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servant there may be a voluntary assumption of the risk of a known danger, which will debar one from recovering compensation in case of injury to person or property therefrom.' (Citations)

"While the burden of proving assumption of risk was upon the defendant (Citation), the plaintiff's own evidence demonstrated that he knew the conditions under which he was 'shagging' the balls and the danger of being hit by one of the balls. He testified that the balls 'were flying all around for half an hour' and 'that he heard no one say "fore" to him while they were driving on the driving range'.

His experience as a caddie necessarily taught him that golf balls, particularly when driven in practice, may frequently travel in diverse and unintended directions. There was no error in directing the verdict for the defendant." (Pouliot v. Black, 170 M.E.2d 709.)

Amateur Championship Scheduled for Pinehurst, Sept. 17-22

The 62nd Amateur Championship of the USGA will be played Sept. 17-22 on the No. 2 course of the Pinehurst (N.C.) CC. Entries are open to male amateur golfers with handicaps of four strokes or less un-

der the USGA handicap system, and will belong to regular USGA member clubs.

Entry applications must be received by the USGA, 40 E. 38th st., New York 16, not later than 5 p.m. on Wednesday, Aug. 15. Sectional qualifying rounds of 36 holes will be played at 34 locations on Sept. 4 and 5. The Championship rounds will, of course, be played at match with 200 players competing.

Exempted from qualifying are the current and former USGA amateur winners, former USGA champions who are amateurs, current and former British Amateur champions and current amateur champions in five other categories.

Three Northwest youths, two from Portland and one from Seattle, have been granted scholarship assistance by the Pacific Northwest Golf Assn. fund of the Evans Scholar Foundation. They are Victor C. Ross, Jr., a caddie at Columbia-Edgewater CC, and George T. Bryant, Waverley CC, both of Portland; and Charles A. Johnson of Seattle GC. A total of 11 young men currently are enrolled in the PPGA Scholarship program and 13 have completed their schooling through its auspices.



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Full details may be obtained from the Resident Manager, Turnberry Hotel, Ayrshire, Scotland, or from British & Irish Railways Inc.;

New York: 630 Fifth Avenue. Los Angeles: 510 West Sixth Street, Chicago: 39 South La Salle Street, Toronto: 4 King Street (West). Vancouver: 409 Granville Street.

**George Sargent, Pro Builder of
U. S. Golf, Dies in Atlanta**

George Sargent, 79, died June 18 in Atlanta after an illness of several years. He was U.S. Open champion in 1906, Canadian Open champion in 1912, one of the founders of the PGA in 1916 and president, 1921-26, a founder of the PGA Seniors organization in 1937 and in innumerable other activities a builder of golf, amateur and professional, in the U.S.

George pioneered the use of slow motion photography in developing American playing technique and the effectiveness of instruction.

Started Cup Competition

He was instrumental in starting the Ryder Cup competition. His first major tournament play was in the 1900 British Open. For many years he, Freddie McLeod and Jock Hutchison were the first group to tee off in the Masters.

George was born at Dorking, Surrey, Eng. He entered golf at 12 as an assistant to Tom McWhat at Epsom Downs. When he was 17 he was selected by Harry Vardon to be Vardon's assistant at the Canton golf club.

He came from England to be pro at Royal Ottawa (Can.) GC, then moved to the U.S. to the pro post at Hyde Manor (Vt.) CC, then to Chevy Chase in Washington, Interlachen in Minneapolis, Scioto in Columbus, O., and to East Lake in Atlanta from which post he retired 15 years ago to be succeeded by his son, Harold, who also became a president of the PGA. Bob Jones remarked at a dinner a few years ago, "The best thing I ever did for East Lake was to bring the Sargents there."

Three of the ten children of the Sargents became golf professionals. Harold is at East Lake, Jack is at Peachtree, also in Atlanta, and Alfred, who died some years ago, was at Inverness in Toledo, and Hinsdale (Ill.) CC. Mrs. Sargent, nine children, 20 grandchildren and two great-grandchildren survive.

Accurate Boomerang

A St. Paul golfer, Stanley Moucha, hit a beautiful slice recently at the Phalen GC in that city. It hit a tree and caromed right back and struck him in the face. He had to be taken to a hospital and treated for a face bone fracture.

Nan Berry Named Publicity Director for Ladies PGA

Nan Berry has been named public relations director for the Ladies PGA. In her new position, which she will assume later this month, Miss Berry will work with Leonard P. Wirtz, LPGA tournament director, in the coordination of business and promotional functions of the women's professional organization.

Nan has been with the PGA for the last four years. Since January, 1961, she has been managing editor of the *Professional Golfer*, the PGA's official monthly publication. She also has served as production manager and writer and researcher in the PGA's public relations dept.

Star Amateur Player

Nan is a native of Atchison, Kans. and moved to Quincy, Ill. at the age of five. She was graduated from Quincy High



Nan Berry

School, attended Colorado Women's College for two years and, in 1957, received a degree from the Journalism school of the University of Missouri. She is a well known amateur golfer and competed for three years on the LPGA circuit as an amateur.

Enid Wilson Pens Book on Women Golfers

A Gallery of Women Golfers. By Enid Wilson. Published by Country Life Ltd., 2-10 Tavistock St. London, W.C.2, Eng. \$6.

Miss Wilson has won British and English women's championships and numerous other events, played on British Curtis Cup teams and for some time has been writing on women's golf for the *Daily Telegraph* and for *Golf Illustrated* of London. She is a expert observer and a clear, instructive and entertaining writer. She's a fine photographer, too. Her book has hundreds of fine instruction and news pictures of women's golfers on both sides of the Atlantic. This book is one the American woman golfer had better hide from her husband until she has finished it.

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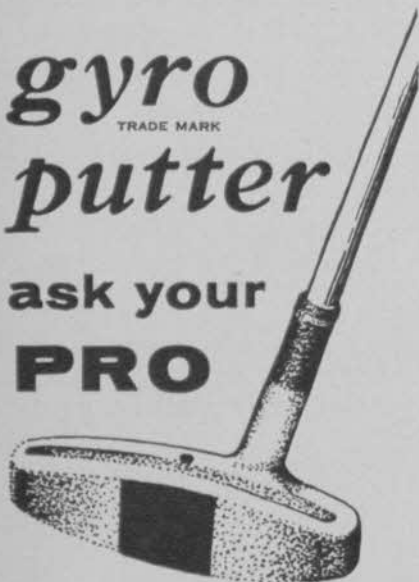
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New Look In Pro Shop Story

Many professionals have commented about the pro shop illustration in the Acushnet ad that ran in May GOLFDOM.



The picture, which was taken in 1934, came from GOLFDOM files but didn't carry identifying names. The label were lost years ago. The shop was that of Harry Robb at Milburn CC, Overland Park, Kans. The fellows in the picture were (l to r): George Smith, Bev Small, Harry Robb and Ray Briggs.

The Milburn shop in 1934 was one of the neatest, best run member service operations in the country. The club's members today rate their shop in that class. It is operated by Harry Robb, jr., who succeeded his father as Milburn's pro.

Left to right (above) in the latest photo of the Milburn shop are John Charles Muehlberger, Buster Mills and Harry Robb, jr.

Henry H. Russell Heads USGA Green Section Committee

Henry H. Russell of USGA Executive committee has been named to head the USGA Green Section committee, filling the unexpired term of the late Wm. C. Chapin, who was killed in an airplane crash several months ago.

Russell, whose role in Southern golf matters has been extended to national scope since he became active as a USGA committeeman, is experienced in course construction and maintenance and is a club official and owner. He is well known to supts. and turf scientists, especially in the Southeast.

He also heads the Bob Jones Award committee of the USGA and has been among those active in the development of the USGA publicity and information program. His address is PO Box 57-697, Miami, 57, Fla.

IMPORTANT NEWS FOR ALL PIPE BUYERS

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If you are a present user of "K&M" Pipe, please note the new address of K&M "pipe headquarters" below. If you are not yet familiar with the proved performance and economy of "K&M" Asbestos-Cement Pipe Products, we suggest you consider them more seriously than ever.

For information, write: Asbestos-Cement Pipe Sales Division, Certain-teed Products Corporation, Ardmore, Pennsylvania.



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Take A Sales Lesson (Continued from page 38)

reason for believing that the standard of automobile salesmanship is higher than that of the good business pro, so why shouldn't the pro be thinking in a similar way about people who are using old playing equipment?

The automobile salesman generally depends on advertising to bring prospects into the showroom. In most cases, the golf professional already has his prospective customer frequently coming into his showroom. The golfer often depends on the professional to get him to buy what is needed.

I have heard it said that golf equipment lasts too long. You don't hear that complaint about automobiles. Figures indicate that the golf ball now is played about twice as long as the ball of 1940 was played. Extensive surveys of pro shops and studies of golf club production, sales and markets indicate that the top quality woods in bags in the racks at private clubs are about seven years old and the irons are only slightly less in average age. The average age of the clubs in private club storage has increased about

one-half year since 1953.

What Clubs Last "Too Long"?

Every experienced professional looks at golf market statistics in a way that should help him determine the facts at his club. He probably will find in his storage racks quite a few sets of clubs that have been used more in two years than the average member plays in five or six years. So who knows — and why — if golf clubs last too long?

The professional, not the amateur who buys and uses clubs, knows the right answer to the useful life of clubs. The pro knows that the answer is not based on the calendar, but on developments in golf club design, materials and construction. Thoughtlessness is a fact in determining the life of clubs. What member knows when he bought his clubs? The pro who uses old clubs, even an old putter, isn't giving his members a good example.

If an automobile dealer had 250 cars garaged back of his salesroom and saw that 50 or 60 of them had old-fashioned gear shifts, 70 to 80 of them lacked power steering, 200-or-so didn't have air-conditioning, there'd be a lot of high-powered selling action by his salesmen. There is foundation for the criticism that the auto-



What Rolling Green G. C. thinks of the new Agrico Country Club 12-4-8



V. L. Payson

says V. L. Payson, superintendent at Rolling Green Golf Club, Media, Pennsylvania. "Combining AGRICO COUNTRY CLUB 12-4-8 and AGRINITE gives us dense, colorful turf

"Although we've used AGRICO fertilizers for years, the results we've gotten with new AGRICO COUNTRY CLUB 12-4-8 and AGRINITE surpass anything we've ever had,"

throughout the growing season. Applying AGRICO and AGRINITE hydraulically throughout the summer gives us healthier turf during this normally critical period. In fact, some of our usually weaker areas have been transformed into tight, thick turf."

Ask your Agrico Representative about an Agrico Country Club-Agrinite Feeding Program for your course. Or write: The American Agricultural Chemical Company, 100 Church St., New York 7, N.Y. In Canada: Agricultural Chemicals Ltd., 1415 Lawrence Avenue W., Toronto 15, Ontario.

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mobile business depends on advertising and trade-in allowances, rather than personal salesmanship, to do its selling — but it has to get rid of its stock.

Now compare the hypothetical situation in a garage with the condition of 250 sets of clubs in storage back of a lot of pro shops.

From the soles of clubs to the tips of the grips there have been hundreds of changes — improvements and developments — made in clubs in the past five years. Does the pro's customers realize that progress has been made in clubs?

Does Pro Know What's New

The professional and his assistants ought to know every single one of the details of improvement in clubs. He should get this information from manufacturers and their salesmen. Many times he can get printed information from manufacturers to mail to his prospective customers or have this information attractively and conveniently displayed in the shop.

The professional is expected by his customer to be the top authority on golf clubs and to pass along his expert knowledge. Sometimes this actually is the case; sometimes it is not. You, alone, know what the answer is at your club or at your course. You, alone, know whether you are

losing to price-cutters the business of people who should be buying from you because of your expert knowledge of clubs.

Have you ever wondered about the amount of business you may be losing because your customers don't know their clubs are not first grade by today's standards? Are any of your members using clubs made and bought when the Edsel automobile was being made?

Style Can Sell Clubs, Bags

The professional whose shirt and sweater business has increased because of style changes rather than because of wear should investigate thoroughly how the same factor of out-of-style that applies to apparel applies to golf playing equipment.

To get right down to specifics on what the professional and his assistants can do to serve the customer better by reducing the time lag in selling him (or her) clubs with built-in aids to scoring, obtain from manufacturers all possible information to pass along to potential customers on:

GRIPS — Nature of material, character of "feel", security of connection, reliability regardless of weather conditions and physical and emotional condition of player, method of securing grip to shaft, retention of most desirable feel of grip material, sensitive "touch" of grip, appear-

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