

Golfdom

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Art Saunders, pro at Edgewater Golf (winter) and Maxwellton Braes (summer), tutors the lassies of Gulf Park (Miss.) college. A girls' school without golf instruction cannot boast of being thorough these days. The condition augurs well for golf's future.

Workers and School Kids Get Golf Lessons as City's Service

CINCINNATI'S Public Recreation Commission is going at this problem of municipal golf from a new angle not used generally, but one which will enlist hundreds of new golfers and further dispel the idea that golf is primarily a rich man's pastime.

There are three chief divisions of the new "angle" being tried: absolutely free golf lessons in schools and industry, lowering of prices to within the reach of very modest incomes, and an intensive newspaper campaign of education in conjunction with the Cincinnati *Post*, one of the Scripps-Howard chain.

C. O. Brown, Supervisor of Athletics of the Public Recreation Commission, be-

lieves that it is necessary to make a new activity easy to participate in and is taking the golf lessons right to potential players.

Both public and parochial schools have practically thrown open their high schools. Eight weekly group lessons for about 20 in each class are given right in the gymnasium during school hours, the students being permitted to give up one study bell a week for their golf lesson. Where gymnasium space is not available, lessons are given immediately after school.

The same method is in operation in several large Cincinnati industries. No publicity has been given the plan as yet, but simply through word of mouth advertising

the idea has become so generally known that the commission's golf professional, "Red" Strauss, was swamped with requests for after-work classes that could not be accommodated, and an assistant, Willis Headley, has been engaged.

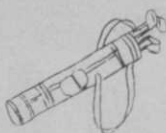
Cincinnati has had but one municipal course, a very sporty but short 18-hole layout of less than 5,000 yards. Until the depression it has been overrun with golfers at a basic membership for unlimited season play of \$20 for men and \$10 for women. Now those amounts have been sliced \$5, and a new course, about 6,350 yards in length and expected to be one of the finest courses in the entire section, will offer nine holes early in the summer, and the additional nine later in the summer, so more playing space will be available for public link golfers.

Pro Credited with Success

The success of the program is undoubtedly due in some measure to the popularity of the pro teacher. Robert Strauss, better known as "Red," holds a flock of Cincinnati course records, was pro champion in 1933, runner-up in 1932, failed to qualify for the finals in the National Open by two strokes last year (his first big time tournament) and is rated one of the longest drivers in the country. "Red" is in his early '20s, has a host of friends in Cincinnati and is sold on this method of promotion rather than that of direct solicitation of membership.

He loads a flock of clubs, mats for protecting floors, cotton golf balls, himself and his assistant into his faithful gas buggy and whizzes away to the schools every day, returning tired but enthusiastic for his industrial classes at five in the evening. Not being a school teacher, "Red" was somewhat staggered by the size of his classes at first, but now could give many school teachers pointers.

He says it is the first time he has ever had a chance to teach golf as he wanted, starting with putting and working up to the longer clubs, as he is convinced instruction should go. The carrot-top thinks that frequently after a potential player smashes a couple of balls very far regardless of accuracy, he becomes bitten by the bug for distance, and spends the rest of his life trying to outdrive the other fellow. "Red" is trying to get rid of that idea right at the start by emphasizing the value of accuracy.



EXTRÉ EXTRÉ //

FREE GOLF LESSONS
NOTHING TO SET
NOTHING TO FURNISH
NOTHING TO JOIN

Sounds like a bargain sale!

Well, there's no catch to it. The point is this:

"Red" Strauss, Cincinnati professional golf champion, and professional at Avon Fields municipal golf course, will give free golf lessons to all employees of the Union Central Life Insurance Company, right here in the building after work one evening in the week and during lunch hour, one or two days a week. Clubs and balls will be furnished without cost to players by the Recreation Commission.

The reason for this large-heartedness is that the Commission thinks more people would like to play golf if they knew how enjoyable it was, how little it can cost and what fine friendships may be developed in the game.

Then, too, lots of players don't like to take precious playing time in the summer to take lessons. Hence, they don't improve their game as they could.

You will not be solicited to join any of the municipal courses. If you wish to join any public or private course AFTER you have decided you want to play, information will be furnished.

Classes are open to all and will begin

If you want to learn the game or improve your game, sign the sheet below.

DO YOU KNOW YOU CAN PLAY GOLF FOR ABOUT ONE DOLLAR A WEEK?
(This includes cost of clubs and balls, not of oddsies.)

PUT ME DOWN FOR THE UNION CENTRAL GOLF CLASS.
(Place an "X" after your name if you wish the Recreation Commission to furnish clubs while you are learning.)

NAME

DEPARTMENT

This sheet, on which applicants for free golf lessons put their signatures, is displayed in Cincinnati offices and factories, where the city's public recreation commission's free golf tuition is being made available.

The commission's equipment consists of 40 sets of clubs, each set being limited to a spoon, mashie and putter; 40 cocoa mats and a lot of Wilson's cotton Par-et balls. Strauss handles a maximum of nine classes of 20 each per day. That daily grind of 180 pupils, practically all of them beginners, wears Red down by bedtime. Before long the Cincinnati commission expects to have four pros teaching.

The Cincinnati plan differs from the idea operated so successfully on Chicago's public fee courses last summer, in that balls are actually hit, rather than in specializing in the mere development of a swing outdoors without a ball to work on. Incidentally, between 85 and 90 per cent of the "pupils" have never played golf, since the beginner is encouraged and the experienced player discouraged in the present work at Cincinnati.

Players are not asked to join any "clubs" nor to sign any document. The classes are to be taken or left as wished. Neither are the students "high-pressured" into



Second annual greenkeeping short course was held at Rhode Island State College, Kingston, Jan. 29-Feb. 2. Unfavorable weather kept down attendance, but a great, practical program repaid those who sat in the R. I. conferences and lectures on course maintenance methods.

Those on the program included Dean G. E. Adams, J. B. Smith, T. E. Odland, H. W. Browning, H. F. A. North, A. W. Dodge, Kenneth Welton, G. B. Durham, L. E. Erwin and Guy C. West.

Among those who attended the short course are those shown above. They are, left to right:

(Bottom row) Johnathan Comstock, P. Tameo, J. T. Sullivan, J. Conway, Everett Pyle, A. Asquino.

(Middle row) Dr. T. E. Odland, L. G. Stott, H. F. A. North, A. Di Lucchio, Manuel Travers, Wm. R. Milton.

(Top row) Matt Partridge, George Lodge, John Conlon, H. D. Hall, W. P. Lewis.

joining either municipal links. The Recreation Commission believes it will obtain its fair share of players from these lessons, and that the entire golf situation will be benefited thereby.

Pros Join in Work

Several of the other leading pros in the city have volunteered their service for the free public lessons, patterned somewhat more closely after the Chicago plan of last year, to begin early in the spring in conjunction with the Cincinnati *Post*, and while only about 750 "pupils" can be accommodated in the present lessons, it is hoped to enlist over 5,000 as soon as the weather permits outdoor activity.

The combination of these three ideas is being watched with interest by Cincinnati private golf interest and it should produce results. Recreation Commission officials have their fingers crossed and are hoping.

J. H. TAYLOR'S proposal to examine British pros on instruction for the purpose of giving competent men official recognition and of eliminating those who the venerable J. H. terms "quacks," continues to stir British professional golf.

Among the bright and the brutal comments printed on the Taylor proposal was one written by Rex Kennedy to *Golf Illustrated* of London. Kennedy, complaining about the British PGA, says; "Then let's have J. H. Taylor's suggestion of an examination; then for sure, if so many places were allotted only for professional engagements in this country, some of the quacks, as he calls them, would eliminate some of his brother members of the PGA."

If the boys keep on brawling there may develop the idea of competitive examinations to fill vacancies as pros, or at least to establish ratings having some appearance of authority.

Times Better, But Maintenance Economies Continue

By JOHN MONTEITH, JR.*

THE SUBJECT of economy is one which has been discussed from various angles for the past few years. It will continue to be a common subject for discussion by club officials for some time to come. Golf clubs have in the past built up a reputation for wastefulness and extravagance that will take some time to live down. If the present curtailment of funds brings about a decided change in the management of golf courses it undoubtedly will ultimately work out as a distinct asset to golf. In this so-called war on depression the battlefields have been cluttered with erstwhile good business men acting as riderless horses, racing aimlessly around without any guidance of reason. Many of these panicky steeds have been kicking up the dust on golf courses as members of green-committees or boards of directors, causing confusion rather than aiding the cause of better maintenance.

Golfers everywhere seem to hold the opinion that, regardless of business revival, golf clubs will not soon return to the extravagant methods used in the recent past. The belief seems to be general that clubs will be operated at far lower cost than was considered necessary only a few years ago. I believe we can expect better golf in many instances, and better maintenance methods on all courses.

Not many years ago anyone who suggested economies in golf course maintenance at some clubs was quickly branded as an impractical theorist wholly lacking in good business sense. In the past few years, however, the public's conception of the expression "good business sense" has undergone decided changes, especially as applied to such organizations as golf clubs.

How Far to Cut Salaries

When the depression hit, one of the first moves in reducing course maintenance budgets on some golf courses was to reduce salaries, a method requiring the least mental effort on the part of those responsible for the preparation of the budget.

Since the largest items of golf course budgets come under labor and supervision it was natural that these items should be carefully considered. Unfortunately in too many cases there seemed to be little consideration other than the making of blanket slashes in the pay scale. Some golf courses have been paying the laborer only a dollar for a day of eight or nine hours. Such pay scales are certainly not in accord with American living standards. It is probable that many golfers never realized what low wages were being paid to the men who were providing them with the means for the enjoyment of the game.

In extreme emergencies, such as the one which has just been experienced, no one would seriously question the advisability of reducing salaries and pay rolls in a reasonable manner. There is a big difference, however, between reasonable pay reductions and the slashes in wages that have actually been made on some golf courses. Whole staffs of faithful and capable employes have in some cases been thoughtlessly discharged from golf courses in the name of economy. They have been replaced by cheaper but wholly inexperienced help, which in the long run may cost the clubs far more than will ever be realized by the short-sighted individuals who have been responsible for the changes.

Tyro Committeemen Are Costly

Probably the greatest handicap to efficient management of golf courses in this country has been the system of running courses with inexperienced committees. The fundamental principle of the committee form of management is probably sound, but misinterpretations and abuses of this system have been frequent enough to account for tremendous annual losses in the maintenance of golf courses. In the case of green-committees alone one could find countless cases of waste and extravagance that would undoubtedly amaze the golfers if they could be accurately tabulated. Members of green-committees are

*N. A. G. A. convention paper.

seldom picked because they have any particular knowledge of golf course maintenance. One member, appointed chairman, often takes full responsibility without ever consulting with the other members of the committee. He may have proved to be a highly successful executive even to the extent of becoming president of his company, which may manufacture toothpicks. Because he has been successful in his particular line of business and has been selected as chairman of the green-committee he may immediately fancy himself an authority on all subjects of greenkeeping and course management.

The club, however, already has in its employ a greenkeeper who has spent considerable time in learning something about greenkeeping methods; yet all his education and experience in the subject are quickly set aside in favor of the superior opinions of the gentleman of the toothpicks. In a very brief space of time the chairman becomes an expert on all subjects pertaining to golf turf maintenance and no authority in the world can be compared to him. Fortunately most of our golf courses are not at the mercy of chairmen of green-committees of the type just mentioned, and therefore there is really some hope for reasonable economies through a proper co-operation between green-committees and greenkeepers.

Is It a GC or a CC?

It would seem that one of the first problems to be solved in making any reductions in operation costs is that of the relative importance of the golf course compared with other sources of expense to the club. If the golf course is only an incidental feature, it is natural that the budget of the course proper should be severely curtailed. Nevertheless, there are clubs which are operated primarily for golf where the officials in making up budgets make the first assignment of funds to the clubhouse and everything that is left over is allotted to the maintenance of the course. If the membership falls off chiefly because of poor golf the greenkeeper is usually blamed. Admitting the desirability of fine clubhouse facilities, we naturally ask the question, "Do golfers join and remain in golf clubs primarily because of the clubhouse facilities or because of the enjoyment of golf?" This might be a good question to have printed at the head of all budget sheets to remind committees of this important consideration whenever

they prepare new budgets. Many golf clubs in the past made the mistake of competing with country clubs in building elaborate clubhouses and have ever since been continuing in the mistake by trying to keep them in full operation at the expense of the golf course.

Let us assume that a fair share of the budget has been allotted for the operation of the course and that the greenkeeper and the green-committee are working in harmony in an honest endeavor to make certain essential reductions in maintenance costs with a minimum reduction in the enjoyment of the game by the club members and a minimum reduction in the wage scale of the faithful employes of the club. One would think that the first attack would be against waste and extravagance, but it is surprising to find how many clubs have made no effort in this direction or have been remarkably unsuccessful at it in the past few years.

Under waste we can classify all those expenditures which give nothing in return, or that part of expenses representing the excess over that needed to obtain similar results at a lower cost. Any material or treatment that is used but which fails to give any response is a total waste. The larger share of waste on golf courses, however, is accounted for as partial waste due to using excesses or to using too costly materials or methods. Thus, in many cases, one finds water being applied in excess, and the cost of all the water above the amount that can be used by turf represents waste. Also, if a greenkeeper spends \$100 for a chemical or fertilizer, when he could have obtained the same results at an expenditure of \$50 for another material, he has wasted \$50. Any number of such examples of total or partial waste on golf courses could be readily cited.

Holding Down Extravagances

Under extravagances we can group expenditures for materials or labor which give a full measure in results; but the results are not essential to the full enjoyment of the course by the members. Many items falling into this category are debatable, for something which is necessary to one club may be luxury to another. A few items which may be considered under luxuries are frequent cutting of rough, large putting greens, numerous large sand traps, frequent raking of sand traps, and fertilizing or watering of areas seldom used in playing the course.

It would be wise to reduce the size of most of the putting greens in this country if we are to have more economical course maintenance. Frequently one hears club members boasting about the large size of the putting greens on their course. In the interest of the game and economy the boasting should be about the excellence of the putting surfaces rather than their size. We frequently hear the statement that putting greens are no better today than they were many years ago, and to prove this assertion we are reminded that most good golfers probably take as many putts today as they did in the matches years ago when greens were not so carefully groomed. This statement is probably true, but no one has yet given any statistics to show the relation of the size of the green to the number of putts used in important matches.

One sometimes hears players complaining about putting surfaces and blaming greenkeeping methods because they have been forced to take three putts on a number of greens. They probably have overlooked the fact that if they had been playing on putting greens of a more reasonable size they would have taken more strokes to get on the green and then only two putts.

There is a serious question among good golfers as to whether overemphasis on long approach putting justifies the additional cost. A solution that has been offered for this problem on many golf courses is to let the grass grow longer in a wide strip on the outside of the putting green, concentrating attention on a central area of from 2,000 to 2,400 square feet where the turf is maintained in excellent putting green condition. Several thousand square feet of the original putting green turf which is allowed to grow longer is kept in good approach condition, but due to the fact that it is mowed less frequently, watered and fertilized less, and does not require as frequent topdressing, it represents a decided saving over what would have been necessary to maintain it in even fair shape for a putting green. A golfer playing to such a green has offered to him practically the same target as previously; but instead of reaching the putting surface with a wood and long iron and taking three putts, he reaches the longer approach turf of the old putting green area and is given the opportunity to play a short chip or run-up shot to the pin and gets down easily with two putts

once he is on the smaller putting green. This latter method adds variety to the play, which many golfers believe is highly desirable, and at the same time reduces maintenance costs.

Save by Reducing Fairways

Likewise fairway areas kept in good condition often can be reduced, and in many cases this will result in actual improvement of play. On many courses where funds are too restricted to properly maintain entire fairways it would be much more desirable to concentrate on the smaller areas which are most used rather than to try to keep the entire fairways in mediocre condition. This applies to such matters as fertilizing, watering, controlling weeds, or similar attention. In fertilizing fairways the custom seems to have developed of applying the fertilizer evenly on the entire fairway area. This should result in a uniformly good turf across the entire width of the fairway. Sometimes even in the last two years the fertilizing program has been extended to include a few yards of the rough to make it more hazardous.

Let us assume on a hole receiving the above treatment that the best line of play is directly down the center of the fairway and that four players from the tee obtain drives of equal length and the four balls are all lying in grass representing the average in their respective positions. No. 1 ball is in the center of the fairway with a nice lie on good turf. No. 2 ball is just at the edge of the fairway. It represents a poorer drive from the standpoint of direction than does No. 1 but it has exactly the same lie as No. 1 for the turf is equally good from the center to the edge of the fairway. Ball No. 3 is lying only a few inches from No. 2 but just off the fairway. It is lying in grass which has been fertilized and cut longer than the fairway, therefore it is in a heavy mat of grass requiring perhaps a niblick to take it out. No. 4 is the poorest of the foursome, lying in the rough 30 or 40 feet from the fairway. There the grass is thin and starved. During the days since the rough was last cut this grass has grown very little compared with the grass at the edge of the fairway, in which lies No. 3 ball. No. 4 ball has a lie which permits the use of a No. 3 or No. 2 iron or possibly a spoon. Such a situation places the most severe penalty on the player of ball No. 3. The difference between the lies of

Nos. 2 and 3 are entirely out of proportion to the difference in the accuracy of the shots.

Would it not have been far better to have found these four balls in the following situations? No. 1 receiving the reward of perfectly kept fairway turf with a perfect lie for a brassie shot; No. 2 in turf cut at fairway length but somewhat starved and thin, giving a lie which represented a mild penalty and offering a hazardous lie for wooden clubs and more probably requiring the use of an iron; No. 3 in thin starved turf cut somewhat higher than the fairway and offering a lie which was evidently not safe for a wooden club but which could be readily handled with a No. 3 or 4 iron—in other words, a lie which was only a trifle poorer than that of No. 2; bail No. 4, on the other hand, which represented a poor drive, would be found in deep heavy grass which would provide a distinct penalty.

Watering Savings Possible

By fertilizing and other care of the turf in some such way as to provide conditions in keeping with the purpose of the course it no doubt would be possible to greatly improve many of our golf courses and at the same time reduce maintenance costs. In sections where fairways must be watered continuously, as in California, the cost of this operation represents an important item in the budget. In some instances the item for water has had to be reduced but an attempt has been made to continue to keep turf watered practically the entire distance between tee and green. The result has been that all of the turf is poor.

On the other hand, some courses have confined the watering to smaller areas. This latter method has made it possible to maintain the turf in the approaches and the principal landing areas in good condition, with the result that the well-played shots have been rewarded with good lies.

Large improperly placed sand traps, which add greatly to the cost of maintenance, are still preserved on many golf courses even though they bother only the dub player. Long before the present depression started such traps were labeled as unnecessary, unsportsmanlike, and costly. Nevertheless, they are still in evidence. On many courses it would be wise economy to spend a little extra money in eliminating such monstrosities.

Along with the unnecessary traps should

go many of the steep banks around tees and greens and other relics of poor planning which have made it necessary to use excessive amounts of hand labor for maintenance and which have added nothing to the enjoyment of the game. A few hundred dollars spent in eliminating such features from the course will not only add to the enjoyment of the game but may prove to save thousands of dollars in maintenance costs over a period of years.

Folly in Too Close Cutting

The question of the height of cut of fairways should be considered from the standpoint of savings in the cost of maintenance. It has been amply demonstrated that the fairways of many of our golf courses have been kept cut entirely too closely. It has been shown that close cutting of fairways usually encourages weeds and multiplies the greenkeeper's problems in maintaining good turf. The recent developments in machinery have made it possible to cut fairways extremely close. On a closely-clipped fairway a ball will roll farther than on one on which the mowers have been set higher. When the wear and tear of machinery, cost of reseeding, weed control and other factors are considered, the cost of keeping fairways shaved closely is much greater than where they are kept longer.

Much attention in the past few years has been given to the subject of increased distance made possible by variations in the ball. Although not generally recognized, it is probable that more distance has been added to the average drive on many golf courses by improvements in mowing equipment than by improvements in the ball. All additions to the length of drives have added to the cost of maintenance of golf courses.

In the purchase of materials and equipment, golf courses as a class have established a reputation for poor judgment as well as poor credit. If expenditures had been made more wisely many of our golf clubs would not be in the deplorable financial condition they are in today. Greenkeepers often share the blame for this condition with various club officials. In some cases the greenkeeper has been practically forced to buy inferior products at exorbitant prices from a certain firm because of fear of offending a club member who is connected with that firm. Greenkeepers will recall many instances where there has been direct or indirect pressure brought to bear on purchases of equip-

ment or materials by club members. Unfortunately the greenkeeper is usually helpless against such influences and he is forced to be more economical in other ways to counteract this waste.

On the other hand, where the greenkeeper has been given entire freedom in making purchases, his spending has not always been wisely done. Many greenkeepers are too easily influenced by super-salesmanship. Representatives of large commercial organizations with reputable products sold at a narrow margin of profit have in despair told me that from experience they had decided it was useless to try to obtain golf course business without making direct personal contact with the clubs. Such a condition simply means that clubs must pay more than they should for what they use.

Those clubs which are paying a greenkeeper a salary representing something more than a foreman's pay have the right to expect that he will purchase materials and equipment on the basis of merit rather than on the basis of personalities or persuasion. On the other hand, the clubs that pay the greenkeeper little better than laborers' pay have only themselves to blame if they later discover that the lack of good purchasing judgment has cost them dearly. The large number of worthless or inferior products that find a ready market on courses is ample evidence that golf clubs could make huge savings by using better judgment in the purchase of materials and equipment.

Why Experiment?

Another source of waste on many golf courses is excessive experimentation conducted by the greenkeeper or the chairman of the green-committee. While experimentation is desirable if one wishes to make progress, it does not follow that all types are worth while. Experimental work is usually expensive and is not something to be taken as a hobby by committee members or greenkeepers at the expense of the club. Many of the items of expense for running a golf course which are listed as ordinary expenses are in reality wasteful expenditures for experiments to prove a theory held by the greenkeeper or a member of the green-committee.

It is difficult for the average citizen to understand that there is a big difference in viewpoint between the proving of a theory and real scientific experimentation. The difference was well illustrated when one of our country's leading sci-

entists was called upon to testify in a legal battle involving some technical questions. After hearing the technical facts in the case the lawyer remarked:

"Professor, it seems to me you have not proved the case."

The answer was, "It is the business of a lawyer to prove the case; it is the business of a scientist to learn the truth."

Unfortunately the experimentation on golf courses is too often dominated by the desire to prove a point rather than to learn the truth. It has been amply demonstrated that scientific experimental work can be done most economically by those who have the training and equipment to conduct it properly. Since most golf clubs are not run on a competitive basis there seems little to be gained by each club developing secret information by experimental work. A large nursery for trying out different kinds of grasses, or an expenditure of a thousand dollars or more for a trial of a certain new material are common examples of experimental extravagance when conducted by individual golf clubs without any systematic checking of results.

The fundamental purposes of a green-committee is to secure best playing conditions and to keep down excessive costs. Critics of the green-committee system assert that as a whole the system has been more harmful than useful, but such a condition need not be continued. It has been amply demonstrated that the system will work properly when handled by the right kind of men.

A chairman to act effectively should be himself available to club members for criticism and if a fair proportion of them object to certain features in the maintenance program he should present the criticisms to the greenkeeper, who in turn should see that the necessary changes are accomplished.

If the green-committee, functioning in some such manner, should find the greenkeeper is prejudiced, extravagant, and generally inefficient, it should then be the duty of the committee to see that he is replaced by another man with better understanding of greenkeeping problems.

As clubs endeavor to change to more economical methods of operation the greenkeepers as a whole should feel obligated to co-operate to the extent of trying to eliminate as far as possible from their profession some of the wasteful and extravagant methods that have been all too common in the past.

New Deal for Pros to Bring Reward for Member Service

By CARL HORN

TO WHAT extent the world will be remade by codes you can guess as well as I, but you at least have to say that codes are doing *some* good by presenting definite objectives in black and white.

The athletic goods code has made it clear that a playing pro must be so good that he will be in demand for exhibition dates or so prominent that his name will be bought for a brand mark on golf goods. If the pro isn't of that high playing ability, then he has to be a business man at a golf club.

It looks like the end of the days when a young fellow can get a pro job simply by shooting a good game, knowing some influential members and being willing to work cheap.

Unless such young fellows quickly demonstrate to the manufacturers that they are good business men by keeping their bills paid up, they won't get merchandise of a type and quantity satisfactory to their members. The club will take over the shop. Even though only a few club shops break even or give members the high class instruction and service they have a right to expect, clubs continue to take over pro shops because some pro errors have given club officials the wrong idea that good business men pros are so few and far between it's not worth while trying to find them.

That such a situation is the result of mistakes made by comparatively few pros, doesn't help matters. Nor does it help things to point out that club officials and members have done much to mess up the pro business by hiring pros lacking proper qualifications.

Correcting the situation is strictly up to the pros and is possible now, if the athletic goods code is adhered to by the manufacturers.

Cites Successful Pros

Let's see what makes pros successful.

Take the case of the most successful older pros—fellows who have been at their clubs for a number of years. To name a few off-hand, I'll say Jack Mackie, John

Inglis, Al Naylor, Bertie Way, Jim Wilson, Jock Hutchison, the Harrison brothers, Alex Pirie and Mike Brady. All of them have two big merits in common; they think of their club members first, and they keep up-to-date. When general business conditions are off, their income naturally falls, but when business picks up they still are secure in profitable jobs. They don't figure that a pro must be pampered to the point where he can escape the rap of hard times.

They are with good solid clubs where the frequent turn-over of members doesn't subject them to the dangers of club politics, because they are good, solid men themselves.

But what about the younger fellows who also are good, solid business men? Quite a few of them are at clubs where each new set of officials is elected on a policy of changing everything. Unfortunately at many private clubs the pro who stays on the job at the lesson tee, sees that his members are fitted with the best in new equipment, runs the club tournaments smoothly and co-operates quietly and effectively with the greenkeeper and manager, is often so unobtrusively efficient that a loud group of members clamors for a go-getter as a pro.

A Membership Builder

I have studied the plight of these younger professionals for several years while I have shared in one of GOLFDOM's labors: that of trying to get pros into jobs that they will fill satisfactorily.

At last I believe I have found the answer to the younger pro's problem of making himself invaluable to a club. The answer lies in the younger pro making himself an active, helpful element in membership solicitation. This answer will hold good in 90 per cent of the cases where a professional has a chance to get or keep a job.

The greenkeeper's job is the course.

The manager's job is the clubhouse.

The pro's job is the members!

The pro who handles the business of

his members and their wives in a way that makes the pro department operation register pleasantly every time a member, his wife, children or guests come to the club is worth too much for any club to let go. From such a pro's performance the guests get the idea of becoming members.

In many clubs the pro can be, and should be, the busiest and most valuable member of the membership committee. A pro who is a well-mannered, neatly dressed, earnest business man can easily make contacts among prospective members by taking part in service club, Legion, chamber of commerce or fraternal club meetings.

At times he can accompany one of his members to some trade tournament in which the member is taking part and meet prospective members there. This, however, is something that must be done with discretion, for no wise pro will risk censure by staying away from the service of the entire membership to accommodate only one of the members.

The less the job amounts to at present, the more work there is for the pro in building up the membership, and he doesn't need to fear, unless his is a quite exclusive club, that his efforts to increase the membership will be criticized by his officials and members.

Public Course Pros Awake

At the public courses where there is a most painfully close relation between the volume of play and the pros' income, there are some great pro business-getters. Several of these boys are beginning to advertise themselves into bigger incomes as a result of making and seizing opportunities.

One of the shining specimens of a younger pro building himself up is that brought to the front by James J. D'Angelo, pro at the Baederwood GC, a public course at Noble, Pa.

In early spring Jimmy got a letter asking him to join up in a campaign to push the Bobby Jones films. The Warner Brothers' gang left this promotion pretty much to fate. Although the pro tie-up was a natural the film people have done no advertising in the golf magazines, hoping to ride on a pass with free publicity.

D'Angelo learned that the theater showing the Jones picture would do the advertising that the Warner Brothers wouldn't, so he hooked up with one of the largest theaters in Philadelphia.

The set-up was a putting green in the lobby, with a display of Jones life-size cut-outs and Jones clubs. Now where Jimmy starts coming in, is with a life-size picture of himself in the lobby. Jim is in the lobby four nights a week, answering golf questions. He is a hard, affable worker. Other theater managers heard how the lobby show was going across and got Jim to work for them. He was able to take engagements at two more theaters; one about 20 minutes from his club and the other in his home town. One of the theaters ran a screen advertisement announcing Jim's presence in the lobby for answering golf questions.

At one theater Jim follows up the Jones picture with a supplementary demonstration in a net in the parking lot by the side of the picture. In the theater program there is an advertisement telling that D'Angelo will give lessons to the theater's patrons at a reduced rate.

No Code on This Job

Understand, that this theater work is at night. Jim does his full job at the club in the daytime.

This extra-hour work and its publicity is beginning to materialize. Being at a public course and not having time to devote to tournament golf, D'Angelo might not become widely known, but with this theater work, a weekly broadcast and a newspaper instruction series, running 3 times a week, Jim has enough advertising to bring him pupils that take up all of his lesson calendar. He has as many as 14 lessons a day.

This break Jim has made for himself this summer isn't going to be permitted to fade out. He is opening a winter school in Philadelphia.

Competition in the metropolitan districts is keener than in the smaller cities, so ordinarily a fellow like D'Angelo might just plug along for years without getting anywhere. However, instead of waiting until the golfers come to him, he goes out after the golfers. He sells them on golf, on D'Angelo and on Baederwood, which is the task to which every young fellow in pro golf must apply himself to stay in the game and get ahead.

WHEN PLACING drain plugs back in water lines, put some hard oil on the threads to eliminate rusting and any trouble unscrewing them next time.