Golf in the near future will produce more different types of professionals than we have ever known before. They will come from all walks of life; some from the field of caddies, from department stores, ex-service men, college athletes, top grade amateur players and just punk kids seeking easy money. Some however, will be smart and aggressive enough to successfully establish permanent places for themselves in professional golf. This all leads to one thing; that the present crop of pros must get on their toes, shake the dust off themselves and begin thinking where they are going to stand after the sudden invasion of "over-night" professionals into their ranks. This will present a serious problem to the home pros of today, a problem that calls for positive and practical thinking plus quick action to avoid a breakdown in the present system of professional business.

The PGA is trying to help its members meet this challenge of the golden golf era of tomorrow by offering them a pro-business course so they can be of more value to their clubs and offer better service to their members. The old established pro who pioneered golf through world wars, depressions and prosperity did quite a satisfactory job. But his work is not finished, he must continue to promote golf with new life, new ideas and new ideals to match the march of time. He must now apply proven ways and means to do a better job than has even been done before. Those who fail to heed the warning will be left behind in the survival-of-the-fittest clique. Many PGA members have said that any educational program would be a wasted effort because the average professional is not going to let anyone tell him how to operate his business. George Hall, Cornell University pro, disagrees with this opinion. He says we now have enough smart pros who will influence others to accept and support this program.

For years pros have been asking for a sales training course. Not a complete academic course but enough extra knowledge to assist them in their daily problems. Nearly everyone will agree that such a program would be a grand thing for the game, the pros and the members they serve. The PGA has now gone into action to establish this program in 1946. George Aulbach, Texas PGA president, was named to direct the successful accomplishment of this activity. It's a whale of a job for any pro to tackle but Aulbach accepted the responsibility with the feeling that he could depend upon the cooperation of the golf industry and all PGA members.

Three Major Problems

Immediately three major problems present themselves before any active work can begin on the program. They are: What is the best method of presenting this program, what subjects will be studied, and who will be the instructors. Definite decisions must be reached on these important factors before further thought can be given to the working details of the program. Aulbach has asked for opinions and suggestions from each member of the PGA Executive Committee, from all sectional PGA officers, from golf manufacturers and from several national sales promotion executives.

The first return of ideas on this subject shows a wide difference of opinion as to exactly how the program should be presented. Johnny Bass, Clifton Park pro in Baltimore, is in favor of the program because he says the exchange of ideas from other pros will help increase his income. He favors a yearly pro-business hand-book and a monthly business letter to each pro. An outstanding national sales executive and specialist in sales training courses said, "The PGA needs a good business correspondence course. Through such a course you can reach the greatest number of members in the most convenient and the most economical way. Statistics prove that at least one third more people will accept some form of higher education if you bring it to their homes. The small town pro, the new pro and the assistant pro, are the men who probably need this training the most. These men do not have time, money or desire to attend a university short course in some distant city. However, many would accept the program if delivered to them regularly at frequent intervals. Most all national organizations successfully instruct their salesmen by this method. An expensive university course would only attract the better business pros who need it the least."

Many PGA members have said that any educational program would be a wasted effort because the average professional is not going to let anyone tell him how to operate his business. George Hall, Cornell University pro, disagrees with this opinion. He says we now have enough smart pros who will influence others to accept and support this program. He admits, though, that no one can help those who will not help themselves. In this fast
been comprehensive manner. For years Dahlman has
work. Willie Ogg, a dean of business pros
sales training course and has offered his
course in shop management, covering the
personal assistance in this important
Educational Committee with an excellent
subject in a most complete and compre-
courses in every PGA section every year.

George Corcoran, Carolina
ment some years ago. Although the ses-
point study program.
1. Proper presentation of merchandise.
2. Need of careful observance of busi-
ness principles as applicable to gen-
ral selling and extension of credit.
3. A genuine spirit of helpfulness to the
prospective customer, the club mem-
4. A price range competitive with gen-
eral trade.
5. A business-like appearance in dress,
attitude, and conversation.
PGA Vice President Bill Wotherspoon
of Tulsa says display, sales and pro teaching
should be the three major subjects for
discussion. He also believes the funda-
mentals of greenkeeping should be on the
program. Another member of the PGA
Executive Committee, C. V. Anderson of
Waterloo, la., feels that the course should
be held at some large university and
should include both greenkeeping and
teaching. George Corcoran, Carolina
PGA president, is in favor of the course
including a national standardization of
pro prices covering lessons, repair work,
club cleaning and a national blue book on
club trade-in prices.

Another top sales executive says the
PGA should create a Traveling University,
a group of instructors to hold business
courses in every PGA section every year.
“In any event,” he said “You must bring
the program to them because the average
man is not going to the inconvenience of
getting higher education that holds no
guarantee of a higher income.”

Joe Dahlman of Tulsa has presented the
Educational Committee with an excellent
course in shop management, covering the
subject in a most complete and compre-
prehensive manner. For years Dahlman has
been an enthusiastic advocate of a pro
sales training course and has offered his
personal assistance in this important
work. Willie Ogg, a dean of business pros
says, “If all members have the same op-
portunity of sharing in the results of this
educational work and the program is car-
ried to a complete finish, it will be the
best step forward in 20 years for the
business development of the home pro.
Les Freeburg of Wilson’s Kansas City
Division has offered some of the sound-
est advice and material for a program
ever received on the type of business training the most needed by the average
professional. He suggests the course be
conducted through the mailing of a series
of bulletins, pamphlets and letters to all
PGA members followed by a general busi-
ness meeting in some large city.

Several small club pros have advanced
the theory that the course should be
mailed monthly to every PGA member
with a 90 day examination paper and with a
reward for all who pass the tests. They
think all members should have the ad-
verage of this course and the opportuni-
ty of checking the material before they
decide whether they care to follow it.

They agree that a large percentage of
this material would be wasted through
this method, but they also believe more
members would receive the benefits of the
course through this method of reaching
the membership. They argue, that many
pros who think they are not interested
now, may read a line or two that would
appeal to them and become regular fol-
owers of the course each month.

Stanley Davies, Omaha (Neb.) Field
Club pro, and J. Victor East of Wilson’s
advisory staff, have made specific sug-
gestions based on their own study in edu-
cating themselves as outstanding pro bus-
inessmen. Both brought out the point that
the proposed educational plan would be
of great value in showing the younger
pro what mistakes can easily be made in
pro business. Protected by warnings and
knowledge against the common errors the
younger man could devote his time and
energy to constructive phases of his work.

Attention is being given by Aulbach to
the excellent educational programs con-
ducted by greenkeepers’ organizations in
association with state agricultural col-
lege authorities. A highly successful pro
business short course was run at the Uni-
versity of Minnesota by the Minnesota
PGA and the university athletic depart-
ment some years ago. Although the ses-
sions were rated by pros enrolled as the
most practical and profitable meetings
they’d ever attended there was no follow-
up on the program.

The pros’ Mondays off in the season
generally are devoted to shopping or sec-
tional events. The playing events include
pro-amateur, pro-senior, pro-women’s, pro-
uniors and other affairs that have great
public relations value, hence they cannot
and should not be removed from the pro
calendar for class sessions. Whether the
(Continued on Page 58)
"AGRICO DOES A REAL JOB FOR US AT PHILMONT"

says Arthur McKnight, of Philmont C. C., Bethayres, Pa., shown (left) on the 12th fairway of this well-known Club's North Course.

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PGA Study Course
(Continued from Page 22)

pros who need the business education most are of a temperament to respond to correspondence schooling is problematical. Most of the veteran pro authorities are of the opinion that class-room sessions would draw men who most need the training because of the probable newspaper and radio publicity which would acquaint the golfing public with the existence of pro business classes and possibly bring some indirect influence to bear in assuring quite large attendance.

Aulbach welcomes advice and suggestions from pros and all others interested in the golf business, in supplying ideas from which the PGA educational plan eventually will be prepared. Letters should be addressed to George Aulbach, Amarillo Country club, Amarillo, Tex.

★ SEYMOUR WITH SPALDING — After a 2-year leave of absence from A. G. Spalding & Bros., Charles Seymour has returned to the company as a dealer and golf pro representative in Utah, Wyoming, Colorado, New Mexico, and a part of Texas. Joining Spalding in 1930, Seymour served 10 years with the firm's St. Louis and Kansas City offices. He was acting as manager of the first when it was closed in 1940. In 1941 he become the company's representative in the Rocky Mountain area.

★ HORTON BRISTOL SALES CORP., announce the reopening of their Chicago office in the same location occupied before the war, at 36 So. State St. The Chicago office again will be in charge of Joe Finn who has returned to the firm after engaging in war work.

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