

SEND YOUR MAN TO COLLEGE

GOLFDOM urges club officials to arrange for the attendance of the club greenkeeper at one or another of the greenkeeping short courses and conferences yet to be held before the 1938 season begins. Expense of your man's attendance should be considered an investment which will be more than repaid in better operating knowledge in the months ahead.

YOUNG men wishing to take up greenkeeping as their profession and greenkeepers who have found themselves handicapped through insufficient technical and theoretical training and desire further knowledge in the art and science of their work will find this year's short course in golf course management at Michigan State College, which began January 3, the answer to most of their problems. At least we have it on the authority of James Tyson, director, that anyone successfully completing the course, which lasts until March 4, will have a very good foundation on which to build a career as greenkeeper.

Short course students at Michigan State will be offered instruction in the following subjects: soils and fertilizers, plant diseases and weed identification, golf course accounts and bookkeeping, floriculture, landscaping, insects, tree trimming and identification, golf course machinery and drainage, and birds and mammals. In addition there will be a get-together once a week of all students in the various short course classes at the college. Classes in recreation are also provided. Assisting Tyson will be Dr. Ray Nelson, Dr. H. T. Darlington, C. E. Wildon, C. P. Halligan, R. Hutson, K. Dressel, O. E. Robey, and J. W. Stack.

Expenses for the course are very nominal, fees amounting to \$5.00 and club dues, \$2.00.

On March 3 and 4, greenkeepers will have the opportunity, at the cost of only one dollar, to brush up on their duties before the start of the season. Instruction will be given in the classification, nature, and properties of soils, and the suitability of various soils for green con-

struction and maintenance. Fertilization, insect control, turf diseases, and the study of various grasses will also be discussed.

TENTH annual one-week course in Turf Management at Rutgers University, College of Agriculture, New Brunswick, N. J., is scheduled for February 7 to 12, according to announcement from F. G. Helyar, director of resident instruction.

As in other seasons, Dr. Howard B. Sprague will lead the course, assisted by such well known lecturers and instructors as J. S. Joffe, A. W. Blair, E. R. Gross and T. C. Longnecker. Subjects to be covered include soils and soil management, use of fertilizers and lime, drainage, turf plants, insect pests, diseases, seeds, and methods of management.

The course is open to residents of the U. S. over 18 years of age and the only requirement is the ability to read, write and speak English. Tuition is free, but there is a \$5 fee for registration and a \$1 fee for lecture outlines. The course will be limited to the first 60 registrants.

Applications should be sent to F. G. Helyar at the University without delay.

TWELFTH annual winter school for greenkeepers at Massachusetts State College, Amherst, began January 3 and will continue through March 14. Lawrence S. Dickinson, widely known greenkeeping authority, is in charge of the short course session, and in addition to Mass. State College staff members, will be assisted by Carleton E. Treat, veteran greenkeeper.

MSC offered the first course for greenkeepers and the longest and most complete, and some 240 have completed the course since it was begun eleven years ago.

THIS year's short course in greenkeeping at the University of Wisconsin, Madison, will be held March 7, 8 and 9.

Prof. James G. Moore of U. of W. college of agriculture is planning the program for the course, in conjunction with a committee representing the Midwest and the Wisconsin greenkeepers' associations.

A SHORT course for greenkeepers and others interested in fine turf will be conducted this year at Penn State College from February 1 to February 25. Regular classroom and laboratory work will be given in the following subjects: grass identification, propagation and maintenance;

fundamental soil fertility studies; insect and disease identification and control; drainage and irrigation; course planning, and record keeping. A corps of nine instructors, specialists in these fields, will conduct the classes.

Enrollment will be limited to the first fifteen applications received from qualified men. Detailed information can be had

upon writing Prof. H. B. Musser, State College, Pa.

Plans are being completed for an anniversary celebration this year to mark the tenth annual Pennsylvania Fine Turf Conference, to be held at the college from February 22-25. It is hoped at least 200 Pennsylvania greenkeepers will attend the meetings.

MANAGERS PLAN BUSY CONCLAVE

KEYNOTE of the twelfth annual convention of the Club Managers Association of America will be 1938 program building for golf and city clubs. Association officials have been conducting extensive investigations into club policy and operation problems that managers believe will figure as major factors in 1938, and returns to questionnaires widely circulated among managers will determine subjects of convention talks.

The convention will be held at Hotel Peabody, Memphis, Tenn., January 18, 19 and 20. Elmer M. Ries, manager of the Colonial CC, Memphis, and chairman of the 1938 Managers' Convention committee, has been engineering business and social schedules which promise a new high in convention interest. James A. MacGoogan of the Youngstown (O.) club, is president of the association, Wayne D. Miller of the Cincinnati (O.) CC, secretary, and Charles C. Dyer, Houston (Tex.) club, treasurer.

Here's List of Problems

Among the major program sections on which the manager members of the association have suggested the loud pedal be applied are:

Membership (A) How to hold the ones we have. (B) How to get new ones of the right sort. (C) What to do to make them club users. (D) Should this be a year around job? (E) Should we have membership drives?

Beverages (A) Production. (B) Buying. (C) Selling to members.

Food (A) Production or origin. (B) Preparation. (C) Selling to members.

Town-Country Clubs (A) Difference. (B) Competition of town club and country club. (C) How could one help the other? (D) What can they learn from hotel management?

Among questions to be considered at the conferences on January 18 and 19 are:

What creates additional initiative in a club chef? What makes a head waiter rate maitre d' hotel in service? When does a club member order with an educated note for food and drink? Where does all inspiration originate in the clubhouse? What is the outstanding difference between a club and hotel?

What does a club member get for his dues? Should all departments of a club operate at a profit or should they be partially subsidized in dues? Should club entertainment be self-supporting or must it be subsidized? Is direct music or cover charge practical in a club having dues? Do you have any ideas to make the public more club minded or club conscious? When are we going to establish a clearing house for club managers to better employment at better salaries and discontinue the practice of many destructive turnovers in personnel?

Is there not some way we, as an association, can help select better managers for these vacancies? Should we not recognize men with college training in our profession? Is not an important function of this association keeping the flow of experienced managers before those who hire managers? What to do about the dues and admission tax. What to do about the wisdom of passing direct taxation on to the members in a form they will recognize as a tax and not blame the management for increased cost over which they have absolutely no control.



Here is Wilshire's new pro-shop, as it looks from the adjacent parking space. Notice the unique bag-racks around the trees.

SERVICE IS KEYNOTE OF NEW SHOP

REALIZING that the properly placed, equipped and operated pro-shop is a highly important service feature of the first class club, officials lately have been considering a general modernization of pro-shop facilities with new buildings and new locations to enable members to make convenient use of the shop as a service station. This interest is welcome to pros who have been handicapped in their efforts to conduct their departmental operation with profit and satisfaction to the members and to themselves.

The new pro-shop at Wilshire CC (Los Angeles district), where Olin Dutra holds forth in discarding a tournament and exhibition career crowned with the National Open and P.G.A. championships, is one of the model shops of the country. It is light and attractive, outside and in, and is located conveniently to the parking area and the first tee.

Dutra has about a \$3,000 inventory in clubs, balls, bags, apparel and accessories.

A well-balanced stock of leading lines is carried throughout the year. Among items of shop equipment is a full array of club weighing, measuring and testing equipment so Dutra can check and record the specifications of each club that he fits to the individual buyer.

To the left of the bright display room is a well-equipped shop for clubmaking and repairing. At the rear is the club cleaning and storage room.

Interesting bag storage facilities are furnished by the ornamental ironwork shown around the trees in front of the pro-shop. These bag holders are in the path from the parking space to the locker-room. Players drop their bags at these holders

AND NOW IN CLUBS

A SENSATIONAL DEVELOPMENT BY WILSON

KLEERSITE IRONS

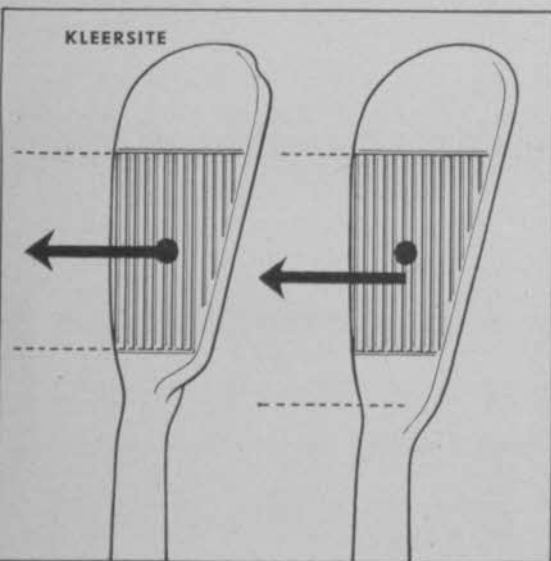
These great clubs are as sensationally, as dramatically different from ordinary irons as Hol-Hi K-28, the fly-wheel action ball, is different from ordinary golf balls. In these clubs scientific weight placement and a radically different design featuring the Kleersite principle makes for the more accurate execution and greater effectiveness of every shot.

The illustrations below tell how and why Kleersite irons give the golfer better odds for pulling off clean shots—by reducing the margin of error.

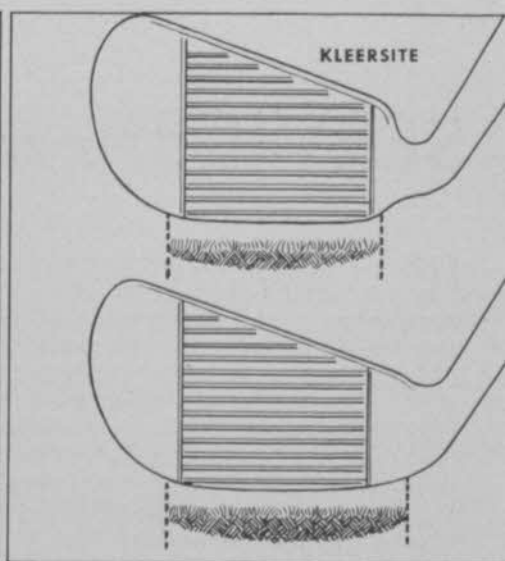
*"It pays
to play"*

Wilson


GOLF EQUIPMENT



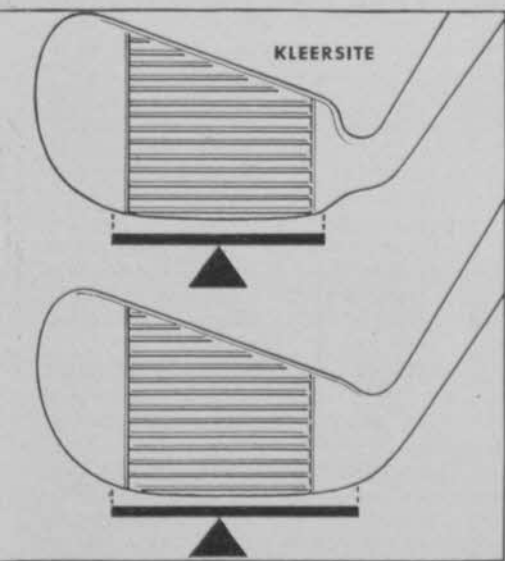
KLEERSITE ADDRESS—The illustration of a Kleersite iron at the left shows how the special design defines the face of the iron—separating it from the hosel and making it easier to sight the ball on the impact spot. In the ordinary iron at the right there is no line of demarcation to help you bracket the ball properly and thus the ball is apt to be located off the "ball impact spot."



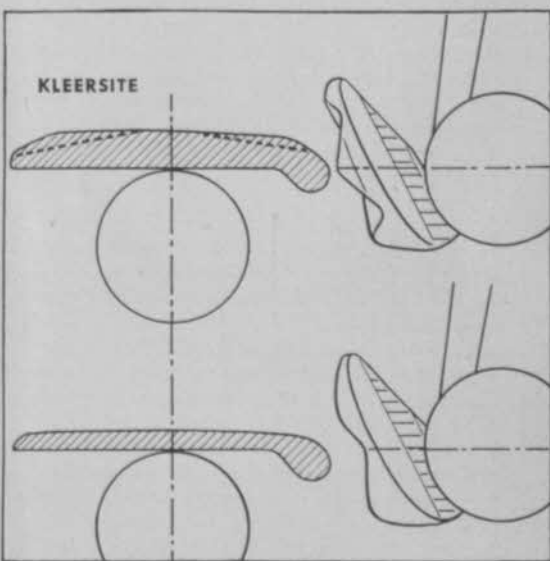
LESS RESISTANCE—Note the short turf edge of the Kleersite irons. This allows a firm shot to be made with a much narrower divot than is possible with an ordinary club. This permits the full power of the shot to carry through with less interruption. The importance of follow-through is, of course, known to every good golfer.

this mark you shall  *know fine golf equipment*

WILSON I



STRAIGHTER SHOOTING—In making any shot there is a tendency for the heel of the club to be the first point of contact with the turf. In ordinary clubs the distance from this pivot point of turf contact to ball impact spot is longer than in Kleersite irons. This shorter lever arm from pivot point means less blade deflection at impact spot.



GREATER PUNCH—The diagram of the Kleersite iron above shows how much thicker the Kleersite iron is at the sweet spot than is the ordinary iron shown below. This concentration of weight without increasing the over-all weight of the blade—is made possible by the unique design of this new, advanced club head.

CLUBS AGAIN

WILSON SPORTING GOODS CO.

CHICAGO, NEW YORK and Other Leading Cities



Plenty of room, pleasing display and ample light are features of Dutra's new shop at Wilshire that contribute to proper member service.

from which they are picked up and allotted to caddies. After the round, bags of guests are left in these holders for convenience in locating them when the guest starts homeward. When a member whose clubs are among the 400 sets in Dutra's shop storage comes out to the club, the caddie-master or his assistant promptly sees to it that the member's clubs are taken from storage and placed in the holders around the tree, where the bags are picked up by the caddies assigned to the players.

There are bag holders at the first tees on most first class clubs, but the arrangement at Wilshire's pro-shop for stacking bags handy to the parking space and pro-shop is rare.

For the assistance of club officials and pros who are planning new shops, GOLF-DOM presents a list of the major features to be considered.

LOCATION . . . Consider convenience to first tee, men's and women's locker-rooms and parking space. Many shops are in locations adjoining men's locker-rooms but far off the line the women players find convenient, or want to walk. Also consider burglar protection both in location and construction. Floodlighting of a shop properly located sharply reduces theft risk. Shop should be located so caddies can be checked in and out and bags easily handled with respect to cleaning and storage. The basement of a clubhouse is generally a bad place for a pro-shop; moisture will depreciate shop stock, darkness will prevent attractive display of

merchandise, and there is always the danger of players slipping with spiked shoes on basement stairs.

FLOOR PLAN . . . Thought must be given to fairly steady play at public and fee courses and the intermittent rush at private clubs. If private shop layout is such that pro or assistant cannot handle rush business around Saturday noon or holiday mornings, members are dissatisfied or in their rush to get to the tee grab some merchandise and forget to sign charge slip.

A porch around a pro-shop to provide a lounging space for players awaiting their turns at first tee is almost invariably a good idea at private clubs. At public courses, the porch may become a parking place for loafers.

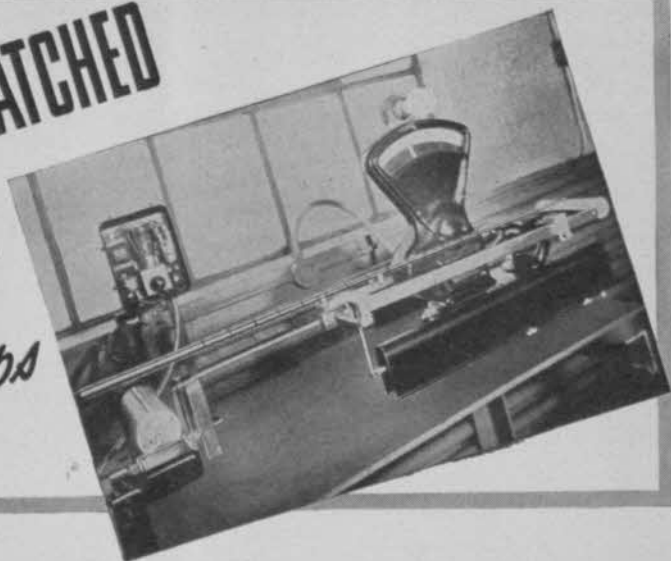
INTERIOR . . . Should be at least as attractive as interior of clubhouse and should be designed to encourage cleaning. Heavy traffic of muddy feet and dust from club cleaning make it hard enough to keep counters, furnishings and clubs in display racks, clean. Club cleaning room should be arranged or equipped so dust won't spread.

Club storage room should be laid out so caddie handling of bags can be done with speed and caddie-master and pro are able to keep in close communication.

OFFICE . . . It is advisable to have a small separate room as the pro's business office, with a desk and filing facilities for his records, and with secure, locked storage where surplus stocks of merchandise can be kept. Where the pro or an assistant

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BY AN
*Eye that
Never Sleeps*



To give you rhythmic timing on the course, each set of TRUE TEMPER Golf Shafts is matched for Weight by an Eye That Never Sleeps. On a marvelously accurate knife-edged BALANCE, the weight of each shaft is checked by the Electric Eye. Quicker and surer than any human eye, this fascinating scientific Electric Eye, or Photo Electric Cell, instantly rejects any shaft that does not conform exactly to the weight required. The TRUE TEMPER models of today are finer than ever before—more beautiful in appearance—finer in

construction—sweeter in action. They are made from seamless tubes of costly super alloy steel, tapered by an exclusive process, tempered as finely as a Damascus blade, tested by master craftsmen, and finished like fine jewels.

Every golf club maker uses TRUE TEMPER Shafts on his finer clubs. Every player accepts TRUE TEMPER as the highest standard of performance in the golfing world. Professionals find TRUE TEMPER'S popularity is the shortest route to profits in every golf shop.

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TRUE TEMPER
STEP DOWN

The Golf Shaft of Champions

sleeps at the club, the office and surplus stock facilities are best located in the sleeping room.

Ample wall space for club displays should be provided, but not at the expense of adequate window lighting. Space also should be sufficient for a display case for balls, accessories and apparel.

It is often desirable to have the handicap racks for men and women players in the pro-shop, especially when the shop is nearer the first tee and last green than are the men's and women's locker-rooms.

In painting pro-shop interiors, dead white is not desirable although it does look neat at first. Preferably employ light yellow or green which stays clean-looking longer, has a bright effect and shows up pro-shop merchandise in a livelier light.

Jock Hutchison Wins in First Annual PGA Seniors Tourney

ALMOST fifty pro kids, masquerading as seniors of 50 years or more, launched the first annual PGA Seniors' tournament at Augusta (Ga.) National Golf Club and put such youthful zip into the proceedings it was plainly evident the veterans' event is destined to become one of the standout items on the year's sports calendar.

Jock Hutchison, 54-year-old former British Open champion and winner of numerous other titles, finished with the only par-72 of the show to mark up a total of 223 and lead the field. He led George Gordon by 8 strokes. Jim West was third with 233.

Dave Ogilvie, Sr. and Freddie McLeod tied at 234 for the 55-to-59 division title; Dave turning in 76 against Freddie's 78 in the playoff. Alex (Nipper) Campbell's 246 headed the boys in the 60-and-over age class.

Jock won first cut at the \$2,000 prize money and a year's possession of the Alfred K. Bourne trophy. Bourne was among those who took part in the playing of the lively veterans.

This event, a marvelous demonstration of golf's beneficial effect on men who have been at it for years, deserves a great build-up. Many of the fellows in the field looked young enough to be ringers.

The scores: Jock Hutchison, Golf, Ill., 223; George Gordon, Rumford, R. I., 231; Jim West, Cedarhurst, L. I., 233; Dave Ogilvie, Sr., Cleveland, 234; Fred McLeod, Chevy Chase, Md., 234; Charles Mayo, Sr., Long Beach, L. I., 236; Tom

Boyd, Brooklyn, 237; Mike Brady, Mamaroneck, N. Y., 239; Jack Campbell, Jenkintown, Pa., 242; Frank Coltart, Philadelphia, 242; Archie Sanderson, Scarborough-on-Hudson, N. Y., 242.

George Sayers, Ardmore, Pa., 245; John Inglis, Aiken and New York, 246; Jock Hobens, Tenafly, N. J., 248; George Low, Abington, Pa., 248; Jack Jolly, Newark, N. J., 257; Peter Robertson, New Hartford, 261; William Entwistle, Syracuse, 263; Val Flood, New Britain, Conn., 275; Alex Duncan, Philadelphia, Withdrew.

Fauntleroy to Head Western Golf A'ssn; 1938 Tourney Dates Announced

GORTON FAUNTLEROY of the Chicago Golf club, Wheaton, Ill., was re-elected president of the Western Golf Association at the organization's annual meeting, December 17. With Fauntleroy at the helm, the WGA in 1937 had one of the best years in its recent history and completed a healthy rebound from the thuds of the depression. Leslie Cooke and James L. Garard, veteran officials of the association, were re-elected as vice-presidents. T. C. Butz of Bob O' Link GC was elected treasurer.

John E. Eddy of the Hinsdale (Ill.) GC, once famed as a Princeton football star, was elected secretary succeeding J. Harvey Irwin of the Eastlake CC who became a member of the directorate. Other directors elected: E. B. Babcock, Los Angeles CC; W. F. Nicholson, Broadmoor (Colo.) CC; Ben Ames, Oklahoma City CC; E. B. Roberts, Canterbury (O.) GC.

Awards of WGA 1938 tournaments have been announced by officials of the association. The 1938 Western Open will be played on the Westwood CC course in St. Louis, June 14-16. The Western Amateur will be held the week following Independence Day at the Chain O' Lakes course at South Bend, Ind.

Jolly Visits Scotland—The Alex Jollys returned to the scene of their childhood days, St. Andrews, during the holidays, Alex spending a good many happy hours of reunion with his father, who is 92 years old, and Mrs. Jolly lived over earlier days with her mother, 91 years old. Of the Jolly family, Dave, Jack, Bob, Alex, Elizabeth and Madge, all are employed in the United States except Bob, now with a Canadian golf club.

YOU'VE GOT TO HAVE "IT"

By HERB GRAFFIS

Pro teaching and playing ability not as important as personality, says official

THIS is what one of the best known golf club and association officials in the eastern part of the United States has to say about the pro job. He has been playing golf for more than 30 years. He has been instrumental in getting jobs for at least 40 pros, according to his recollection. He is a high official of one of the nation's prominent corporations. He doesn't want his name revealed because he says he is getting too old to engage in arguments.

His opening remark on the pro as seen from the veteran club official's viewpoint would let him in for a spirited argument. He began the interview by remarking:

"The successful pro generally uses 75% personality and 25% ability!"

I questioned that rating.

"All right, then, name me some successful professionals who have an even balance of personality and of teaching and playing ability and genuine member interest that makes them worth good salaries and extra patronage from their clubs," commanded the old-timer.

"Fellows like Horton Smith, Billy Burke, Olin Dutra, Paul Runyan, Johnny Farrell, Willie MacFarlane, Henry Picard . . ." I began.

"Go ahead," he encouraged me, "because you are making my argument stronger. Don't you realize you are limited to far less than the playing stars in trying to present a group of pros who are balanced in personality and ability because among the playing stars there are fellows who haven't that unusual personality required to make the most of a club job?"

"O. K. then, you do the rest of the talking," I suggested, and he took me up.

Ability Not Easily Measured

Pro jobs (so the analysis started) change more on personality than on ability. That's natural because what do club officials and club members know about pro ability? Who has the right, as a member or official, to say that one experienced pro is a good teacher and another one, equally as experienced, isn't? Any average amateur player who makes such a criticism bases it on his own tempera-

ment and not that of a large number of the club members.

A pro may be able to shoot scores under 70, but does that make him valuable to the membership to the extent that he can't be displaced? Look at our course where our old pro is practically the green-keeper because he has had a deep interest in the care of that course for more than 20 years. The grand shape it's in is worth more to us than having a pro who could shoot a 65. Our pro and a first class foreman take care of it. The old man has trouble breaking 80 these days, but he's a better pro for us now than during the first 5 or 6 years he was with us.

It's Worth Plenty to Any Club

The answer is personality and it still is the best thing about instruction. I see him go around while his two assistants are giving lessons and having trouble. He drops a few pleasant remarks; the pupils and the assistants relax and the lessons go along better. That's personality that is worth far more to the club than his playing ability or the hard work teaching in the hot sun would be to us.

Take the case of So-and-so who got canned as pro over at (naming a club). I was over there last summer as the guest of a man who has just been made chairman of the club's golf committee. The pro was sitting by the first tee apparently harboring a grouch against the world. My friend asked the pro to have clubs brought out. In a surly way the pro yelled for a caddie to get my friend's clubs. The pro was just simply too lazy to be pleasant.

Naturally my friend was offended. When a man belongs to a private golf club he has a right to expect to be regarded as "somebody," especially by the employees of the club. For my own part, the club sunk in my opinion as a guest



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