

APRIL • 1959



Whether it's tournaments or clinics (above), Patty Berg is always a great attraction.

## Winning Tournaments Is Only Half of Berg Success Story

*Writers Recognize Patty's Great Overall Contributions to Golf in Giving Her Richardson Trophy*

**T**HE lead on a recent story by Charles Bartlett, Chicago *Tribune* stated simply . . . "Patricia Jane Berg, 41 year old professional, has been named winner of the William D. Richardson trophy for outstanding contribution to golf by the Golf Writers Association of America."

Behind this recognition by the nation's golf writers, lie a lifetime of accomplishment by the all-time great, Patty Berg.

Outstanding contribution may sound like mere words to some but to newspaper men, golf professionals and devoted Berg followers, it means many years of hard work.

It was in the early '30s that a freckled face girl by the name of Patty Berg first took up golf in Minneapolis. By the time Patty was 17 years old she had won the Minneapolis State Championship, was runnerup in the Trans Mississippi, runnerup

and medalist in the Western Derby and runnerup in the National Amateur Championship.

### 81 Tournament Victories

This was a beginning of a long line of trophies and triumphs for Patty whose record now includes 81 tournament wins and more than \$120,000 in prize money.

Patty has accomplished the finest record in women's golf today with these achievements to her credit: Holder of the women's 18-hole world record of 64 established in 1952; Three-time winner of the Associated Press Woman Athlete of the Year, 1938, 1943, 1955; Seven-time winner of the Titleholders Championship, 1937, 1938, 1939, 1948, 1953, 1955, 1957; Seven-time winner of the Western Open, 1941, 1943, 1948, 1951, 1955, 1957, 1958; Three-time winner of the Vare Trophy for low scoring average, 1953, 1955, 1956

and the first woman golfer to be leading money winner and Vare Trophy winner in the same year, 1955.

While Patty's record may read like a lifetime devoted to winning, the spunky redhead's contribution to golf goes far beyond this, as most professionals, both home and playing, realize.

#### **Stars at Many Clinics**

Since Patty turned professional back in 1940, she has devoted thousands of hours to promoting golf through her clinics. Until recently, when Alaska joined the United States, Patty could boast of having conducted golf clinics in every state in the union.

Traveling more than 50,000 miles per

is her aim that as many as possible of the youngsters of the nation will be the future golfers of America and from the rank and file of the kids will come the future professionals.

Her clinic, which incorporates all the fundamentals of golf, is not intended to be complete in itself, but rather to stimulate interest in persons attending to advance further. Many a golf professional has had his lessons book jammed following a visit by the fabulous Patty Berg.

Anyone who has seen Patty's clinic is well aware of coming away with the words, "see your pro," ringing in his ears.

Aside from Patty's fine instructional clinic, golf professionals always enjoy her warm and friendly personality. Following a clinic, it is generally the practice of popular Patty to sit down over a coke and chin with the members. She is genuinely interested in people and feels these sessions are more satisfying to her than they are to the people who sit and talk with her.

After 19 years of professional golf and some 3,000 odd golf clinics later, there is hardly an individual who would not agree that Patty Berg has repaid golf many times over.

year, Patty averages at least 125 clinics in between tournament play. Her instructive and entertaining exhibitions are rated as being as good as any staged by any pro, male or female.

The expert shotmaking of Miss Berg is generally taken for granted, but her terrific wit and personality never cease to amaze people who come to watch and learn. Although she employs no gag-writers, the entertaining Patty never seems to run short of humorous material. Her demonstrations of her "sisters'" golfing abilities are almost as well known as the Minneapolis redhead herself.

Patty, whose head never has been inflated by all her success, feels the clinic program is her way of giving back to golf what the game has given her.

#### **Acknowledges Debt**

As far back as 1947, in a speech at the PGA's annual meeting, Patty stated: "Any little success which has been mine should be credited to the professionals who took such pains instructing me in the correct methods of the game. You know of the vast debt I owe to golf. It can be repaid only by me. I have found the means of repayment in the form of a golf clinic."

Patty has been particularly interested in promoting golf among the younger set. It

#### **Tournament of Champions**

At least 26 and possibly 29 pros will compete in the Tournament of Champions tournament at the Desert Inn, Las Vegas, Apr. 23-26. Entrants have to win circuit tournaments before becoming eligible to compete. When the Desert Inn event was originally planned, it was expected there would be no more than 15 or 16 players taking part in it every year.

#### **PGA Adds May Tourney**

The first annual Ice Cream Invitation golf tournament, for women, will be held in Southern Pines, N. C. at the Mid-Pines club, May 8-10. It is being sponsored by the Howard Johnson restaurant chain. Prizes of \$6000 will be awarded.



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Look for the package with the words "NEW DISTANCE DOT" on the wrapper. At pro shops only. *Unconditionally guaranteed, of course!*

# SPALDING

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Practice green goes in at Green Valley CC, Greenville, S. C., which was put into play last October. Caddiemaster's headquarters are in background. Architect George W. Cobb, who is nearly working around the clock in Eastern Seaboard golf building boom, designed Green Valley.



## The Boom's In Bloom

*Feverish new building, face lifting by golf enterprisers are giving players more and better courses*



Here you see Before and After views of the Palm Beach CC. Supt. Tom Dawson, Sr., stripped 18-hole course of all vegetation to a depth of 8-ins., raised the fairways and planted Ormund Bermuda. He had the acreage overrunning in sturdy, weed resistant grass in six months after one dose of herbicide and one fertilizer application. Hard by the ocean, Palm Beach is beset by salt water intrusion and a sandy, mineral soil. Surrounding supts. are closely studying methods used by Dawson, a 45-year turf veteran. Betting is he'll keep the grass thriving.



Floyd Farley designed Par 3 Golf Club, Ltd., Tulsa, Okla., which is owned by Seth Hughes. 9-hole course is 1,200 yards long and located in pecan grove, covering 15 acres. Greens are Tifton 127; tees and fairways, U-3 Bermuda, and all are irrigated. Restaurant and paved parking lot are in right foreground. At night, course becomes a driving range.





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## New Golfer Influx Calls for Review of Club, Range Insurance

THE large number of new golfers of widely varying ages, who are coming into the game, calls for a careful review of the liability insurance carried by owners of courses and ranges, says an insurance executive who has a close acquaintanceship with the prevailing conditions.

Here are some of his opinions:

### Golf Car Insurance Factors

Regarding self-propelled cars which are becoming increasingly popular at courses, it is imperative that the owners and operators are properly protected. Where the cars are owned and operated by the course owner or operator, and if their liability insurance is written in the Comprehensive General Liability policy form, they are protected against any liability that may arise out of the operation of these self-propelled cars.

However, where these cars are provided by an independent contractor and where there is no incident of ownership by the course, owner or operator, an entirely different situation exists.

Under these circumstances, the owner or operator should insist on the contractor submitting a certificate of insurance showing the limits of liability coverage carried by the contractor and should insist that both the owner or operator of the course as well as the course itself are named as additional insureds under the contractor's policy.

Also insist that the contractor carry high enough limits of liability to properly protect the owner or operator as well as the course itself.

There is currently a case in the courts involving self propelled cars where the owner of the course wanted nothing to do with cars. The contractor made a deal with the professional at the particular club for the use of his cars. An accident occurred. Not only is the independent contractor being sued but additional parties to the suit are the owner of the club and the club itself. Neither the owner of the club nor the club itself has any insurance protection nor are they being defended under the independent contractor's policy as they were not shown as additional insureds.

Various parts of the United States are

notorious for the large claims that are allowed against insurance companies. In the following areas it is particularly important that very high limits of liability be carried: California, Illinois, Ohio (metropolitan areas), Miami Beach area, New Mexico, Arizona, and in a general way any area frequented by tourists.

High limits of liability should be carried for the protection of the owners, operators and courses. Since the premium charged not only protects the insured against payment of any judgement up to the limits of his policy, but also covers the cost of defending any suit brought against the insured whether or not he is adjudged liable, the cost of the insurance is not great.

Some indication of cost may be determined by the following:

\$100,000/300,000 Bodily Injury Limits — 54% increase over basic limits.

\$300,000/500,000 Bodily Injury Limits — 64% increase over basic limits, plus a \$10.00 surcharge.

\$500,000/1,000,000 Bodily Injury Limits — 77% increase over basic limits, plus a \$35.00 surcharge.

### Keep in Same Company

In order to avoid any conflict or confusion in the event of a claim, the owner or operator should make sure that all of the liability insurance coverage, regardless of what it covers, is written in the same insurance company, not just with the same broker or agent. This prevents an argument between companies as to which company and policy is liable for a certain claim. There are cases currently in court to determine which company is to defend a liability suit brought against an insured because all liability coverage was not in the same company.

It is also desirable that the owners and operators have their liability insurance written on the Comprehensive General Liability policy form. This form offers the greatest amount of coverage available, even protecting against hazards that are unknown at the time the policy is written. This protection is afforded on an "if any" basis and a premium charge would then be made.

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## How Ternyei, Volpe Brought Golf to Roosevelt School

Jerry Volpe, pro at Englewood (N.J.) CC, and his new teaching assistant, Alex Ternyei, were the subjects of an interesting article by Golf Writer Larry Robinson in a recent Magazine section issue of the New York World-Telegram and Sun.

Robinson told how Alex, restless after a week or two of sitting in the golf shop looking out at ice, snow and sleet, decided it was time he busied himself teaching golf somewhere. So, he walked over to nearby Roosevelt public school and offered to teach an indoor golf class. Ternyei expected about a dozen kids to turn out, but when word travelled around for a day or two that Junior classes were going to be held in the school gym, Alex was swamped with about 70 applicants. The youngsters ranged from eight to 14 years of age. There were as many girls as boys interested in playing.

### Cuts Down Clubs

With all those kids clamoring to learn how to swing a club, Alex had to retreat hastily to Englewood CC and round up and cut down all the old clubs he could find. Jerry Volpe, noting Ternyei's feverish tailoring work, asked what was going on and upon finding out, volunteered his services. So, at the opening class session, the team of Ternyei and Volpe divided the instruction. It continued every week right through the winter.

Now, Volpe has worked out a plan whereby all the kids who stuck with the golf course through the winter months will get a chance to play at Englewood CC each Monday this summer. Both he and Alex feel that now that the youngsters have learned something about swinging a club it is only proper they should get a chance to regularly test their knowledge under playing conditions.

The Ternyei-Volpe program worked so well at Roosevelt that other schools in the city have asked the two pros to work out a Junior golf plan for their students.

### Northwest Turf Officers

Officers of the Northwest Turf Assn. for 1959 are: Don Hogan, pres.; Glen Proctor, vp; Henry Land, Sr., treas., and Dr. J. K. Patterson, executive secy. "Turfgrass Topics," the association publication, is now being published three times a year. Roy Goss, Western Washington Exp. Station, Puyallup, is editor.



1959 officers of the American Society of Golf Course Architects are (left to right): J. Press Maxwell, vp; David W. Gordon, pres.; and William B. Langford, secy-treas. They were elected at recent annual meeting of architects held at the Grand Hotel in Pt. Clear, Ala.

## Par 3 Owner Gives Clinics to Revive Industrial Golf

Industrial league golf at Floyd March's Par 3 course in Lima, Ohio, suffered a setback in 1958 due to the recession and poor weather. But that hasn't discouraged March, a veteran pro who came out of retirement a few years ago to build and operate the short course along with a driving range.

During the past winter, March gave weekly clinics at several plants in and around Lima to revive interest in the leagues that boomed in 1957. At one plant he had more than 50 people interested in learning how to play golf and at another nearly that many showed up week in and week out to learn something about the game. All told, Floyd conducted clinics five nights a week in a promotion effort for his golf center.

In 1957, March's Par 3 was overrun with industrial golfers. Three large companies kept very active leagues running and there also was a league sponsored by local business establishments. Play at the center was nearly twice what it had been in 1956 when league play was introduced.

But in 1958 Lima, an industrial city, was hard hit by the recession and company sponsored golf folded. The business loop continued to operate but poor weather in June and July resulted in a large number of postponed matches and league play never really got off the ground.

This year, though, plants in and around Lima are back in full production, and everyone is optimistic. Particularly so is March who is sure he has hundreds of golfers itching to play after attending those clinic sessions this winter.



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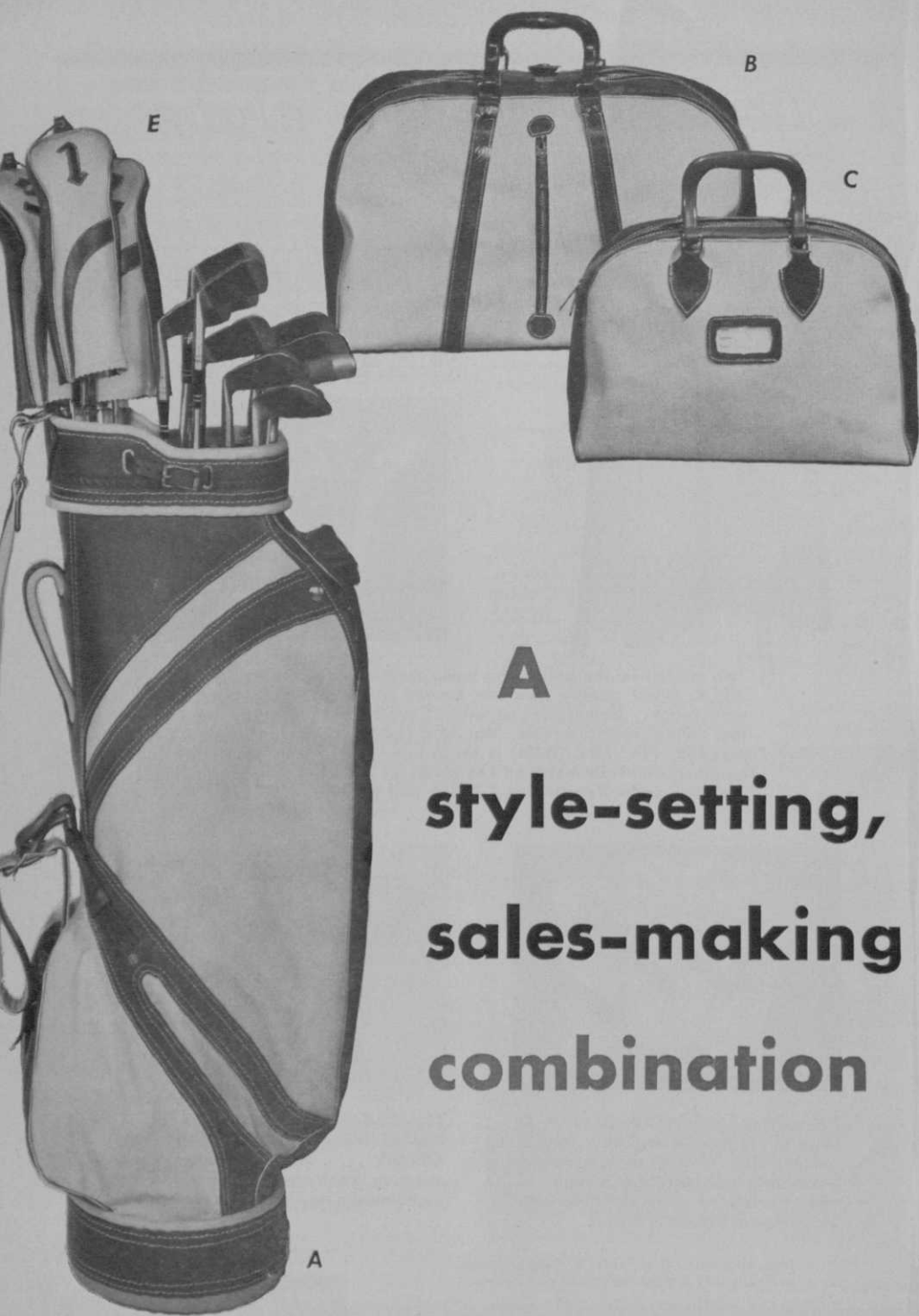


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