

Pictures, Not Words

Following the premise that one picture is worth more than a few thousand words, however well chosen, the Hampshire Country Club of Mamaroneck, N. Y., is hitting its members right between the eyes on the care and upkeep of a golf course.

Each Friday night a small cartoon depicting some responsibility of a golfer toward his course and fellow golfers is attached to the front of every locker. When the member comes out for the weekend, he finds it looking him in the face.

The cards, 5 by 3 $\frac{3}{4}$ inches, were the brainchild of Sidney Fiddelman, vice-president of the Hampshire Country Club and chairman of its green committee. He had them prepared by a local printer.

Hampshire has several of the cards.

One warns the player to replace his divots, another reminds him to put trash in receptacles, another to rake footprints out of traps after playing from them, and so on. They are rotated on the front of the lockers. The practice is now about two months old.

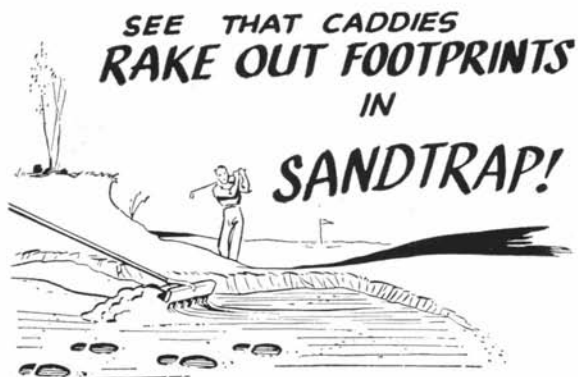
Reports from the club say there has been much more attention to these simple acts since the campaign to keep them before the members was started.

"It has been very effective," one official reported. "It is a very inexpensive thing and has gotten a lot of results. The golfers are more conscious of their duties in this respect.

"You know, you can write or say a lot of words on subjects like these, but just putting a picture before their eyes seems to get the story across with more impact. It's a good stunt."



**PICK UP PAPERS
AND PUT IN RE-
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Here are three of the cards that the Hampshire Country Club, of Mamaroneck, N. Y., rotates on the lockers of its members, changing the cards every Friday night. The plan was put into operation early this summer and the club reports that the pictorial reminders have gotten a lot of results.