "The International" promises to be the biggest sports event of the year, where the world's finest team and individual golf will be played by your favorites in international championship for the Canada Cup and the new International Trophy.

The Canada Cup and International Golf Championship matches are sponsored to further the spirit of fine sportsmanship and to contribute towards a greater feeling of international good-will and understanding between the nations of the world.

PREVIOUS CANADA CUP WINNERS

1953

Won by Antonio Cerda and Roberto de Vicenzo of Argentina in a field of eight nations

1954

Won by Peter Thomson and Kel Nagle of Australia in a field of twenty-five nations

THE INTERNATIONAL GOLF ASSOCIATION, INC.

JOHN JAY HOPKINS, Chairman and Founder

445 Park Avenue, New York 22, New York

Members Need To Be Told Why They Should Buy from Pros

By HERB GRAFFIS

A COMPETENT and conscientious young professional, now in his third year as pro at a pretty good club, asked me recently "What can I do to let members know that members of a good club are expected to favor their pro with their business?"

The young man had served as assistant to two fine pros at good metropolitan district clubs. He's a good businessman, a good teacher, runs his shop well, and is liked by his members.

But there's a lot of golf equipment being bought outside his shop by members who apparently don't realize that part of the deal in belonging to a private club is patronizing the professional when buying golf goods.

If club members didn't do that they wouldn't be able to afford the kind of professional and assistant and other shop help that they want—and which a good private club operation requires.

In this particular case I happened to know, very well, several of the club officials and members, even better than I know the pro, and I've known the pro for a few years before he took time out to serve his military hitch.

So, after talking it over with the young man's employers, and doing it (I hope) diplomatically because the pro wasn't complaining but merely asking, I got some jolting information.

I was surprised to learn that club officials had only a vague idea that the pro wasn't getting nearly what he might reasonably expect in members' business. And this they didn't appreciate despite the fact that the club did the pro's billing.

The average per member of pro shop business per month was less than the monthly average per member of the club's bar business. And for that income the pro was expected to have an assistant who helped in shop and teaching, in running club events and in some supervision of caddies; another shop boy on weekends, and a club cleaning boy.

No wonder there were differing opinions about that club being attractive and

profitable to a desirable pro.

The pro, I knew, was dipping into his savings to keep his credit good with the manufacturers.

After looking into that situation I went a little further and wrote friends of mine who were officials at other clubs around the country, asking them for confidential opinions of what they thought their members' attitude was toward really owing the pro their business. I put the case bluntly, wanting frank answers.

Mind you, these men to whom I wrote had been golfers for years, and good customers of their pros. They thought that almost every member was. Incidentally, they didn't have much of an idea of the heavy increase in the pros' cost of doing business and providing the type of service the pro knew the club needed.

What came out of this limited investigation was the hunch that many club officials and professionals fail to have an understanding about educating members concerning the pros' business status at the clubs. The properly qualified professional goes just about as far as he can in attractive shop display and pleasant, intelligent service at the club but he can't be too direct about telling members that he wasn't employed to compete with "buy it wholesale" sources or retail outlets that offer golf goods at cheap prices, although the goods aren't of the value the private club member would want—if the member went to any trouble to investigate.

That part of the educational job is up to club officials; if the club officials want to get and keep a good professional.

How the education must be conducted—by bulletins, publicity in the club magazine, by tactful word-of-mouth, or other means—is a matter for the club officials to decide.

But it must be done. And it is by no means a responsibility only of officials at smaller clubs where members are people of good but not opulent financial rating. Some of the clubs whose members are far above average incomes aren't especially good as places of pro employment for the



"Requisition one of those National Golf Day medals for me immediately, Simmons!" *

Sorry, sir . . . The only way you can get a National Golf Day medal is to see your club pro and sign up to beat the champs . . .



"Babe" Zaharias



Ed Furgol

on National Golf Day '55!



NATIONAL GOLF DAY
June 4th, 1955

Is co-sponsored by LIFE and the PGA with the cooperation of the USGA

*From the LIFE "Calendar of Golf Events of 1955." If your club has not received its calendar, write to LIFE, 9 Rockefeller Plaza, New York 20, New York, for your copy.

simple reason the members don't realize that the pro isn't paid a lot but has to earn enough out of equipment sales and lessons to keep him earnestly on the job.

It used to be that the club cleaning income paid at the start of the season would come fairly close to financing the opening inventory of the pro shop. That's seldom the case any more. The club-cleaning income and the pro's salary, at a lot of clubs, are considerably short of handling the pro's part of the pro department payroll.

The young fellows don't want to work Saturdays, Sundays and holidays, and start early and work late, as the pro department duties require, unless they're paid plenty.

The pros know that and they don't moan unduly, even among themselves, about the high operating expenses, if they can get a good and warranted break on the total volume of golf business at the club.

What officials and members seldom realize is that were it not for the great increase in apparel sales at pro shops many professionals would not be able to afford holding their jobs. An interesting thing

about this increase in pro shop apparel and shoe business is that it's done on a basis that's keenly competitive in price, value and style, and the pro meets and beats that competition, and provides great convenience and expert advice in purchasing as a bonus.

The same thing is true in pro merchandising of clubs, balls, bags and other strictly golf equipment; yet members will buy elsewhere, principally because they haven't been advised—or reminded—of what is due the professional, partially as an unspoken contractual understanding between the club and the pro and partially because the pro willingly, eagerly provides a great many free and valuable services to the members and their families.

Our little investigation into this matter of what's due the pro in business preference from his members, revealed that club officials have a big job to do in this respect, among women golfers.

Many women are fairly new to golf. They haven't the faintest idea of what is customary among experienced members of good clubs in doing business with the club's professionals. They buy a great deal of sports wear for themselves, their hus-

Progress

Presents . . .

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Featuring cast aluminum construction, vinyl-coated, inside and out. Rubber-backed nylon bristle brush encased in vinyl coated steel. Designed for easy cleaning and disassembly. Completely closed when not in use. Easily installed by insertion in 2 inch pipe, locked in position by tamper-proof set screws. 2 Year warranty on brush life.

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