



Wheeling kids learn to play the game as well as how to carry golf bags.

# Caddie Camp

**Offer a boy the chance to camp out all summer (and get paid for it) and you won't have any shortage of bag toters. That's what they do in Wheeling, W. Va.**

**By J. L. (JACK) GRIMES**

**I**F YOU have a caddie problem at your club you might start a caddie camp like the one they have in Wheeling, W. Va. All you will need in addition to your course is a place to bed, board and bathe a large number of boys. In such a place you will need a couple cooks and necessary culinary equipment, an indeterminate amount of assorted foods, an organization to direct and supervise things, and for you and your committee plenty of faith, hope and an abiding confidence in a segment of Young America, male sex, between the ages of 12 and 16 years.

Once you have the caddie camp the next step is to get the boys who are to be your campers. Without them you might as well forget the whole thing because, after all, they are the real solution to the caddie problem.

Getting these teen-agers out to tote bags on the course all day is not too difficult especially if you have a few extra attractions next door to your camp like they have at Wheeling.

They come out to Oglebay Park GC in Wheeling to caddie and to learn how to

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*A group of Wheeling caddie campers appears on the front cover with Sam Snead. Also see page 3.*

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caddie better and spend an entire vacation at it. Furthermore they come out in such numbers that any pains of caddie deficiency suffered at this course in the past are now forgotten like last season's bad shots. No one at Oglebay can remember when he had to shoulder his own golf bag because there has been no dearth of caddies in the last 18 years.

### Willie Is Eager

Youngsters of caddie age in Wheeling find it hard to wait until school is out to get to Oglebay Park and the camp. This incident, for example, is typical. The 1957 school year ended on the last Friday in May. Within minutes after dismissal little Willie was home tossing his school books into a cupboard. Then he began packing an old suitcase. His mother, surprised and curious, asked Willie, "Now, where are you going?"

"I'm going to Oglebay Park," the boy explained. "I'm going to caddie," he said. "And what time will you be getting home?" she inquired.

"I don't know for sure, mom," Willie surmised, "but I think about the last of August."

Willie knew his application to the Caddie Camp, endorsed by his father, had been stamped "Accepted" and he was in a hurry to get to Oglebay Park, obtain instructions and assignment to his cabin at the camp, which is required procedure just as if he were to matriculate at any educational institution.

This camp has a waiting list. There are so many camping aspirants in the feed lot to supply the caddie needs at the course that the surplus creates its own problem. The need for housing an increasing number of boys each year has not gone unnoticed and future expansion of facilities at the park may include enlargement of the camp.

Wheeling's Oglebay Park has many things besides the caddie camp. It has a wealth of rolling landscape of indescribable beauty covering about 1,000 acres in all. The 18-hole course winds over this area. The park has a large number of substantially built log cabins completely furnished for vacationists who come from every state and territory plus innumerable picnic sites. Then it has a museum in a lordly Colonial Mansion, a restaurant in a spacious Guest House, a theater and exhibition hall in an English Carriage Barn. Recently completed is Wilson Lodge with 57 rooms and adjoining restaurant.

Oglebay, too, has a commodious outdoor theater and one of the largest swimming pools extant. Then there are miles of bridlepaths.

It also has its ball park, tennis courts and athletic field and a driving range which was opened only a few years ago. This adjunct to a complete golfing day at Oglebay Park was an instant success. You would quickly grasp the reason for its

popularity. It runs steeply down hill for four or five hundred yards. A person can hit a ball a country mile from its tees.

These and more are the things Oglebay Park has. But give the Caddie Camp credit for winning first place in the hearts of the golfers, the caddie campers and the champions of teen-age welfare. It has been declared by many that the camp is the finest phase of the Oglebay Park program.

Not all the caddie load at the golf course is borne by the Caddie Camp pool. While 32 local boys enrolled this year for the summer out-of-doors (without cost to parents) there were others to serve the golfers. They provided a full complement of aid to the fairway customers and ulcer prevention for the caddiemaster.

### Soak up Knowledge

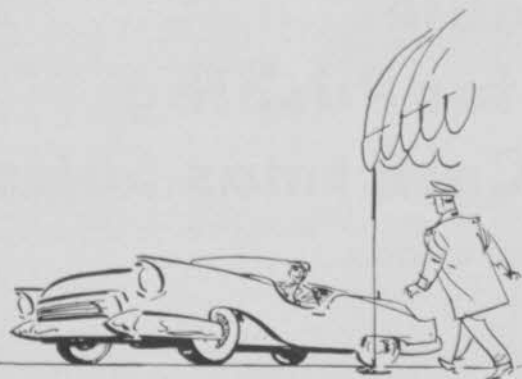
The youngsters seeking their caddie degrees while working their way through this caddie college are given thorough professional instruction in their duties and they become expert and courteous. They rapidly soak up knowledge of the fundamentals and the rules of golf. They understand the function of each wood and iron and can "club you" correctly. With their sharp young eyes they can really read a green. There is ample time for them, too, to participate in a recreation program which includes playing golf, tennis, basketball, touch football, softball and ping-pong. The boys also engage in swimming, nature studies, crafts and track and field sports. Nighttimes they attend concerts and theatrical productions suitable for boys of 12 to 16 years of age.

But around the clock at the Caddie Camp all is not play. Each squad must clean and care for its own cabin daily. All boys are scheduled for some park tasks when not carrying a golf bag or taking part in the recreation program. Last year the caddy campers worked a total of 4,114 hours on light park jobs at a cost of \$3,105.53 to the park. This information comes from the annual report by the park management.

Last year, for example, the Caddie Camp director was a college graduate with camp training and experience. He headed a staff of three counselors who were selected upon the basis of their qualifications for leadership in all phases of the program. One counselor was a college graduate and the other two were students. Two cooks were employed to round out a staff of six.

At the close of the camping season a recognition banquet was held for the caddy

*(Continued on page 56)*



Among the  
finest  
things of  
life!

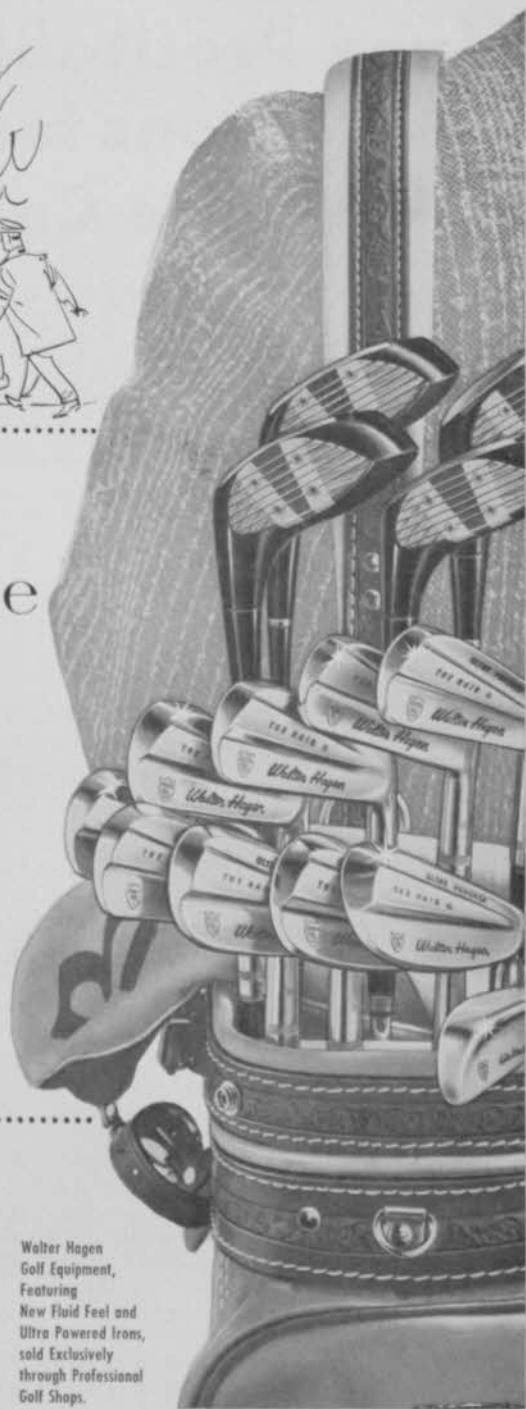
Haig



Ultra

Walter Hagen  
Division of Wilson  
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Walter Hagen  
Golf Equipment,  
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sold Exclusively  
through Professional  
Golf Shops.



# Many Profitable Reasons for Pushing Pro Christmas Sales

By JOE GRAFFIS

**D**uring the past 10 years Christmas has become an important part of the golf season.

At many pro shops, Christmas gift sales volume accounts for the first or second largest month of the year. In the northern and central states, the holiday golf gift revenue has brought a substantial profit in a period when the pro formerly was hibernating and living on what he'd made during the warm months.

The successful campaign for Christmas shopping at the pro shops have a lot of profitable angles that pros have noted. Possibly the most important, dollar-wise, is getting across the sales story that nobody can go wrong when giving a golfer a golf gift for Christmas. This fact has greatly simplified Christmas shopping and has made the pro's presentation of golf gifts a definite service to his members.

## Rules Out Indecision

Many unwanted Christmas gifts have been bought because the giver didn't know what to give the receiver. Particularly is this the case when women are buying gifts for men. Into this situation the pro shop golf gift service fits in a most useful way. The majority of professionals reporting experiences with GOLFDOM'S "Christmas Shopping at Your Pro Shop" marketing plan say that a large number of women who never have been in their shops before come in looking for golf goods to give as Christmas presents. These customers find the pros' expert advice highly valuable and naturally appreciate the help he gives them.

Another profitable element of the pro shops' Christmas merchandising is the amount of sportswear sold as gifts for youngsters. The kids wear the country club styles winter and summer. They aren't fussy about what they wear for winter and what is to be worn in summer. They wear out apparel much faster than adults.

Pros frequently tell of their Christmas sales campaigns clearing out apparel stocks: new merchandise ordered especially for Christmas business and items unsold during the warmer months. Winter golf vacations, Northern pros say, are quite a factor in golf Christmas gift buying.

Christmas gift business has been an appreciable factor in upgrading women's golf goods. Sets of clubs, bags and gift boxes of golf balls may involve amounts that many women hesitate to spend on their own golf, but which their husbands and the kids will readily spend for Her Highness.

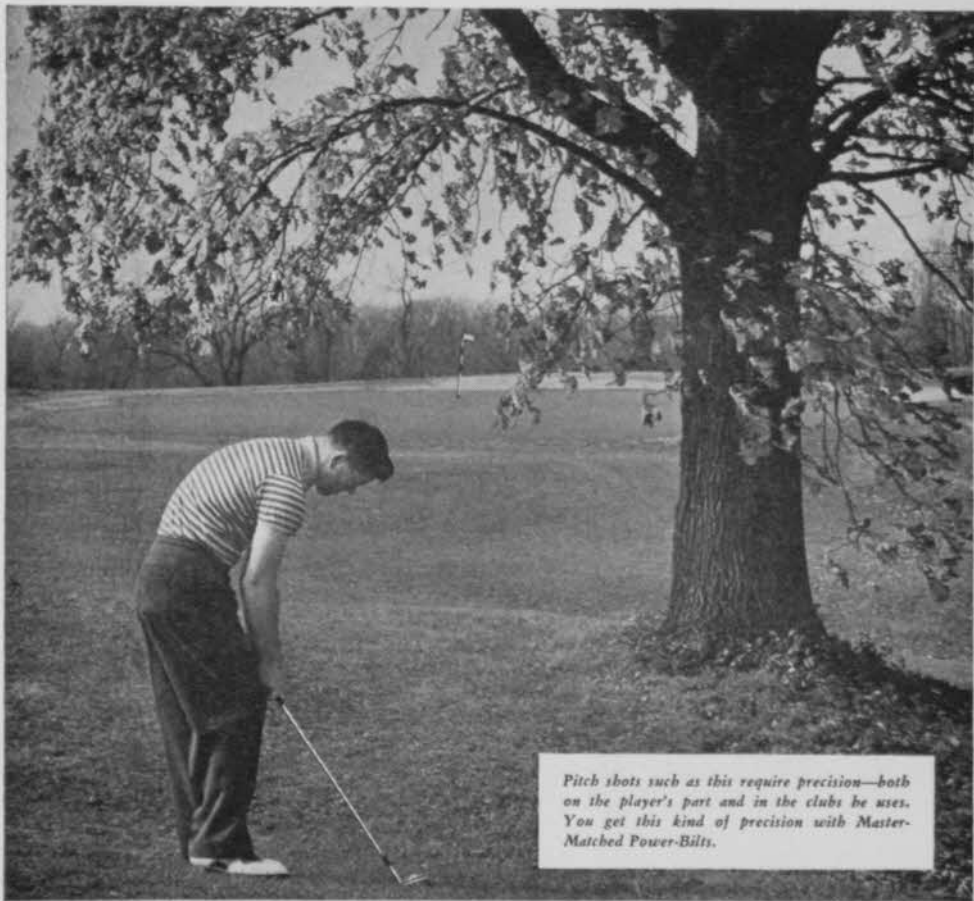
Almost invariably the gift of new clubs means more play. Gift box selling of balls means that the fellows who get the balls are not going to waste a lot of time looking for a ball that's lost and are going to toss a scarred ball into the practice bag instead of keeping it in play.

## Helps Pros Compete

GOLFDOM'S "Christmas Shopping at Your Pro Shop" gift guide, which puts the pros on a competitive advertising plane with the downtown and mail order stores, is the big gun of the great majority of the most successful pro golf sales operations.

In planning his Christmas gift merchandising, the pro might profitably look over his membership roster and list what he thinks members can use and will appreciate getting as Christmas presents. With that specific information as guidance, he and his assistants can direct their sales effort where it will do the most good.

*Christmas  
Shopping  
at your  
Pro Shop*



*Pitch shots such as this require precision—both on the player's part and in the clubs he uses. You get this kind of precision with Master-Matched Power-Bilts.*

When you need to concentrate most

*Master Matching* pays off!

Master-Matching is an exclusive H & B manufacturing procedure which ensures that each club in the set is exactly like the handcrafted master-model. This uniformity results in a *sameness of feel* in every club which eliminates distractions, aids concentration and enables the player to execute *any shot* with boldness and confidence.

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY

**Power-Bilt**  
GOLF CLUBS

*Master-Matched for Perfect Feel and Balance*



## Don't Overlook This Market

One of the very large markets for golf Christmas gifts is among corporations that give Christmas presents to customers.

Personalized golf balls are in high favor as company gifts. Numerous professionals have sold hundreds of dozens of personalized balls to members who have bought for their companies to give to customers.

The pro has to go after this business early in order to allow the ball manufacturer ample time for stamping names on the balls. Buyers thus can get their gift orders out of the way far ahead of Christ-

## Two Good Bets

Pros who devote at least part of their Christmas selling campaigns to pushing gifts for kids and corporations will find both markets highly profitable. Kids run through a lot of sportswear that can just as well be purchased by their parents at the pro shop as anywhere else. An increasing number of pros have found that many local firms are in the market for personalized golf balls as gifts to customers and suppliers.

mas. If the pro delays asking for this business, he probably will be out of luck.

Displays of golf Christmas gifts in the clubhouse over the weekends in the fall and winter have attracted considerable business for professionals.

Well-planned telephone campaigns to men and women members usually are timed to follow up the "Christmas Shopping At Your Pro Shop" book by professionals who have developed a big Christmas volume.

Each year Christmas gift volume at pro shops increases, yet professionals who rate as top businessmen in golf are of the opinion that only a moderate fraction of the potential sales figure has been registered.

The pro shop's exclusive stocks, expert advisory and club-fitting service, convenient parking, informed and friendly treatment of the customer, and charge accounts (at the private clubs) all add up to distinct advantages for the Christmas gift shopper.

The new millions of dollars in golf business, represented by Christmas gift sales, call for the pro's best selling efforts in person, by print and by telephone.

Hundreds of professionals and their assistants already are at work on the Christmas golf gift advertising and selling plans.



Native son, Jack Nicklaus won the 12th International Jaycee Junior golf tournament at the Ohio State GC, Columbus, O., shooting a 294. He is shown (above) with Jerry Brennan of the Jaycee organization. Below are old masters, Jimmy Thomson and Bob Jones. Thomson, along with Dow Finsterwald, put on exhibition of shotmaking while Jones was an honored guest at the tournament.

The pay-off will be that Santa Claus, as the pro's selling partner, will put the gift of an extra month's big business in the pro's own stocking.

Through Aug. 20, more than 114,000 of the 150,000 available copies of "Christmas Shopping at Your Pro Shop" had been ordered by pros. If you are planning to use the catalogs in your Xmas sales campaign but haven't placed an order for them, you are urged to do so at once to insure getting your supply.



## Bus Advertising Gets Big Exposure

At least 50,000 persons in seven suburban towns surrounding Chicago daily see this banner advertising of the Midwest CC, located near Hinsdale, Ill. Twenty-four West Town buses carry the ad and all are in service seven days a week. According to John Polakavic, Midwest owner, it costs him only five dollars per month, per bus, to advertise his club in this manner. The 27-hole course, in the process of being enlarged to 36, plays host to nearly 2,500 golfers a week and does a big business in catering to conventions and other gatherings. Polakavic uses the bus advertising from April through November and supplements it with extensive advertising in four local newspapers.

## Gas Tax Refund for Nonhighway Vehicles

A service bulletin for country clubs recently released by Horwath & Horwath, calls attention to the fact that the 1956 Federal Highway Revenue Act increased the gasoline tax from two to three cents per gal. However, this extra cent per gal. doesn't apply to gas used for nonhighway vehicles or purposes and such consumers may file claims for refund.

Vehicles of highway type, such as autos or trucks operated off the highway and not registered or required to be registered in any state, come within the exempt class.

Other examples of exempt purposes are gas used in stationery engines to operate pumps, generators, compressors, etc. and gas for bulldozers, etc.

Claims for refunds are limited to gas purchased and used between July 1 and the following June 30. First refund to be claimed will be for the year ending June 30, 1957. The deadline for claim filing is Sept. 30 through the local Internal Revenue Service office.

## Midwest Field Days Scheduled for September 16-17

Midwest Regional Turf Foundation will hold its annual Field Days on Sept. 16-17 at Purdue University, Lafayette, Ind. Featured exhibits will include those covering crabgrass control, nitrogen fertility, seed testing and soil sterilization.

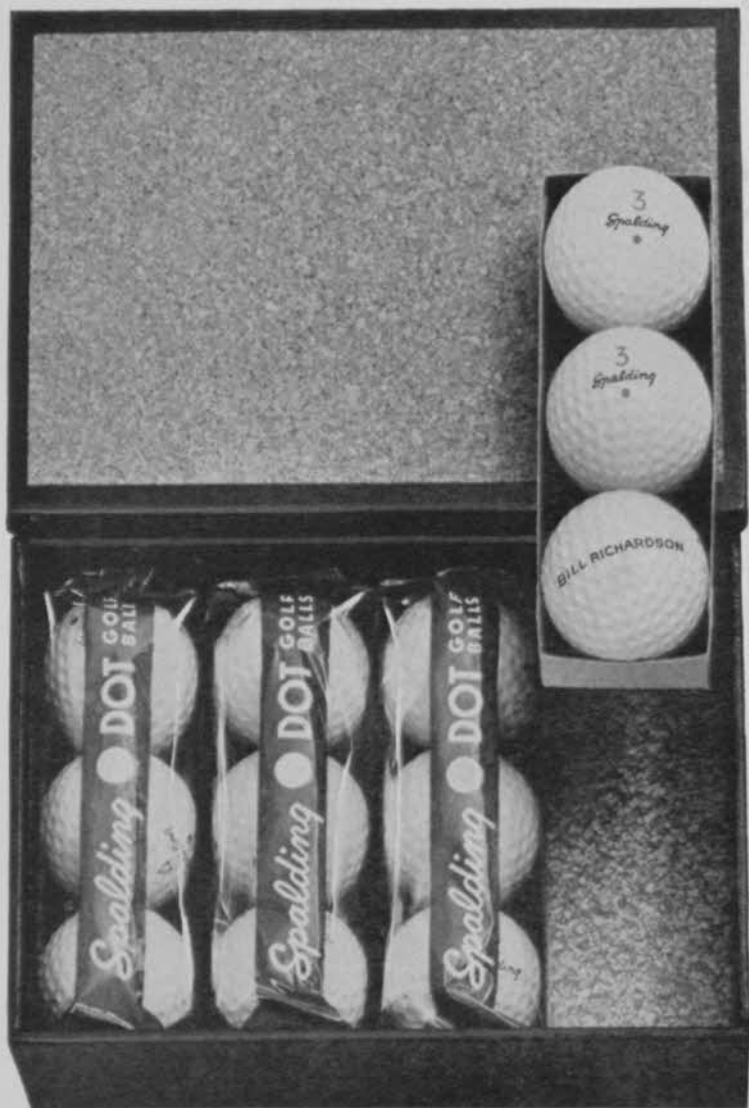
## Accounting Pays Off for Gormley

A golf course supt. can work for years at the job of maintaining the grounds of a country club and even though he is praised at times for his efforts the repeated gripes over the little things that go wrong seem to cast a shadow over all and it makes him wonder a lot about how much the membership of a golf club cares about the man who spends the greater part of his working life maintaining a golfing playground for the pleasure of the members, and then is forced to resign when the pressure catches up with him to the point of endangering his health.

I have often wondered if this worrying and fretting about the numberless bits of detail that is part of making the golfer happy is worthwhile. I have often asked myself "How much is all this effort appreciated by those who play golf."

They have always called the "Greenkeeper" the forgotten man, but after having had the honor of being present at the testimonial dinner tendered to Jack Gormley who, for nearly a quarter of a century has been the golf professional and superintendent at Wolferts Roost Country Club, I have changed my mind. I realize now that even though a lot of the trials and tribulations that are the part of a golf executive's job seemingly go unnoticed, they are taken into consideration when a final accounting is made.

*George Ramsden, President, Northeastern GCSA in "Our Collaborator"*



## 1. New Spalding

**Dots** . . . proved best for distance, durability and trueness characteristics by impartial tests.

IN EXACTING TESTS of the four leading high-compression balls, the Spalding DOT was proved best for distance, trueness and durability characteristics by the United States Testing Co.

These new Spalding DOTS are gift-packaged for Christmas in useful, simulated leather boxes—1 doz. and ½ doz. Each box bears a color reproduc-

tion of a painting of a famous golf hole on its cover.

These golf holes (the 10th at Augusta National, the 14th at Pine Valley and the 5th at St. Andrews, U.S.A.) painted by Mr. Erwin Barrie, distinguished American artist, are exclusive with Spalding. These same pictures are available in 11" x 14" size, suitable for



# Feature this Champion Twosome



## 2. New Gift

**Packages** . . . handsome, useful gift boxes with colorful reproductions of famous golf holes.

framing, and can be had for a nominal charge.

Again, you can offer free name imprinting on golf balls to purchasers of a dozen or more if orders are received before Dec. 15. Imprinting is limited to 18 letters and spaces inclusive.

Boxes, balls and imprinting for the price of the balls alone. Start display-

ing these unusual gift-packaged DOTS (and DOUBLE DOTS) *now*. They are sold through golf professionals only and, like all Spalding products, are guaranteed *unconditionally*.

# SPALDING

*sets the pace in sports*

# Salvage It!



*Steve Blatnak reclaimed everything in sight when Ridgemoor's clubhouse was remodeled and used it to refurbish his pro shop. It took less than \$100 to complete a job that could have cost 15 or 20 times that much had he bought new material*

*Fred Kuehn photos*

**By JOE DOAN**

If you're faced with the same problem that confronted Steve Blatnak when he took over as head pro at Chicago's Ridgemoor CC last spring, perhaps you'll want to borrow a few of Steve's ideas for restoring a shop that, to put it kindly, wasn't an ideal environment in which to push golf merchandise.

Steve's restoration work involved a great deal of scrounging for material to make needed additions and repairs, the expenditure of less than \$100 and plenty of do-it-yourself enthusiasm on his part as well as that of Herb Stubbs, his assistant, and Jerry Haywood, the Ridgemoor caddy-master.

Mention of scrounging for material is important at this moment because if your club happens to be planning to make repairs or alterations to the clubhouse this winter, start looking around right now so that you can determine what can be salvaged (particularly in the way of lumber, for example) and then used in helping to make your pro shop the kind of merchandising outlet you've long dreamed about. Doubtlessly, much of the carpeting, plumbing fixtures and aforementioned lumber that the club may be replacing in its rebuilding project, is headed for the scrap heap. If you can reclaim part of it, it will save you money or give you a good bargaining position in appealing to the club directors to finance needed pro shop alterations.

That's what Blatnak did. But, with all

the material on hand, there was some doubt in Steve's mind as to what he and Stubbs and Haywood could do in way of restoring the pro shop because none of the three had ever qualified for do-it-yourself certificates or whatever is awarded the handyman type. On top of this, Steve's pro shop is located in a 115 year-old farmhouse (once Ridgemoor's clubhouse) and when three novices start knocking out walls, as Blatnak and his associates did, they quickly find that these antiquated structures were too, too solidly built. But the Ridgemoor trio persisted and within four or five weeks it had done a major re-wiring job that was pronounced professional by a member who knows about such things, introduced a hot water tap to the club cleaning section, rebuilt storage racks, fashioned new display racks out of the salvage lumber and laid carpeting that was thought to have outlived its usefulness and had been discarded at the clubhouse. But, as Blatnak points out, there is an amazing amount of good remnants that can be reclaimed from a fairly large swath of used carpeting. A little ingenuity in piecing it usually will cover most pro shop floors.

After all the heavy labor had been completed, Blatnak and his handymen repaired the plaster and then finished off the project by applying paint and wallpaper with what by now was no longer amateur dabbling. A study of the photos accompanying this article give an idea of