

PLANKS IN MY PLATFORM

By JOHN BUDD



John Budd
Pro, White Beeches
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A FEELING of joy came over me when the White Beeches president, Stewart A. McElroy, called me into the board room and announced that I had been chosen their professional. I am proud of my new job, proud of the people who make up the club and glad of the opportunity for service.

How did the job fall to me? A whispered rumor on Friday, a conference with Mr. McElroy on Saturday at which time I notified him that I had applied for the position through the mail on December 15th, and an appearance before the board on Sunday.

Saturday night I spent in studying the White Beeches set-up and planning a program for the future professional needs; 1. Education, 2. Experience, 3. Teaching ability, 4. Efforts in PGA, and 5. Playing and tournament record. My presentation must have clicked, for I came up with the job.

During past weeks every thought and energy has been directed toward building a sound professional service program for my White Beeches job. This job is strictly a golf professional berth, the club having a fine greenkeeper, Richard Jordan, and an up-to-the-minute manager in Pat Chambers.

Ten Points to Program

So the program has been built around the following points: 1. Top-grade teaching service. 2. Playing with members as much as possible. 3. Keeping a golf shop that is equal to any in the district and is up to date in every item. 4. Streamlined advertising methods and publicity for members. 5. Personal game improvement and tournament efforts. 6. Caddie training program that will insure a sound service in this department. 7. Developing personality to fit White Beeches' need. 8. Keeping White Beeches pro department equal to or surpassing any and all pro-shops in the club's vicinity. 9. Working hand in hand with tournament committee on a very active program of events and

competitions. 10. Keeping sound credit and modern merchandising methods.

You will note that I've referred to making my pro department operation equal to, or better, than that of other pros in a district where there are some of the country's ablest pros on jobs. That's an ambitious task, but I've always thought that the matter of competition in the scoring of pro department service is just as interesting, and as profitable as most pro playing efforts, and certainly of direct interest to the club members who expect their pro department to be a helpful part of their games and a part of their membership value.

In addition to keeping my own teaching methods up to the minute and as simple and natural as possible, my assistant will be trained in the same fundamentals of instruction that I use. We will meet appointments promptly. We will be on the job and be ready and anxious to teach. We will give junior classes, ladies' classes and regular classes for all members who desire this more economical method of instruction. We will keep a neat and well equipped lesson tee where privacy prevails.

Willie Marino, my assistant, and I will endeavor to make teaching our strongest point of service to the membership of White Beeches.

On Saturdays and Sundays, when time allows, a ranger system of playing will be used. I will go on the course and be available for two holes of play by invitation from any members playing on the course. This method should allow the professional to contact and play with more

Pro golfers clinic at the University of Minnesota, Minneapolis, will be held April 14-15, according to word from Wally Mund, chairman. Present planning for the event calls for the incorporation of the most successful ideas of last year's event, plus tips from the other PGA sections' clinics, into the 1941 Minnesota program.

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Grand Rapids, Mich.

than fifty of his members over each week-end and will give a closer personal contact with the playing members.

President McElroy is trying to get a new shop installed before the season opens in April, but if this fails, we will tear out and rebuild what we have and will follow the display ideas that were first outlined to me by Lee Harrington, of Wilson's, and later by Walter Roberts of Spalding. Have merchandise out in the open, so that prospective buyers can handle it casually. Before leaving New York City in early February, I spent one whole morning wandering through the Fifth Avenue shops, the dime stores and other mercantile establishments. The stuff was easy to touch, easy to get the urge to possess it, and the sale was half made already, without any high pressure methods. This visit to the New York stores on a tour of study gave me enough ideas for this season, but I'll be wandering around Woolworth's again before June and maybe another idea will result.

What Stock in Shop?

In stocking the White Beeches shop we will plan to carry two lines of merchandise as our leaders, and two lesser brands. We are of the opinion that we should concentrate on two big name lines. Two other lines of equipment will be in the stock and of course we will stock what the membership wants, not what we want.

The average stock will be made up of about 50% highest grade equipment, 30% medium high grade, and 20% reasonable and competitive merchandise. We hope to follow Paul Runyan's axiom, "keep your business competitive, not on a patronage basis."

Pride of ownership is as important in golf as in any other thing we do. Your wife is proud of her fur coat, so she wants to go out and wear it, you like your new car and you want to ride on Sunday afternoon, your son is crazy about the new sled and he wants to go up and down the snowy hill all afternoon.

So the better merchandise we can place in the hands of our members the more golf we will have played, the more pride

Joe Novak of the Bel-Air CC (LA district) has been named chairman of the PGA teaching program committee.

The committee will work to secure greater uniformity of teaching terms, as well as organize the collective study of teaching methods, in order to simplify learning for the representative pupil.

will be shown in club and program, and everybody will be better off. Nothing in golf gives as much pride as a new, high class golf bag—a bag that is a real piece of luggage and will stand up at the Miami-Biltmore or Baltusrol. We will operate from this basis.

The membership of White Beeches will probably get four or five short snappy advertising letters from their professional this year. Club cleaning will be fully explained and sets will be solicited for this service. A full explanation of our teaching and playing service will be given. Some reserved facts about golf equipment and a pledge of honest service will be in another enclosure.

Publicity Not to Be Neglected

When White Beeches members win a tournament or a weekly event in the district they can be sure that a call will go to the proper news man so that publicity will be given the feat. Plans are being completed for a regular golf news release. This little paper may be called, "Fore" from White Beeches', and carry all announcements of coming events, list of the champs in past contests and other newsy items that might prove interesting to the membership.

Here is one professional who knows his tournament limitations. He also knows how much an average professional can learn by attending some of the regular PGA-sponsored events and trying hard to make the grade for the National Open and the PGA championship. So through the year, I will be hitting hundreds of practice shots, striving for improvement in my own game and making every effort to keep my game good enough to make my club members proud of me.

Caddiemasters are fortunate now in having the PGA charts for their caddie training program. As chairman of the educational committee of the PGA during the time these charts were placed in use, I became thoroughly sold on the idea. It has unbounded value and will form the basis of caddie training at White Beeches.

Any professional taking a new golf job must face a trying period of readjustment to new people and new surroundings. The membership of White Beeches are not too snooty and they are not too much the other way. Well, as we say in the South, "They are just right fine folks." But, I am doing everything possible to insure that I will fit my new spot. There are

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The wide demand for Tourneys is demonstrated by the vast number of pros who personally use them! At both the National Open and P.G.A. Championship last season, more Tommy Armour Tourney Clubs were used by the contestants than any other make. Tommy Armour Tourneys are sold exclusively by golf professionals.



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many adjustments to make and I must make them. The membership must be served smoothly and without any personality problems to mar the golf program or the calmness of club life.

In the Metropolitan area there is bound to be a certain competition between clubs and pro departments. This makes it absolutely necessary for pros and club officials alike to realize that any pro department failure may mean the loss of members to another club that has a professional who is on his toes. There is no malice in my statement that we will equal or surpass any pro department in our area. This is good business for me and for the White Beeches Golf & Country Club. And after all, White Beeches business is my business and vice versa.

Keep Ahead of Competition

How can a man keep from losing in any contest, business or other wise? First and best, by keeping up with or ahead of the other contestants. Second and worst, dropping back to a minor league, or to a lower level of competition.

So at White Beeches, little short Willie and big long John will be running and hustling to keep up with the leaders and if they don't keep a fast pace, the Budd-Marino combine will edge out ahead. And no hard feelings—we must live and so must the other boys.

The tournament committee at my new spot has been carrying out a very active and pretentious program of golf events. This has been a lively feature of the club and is as it should be. Competition brings interest and enthusiasm in golf and builds club life. It is the heart and soul of a golf program. We are going to work like hell to keep our tournament committee program going full blast. We will do their bidding and also give them our ideas for their final consideration.

At a club of White Beeches standing and reputation, I must keep my credit A-1; and I am going to do it. It may mean driving my old Chevrolet an extra year, and passing up some nice entertainment, or making other sacrifices, but following the advice of Horton Smith, I will try to make that easiest money of all, the regular monthly discounts for paying promptly.

Merchandising needs at White Beeches will call for an average stock of merchandise during April to August of \$1,500 to \$2,000, and this will diminish during the later months of the season.

But I will follow the old saying, "you can't sell it unless you have it in stock." Certainly the competition from stores is tough in the Metropolitan area, but much of this can be met by using two sound methods. First, by giving such fine pro service that the members will be ashamed to buy from other sources, and second, keep a competitive line to equal prices as displayed in the cut-rate places. Yes, you can match them, if you want to. I hope to use a combination of these two, if necessary. However, we will feel good in the White Beeches shop if we can reap 75% of the total golf equipment business from our membership during the first few years of operation.

Sure—you think this is a mouthful for a young man who is just heading for the so-called big league of pro golf, the Metropolitan area around New York. Well, this job did not come to me because of sitting idly by. Not many things have come that way in my life and being proud of a new connection and its opportunities, I have been planning for success at White Beeches.

By playing fair with my brother professionals, planning for success on my job, and working hard through the regular season, this country boy may be able to corner a little bit of success for himself and bank a little bit of money for the days to come later. Most of all, I hope to serve my membership well and be a credit to White Beeches.

Junior C. of C. Backs PGA Event at Denver

DENVER gets another national tournament in the PGA championship which will be played at Cherry Hills Club, July 7-13. Cherry Hills was the scene of the 1938 National Open, one of the most smoothly run National tournaments in American golf history.

Denver's Junior Chamber of Commerce is sponsoring the PGA championship. The tournament has been underwritten for \$15,000, the greater part of which has been subscribed. Eddie Ott of Denver's Evergreen course initiated the Denver deal when he was trying to get a \$5,000 tournament for Evergreen. There'll probably be an Evergreen Open held the week after the PGA, to keep some of the boys in town for another chance at a purse.

The Denver Jaycees are planning to have popular-price gate for the PGA.

A New Teaching Plan



For More & Better Golf

Attracting more people to learn—
payment for results — two features
of revolutionary teaching proposal.

by
JACK MORRIS

GOLF, like many other human activities, is in the throes of a revolution.

The old order is passing. If we examine the golf picture with an open, investigative mind, we're forced to admit that many phases of the old order have been obsolete for years. We have been handicapping ourselves and the game by not making this discovery years ago.

We professionals have retarded our own advancement and the progress of the game by adhering generally to an instruction policy that has not changed much since King Charles I took lessons 300 years ago.

We are aware that something's wrong. We know that the majority of golfers shoot over 95. We know that the highest mortality in golf club membership is among the high-handicap players. We also know that regardless of financial conditions those players who are in the 80s or better manage to keep playing and enjoying the game. We know that, in most cases, the better the players score the more they play and the more they enjoy the game.

Our livelihood as pros, and the stability and progress of our clubs, depends on the volume and pleasure of play.

Keenly appreciating these factors we are vaguely conscious that something's wrong with our instruction.

Technically the standard of qualified pro instruction has been remarkably raised in the past 15 years. But average scores of golfers have not been proportionately lowered!

Something's seriously wrong with our instruction plan.

Club officials and pros sensing the pre-

vailing defect have adopted the flat-fee unlimited lesson plan in a few cases. I understand it has resulted in a noticeable, but not especially conspicuous, improvement in the standard and frequency of club play.

The flat-fee unlimited lesson plan is but the haziest sort of a start in the right direction. I believe I've learned the policy effective instruction will have to take. The discovery was made not at a golf club where the straitjacket of the obsolete tradition remains firm, but at that thriving innovation in golf, the practice range and school.

Results are what count with the man and woman who come to the range school for golf instruction. That customer keeps coming—and often from private clubs—because his game shows improvement.

You'll admit that golf bugs try harder, spend more money, and put in more time than students of any other sport,—yet they make less progress. There is only one conclusion, granting that the professional involved does his best, and that is that we are not giving full value for money received.

No professional worthy of the name is a conscious gyp, but the sooner we realize that we cannot punch the time-clock on a golf lesson, the happier the flock should be.

It was different 20 years ago when the pace was leisurely and a round of golf was a nice way to spend the afternoon. During those times, the pupil would hit a few shots, talk a little, hit a few more, and then stroll casually away at the conclusion. The gait is faster now, the players are keener and the capsule method is the modern way.

I've changed my instruction set-up and it's paying dividends. Dividends consisting of more money,—satisfied pupils,—and more leisure time.

Each pupil is treated as a special case, given individual treatment and the fee is set to suit his pocketbook, time, and ambition.

I refuse to quote rates until I've seen what a person can and will do, but I do give each one a free lesson at the end of which we talk business. And I don't care if one tells another the arrangement, or if they find out rates vary . . . all I want is results. If results are being accomplished, the customers are satisfied. In fact, all my clientele is satisfied or removed from the list. I operate on a harmony and cooperation basis; money back if not satisfied and then *get out!* (Can't recommend this for you country club pros, but I own my place and can weed out.)

Life offers too much for time to be wasted where lack of cooperation dooms the experiment from the start.

So, instead of the pupil contracting for a course of hour lessons, every minute of which he's going to get if it kills him, I operate in this manner.

1—A free trial lesson. 2—Analysis. 3—Chat with the customer to determine just what he wants and then . . . *agreement upon a definite goal!*

Then state the business proposition and, if necessary, let the pupil decide and give him answer when he comes for the second lesson . . . and he will come! The gambling spirit wins.

Take the case of Tom Jones, who didn't know what he wanted. He vaguely desired to get straightened out. To get "back on his game."

Player Didn't Want 'Perfection'

After the first few swings I knew that the errors crystallized over 20 years couldn't be corrected in one lesson. I also soon learned that Tom Jones didn't want to break 80. It wouldn't fret him if he never broke 90 again. He had a comfortable bend in his left arm and a jerky little hitch in his backswing. When he hitched just right, he could hit the ball reasonably well and within 30 or 40 yards of his target. With the help of a few long putts, he could get around in 95 or 96. That was good enough for him and had been good enough for 10 years. Why change it?

Tom took a savage practice swing at a piece of cellophane, caught it just right and watched it sail out in front of him.

"There," he said, "That's what I want to do; hit 'em like that and get back into the 90's."

"Well, make up your mind," I answered, "either to try to hit them like that or to get back into the 90's. Which would you rather do?"

Tom looked blank. "Is there any difference?" he asked.

"You bet," I answered. "You can study your form, analyze your style, and change your swing. Then practice like hell for a long time and you'll get so you can hit shots like that. Would you rather do that—or get back to your game in the 90's?"

Tom didn't hesitate. "Don't change my form," he said. "Just put me back on my game. I don't want to fool around with a lot of theory; I just want to hit the ball again."

Short Lessons Do the Trick

Here's the way it worked out. I charged Tom Jones \$10 for the job—no limit on the lessons. We didn't work on an hourly basis, just 10 or 15 minutes while he was fresh and his mind was receptive. He was back on the game that was standard for him in four or five short sessions. He was happy as soon as he broke 100 again and felt that his money was well spent. An occasional corrective lesson, at \$1.00 per, kept him in shape the rest of the season.

I call this type of instruction "coaching," and sometimes it amounts to no more than watching the pupil take 10 or 15 practice swings.

The average pro passes out great funds of free tips and information every day. Sometimes a slight change in grip will cure a slice for a day. No golfer really likes to labor on that lesson tee—particularly on weekends. It spoils his playing time. A few minutes coaching will quite often suffice,—a temporary service rendered and a temporary service paid for.

When Tom Jones capitulated and announced that all he wished to do was "get back in the 90's," my job was more than half done. We had agreed upon a goal that was within reach of the pupil. The work was directed and neither of us became bored at the repetition necessary to prolong an hour lesson.



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