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See Changes Available in Pro Business

THREE successful veteran pros who have been taking inventory of the pro business fitness to meet postwar problems, come forth with three major suggestions.

George Corcoran, Starmount Forest CC pro and Pres. of the Carolina PGA section, says the general method of pro shop operation needs a change. Howard H. Beckett, for 27 years pro at Atlanta's Capital City club and widely esteemed as one of the game's soundest businessmen, says that the pros postwar business problems are going to call for PGA management and supervision comparable to that given the tournament circuit.

And John R. Inglis, Fairview CC (Elmsford, N. Y.) pro who for many years has been president of the Metropolitan District PGA points out that a change in method of pro pay in order to attract enough of the right men qualified to care for the expected postwar expansion, is needed. Inglis further declares that the education of golf officials in what they should know about the pro job should be persistently conducted because of the high annual turnover of club officials.

Corcoran says:

"There isn't any question about it, we pros should get together and start making our plans. Without a doubt, there is going to be a tremendous boom in golf equipment and lessons.

"I think in the past pros have made a mistake by equipping our shops with from \$3,000 to \$5,000 worth of golf merchandise only to hire an ex-caddie to run the place, because we could get him at a reasonable salary.

"This has really caused us to lose money in the long run, because a boy of this type has his mind either on the putting green or out playing golf and has not proved to be a very competent man in the shop, therefore, we have lost a lot of sales and the goodwill of the members.

"I don't think you will find the down town sporting goods stores hiring ex-newspaper boys to run their places of business. I am sure they would not stay in business long if they did. We pros should get wise and place competent men in our shops and thus control the down town competition.

"I also believe that the pros and manufacturers should have a much closer relationship than they have had in the past. A few manufacturers have already carried out this policy, and I think they all should, and it has worked out very favorably.

"I am in favor of pros giving more group lessons to high school and college students and returning war veterans. I have been giving lessons in high schools and colleges for the past several years, and this has proven very satisfactory, from the standpoint of selling equipment, etc."

Beckett's opinion is:

"I think we all feel sure that after this war is over things are going to start popping both in the playing and selling angle, but I still can't figure out where a pro at a first class club will use any different methods in conducting his business than he has in the past. In looking over some of your magazines as far back as '29 I find many ideas that apply just as strongly today as then. Like the old fellow talking to his friend said it don't look like there is as much doing today as when he was young, his friend replied there is just as much but it was being done by a different crowd.

"To my mind the answer lies in the articles written by Walter Keller in January GOLFDOM, where in his last paragraph he gives the nucleus of one of our greatest postwar setups. The clubs that expect to be successful must begin to realize that the pro is the man whose whole conduct and management reflects their success as a golf club. He should be paid enough salary or a retaining fee so he wouldn't have to depend on a few months out of the year to make up about ninety per cent of his income. I feel sure that in the past this set up has been the real cause of dissatisfaction and arguments between a pro and his members which has often resulted in a good man losing his job.

"As to pro-education, pro-club relations and pro-manufacturer relations, I think this is a big PGA problem and should be handled as closely as the tournament manager handles our tournaments throughout the year. I appreciate the fact that open tournaments are a big part of our profession but the PGA must realize that there are two branches to our profession. These are the Professional Golfer and the Golf Professional and right now the latter one requires a lot of attention in many ways. I sincerely hope the executive board of our PGA will not miss the boat in this present set up.

"Leaving the postwar department lets look on the present picture. How are we going to keep the game going without golf

balls? Up to this time most of us have been fortunate enough to have just enough to keep our players supplied. The manufacturers keep on crying to send in old balls but how long can this keep up? Right now most balls have been reprocessed so much that a 5000-yard course is a long baby for the average player. What the answer is anybody's guess."

Inglis remarks:

I have enjoyed reading GOLFDOM articles by Don Young, Ed Fitzjohn, and Walter Keller. These are very constructive and hope some good will come from them. Their ideas are also mine and can agree with them on practically everything they have stated. I do believe that a change is needed to keep the game attractive for pro businessmen. Unless something is done to keep pros interested many of them will find other means to make a livelihood.

"Much has been written about educating the pros to be better business men. The fact is however that it is not always the pro that needs the education, it is the club officials and golfers. When they can be made to realize that the pro is really

a necessary asset to the club and that he should receive sufficient amount to keep him contented and eager to serve them, then will the game improve its standards.

"The sales as an average do not amount to very much, at least not enough for the pro to earn a real living. Personally I believe that the sales, the club cleaning and lessons should be considered a little gravy for the pro, repaying him for his long hours which he has to put in. The pro's home life is forsaken in order to render service. I certainly believe that clubs should pay the competent pro not less than say \$3,000 per year, plus whatever he can make from sales. For the amount the club pays him the pro could give lessons free of charge by appointment to the membership and the club could charge the members directly or assess them by the year.

"If this were done I'm sure the membership would benefit tremendously. The pro could treat every member as a pupil and help each to play better golf without the member ever feeling that he was being solicited to take lessons. The pro could do so much along these lines which would keep all the members satisfied and interested."



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★ FROM THE EUROPEAN front A. G. Spalding & Bros. have received a report spot-lighting the vital part played by the gun for which it produces essential sections, the Browning automatic rifle. Although not one of the newer weapons it is proving one of the most effective and valuable fire-arms in the hands of U. S. infantrymen.

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A sample of the Browning's effectiveness is contained in the citation awarding the Congressional Medal of Honor to Pfc. Alton W. Knappenberger of Spring Mount, Pa. This relates how one man armed with one of these weapons disrupted an enemy attack for over two hours. In the course of that time Private Knappenberger put out of action two German machine guns, killed one member of a 20 mm anti-aircraft gun crew firing at him, and repelled an assaulting platoon armed with automatic weapons.

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A Pro Comes Back from the War

★ A FORMER PRO in Kansas recently was given a medical discharge by the Army. Stomach ulcers were one of the reasons. He always worked hard and was conscientious. Ulcers seem to be the reward of such a temperament.

In considering his prospects for re-employment in golf, the pro wrote GOLF-DOM:

"My present invoice of equipment to start back to a pro career is a bent screwdriver, a well-worn pair of golf shoes, seven worn out shoe-calks, a torn rain-jacket, a set of clubs in a bag I'm no longer strong enough to lift, and a golf ball in poor condition. I tried to buy a new ball last summer. My biggest chance was the day I got up to \$2.35 in the bidding. Had I have been a Sgt. or a 2nd Lt. I might have made it. My last report from the manufacturers was that no matter how many times they tried to make a No. 2 iron it always came out a machine gun.

"I was still quite optimistic in Sept., which the European War was supposed to be over the 15th of, (to hell with grammar). But day before yesterday I heard an eminent authority say, 'We can rest assured that Germany will go down in defeat in the early months of the coming Summer.' Yesterday I heard (quoted from an Admiral), 'We have many months of hard fighting in the Pacific yet ahead of us, but we can rest assured that by the first of next year we will have Japan humiliated and to her knees.' This morning I listened attentively to an international statesman—"The Axis group has not weakened as we had anticipated, in fact they have become revitalized, but we may rest assured that 1949 will see the dawn of a new civilization and the end of all this horrible bloodshed." The 28th of last Aug. I heard a rather foresighted buck private (after seven months of service) say, 'I guess I had better wash these clothes—

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looks like I might be wearing them for the rest of my life.'

"So much for the nonsense. The truth of things to come is that I am not looking for a club attachment. I got satisfaction out of the time that I have put in pro golf. My big sticker was that I was never able to pound a ball far enough. In years past I went to several good pros desperately seeking the necessary 25 to 30 yds. that would have turned a hard game into an easy one.

"That in itself was probably the source of quite a bit of my teaching technique. I got by just swell with the women students as I could impress them by out-driving them, but men would watch me play and always wound up concluding they could hit a ball farther wrong than I could right.

"They kept right on hitting them wrong and I kept right on going hungry. I should have chronic ulcers from the continuous agony I have had to stand watching these big hulks go to the par fives with a drive and an iron and me paying to watch it.

"My unfortunate status in golf is that I put in five years studying for the ministry, and it always stuck in my craw that I was wasting a hard gained education."

Coutre, Veteran Chicago Greenkeeper, Dies



★ John M. Coutre, a pioneer greenkeeper in the Chicago district, passed away after a brief illness on Jan. 23, 1945, at the age of 67. Although born in Chicago, Mr. Coutre either lived on the property or was in the employ of Indian Hill CC. from early youth until his death. From 1909 to

1913 Mr. Coutre served the village of Winnetka as Chief of Police and Fire Marshal. In 1913 he helped construct the Indian Hill golf course and was retained as greenkeeper. He is said to have been the first greenkeeper as such in the district. In 1938 he retired in favor of his son, John, but nevertheless he never missed spending some part of each day at the course until his death. He served Indian Hill faithfully and efficiently for 32 years.

His green chairman in the early years was Mr. McCordic who served for 14 years. It was a happy team because both were keenly interested in turf. It terminated upon the death of Mr. McCordic. Since



5th green at Indian Hill; first green in midwest to be planted vegetatively to creeping bent stolons.

then there have been five chairmen, Messrs. Badgerow, Lyon, Gordon, Sears, and Mr. Northrup, the present one. The club sent Mr. Coutre to Washington every year to study the Arlington Turf Nursery and obtain first-hand information from Drs. Piper and Oakley. On such a trip in 1920 he obtained a bushel of bent stolons. They were the first to be planted in the Middle-West. The fifth green at Indian Hill was converted to this grass first. Its turf, twenty-four years old, is still in use. A large nursery was developed and used to convert all the others except number 14, which is the only seeded one left. Three or four greens were changed each year until the job was finished.

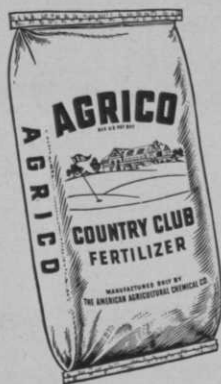
Indian Hill was one of the first to abandon manure as a fairway fertilizer and switch to more concentrated materials. Mr. Coutre recognized the necessity of adequate fertilization for fairways that were watered.

Mr. Coutre was a charter member of the National Greenkeepers' Association and continued as an active member even after retiring. With his passing Indian Hill has lost a valuable employee and the green-keeping profession one of its outstanding men.

Lively Demand for Spalding Co-Sponsored World Series Film

★ The 1944 World Series film "rings the bell" in entertainment judging from the many requests for its showing. This picture depicting the high lights of all of the games of last year's World Series between the St. Louis Browns and Cardinals, is packed with thrills. If you want it for your spring stag or any club affair just write: American League of Professional Baseball Clubs, 310 South Michigan Blvd., care of Lew Fonseca, Promotional Dept., Room 2420, Chicago 4, Ill. The only charge is expressage of the prints to and from Chicago. The movie comes with sound in both 16 and 35 mm sizes and can be run in about thirty minutes. The film was put out by the American League with A. G. Spalding & Bros. as a co-sponsor.

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1944 CROP
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Publishers have been warned that, beginning with the third quarter of this year, their paper quotas are likely to be cut another 10%. To make sure you receive GOLFDOM throughout 1945 we suggest you renew your subscription early... Why not use the convenient subscription form below?

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"Oh, she's OLD!
Almost thirty!"



At twenty, thirty seems ancient.

At thirty, forty is distant middle age.

At forty, well, it'll be a long time before you're fifty.

The point is that ten years *ahead* always seems like a long time. Yet, actually it passes "before you know it" . . . and you find yourself face to face with problems, opportunities, needs, that once seemed very far in the future.

This is a good thing to remember today, when you buy War Bonds to speed the winning of the war.

In ten years—*only* ten years—those bonds will bring you back \$4 for every \$3 you put into them today.

Think of what that money may mean to you in 1955. An education for your children . . . a home . . . maybe even retirement to the place and the life of your heart's desire.

All this your War Bonds can mean to you . . . if you buy all you can today and hold them to maturity.

It won't be long till 1955. Not half as long as you think.

Golfdom
The Business Journal of Golf

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

"Dunner Shirt Line" to North British

★ ANNOUNCEMENT is made by Graham Johnston, president, North British Rubber Import Co. of America, that his company has been appointed to handle the exclusive sales of the "Dunner Shirt Line", for the nation's golf and country clubs.

The invisible, active-swing feature of the Dunner Shirt is a revolutionary new idea in sport shirts, permitting freedom of swing, so essential to good golf. Hidden under the arm and normally invisible, there's an insert of French ribbing that stretches as you stretch, twists as you twist. It contains no rubber and the porous construction provides cooling ventilation. While primarily a golf shirt, it is designed with a "two-way" collar so that it may be used for dress wear as well as sports.

Now ready for delivery is a full range of attractive patterns and colors available for both men and women. A swatch folder, covering the range of patterns and colors may be had by writing North British Rubber Import Co., 480 Lexington Ave., New York City. The Dunner Shirt is made up in many weights and types of fabrics for every possible need, light weight wools included.

Mr. Johnston is certain that the "Dunner Shirt Line" will go over big among the golf pros' clientele.

Beautiful full color photographic display posters of the Dunner Shirt are available by writing to North British.

MacGregor Golf and Columbia Pictures Co-Op to Make Three Golfing Shorts

★ Columbia Pictures Corp. in co-operation with MacGregor Golf Inc., Dayton, Ohio, manufacturer of golf equipment, has made three short motion picture films on golfing subjects featuring Byron Nelson and Jug McSpaden.

Nelson and McSpaden, both of whom are members of the MacGregor Pro and Advisory Staff, were golfdom's biggest prize winners in the 1944 tournaments. Nelson, who averaged less than 70 strokes for 78 rounds of big-time tournament golf, was named athlete of the year for 1944 in a vote by 79 sports writers throughout the country.

Bill Stern, internationally famous sports broadcaster, narrates the pictures.

Titles are "Kings of the Fairway" released in February of this year, "The Iron Masters" to be released in March, and "Chips and Putts" to be released in June. Columbia Pictures has announced that releases will be made to army camps, redistribution centers, hospitals, and other similar military service centers thirty days in advance of public showings.

March, 1945

Postwar Planning of Golf Courses

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CLASSIFIED ADS

Pro-Greenkeeper, 20 years' experience, over draft age, married, no children. Considered excellent instructor, lively activity promoter. Up-to-date turf maintenance knowledge. PGA member. A-1 credit. Better acquainted with mid-west conditions. Address: Ad 312, % Golfdom.

Professional—Seasoned in all phases of pro service, rates high as instructor, experienced in developing women and junior departments. Sober, good appearance, adept in advancing member good will. Kindly address me—Ad 314, % Golfdom.

Greenkeeper—9 years experience in course construction. 16 years as greenkeeper at last course. Highly skilled in turf machinery maintenance. 40 yrs. old, married, 2 children, 4A in draft, sober, resourceful. Address: Ad 311, % Golfdom.

For Sale—New Pennsylvania Hand Greensmower complete @ \$75.00, F.O.B. Springfield, Mass. Rebuilt Ideal Power Greensmower with new Transport Cart @ \$200.00, F.O.B. Springfield, Mass. Write: Weidenmiller & Magovern Co., 404 Main Street, Springfield, Mass.

Caddiemaster Wanted—By western Massachusetts club. Job pays \$600 for 10th April to 10th November, plus room and board and half the soft drink and caddie concessions. It should average \$35 a week. War veteran preferred. Address: Ad 309, % Golfdom.

Pro-Greenkeeper—Excellent course conditioner and instructor. Hard and competent worker with fine record. Pleasant personality and thoroughly dependable. More than 30 years' experience. Scotch-born. Wife can take charge of clubhouse. Address: Ad 310, % Golfdom.

Assistant Pro—Middle aged professional, 25 years' experience in pro shop merchandising, member service and club tournament activity, seeks contact with pro needing assistant of these qualifications, or tournament pro needing seasoned assistant to carry pro shop responsibility during his absence. Good instructor, fine personality, does not drink. Prefer east or south. Excellent references. Address: Ad 306, % Golfdom.

Golfdom

The Business Journal of Golf

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CLASSIFIED ADS

Veteran Pro-Greenkeeper with outstanding record in course maintenance, teaching and business management available for new location in 1945. Prefers south, west or central location. Many years with present club and finest recommendations from club officials and golf authorities in all parts of the country. Write: Willie Ogg, % Wilson Sporting Goods Co., 1777 N. E. Second Ave., Miami, Fla.

Position Wanted—Greenkeeper or superintendent of grounds. Expert on bermuda and rye grass. Twenty-eight years' experience. Can go anywhere. Married, no children. Address: Ad 301 % Golfdom.

Pros. Will buy your old clubs, odd or matched, steel shaft only. Clean out your shop and turn it into cash. Send list and price. Box 626, Petrolia, Pa.

Golf Course Wanted—Will lease or buy, in Connecticut, New York, New Jersey or Massachusetts. Address P. O. Box 324, Cocoa, Fla.

Wanted: Used golf balls, 15c each. Mail C. O. D. if desired. Wynn Tredway, Box 626, Petrolia, Pa.

Pro and Greenkeeper—Just over draft age, would like position with private club in town with population of not over ten or twelve thousand. Excellent references. Address: Ad 302 % Golfdom.

Wanted—Set of fairway mowers. Inlet Country Club, Inlet, New York.

Wanted: Experienced couple to operate dining room and bar at high-class Chicago daily fee golf club. Address: Ad 303 % Golfdom.

Golf Balls Wanted. Grade A reprocessed or prewar. Telephone us collect 2-2157 or Western Union collect. Will pay retail prices or take deal. Kraft Savannah Golf Club, Savannah, Georgia.

Pro-Greenkeeper—available immediately. 25 years' experience. Good record as teacher and greenkeeper. Wife clubhouse manager if desired. Last club 15 years. Age 45; no children. PGA member; A-1 references as to ability and character. Have large stock of balls and golf equipment. Address: Ad 304, % Golfdom.

Wanted: Fairway roller. Write or phone Briar-gate Country Club, 664 N. Michigan Ave., Chicago, phone Whitehall 6530.

Golf Course for Sale. Beautiful nine-hole course in the heart of one hundred thousand population. On the bus line. Excellent location. Address: Ad 305, % Golfdom.

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Executive Manager with excellent background of experience in successful hotel operations. Well qualified in food and beverage preparation and service. Good character and personality. Now available for management of country club, preferably in East. Address: Ad 307, % Golfdom.

Wanted. Locker room man. Preferably one with wife capable of handling dining room and bar concession. Cherry Hills Golf Club, Flossmoor, Illinois.

Pro and Greenkeeper Wanted—Young married professional capable of teaching and maintaining course with Bermuda greens. Must live in club where quarters, fuel, water, lights, telephone are furnished. Will have following concessions: all golf equipment, soft drinks and 100% income from lessons. Year round job with two weeks' vacation on pay. Purely golf club with no social activities or food. Must have good character, good credit. Club located Lookout Mountain. Communicate R. H. Griffith, 601 Provident Building, Chattanooga 2, Tennessee.

For Sale—Rochester, N. Y., 18-hole golf course. Construction designed and supervised by Robert T. Jones. Modern clubhouse; 200 lockers. Underground sprinkler system. Course and clubhouse in A-1 condition. Corporation and Charter included in sale price of \$80,000.00. 25% cash; balance Amortized Mortgage. George E. Brennan, 65 Broad Street, Rochester, N. Y.

Pro or Pro-Greenkeeper open for position. Ex-serviceman. 25 years' experience. Wife can manage clubhouse if desired. Good references. Address: Ad 308, % Golfdom.