

LESSONS BY THE YEAR!

**Members, for a flat annual charge,
entitled to lessons at any time**

AT THE Worcester (Mass.) CC, an idea is being nicely worked out that may have wide and beneficial effect on golf as a satisfying recreation for club members and as a business career for professionals. Briefly, the Worcester idea is to put golf instruction on the basis of coaching as it is done at universities, where the entire student body may take advantage of expert coaching talent, instead of on the now general practice of having lessons paid for individually.

The method employed is to make a charge of \$20 a year a fixed item of the club charge to all members. This \$20, in the case of Worcester, is paid \$10 at the start of the season in April, and \$10 in September. The \$20 covers the expense of club-cleaning and individual lessons, without additional charge, whenever the member arranged for them.

At a club of 300 members, that means \$3,000 at the start of the season with which the pro can finance his shop stocks and beginning operations, and \$3,000 coming in when the pro is faced with that stern problem of how to support his family during the winter.

Willie Ogg, veteran pro-supt. at Worcester's Country club, reports that the plan in its first year is working out to the satisfaction of members, the board and the professional. He forecasts extensive adoption of the plan by clubs where it is applicable, and a future of wholesome influence on the pro job and service situation.

The function of a golf club, Ogg points out, is to provide the greatest possible recreational enjoyment to its members. Proficiency in the game obviously is an assurance of more enjoyment, and certainly proficiency can be developed by competent instruction. However, either due to a casual regard for golf instruction as a non-essential or due to the false fear of undue expense involved, many members do not give golf lessons the opportunity to increase the player's enjoyment of the game and of the club.

Therefore, reasoned the Worcester officials, broadening the scene of golf instruc-

tion is advisable in order that members use the club more and get more out of each visit to it. Results to date have amply confirmed the judgment of the Worcester board.

Ogg relates that when the news of the plan got around there was some belief that it would be a bad thing for the pro. Individual lesson income was sacrificed and a murderous schedule of instruction was in prospect. The matter of arranging lesson schedules to keep everyone happy also was viewed as a detail that couldn't be solved. In some cases, Ogg admits, these factors would damn the plan, but in the Worcester situation, which is representative of many first class clubs, all has been serene.

Pro and Aid Must Be Competent

The plan requires not only that the club have a competent pro instructor, but that the pro make careful choice of his assistant and religiously attend to the assistant's training and performance so the teaching may be split between the pro and his assistant without complaints that the pro is playing favorites among the members.

Booking of lessons is not the problem that one might think it would be. Ogg keeps checking up to see that the members all make use of this teaching to which their payment entitles them. He believes that a fifteen-minute lesson period in most cases under this plan, will solve any problem of booking.

The effect that such a plan, if widely adopted, would have on the pro job situation is plain. A competent coach couldn't be replaced by a low-scoring caddie of inadequate instruction qualifications, because the members would effectively protest. Selection and education of assistants would become an important detail of the pro job and an apprenticeship under a

good man would become almost an essential to the ambitious young man who wanted and deserved a pro job of his own.

Ogg testifies that the plan has practically doubled his shop sales thus far this year over last year, because it brings everyone into his shop. He gets well acquainted with all the members and is in position to see what they need. The plan has greatly increased interest in play and has effected a substantial increase in clubhouse business. It keeps the pro department in frequent contact with the members because when a member has booked a lesson and can not appear, his alternate on the lesson book, is notified by the pro-shop in plenty of time to fill in. Thus the pro's non-productive time is kept at a minimum.

"It does your heart good," says Ogg, "to see how many of the players who never have had lessons before are beginning to get very good games as the result of instruction.

"Members ask me how I can afford to go in on such a plan and I tell them I had to do it to relieve the traffic on the right hand side of our course. We had too many slicers who needed the cure of golf lessons."

The Worcester pro admits that in its present stage the plan is not one that can be successfully applied at all clubs, but he avers that it is showing many benefits at Worcester. If there is a pro disadvantage to it, Ogg remarks, it is that of work and a lot of it, but the pro who isn't eager to work providing he can get an income commensurate with his effort, his ability and the results, had better pick another field of employment.

He does see in this plan a logical chance for building up many of the smaller club jobs to the point where they will be attractive to good pros and afford fair rewards for the labors by the simple process of bringing to all of the club's members the profitable pleasure of better scores.

Greenkeeper's Mind Most Important Maintenance Equipment

WHILE referring to overhauling and repairs of course equipment, it is well not to forget the most important piece of equipment used in maintaining a modern golf course—the greenkeeper's mind.

Perhaps there are a few worn-out or antiquated parts there in the form of theories or so-called practical ideas. Perhaps some of these ideas had better be

scrapped and replaced; others may need simply a little polishing and sharpening by rubbing against similar ideas from other minds or through the printed page.

The club assumes the bill for the parts and replacements in the mowing equipment for the course, so why not include at least part of the expense involved in improvements in the mental equipment to be used on the course?

It is argued that the particular piece of equipment mentioned above does not belong to the club and may leave at any time. Regardless of the merits of this contention, there seems to be no reasonable argument against the club assuming the bill for a good collection of books, bulletins and pamphlets to become a permanent part of the greenkeeping equipment.

Throughout the season a modern greenkeeper who knows how to use books will find plenty of occasions for a handy library.—USGA Green Section Comments.

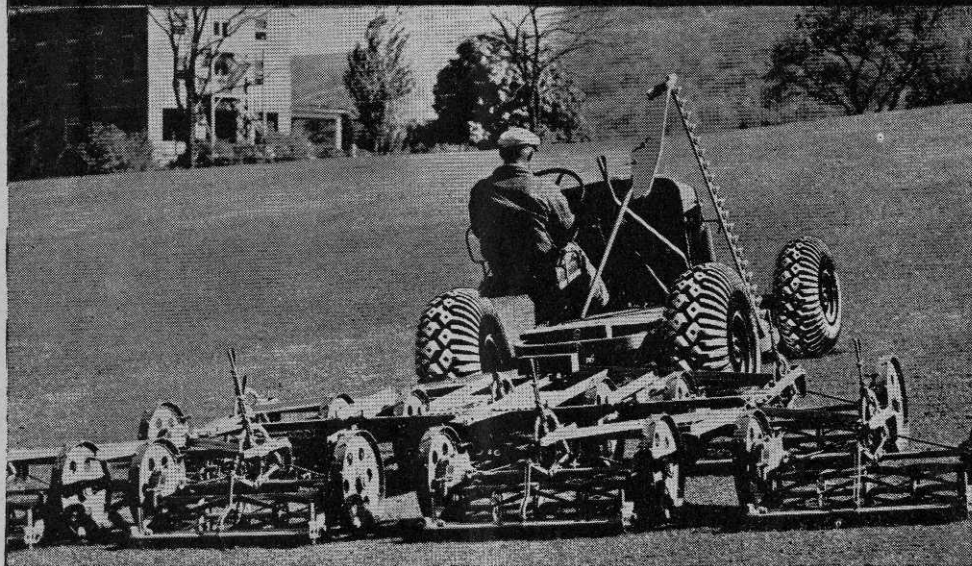
Re-Seeds Fairways—Dixwell Davenport, USGA Green Section member and greenchaimen of San Francisco GC, who has been experimenting for some time with methods of re-seeding fairways without interfering with play, reports considerable success with a recently tried method.

Davenport says, "We take a strip of the fairway 150 yds. from the tee and lay out a strip at right angles across the fairway 50 yds. wide. This we cut close by going over it twice with power mowers. Then we spray with sulphite of ammonia, using about 200 lbs. to the acre, and allow to stand about two hours until the weeds are burned. Then it is watered and seeded with bluegrass, redtop and New Zealand bent, the mixture being 50 lbs. New Zealand bent to 100 lbs. redtop and 100 lbs. bluegrass, seeding 150 lbs to the acre. Then we heavily topdress with good loam and water it in.

"In two weeks we have a lush growth of bluegrass and redtop and in about three weeks the bent begins to come up through this grass. This fall it will look like Casey's parlor. We get rid of all carrot-grass, Japanese clover and plantain and retard the growth of all other weeds by smothering them.

"In the re-seeded portion we play winter rules and before the growing season leaves us, which will be about the first of October, we will have all of the fairways re-seeded. Many of our players now are using drivers off the re-seeded fairways."

GOODYEARS CUT COSTS OF GOLF COURSE MAINTENANCE



. . . but, that's only one reason why leading clubs everywhere are adopting them!

Goodyears on tractors and mowing machines not only enable greenskeepers to keep greens, fairways and club grounds in better condition, but they cut maintenance costs many ways.

They save fuel. They protect equipment, thus saving on repairs. They save greenskeepers' time—enable them to cover more ground faster—do more work better.

In addition, Goodyear's new *all-traction* tread—while giving better traction forward, backward, sideways, thus preventing slipping—does not dig in, harm the turf. These big air cushions roll safely, gently over roads, lawns, greens, fairways, walks, bridges.

Only Goodyears are made of patented Supertwist Cord. Any Goodyear dealer will gladly demonstrate.

THE GOODYEAR TIRE & RUBBER COMPANY, INC., AKRON, OHIO

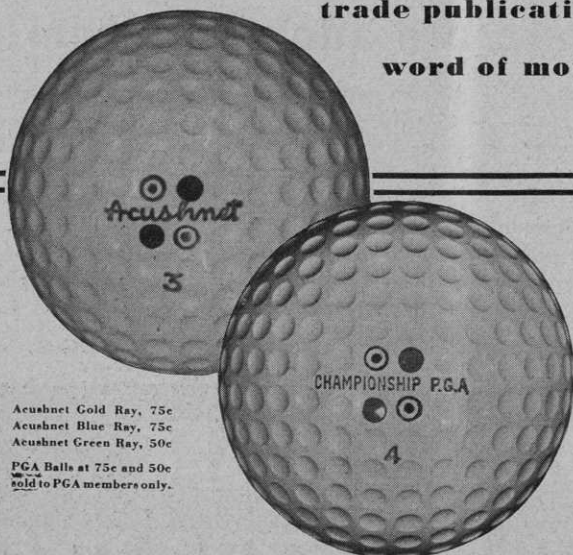
GOOD YEAR

ALL-TRACTION TRACTOR TIRE

Let's have

no

EARLY this Spring, we arrived at the most important policy decision ever made by a large manufacturer of golf balls, namely, to confine the sale of our entire factory output exclusively through the Pro Shop. ★ We made an unqualified announcement to this effect through the pages of the press, trade publications, by letter and by word of mouth of our salesmen.



Acushnet Gold Ray, 75c
Acushnet Blue Ray, 75c
Acushnet Green Ray, 50c

PGA Balls at 75c and 50c
sold to PGA members only.

Vulcanized—of course!

misunderstanding

We find that quite a few of our friends among the professional golfers still are not quite clear about our actual policy, but we propose to leave no doubt. ★ Our professional sales are greatly on the increase. It is proving a most gratifying method of selling golf balls. ★ So let us have no further misunderstanding—the entire output of the Acushnet plant is being sold exclusively through the Pro Shop.

Acushnet

GOLF BALLS

Precision made for better play

Acushnet Process Co. ● New Bedford, Mass.



AVAILABLE ONLY THROUGH YOUR PRO SHOP

Thanks for telling the advertiser you saw it in GOLFDOM

HE'S A LOW-PRESSURE SALES EXPERT

By HERB GRAFFIS

AL. WATROUS



IF you want my opinion, the best job of club selling done at any golf club in the United States, is that done by Al Watrous at Oakland Hills CC where the 1937 National Open will be played. Should you follow the popular custom and say I am dizzy on this one, I will welch to the extent of saying the boy who beats Al in this line is the champ club seller.

A very good average age of the clubs in pro-shop storage racks is four years. This means that a pro sells about a quarter of his market limit in clubs if he is doing better than the general run. Frank Walsh, some other fellows and I went over Al's storage one night and although an actual count was not made of all bags in the racks, my judgment is that Watrous' members average a new set per in less than three years.

How does the guy do it? He is probably the world's lousiest high-pressure salesman. There is no more slug in Al's selling than there is in a custard pie. But the members buy and buy; when Al has something for them they are more anxious to get it than Al is to sell it, which is what many of the boys would call heaven.

I've got the answer for you and it's an important detail of the expert pro's job about which very little has been written or said. It's something that distinguishes a thoroughly qualified pro from a fellow who still has something to learn to be worth the most to his club members.

The answer to Watrous' superb selling is that he loves clubs!

He Seems to Hate to Sell

I have seen wealthy dealers in rare books and art operate. Those fellows so highly prize what they have to sell that honestly, they almost cry when someone buys something from them that shows them a swell profit but takes it out of their stock. They know art values and they are responsible for developing a cultured and affectionate interest in these works among their clientele. It's a clien-

tele, not just a bunch of customers. Same way with Al's members who buy clubs. They're clients. Of course that attitude isn't developed in one season, but it's certainly worth cultivating.

Al loves clubs because he knows them. So do you. That's the biggest thing you as a pro merchant and member counsellor have over the store competition, but do your members know that you are the same sort of an authority on clubs that Dr. Rosenbach is on books, Duveen on art?

Chances are that most golf club members can no more tell the difference between golf clubs than they could tell the difference between the Kohinoor diamond and a phoney you could get for three bucks at Uncle Moe's. That doesn't hold good at Oakland Hills. Al has those folks so they probably are the best judges of club construction and design of any club membership in the world.

Part of the explanation for that is the mechanical influence bound to prevail in a club having many of Detroit's motor magnates among its members. Such members are M. E. Coyle, Chevrolet president; John Oswald, Oldsmobile chief designer; C. Harry McAleer, auto polish plutocrat; Bert Lyon, auto bumper inventor; and Chris Brinke of the Allegheny Steel Co. But there are others of non-mechanical training to whom Al has carefully and repeatedly explained the niceties of club construction and design so that they consider themselves experts, and not without license because they can hold up their conversation end on club technicalities in almost any pro argument.

The beautiful part of it all is that the games of these men reflect interest and possession in the fine club line by scores

FOR BETTER SHOP VOLUME

*Watch the
... Women*

*(With apologies to Clarence Clark—
Professional, Forest Hill Field Club,
Bloomfield, New Jersey)*



WALTER HAGEN
American Lady
WOODS and IRONS

Clarence Clark certainly has the right idea—to increase pro shop profits—go after the women's market!

And that was the way we viewed the 1936 season when, back last August, we introduced Walter Hagen American Lady clubs.

They have pointed the way to

larger volume for professionals, Nation-wide.

If you are not familiar with all of the exclusive features of these clubs, built and styled exclusively for women, write at once for the details.

There's a whale of a lot of business left yet in 1936—here's one way to get it.

L. A. YOUNG GOLF CO... DETROIT

Deal with GOLFDOM advertisers; they pay for your subscription

considerably lower than those you expect from extremely busy men. Their enjoyment of these clubs brings them out for a lot of golf, and that's to the benefit of any executive under the pace they maintain in Detroit.

Extension of this appreciation of club-making artistry is by no means without its angles of hard work, expense and responsibility. Watrous makes two factory trips a year at his own expense to see that clubs are made exactly to the requirements of his members. Some of these requirements are special and involve extra cost in the selling price, but to a buyer who really knows, it's worth money to get clubs exactly right, and nothing but perfection to the prevailing modern standard will do.

Club Must Fit Or It Is No Sale!

Watrous will not sell a club that is not exactly right for the player who is to use the club. If Al hasn't the right club in stock, the player either will wait until Watrous can get it from some manufacturers' stock or get it made special, or the player can buy elsewhere. Now and then some of them do buy elsewhere, but they come back to Al eventually with a tale that's an advertisement for his policy.

An important effect of the Watrous practice of educating his members in fine club appreciation is that sharp seasonal selling does not fold up his business after the early spring sprint. When a player sees and feels a new club or a new set that makes a lively appeal, that player buys, even if it's September. Again, there may be the automotive business influence because the automobile people have been smart in easing off the seasonal selling curse which still tends to choke off club selling after June despite the fact that numerous first class pro businessmen have shown both pros and manufacturers that golf clubs can be sold while golf is being played.

The greater part of the golfing public undervalues the difference that clubs make in a game. You hear the remark that regardless of what clubs the star pros have, there wouldn't be a difference of two strokes a round in their individual games. The pros themselves know that's the baloney and are their own best customers in the ceaseless hunt for perfect clubs.

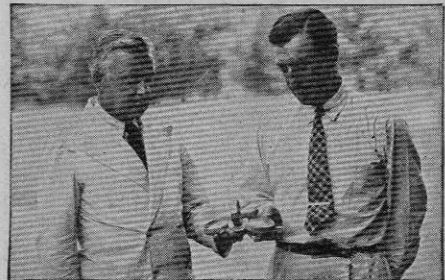
However, the pros will admit from their extensive observation that clubs make more difference to the poorer player's score than

to the games of the stars; hence, there's a greater reason for the poorer players being given conscientious expert advice in club purchasing. On that basis the Watrous policy has worked out happily for the Oakland Hill members. Al's own profit results from the service members of a first class club are entitled to get.

The public does not realize the vast and significant improvements that have been made in golf clubs during the last three years. Counting each development in head design and construction, shafts and grips of fourteen of the clubmaking companies supplying the pro trade and the five steel shaft makers, you could conservatively estimate that there have been 5,000 changes in golf club design and construction in the period 1935-36. It stands to reason that each of those changes is an improvement in the opinion of some qualified expert or the change would not have been made. Hence there are 5,000 reasons why a club bought in 1933 is enough behind the times today to be costing its owner strokes and enjoyment—and probably money.

But to get the golf public aware of that, constant change and advance requires their education in clubs as works of art. Watrous has been teaching his members in that respect and it has been mutually pleasant and profitable to the members and Watrous. It's something for you to think about.

Manero Given Wrist Watch as Reward for Open Win



TONY MANERO'S timing is under good control. The Gruen watch people gave the National Open champion one of their handsome wrist watches in appreciation of Tony joining them as a high-priest of good timing.

Lou DeGarmo, who handles the Gruen advertising, engineered the presentation, which was made by Bill Richardson.

WILSON IS BUILDING 75c GOLF BALL SALES FOR PROFESSIONALS



Because:

IT DELIVERS A LOWER

C

COST

P

PER

R

ROUND

● Above all, the average golfer wants distance in a golf ball—but he wants durability too. He wants a ball that will give him real protection against furrowing and cutting.

That's why he goes for the new Wilson Vulcanized Golf Ball in a big way when you show him that it gives a combination of distance and toughness never before found in one golf ball. He gladly pays 75c when he finds it buys not only finer performance but a lower C. P. R. (cost per round).

The Wilson exclusive "mild heat" slow "air cure" method of vulcanizing gives maximum toughness with extraordinary performance because there is no excessive heat to rob cover, core and winding of their vitality.

"It pays to play"

Wilson
GOLF EQUIPMENT

By this mark you shall  know fine golf equipment

WILSON SPORTING GOODS CO.  **Chicago, New York and Other Principal Cities**

Thanks for telling the advertiser you saw it in GOLFDOM

Sarazen Makes Hit as Lecturer at Eastern Colleges

COLLEGE golf received further impetus from the lectures and demonstrations made by Gene Sarazen before large groups of students at Harvard and Dartmouth. Gene made his appearances at the Eastern schools prior to the National Open and found that golf interest of collegians had developed substantially since his previous college appearances.

He is so convinced that one of golf's greatest opportunities for growth exists among collegians that he is planning to devote considerable time to college visits after his return from his world tour.

The kids have gone for Gene's lecture, exhibitions and demonstration in a great way. He has put on a strong, broad plug for the game and centered interest on local pros so the campus prospects will feel the urge to come under the tutelage of the pro who is on the job at a course in the college neighborhood.

Strong newspaper publicity has been given the Sarazen appearances.

Bill Cunningham, Boston sports commentator, devoted one of his columns to Gene's show at Dartmouth. Of this affair, Bill wrote:

Squire Gene Sarazen, the Connecticut farmer and some time golfer, spent one afternoon and evening showing members of the Dartmouth undergraduate body and the faculty how easy it is to hit a golf ball far and straight. He gave a first hand demonstration on the local golf course in the afternoon, a demonstration which was strongly attended, and in the evening, he showed his interesting reels of golf movies, providing the sound himself by word of mouth.

Audience Finds Gene Knows His Stuff

Squire Sarazen does a first class job. He gave a quick review of the entire golf primer, showing how to grip the weapons, how to propel them through space and how and how not to make them meet the gutta percha sphere. His audience followed intently and asked lots of questions.

It was noticeable in his talk about shots and how to make them that he took particular pains to praise Bobby Jones. This was interesting because the money players used to love Mr. Jones in the powerful reverse, the principal reason being because Mr. Jones used to insinuate himself into their open tournament and more than occasionally win it. But Sarazen is too honest a golfer and too honest a man not to recognize the grandeur of the famed citizen of Atlanta and to grant him his due

when great golfers and great golf styles are mentioned.

Sarazen feels that he owes golf more than he can give back and after a fashion of saying, he does. He's glad to devote his spare time to argosies such as this without any monetary rewards whatsoever. He feels that anything he can do to further the game or interest in the game will eventually come back in some measure to himself or to other pros such as himself.

So far as parties such as this one go, there may be nothing immediately in them for Sarazen in person, but there's undoubtedly much in them for the local golf club and for the pasture game in general. It was noticeable, also, that Sarazen kept the name of the local pro, Tommy Keane, before his audience in a pleasant and complimentary way.

He was showing, for instance, the importance of the grip, and, with a series of bad shots showing how a faulty grip not only ruined a golfer's game, but might lead him on to such disgust that he'd give the game up altogether.

"The grip," said he, "is nothing that can't be straightened out with one look from your golf professional. Tommy Keane can clean it up for you in less than one lesson."

Sarazen was pleasant to people without seeming to try. And he's the fellow who once was so completely misunderstood by the golf filberts that they called him everything but regular.

Shawnee Open Back as Annual Post-Open Fixture

A WELCOME sign of the return of the good old days was the revival of the Shawnee Open at the famous Buckwood Inn course of the Worthingtons. In 1912 over this course at the Delaware Water-gap the first Shawnee Open was played. The event became practically an Old Home week for pros, and discussions after the rounds had much to do with the early stages of the PGA. C. C. Worthington, Buckwood head man, played an important role in helping the pros get their organization started.

It was the usual custom for the National Open champion to make Shawnee his first tournament appearance after his Open victory and Manero continued that this year.

Ed Dudley, winner of the 1930 Shawnee Open, won this year's revival with 288, finishing the last half with two fine 70 rounds. Ralph Guldahl three-putted the last hole to tie for second with Roland Mackenzie.