

Ed Livingston, professional at the Elmwood Park G. C., Sioux Falls, S. D., recently shot four holes in 10 strokes. He had a par-3 at the 6th, an eagle 2 at the 7th, a birdie-2 at the 8th and a birdie-3 at the 9th.

yon, is such a course. This 18-hole course attracts the tourists from the entire nation.

Denver was one of the first cities in the country to build and operate a municipal golf layout, this course being City Park GCse. It was built in 1911, first as a 9-hole course with sand greens. A few years later extensive improvements were made and a clubhouse erected, and today it is one of Denver's most popular courses.

The Denver Public Golf Assn., composed of prominent business and professional men, and Park Department officials have launched an active campaign to bring to Denver the 1940 Public Links Golf Tournament and if successful, the tournament will be played at Case & Wellshire Municipal Golf courses. These two courses are considered two of the finest and most beautiful golf courses in the West.

Hillcrest CC Solves Used Golf Ball Problem

HILLCREST Country Club, Kansas City district, comes up with a smart idea on what to do with all the old balls that accumulate in players' bags, in lockers, around the house, etc. Its plan is to collect all these balls in a barrel located in the pro-shop, and make them available as practice balls for the members. "The Hillcrest, Hillcrest's newsy monthly magazine, tells of the plan:

"We are going to try out a new idea on practice balls. A practice ball barrel will be placed in the golf shop. It will be painted white with blue stripes so that even the near-sighted will have no trouble in locating it. The idea is this. Put all of your practice balls in this barrel. The golf shop will keep a number of bags of practice balls available, using the balls put in the barrel by the members. These bags of practice balls will be furnished free to any member wanting them for practicing. It looks like a pretty good idea but it will work only if all members cooperate by putting their practice balls in the barrel. Dig all those old balls out of your bag and out of your locker and hunt up the big white barrel with the blue stripes."

GOLF CLINIC SHOWS VALUE OF COACHES' SCHOOL FOR PROS

By Herb Graffis

PRO golf came through with its second coaches' school when the golf clinic of the Illinois PGA was held May 1 at the Morrison Hotel in Chicago with an attendance of 81. The first cautious experiment in this field was made several years ago, spurred by the late R. W. (Doc) Treacy. It showed promise but this year's affair, in its first session, proved that the idea has tremendous practical value for pro golfers, their clubs and the game. The May 1 session was the first of two; the concluding session being scheduled for May 8.

Alex Cunningham, pres. of the Illinois PGA, pushed this clinic into operation despite numerous handicaps. It scored so strongly that other sections undoubtedly will conduct their own clinics and provide for pro golf the educational stimulus and training that has so greatly benefited greenkeeping.

Scheduling the opening session for 10 A.M. was the one flaw in the planning. The boys have to get up early, rush in from the suburbs and do their Monday shopping before they can attend the sessions. Several pros from down-state Illinois got up at 4:30 to make the meeting.

Bill Gordon, pro at Tam O Shanter CC (Chicago district) came up with a grand idea at the opening session. Bill described a lesson record card, on the order of the record cards kept by physicians, surgeons and dentists.

Data on the card is the following:

Name

Address

Telephone No.

Handicap Range of scores.....

No. of years played golf.....

Most difficult shot

Player's own grading on clubs:

(driver) (brassie)

(spoon) (long irons)

(short irons) (chips)

(putting)

There is space for reports on 12 lessons

on the cards. Each lesson space has room for (comments) and (recommendations).

Gordon told that the card has fine advertising effect on the players. The assistant fills in the name, address, telephone number, and handicap on the cards. Bill and the player fill in the range of scores. The player grades his shots. It's made plain that no obligation to take lessons is involved in filling in the cards, but the prospective pupils, seeing the basis on which instruction material is compiled, get the lesson urge. Bill says that the lesson card helps him considerably in making consistent progress with pupils.

Harry H. Wolf, green-chairman of the North Shore CC, former pres. of that organization, and a management engineer of national reputation, gave a great talk on "What a Club Expects in Service from the Golf Pro."

Wolf, a veteran and active amateur, said that the pro should be, and often is, an example to the members. The pro doesn't suggest money games that are too stiff or unfair, he doesn't tell the player what is wrong with his game unless he's asked, he doesn't scold caddies as an alibi and send them back.

Pro Must Be Salesman

He told that in his company's management engineering the first step was to show that everybody was a salesman. The pro, Wolf said, had to be a salesman whether he wanted to be or not.

Wolf summarized his points:

1. The first selling point is a smile. It is cheap, but good.
2. Understand your members' needs. Help the club member secure those things for which he joined the club.
3. Be genuinely interested in the member.
4. Don't win arguments. Here the old gag works; "A woman convinced against her will remained unconvinced still." Use the "Yes, but" technique when someone presents arguments against what you have to sell.

Walter Carberry, pro at St. Charles (Ill.) CC, didn't let the spring rains interfere with laying the foundation for a good season.

Tuesday is women's day at St. Charles and after lunch Walter gives the women an hour's free group golf lesson. When it was raining (and how it did rain this spring) Walter cleared the lounge and proceeded to hold his classes despite the downpour.

Carberry says these group lessons are great business and good will builders—he has been doing it long enough to see the results.

5. Your shop looks like you look to the members. You may be you to yourself when you look in a mirror, but your shop is your personality as seen by members. So don't let your shop look sloppy and careless.

6. Have a program of duties and consult it every day.

7. Study golf as a game; not merely study your own game.

8. Don't get your recreation or vacation on duty, any more than any other businessman gives the idea that he is playing when he's supposed to be engaged in his work.

9. Be certain you're helping the member enjoy himself.

10. Be a part of the club organization, not one of the people being entertained at the club.

11. You can obey without sacrificing your standing in a democracy.

12. Seek the advice of older, successful professionals.

The North Shore executive brought out the necessity of taking pros off the bargain-counter and working out a bonus system reward for meritorious pro service, on the same basis that bonuses are given in industry.

Discretion Always In Order

Lively discussion followed the Wolf address. Frank Sprogell brought out the warning that younger pros must be careful about the extent to which they participate in members' enjoyment, inasmuch as the pro taking part in a bridge game or having a drink with a few members is liable to occur when some other member wants the pro's services.

Proposal was made during the discussion that the PGA compile a schedule of pro duties as an educational help for members.

In a talk on publicity Frank Sprogell, chairman of the PGA committee for that purpose, emphasized that pros needed all the good publicity they could get because of the keen competition in their business. Competition between pros for business and jobs was a factor just as important, if not as conspicuous, as competition between pros and stores. Because so much of the pro's advertising is his own personality he must devote considerable effort and time to self-education, not alone in his own business but in those matters that put the pro in the class of the cultured people with whom he does business.

He cautioned pros against getting set

in their ways. This warning also was given by older pros such as Alex Cunningham and Alex Pirie, who addressed the meeting.

Pro behavior at his club and at tournaments is the most effective advertising a pro can do. Sprogell said that the pro is analyzed by his members more than he realizes so must constantly keep in step with the advance of general business methods. He advised against confusing advertising on shop walls and mentioned the valuable advertising media that each pro had in his members and their families.

Probably one of the addresses that the future of pro golf will regard as historic was that made by Dr. Robert Dyer, widely known amateur golfer in the Chicago district, and prominent nationally as a lecturer at the University of Illinois medical school.

Physiology of Golfers Told

In a talk illustrated by diagrams drawn on a blackboard, Dr. Dyer gave the pros a sound close-up of the physiology of golfers.

Dr. Dyer began as identifying pros as dispensers of good health who have the responsibility of keeping men in athletics after the time men usually slump into sedentary work and accompanying ills. The pro should look to his own health and have a thorough annual physical check-up, Dr. Dyer advised. He counseled that the pros look carefully to their feet because the feet go before the legs. He told the pros of the construction and care of the feet so they were reminded to watch this factor in their members' enjoyment of the game.

He told them of the changes in muscle and bone as age comes on and gave them practical tips on instruction of men and women in various age classes and types of physique. He named golf as the most complicated game from a nerve and muscular viewpoint.

Dr. Dyer gave a simplified explanation of what he termed "the athlete's brain", and, for the first time, so far as this reporter knows, went into a new field of athletic physiology which, so far as golf is concerned, may be summarized as keeping the ear on the ball. Bodily equipment for the control of balance is located near the ear. Dr. Dyer described this organization and its functioning simply, and forecast that soon other athletic coaches would begin giving it a lot of attention. Consequently, the pros, by studying it first,

would grab a lead in scientific athletic instruction.

He discussed the master eye, the frequency of sacroiliac injuries among golfers and other matters of muscular, mental, nervous and bone factors in golf, in a simple and most enlightening manner. He said that athletes are most efficient machines between 26 and 28, although many American athletes because of early pushing are burned out before that time. In golf the older man can learn to play an excellent game, unless he has some physical defects, Dr. Dyer said. The older pupils require more time to learn.

Discussion of Dr. Dyer's talk, had it not been stopped by the schedule, would have kept him at the clinic for several days judging from the number and pointed nature of the questions asked him. The lecture was an eye-opener in golf instruction.

Alex Pirie, Dave Cairns, Spencer Meister and Al Lesperance discussed pro-greenkeeping. They emphasized that pro-greenkeeping is a combination of two tough jobs, and unless the combination duty is made a responsibility due to club conditions, it certainly isn't one a pro should accept because of the financial angle.

Cooperation Between Officials Necessary

Pirie emphasized the necessity of amicable and thorough cooperation between the pro-greenkeeper and other club executives and employees. Cairns noted the developments in turf culture, especially in grasses, and, as did Meister, went strong on the fact that the pro-greenkeeper's value depends on making a close, practical blend of golfing and turf culture factors. Meister reminded his hearers of the extensive detail involving several sciences and machine maintenance and told how the great advance in greenkeeping methods during the past 10 years had aided thrifty course maintenance.

Lesperance said that the pro-greenkeeping job was one that required a man to prove that he could handle it because no amount of talk ever could explain away difficulties with a course.

Lee Harrington of Wilson's, doubling for himself and John Miller, of Spalding's, the latter being ill and unable to appear, gave highly interesting and helpful observations on pro-shop merchandising. He pointed out that the pro had assumed responsibility for merchandising; that it had not been forced on him pri-

marily. Hence the pro has to handle the work that goes with the responsibility, in a competent manner. Harrington noted that the physical set-up of many pro-shops is bad. They are not located on the line of march between parking place and first tee. Untidy shops he noted as one of the surest forecasts of change in a pro job.

Confidence in the pro he named as the big selling point that would offset any advantages a store might enjoy in the competitive situation. He remarked that the women's part of the golf goods market was now about 30%, and that the pros needed to pay more attention to this because women were naturally store buyers and exceedingly critical of merchandising service.

Buy on Saleability of Goods

Harrington counseled pros not to buy so much on the basis of friendship but on the moving-power of the merchandise. A larger selection of fewer brands he said was a good idea for many pro-shops to follow.

The need of member education about the pro job Harrington said was brought out by a survey he made through which about 2,000 golf club members were asked "what is the salary of your pro?" Only two members knew definitely. Then the questionnaire asked, "how does the pro manage to live?" Very few had the slightest idea of the answer.

He impressed on the pros the necessity of putting price tags on their merchandise because surveys had revealed that many members had the idea that pro prices were too high, whereas plain pricing of the shop stock would show pro prices were right in line. He urged that pros select and train their assistants in the same way that stores hire and train clerks.

Tommy Armour, speaking on tournaments and rules, told of the precarious financial experiences of the tournament players and cited figures to show that education or vacation were the classifications under which pros might justify tournament deficits. As profitable investments with risk element minimized, Armour urged that pros stay on their jobs and handle them well, rather than depend on the tournament business for solvency.

On rules he spoke humorously, citing incidents of the celebrated players' ignorance of rules and recommended that if a

pro wants to attain rare distinction, he should learn the rules.

The Illinois PGA clinic was given strong coverage in type and pictures by local newspapers. The story of pros in session to extend and improve their service to members was carried to Chicago district golfers. Horton Trautman of the Chicago Daily News, Jim Enright of the Evening American and Fred Proctor of the Herald-Examiner addressed the meeting on ways of increasing pro and club publicity.

Presiding at the clinic were Alex Cunningham, Illinois PGA pres.; Matt Matteson, sec., Lew Waldron and Herb Graffis.

PROMotion Supplies Three Additional Helps to Pros

THREE items were supplied for pro use by the PROMotion campaign in April. Two of the pieces were circulars to be enclosed with club bills in May or June, or at other times during the season when the pro can make arrangements with his club. One circular is entitled "How Do You Stand?" and gives tips on the stance on one page, with an explanation of the pro's position with his members on the facing page. An analysis chart of the member's game, for the purpose of encouraging members to ask pros instruction questions and become interested in lessons, is on the back page of each folder.

The other folder is front-paged "Get A Grip on Your Game." It gives some grip tips, and shows on the page facing the tips, how the member has a grip on the pro—a grip that the member can use to greater enjoyment of his golf.

As a third item there is a small metal ball marker, on one side of which are the words, "My Club Handicap Is." There is space left for the pro to take figure punches and tap in the correct handicaps. This, if properly used, will get members coming into the pro-shop to have handicap figures punched on the markers. On the other side are the words, concerning the handicap: "It would be less if I'd see my pro more."

All three items are available for pros at merely the cost of packing and mailing. Expenses of their production are borne by the PROMotion fund. Pros who haven't received samples of these items may have them on request, from PROMotion, 14 E. Jackson Blvd., Chicago.