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Pros Must Tell Public of Teaching Advance

By JIMMY DANGELO

Pro, Muskogee (Okl.) CC.

PRO GOLF is getting set for strengthening its foundation as a business so the flood of golf merchandise sales after the war will be primarily controlled by competent pro endorsement.

The pro business foundation is teaching. It used to be teaching and club-making. The steel shaft and a bigger demand for clubs than bench artistry could supply, took us out of the club-making business. Our position as authorities on the design, construction and proper fit of clubs still is paramount. But as teachers our ability and opportunities have continued to increase.

However, we still have an urgent and tremendous job of advertising and selling competent pro instruction. The public doesn't know the advance that has been made in golf instruction as the result of PGA attention to this matter during the past 10 years.

The work that began when George Sargent, as president of the PGA, made super-slow motion pictures of Jones, Hagen and Joyce Wethered has gone far. Ten years ago I doubt that any of us would have believed that there could be such general agreement on fundamentals of the golf swing as today exists among experienced professionals. Even five years ago we would have doubted that the PGA committee on instruction, headed by Joe Novak, would have been able to get most of us to concede that our differences of opinion and observation regarding basic details of the swing were far more matters of words than of mechanics. When the PGA made its first survey on what pros regarded as fundamentals of the swing there were, as I recall, over 200 details set forth as essentials. But after extensive analysis and discussion these many so-called fundamentals turned out to be actually only a dozen or so basic points, differently described by different pro instructors.

In the meanwhile the golfing public had become confused. There had been established a general public belief that golf teaching was a matter of rare genius or repetition of a few phrases such as "keep yirrrr head doon," and "slow back." We pros made our individual interpretations of causes and effects of the swing as we studied playing stars in action and from motion pictures. We were bound to make errors in that difficult job.

We had the further handicap of most of the pupils wanting amazing results quickly, and without much work. When you consider that the majority of our

pupils were businessmen who'd become muscle-bound in offices and came out to the lesson tee in a rush and in no mental mood to have the mental and muscular coordination necessary to learning golf, the teaching pros have produced astoundingly good results.

Golf instruction is not a job that a bright ex-caddie can master in the first few years of his job as a pro. Johnny Kevolta pointed out the difficulty of the task in saying that if anyone thinks it is easy to get words to describe muscle and nerve sensations, try to tell how it feels to hold a knife and fork properly.

By the national and sectional PGA instruction clinics we began to get a clearer understanding of our own instruction problem. The talks on physiology and psychology of instruction that Dr. Robert Dyer has given at PGA sessions, and the lecture of Prof. John Anderson of the University of Minnesota on effective teaching of manual performances, explained to many of us, really what we were trying to do, and how best to do it.

We began to greatly improve our results in teaching muscular illiterates the ABCs of a sound golf swing.

But does the public generally know that?

It does not! Too often the pro begins instruction with the public not having much confidence in results but hoping for a miracle.

A job that the PGA has to do for service to the public is to put on a powerful educational advertising campaign on the revolutionary advance in golf instruction. The pros need something as attention-commanding in this respect as the tournaments have been in the playing field.

When we do get across the conviction that golf instruction has reached the same foundation as the teaching of the fundamentals of reading, writing and arithmetic we will sharply lower the present national average of scoring which has about 95 per cent of all players shooting 95 or better. With better scoring there will be more play, more fun for the players and more business for the golf clubs and the pros.

I have had a number of people ask me what, or who, gives a pro the authority to become an instructor. That's a proper question. The PGA in assuming responsibility for pro golf also must assume responsibility for assuring definite results to the public that buys golf instruction from pros.



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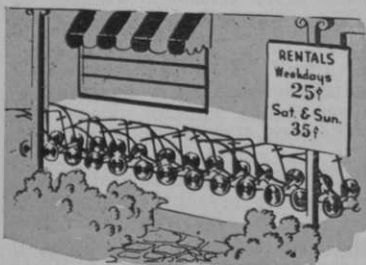
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G-8

Probably some people are no more able to learn golf than some unfortunate youngsters are able to learn their school lessons. But at least the public must be made to realize that golf instruction in the fundamentals now is on a rather uniform and sound basis. The public must be acquainted with the facts that golf instruction in the primary and intermediate stages is not a complex matter, but something simple and certain when correctly done.

Further, the pupil should be given lesson sheets or booklets as text material to be studied along with the personal service of the instructor, and the practice. I found this very helpful before the war in using the sheets supplied by the National Golf Foundation. These sheets give the pupil a clear picture of the swing and prevent misinterpretation of the instructor's explanations. Now the pupil tries to remember what the instructor said and frequently forgets, when practicing or playing, just what he was told. Then the pro is blamed for not teaching the right technique.

There should be much more individual advertising of golf instruction by pros. A pro should give freely of his time in educating his members to take lessons. This can be done in the shop, in the locker-room, the first tee, and everywhere else golfers congregate. Giving free tips invariably encourages players to make lesson appointments.

To make players more lesson-conscious the pro must take genuine personal interest in the members' games. Asking how his shots were in the round the member just played, how the practice was, and keeping close watch of changes in the handicap cards, arouses a favorable reaction. The pro who doesn't query a member about the reason his handicap increased is neglecting an opportunity to

be of considerable service to that member.

One of the most important details in a promotion campaign for golf instruction is sincere attention to junior golf development at a club. It is essential that the youngsters get started right with an understanding of the basic principles of a sound golf swing. With these youngsters receiving the right foundation they'll build themselves as golfers and as boosters for golf. The parents of the kids also will respond to that indirect approach.

Wood's Esquire Story on Nelson in Pro Poster

August Esquire magazine carries an able article by Craig Wood on "Byron Nelson, Lone Star." Wood wrote "Why golf's Huckleberry Finn rates greatest of all time in the eyes of one he has forced to finish second." Craig told in informal first person some of his observations of Nelson's ability, comparing it with that of others of golfing's great, and including sufficient factual information to back up his contention that Nelson is Golfer No. 1 of all time.

MacGregor Golf, Inc., Dayton, O., manufacturer and distributor of Tourney clubs and balls, and with whom Nelson and Wood are affiliated as Pro Advisory and Technical staff members, had the story blown up to poster size and mailed to pros. While the article had been prepared months in advance, its release in the August issue was most timely following so closely after Nelson's winning of the 1945 PGA Championship at Dayton.

INSECT PEST CONTROL—Sodium selenate solutions may have possibilities for golf turf insect control. Developed by Dr. W. E. Blauvelt, Entomology Dept. of Cornell U., the material has been used for insect control on ornamental plants in greenhouses. At present the chemical is not permitted to be used on edible plants until it is learned what effects, if any, there are on man or animals. When solutions are sprayed on the soil the plants take up the chemicals. Figuratively speaking, when the bug bites the plant, the chemical bites the bug, and the plant wins the fight.

Postwar Planning of Golf Courses

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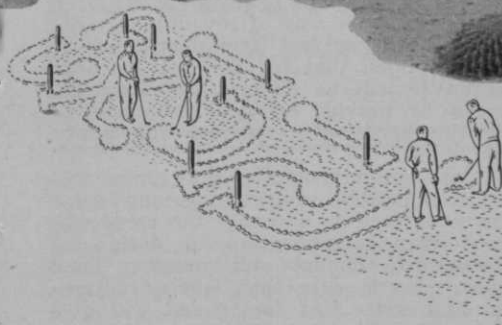
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Photograph taken on miniature golf course at Davis Monthan Field Hospital, Tucson, Arizona



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The P. G. A. Rehabilitation and Reconditioning Program, headed by co-chairmen Leo Diegel and Frank Sprogell, offers every golf professional an opportunity to help in this work. If your local project is not already under way, get in touch with your sectional P. G. A. President for plans already proved successful.

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Man-Hour Cost Basis to Push Machine Maintenance

A PROMINENT COURSE equipment and supply dealer who is in close touch with the golf field in the mid-continent sees in early prospect a tremendous demand for golf course equipment in that area. He says that the overdue replacement business in itself would account for a vast volume but during the war years the wisdom of power operation, as complete as possible from tee through greens, has been so convincingly demonstrated that the growth of demand for machinery will be far beyond anything anticipated five years ago.

He says that the new basis of course maintenance cost accounting is that of man-hour cost rather than the old plan of number of men required.

As for watering installations and practices he hesitates to comment, particularly as regards fairway irrigation. He says there is a wide difference of opinion as to the worth of heavy watering of some grasses in some areas, and it is his opinion that the matter will be entirely localized; some areas going in for very heavy watering, and other areas, due to climatic and turf conditions, will give slight attention to watering, and more attention to proper fertilization.

He believes that many clubs will install watering systems, due to their good financial condition, and feel that it is a good investment toward good year-around turf; as even in areas where watering fairways is not the answer to good turf alone, it is of great value in dry falls to get the proper reaction from fertilization at the proper time when natural moisture conditions are not favorable.

He sees a tremendous increase in fairway fertilization and a growing interest

in weed control, in which field there has been considerable progress in the last few years.

The matter of labor he regards as a touchy subject, and a vital one, particularly at this time. It is doubtless something to be reasoned with for several years, and a matter that will call for a little more consideration on the part of club managements. He doubts that labor will be available at prewar prices for some time to come; and this of course, will increase the demand for power equipment and labor saving devices.

He expects within the next two years to see some interesting refinements in equipment. He says that there has been very little in the way of revolutionary design within the last few years, and it is his opinion that for at least the next season it will be difficult for manufacturers to provide enough equipment to fill the needs now existing for power equipment.

It is also his opinion that there will be considerable re-designing and some new construction, and that the trend will be toward simplification in design of greens to eliminate all possible hand labor. He is sure that leading designers appreciate this factor and will give more attention to maintenance problems than has formerly been evident. He recently discussed this phase of architecture with one of the leading golf course architects. It was the architect's volunteer opinion that the matter should be given more consideration and was an important consideration for clubs, as well as golf course designing. Such a trend will lower the maintenance cost of a

ALFRED H. TULL

Golf Course Architect

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golf course, and yet, if properly handled, not affect the interesting challenge of the game.

In his opinion the greenkeepers have done a remarkable job in maintaining courses for the past four years with limited help, inefficient help, and lack of materials and equipment. The clubs will greatly profit from this thrifty experience the greenkeepers have gone through.

CLUB HAILS STRINGHAMS—Minnehaha CC, Sioux Falls, S. D., observed 50th wedding anniversary of Mr. and Mrs. Charles J. Stringham with a gala party attended by more than 150 members. Charley has been with the club more than 30 years as supt. He is widely known among greenkeepers, pros and amateurs as a very able man at his business, a great hunter, and an all-around grand guy. Ma Stringham is a super-star in her own right, so the club had plenty of license in rejoicing at having the two teammates. Mayor C. M. Whitfield presided at the festivities which were highlighted by the talk of the green chairman who hired Charley, and by presentation of a bond, a testimonial scroll, a purse and a case of shotgun shell, the latter representing a noble gesture by Sioux Falls nimrods. A 50th anniversary cake taller than a silo, so pro Ed Livingston says, was sliced along with the oratorical baloney ribbing Charley.

August, 1945

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Iowa Greenkeepers Elect; Talk Weed Control

By H. L. LANTZ

Forty-eight greenkeepers and friends participated in the annual meeting of the Iowa Greenkeepers Assn., held at Des Moines (Ia.) G&CC. Officers elected: Pres., William Keating, Des Moines; V. P., Jack Anderson, Muscatine; Sec-Treas., T.E. Adams, 1000 Polk Blvd., Des Moines.

The group toured the Des Moines G&CC course. Problems of maintenance were discussed. To that date, no fungicides had been necessary. Weather conditions had been too cool for the development of brown patch, but ideal for dollar spot infection. However, dollar spot was not a factor in Keating's greens. A proper nitrogen feeding program is now recognized as good insurance against dollar spot infection. Greens pock marked with dollar spot are usually low in nitrogen.

An inspection of Waveland Golf Course showed Ted Adams had greens and fairways in excellent condition.

H. L. Lantz discussed the possible future developments in chemical weed control. Chief among the new chemicals is a growth promoting substance (a hormone) known as 2,4-D (2,4 dichlorophenoxyacetic acid). Its weed killing properties were discovered a year ago. A great deal of publicity has been given to this weed killer. Experimenters in many States are testing these new chemicals in order to determine to what extent these new and related chemical compounds would be adapted to weed control on golf courses. Iowa received four formulas from the E. I. DuPont Co., one from Dow Chemical Co., one from Dr. Davis of the Green Section. A series of plots, each containing 600 square feet have been established on No. 2 fairway at the Ames G&C. The first series of hormone sprays were applied at varying strengths on June 11; a second series on June 22. Two days after the sprays were applied, the dandelions showed marked changes in leaf color and in twisted and turned stems. In seven days, the dandelion leaves were purplish brown in color and July 5 every sprayed dandelion in the hormone plots was dead. There was an abundance of white clover in each of the twenty sprayed plots. There has been no clover bloom since the sprays were applied.

The white clover is definitely injured, but does not yield to treatment as rapidly as does the dandelion. The blue grass in the sprayed plots seems to have been shortened in growth but no killing or permanent injury can be detected at this date. The grass is growing and is not far from normal in appearance.

Dandelions in the turf garden were spot sprayed with 2,4D with excellent results and no injury to the bent grass is yet apparent.

Preliminary as are these tests, it can be stated fairly that dandelions readily yield to the 2,4D sprays. The formulas are readily soluble in water and are easily applied. The rate of application was five gallons per 1,000 square feet. Sprays will be applied through the summer and fall months to determine at what season of the year the best results may be secured or whether the sprays may be applied at any time during the growing season, with satisfactory results.

The turf or weedy fairways and lawns is usually "thin." When blue grass thins out, weeds, especially dandelions, take over. When the dandelions are killed steps will be taken to invigorate the blue grass by suitable fertilization. The next step in this weed control program will be to apply fertilizers to give the blue grass new food materials so that the turf will thicken up properly.

Jack Anderson extended an invitation to the Association to meet at Muscatine, August 13. The last meeting of the season will be held at Ames, September 9 and 10, to review the weed control work and the work on the turf garden.

Nest-A-Covers Are Wood Club Hood Unit

★ Irvin E. Schloss, pro at Hillendale CC, Towson, Md., has invented and now is having manufactured a wood club cover made in two styles to handle three- or four-club wood sets. Each club is kept in a separate compartment which is numbered on top. Compartments are opened and closed by zippers. The hood is called the Nest-A-Covers. It's made of durable and attractive weather-proof fabric developed for military use. Schloss was fortunate



in being able to get surplus material.

The Nest-A-Covers is tied to the golf bag. It prevents loss of covers and of clubs, and protects shafts as well as heads of the woods. The accessory has met with high favor among pros and amateurs. It's a fast-selling item in pro shops. Miller Golf Printing & Supply Co., Towson 4, Md. handles national distribution for Schloss. It's distributed to the pro trade by Wilson Sporting Goods Co.

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various products. Its experimental station on Bellona Ave., Baltimore, Md., is outstanding.

Work of the researchers at this station calls for ideal growing materials, and the Royer is used to prepare a superior type compost for the bedding soils of the station. One of the greatest values of this machine in the current era is the extent to which it saves labor.

The materials are thoroughly shredded, mixed, aerated and reduced to particles of desired size. Sticks, stones and other trash are automatically eliminated. Wet and dry materials are handled with equal facility. The machine discharges onto pile or truck a ready-to-use compost of the highest quality.

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Cadd'e-Master and Starter desires position at golf club in south for winter season. 12 years' experience at high class metropolitan club. Recently discharged from Army on Priority points. Address Ad 806, % *Golfdom*.

Wanted: Pro-Greenkeeper for 18 hole course in city of about 100,000. If you are good merchandiser and good instructor plus capable greenkeeper, this is a real opportunity. Box 148, Harrisburg, Penn.

Pro-Mgr.—For the past 10 years, 16 years as Pro, desires position. 36 years of age. Available immediately. Address: Ad 807, % *Golfdom*.

Manager of successful summer course in the Adirondack mountains desires Florida golf club Nov. 1 to April 1. Not a professional but knows golf and golf club management. May also provide experienced greenkeeper. Address: Ad. 808, % *Golfdom*.

Pro-Greenkeeper seeks year round position. 9 years experience as instructor and course supervisor. 33 years of age. Competent. Excellent character. References from former employers. Address: 809, % *Golfdom*.

Wanted: Good brown leather golf bag, preferably with individual compartment for clubs. Lt. E. L. Wilson, Box 2076, Lowry Field, Denver, Colo.

Pro with greenkeeping experience desiring change for 1946 season would like to contact club contemplating change of personnel. 25 years in golf. A-1 credit rating. Best of references. Address: Ad. 811, % *Golfdom*.

Wanted—Pro-manager capable by experience and training, of managing all facilities of country club, free of indebtedness, with large active membership. Do not reply if unable to furnish excellent references, and A-1 credit rating. Address: Ad. 820, % *Golfdom*.

Wanted—2 Golf Practice Nets (or Cages) new or used. Write particulars and price. Joe Pezzullo, Louisiquisset Golf Club, North Providence 4, R. I.

Pro-Greenkeeper—desires change from present position to year-around job. Age 29; married; ex-serviceman. Excellent character, good instructor and business man with promotional ideas. South, south-west or far west preferred. Address: Ad. 821, % *Golfdom*.

Pro-Greenkeeper, veteran of World Wars 1 and 2, wants new job. Has just finished remodeling present club. Excellent instructor, experienced greenkeeper and thoroughly competent and reliable business man. Address: Ad. 822, % *Golfdom*.

Pro with 32 years experience in every branch of golf club operation wants Florida or Southern winter resort club. Age 46. Married. Good teacher. Can build or rebuild complete course, at low cost. Wm. O. DeWitt, Grand Hotel Golf Club, Mackinac Island, Mich.

For Sale—Woodridge Golf Club, located 26 miles west of Chicago. 27 holes, 250 acres, wooded and scenic. Highly improved. Has not been operated for last two years. Priced at less than the cost of improvements. H. C. Billig, Lisle, Ill.

FOR SALE — 246 GOLF LOCKERS, Steel-grey finish, 66" high, 24" wide, 18" deep, built back to back—"Lyons"—used. Will sell entire lot at \$10.00 each F.O.B. Pittsburgh or smaller quantities at slightly higher prices. Pittsburgh Office Furniture & Equipment Co., 322 Blvd. of the Allies, Pittsburgh, Pa.

CLASSIFIED ADS

Golfdom

The Business Journal of Golf

AUGUST, 1945—Vol. 19, No. 8

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Well-known middle-western professional desires year-round club. Prefers coastal area, North Carolina or vicinity. Expert instructor and thoroughly competent in all phases of the game. Is familiar with Southern conditions and grasses and has constructed a number of golf courses. Testimonials upon request. Address: Ad. 812, % Golfdom.

For Sale—9 hole golf course, central Wisconsin. Excellent condition; bent greens; clubhouse with new bar; tool house and good equipment. City of 12,000 pop. Address: Ad. 814, % Golfdom.

Pro-Manager wants to buy or lease 9-hole golf course with small clubhouse located in Michigan or Northern Illinois, preferably in a resort area near or on lake. Address: Ad. 815, % Golfdom.

Golf Professional and Greenkeeper, member of the PGA and Greenkeepers' Assn. wishes a position with golf or country club that will appreciate his services. 35 years' experience as a Pro-Greenkeeper and Manager. Capable of taking full charge. Wife capable of taking charge of clubhouse. Excellent characters, A-1 credit rating. No children. Will go anywhere. At present employed, but desires change. Address: Ad. 816, % Golfdom.

Wanted: Position as Pro or Pro-Greenkeeper for private club with good membership. Age 34, married and have two children. 12 years experience in all departments. Class A member of PGA. Best of references upon request. Now engaged but desires change. If you can offer a good proposition in exchange for hard work, knowledge of the work, and a pleasing personality then let's get together. Address: Ad. 802, % Golfdom.

Nationally-known pro-greenkeeper-manager, at present employed at club of 500 members, desires permanent change to club in south or Florida. Age 39, married, thoroughly experienced in all departments. Successful record in midwest, southwest and Florida. Will consider one department or entire club. Clubs interested in first class teaching, greenkeeping, merchandising and administrative ability address: Ad. 817, % Golfdom.

Golf Course Wanted: Will lease with option to purchase 9 or 18 hole golf course in New Jersey, Metropolitan New York, Philadelphia area or Connecticut. Address: Ad. 803, % Golfdom.

Wanted: Experienced greenkeeper, year-round job, 18 hole course. Prefer some one with experience in south and experienced with Bermuda and Rye Greens. Address: F. C. Ford, P. O. Box 264, Charleston, "B", S. C.

James E. Thomas overseas war veteran honorably discharged from the Army, seeks position as pro-greenkeeper. Location no object. Has had years of successful experience as golf instructor and course superintendent. Competent, diligent, excellent character. A-1 credit rating, references from former employers. Address: P. O. Box 84, Pittsburgh 30, Penn.

Pro-greenkeeper—thirty-six years of age, desires Winter position in Florida. Best of references. Address: Ad. 804, % Golfdom.

Prominent professional, instructor widely known among highly desirable class of golfers, will be available for winter position from Nov. 1 to April 1. Will consider assistant position to take over teaching. Write to Ben Thomson, Walnut Hills Golf Club, East Lansing, Michigan.

Golf Professional with excellent record and highest recommendations wants position for the winter months with club in Florida or in south. Age 41 and PGA member. Address: Ad. 801, % Golfdom.

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