

chologically effective in establishing an understanding with the customer; his status, his problems and hopes.

Harold Sampson, Pacific Coast pro, wrote a book on golf instruction a few years before the war. Harold wasn't able to get the book published. I thought at the time I looked over the manuscript it was a good job on the technicalities of instruction, and pros who were far more competent than I to appraise it in that respect, pronounced it sound. Now, after reading Boomer's book and discussing it with several pros who are very successful instructors, I think Percy has done a stand out job of the sort Harold ventured into.

And where the Boomer book should have definite and helpful influence on golf instruction books of the future is in Percy's reversal of the usual swing in golf instruction books. Percy swings from the outside (the pupil) in (to the teacher). As Hagen, Armour, Sarazen, Jones, Barnes, Kirkwood, Diegel, Hutchison, Mac and Horton Smith, Watrous and other American pros who know Percy Boomer, can tell you, he is a very brainy and sound man in this business.

Whether or not Boomer's hit on a new

formula in golf instruction books that may be instrumental in making these books powerful forces in promoting personal golf instruction on a more extensive and effective basis is anybody's guess in the golf business. I have a hunch there'll be books by American authorities before long, developing the outside-in pattern of Boomers' treatment. The pattern is too promising to be brushed off.

## Long Range Plans Pay Out at Plum Hollow

By VALENTIN BUETTNER

Greenkeeper, Plum Hollow GC (Detroit Dist.)

The long range plan in golf course maintenance is one of the soundest assurances of excellent playing condition at the utmost thrift that can be attained while meeting the standard of turf demanded.

You see that constantly demonstrated, even though wartime conditions made impossible the extent and character of work that normally would be devoted to a course. You also see, as you look about you at golf courses, the opposite condition

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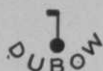


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of expense, unsatisfactory change and futile experimentation done when frequent changes in personnel and in plans—if any—prevent carrying the job to completion through the years that nature demands.

What members and inexperienced green-committeemen have difficulty in realizing is that nature demands time for its work and rushing and high-pressure is risky. The best that a green-chairman and greenkeeper can do is to make nature an ally in maintenance and minimize, as far as possible, the fighting of nature that must be done in keeping a golf course in fine condition.

At Plum Hollow we have heavy play; from 20,000 to 22,000 rounds a year over 18 holes. We must do our experimenting slowly and surely to make sure that we get the turf results we seek, without disturbing play or giving evidence to our members that some revolutionary practice is being tested.

Our chairman, Clive Helferich, has been in that position for 22 years. This long experience is a great asset to the club and a great help to me as greenkeeper. I have been with the club for 15 years; 11 as asst. greenkeeper and the past 4 as head greenkeeper. In 1909 and 1910 I attended agricultural college in Germany and have found that training invaluable as a firm basis for everyday work and an understanding of the work and results the agricultural schools and experiment stations are doing for golf turf.

It has been my observation of the work of veteran chairmen and greenkeepers that instead of being stubborn about staying to old ideas that have been made obsolete by the decided advance in golf turf maintenance work, they are the keenest in their search for the new ideas that may be successfully applied. But they are not stampeded to the extent they go overboard quickly for every new idea. The mistakes that are almost inevitable in



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growing grass under golf's exacting conditions make the veterans cautious. Most of these veterans made enough mistakes in hopeful eagerness when they were younger. They learned.

Two things you'll generally see emphasized by the work of experienced people who are conducting long range plans in golf course operation. One is a steady campaign of fertilization. The war interrupted most of those programs, but now they are being resumed. At Plum Hollow our program calls for about 25 tons of fertilizer this year, and lime where needed. The other point you'll see at clubs with experienced turf management is considerable care of the bent nursery. At Plum Hollow we have resodded the entire 18 with Washington bent and maintain in fine condition at all times a nursery of from 6,000 to 10,000 sq. ft.

Due to wartime lack of manpower our greens became somewhat matty. I did not have good results from vigorous hand-brushing early this season. But I devised equipment that did get the greens into condition that has brought much favorable comment. I took an old Jacobsen power mower and put a 38-in. steel brush back of it, with a set-up that enabled me to get the amount of pressure conditions required. I have used this brush only a few times on our greens and the improvement has been remarkable. Next year I will start use of this brush early so I'll not have to brush in hot weather and the putting surfaces will be brought into top condition early.

## Teaching Pro Shop Habit

(Continued from Page 17)

the price, and properly fitted merchandise. The customer should get thanks, and glow with a realization that he has the appreciation of the pro for being a faithful customer. The pro has to show that attitude and so must his assistants.

The selection and training of assistants is one of the most important jobs in the enlarged picture of pro business. Getting smart, loyal assistants is one of the toughest shopping jobs the pro has. Again because of the increased volume of women's business, the performance of assistants is more important than ever before.



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