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Nov. 1, 1946 the Federation of Sewage Works Assns. released to members its new manual of practice "Utilization of Sewage Sludge as Fertilizer." The second of the planned series of manuals of practice to be issued by the Federation, the "Fertilizer Manual" recently was issued.

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Keeping Old Pro Distinction in Modern Shop Selling

By **JOHN SHOREY**

Pro, Farmington CC, University, Va.

If a lot of pros thought as much about scoring par in salesmanship as they do about getting creditable scores on the course they'd be better off.

Each day of the present period they're going to have to think of balancing their business with their games. If ever the pro needed to be a successful merchant in order to get his income up to standard it is today. Competition from stores is becoming keener all the time. Twenty years ago when the pro made his members' clubs he had few worries about the drugstore ball and the cheap club that could be bought on almost every corner. That time has passed forever.

The pro can't sell everything. There are many courses where there are no pros. That business has to be cared for and eventually those buyers will graduate to come within the scope of pro shop merchandising. In the meanwhile the pro shop has to be developing so it is a distinctive business establishment. Many of the points of modern store merchandising it should adapt to its own field but there are many fine old features of pro shop operation that should not be abandoned. They gave an in-

timacy and an authoritative atmosphere to merchandising.

Shop Has Warmth

The shop of the first class old-time pro had, and still has, a warmth to it that appeals to the customers. It does not look like a transplanted corner of a department store's golf section.

Many years ago I was greatly impressed by a little Scotch professional for whom I worked. His gray eyes were always twinkling and he listened attentively to the golfer's woes with a pleasant, sympathetic smile. He was interested in everyone's troubles and made a sincere effort to let them know it. One of the first and most important lessons learned from this merchant pro was, as he put it, "You've got to be a better salesman than a golfer, lad, to be a success in this business".

Let's turn back the clock some 20 years and visit this wise little man and his neatly kept shop. We walk up a gravel path from the clubhouse and just beyond the first tee stands a small frame building resembling a summer cottage. As we enter we receive a most cordial welcome and are asked to

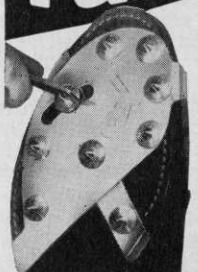
(Continued on page 86)

John Shorey's shop has an air of service, simplicity and welcome.



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Weather Forecasting

(Continued from page 64)

have saved much of the rainfall if he had paid attention to the weather. A look at the facts show that these greens have a thick mat of sponge-like roots and undecayed vegetable matter. The rain was forecast in ample time to have the greens watered enough to be in condition to absorb a large part of the rainfall. The run off is very great when a large quantity of water is applied to a dry surface.

Three Kinds of Weather

There are 3 kinds of weather for the golf course superintendent. Regional weather is that weather that includes the section of the country or an area of 2,000 sq. miles. This weather influences the barometer and may be depended upon to have a general effect upon vegetative growth. Local weather covers a much smaller area, perhaps only a few sq. miles, and frequently does not influence the barometer until the storm arrives. Thunder storms are often of a local nature. The third weather type is what I call very local. It covers a few thousand sq. ft. (to the entire golf course) and is the result of surrounding physical structures, as buildings, mounds of greens, woods, ponds, contours, slopes and similar factors.

The very local weather is much more of a temperature and light condition than of rainfall. Rain will fall everywhere, but the

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wind won't blow (as hard anyway) in the lee of the back slope to a green, or woods. Desiccation is greater on top of a slope than at the bottom if both are exposed to wind. Weather on a north slope is less changeable than on a southern exposure. All very local weather is constant in its relation to local and regional weather. (Once the relationship is established very local weather is easily forecast.) These relationships should be observed and determined by thermometer, then recorded and used. The very local weather can be changed by man to be helpful, examples are to limb up trees, remove brush, or place brush or snow fences.

Regional weather is picked up by a good barometer from 10 to 14 hours or at least several hours before it appears. Nothing can be done about it and for the most part it is helpful whether it is actually used as a help or not. If the forecast is for adverse weather conditions, the resultant cost can be lessened, and if favorable weather is forecast much advantage can be gained.

The foregoing has only touched on the subject of weather and its influence on golf course management. Remember there is weather in winter as well as summer, and it is there for the superintendent to use, free of charge. Weather is easy to blame but it may blow back or make you appear "all wet". With the shortage and high cost of labor, materials and equipment, a golf club cannot afford to miss any opportunity offered by the weather.

Maintenance Building

(Continued from page 46)

and the compost, fertilizer and other storage in still another. I would prefer to have it one building, in order to have all the various inside operations such as repairs, screening compost, etc. in one place.

If I were to build a new building, I would prefer it of wood; a long, rectangular, one story building. The sections for office, employees' lockers, repair and paint shop would be well insulated, heated, have running water, and a wooden floor, rather than concrete. The garage would have concrete floors and doors on both sides as mentioned before. The remaining storage spaces would have concrete flooring but with doors on only one side.

I have not attempted to give any actual costs or dimensions as they will vary with the locality, type of material used in building and amount of equipment, tools and materials necessary for the upkeep of your golf course, and if given would be suitable for only my particular course, not yours. Rather I have tried to give you a few things to think about before you construct a maintenance building to suit the needs of your golf course.

Where Does Pro Make Money?

(Continued from page 47)

manship, or instruction. Teaching of course deserves pay whether the basis is by the hour or by a playing round.

If the game is for good fellowship, the pro must play with the high as well as the low handicap golfer. It is easy to get in the habit of playing with just a few good golfers, with a friendly bet to make the round more exciting. Avoid that. Get the duffer over being afraid to play with the pro.

There are too many amateurs who want to pay their dues at the expense of someone else to make gambling at a club profitable for the pro who plays too much with the hot-shot members. A sporting game implies the chance to win next time with the odds made even to give either side a hope of winning. This constitutes sportsmanship in the game, but is not a way to earn money.

When it comes to lining his pocket book, the pro needs to consider all his chances.

1. Headline the dub. He is the fellow with the money who wants to learn the game. Teach him with skill and patience for the main support of any country club is the poor not the good golfer.

2. Let your head save your heels. You know something about the game besides letting your muscles demonstrate good swing reflexes with a golf club. Keep a well-stocked golf shop and a reputation for paying your bills with the manufacturers. Help your members to the best equipment they can use well and pay you for. Show them it is good business to buy from the pro.

3. Go to tournaments to pick up new ideas about golf, to meet your friends, to revive your enthusiasm for your chosen life work, and for a vacation. Win the tournament if you find that you are king.

4. Don't neglect the routine, dirty job of club cleaning. The money it pays is just as good as any other kind, and comes in more regularly.

5. Be indispensable at your club so that you are worth a good salary. Your pro shop should be the first place to which visitors are taken because it will give them a good impression of the club and start them out right for a good game of golf.

6. Be a pro sportsman and not a pro gambler. The pro has a good business, but like any other he needs to stop and analyze every part of it now and then to make sure he is getting the most out of it.

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Modern Shop Selling

(Continued from page 82)

look around the shop. It is neat, well lighted, and the showcases are full of every possible golf accessory.

The shop boy is changing the merchandise from one case to the other. This gives the appearance of new equipment and breaks the monotony of seeing the same thing in the same place day in and day out. The clubs on the racks are moved for the same reason. All articles are marked with a fresh, legible sales tag.

Friendly Air of Golf

On the walls are pictures of the golfing greats of today and yesteryear. The then Open Champion, the graying Armour, takes the space over the cash register; with Hagen, P.G.A. Champion, on one side; and jittery Diegel, Canadian title-holder, on the other. On another wall we see the "Old Master" Harry Vardon and his countryman, Ted Ray, with his big black pipe.

The American amateurs, Jones, Evans, Ouimet, are there also. Little Johnny McDermott, 2-time winner of the Open, is smiling down at us; Mac Smith is scowling beneath his checked cap; and sleek, sturdy Sarazen is looking proud and stoical—cigar and all. There is also a painting of old John Morris surrounded by such old-timers as Gil Nichols, Travers, McLeod, and others. We are definitely in an atmosphere of golf. On the table are golf magazines and two books on golf, one by Barnes and the other "The Gist of Golf" by Vardon. By the door hangs a huge bulletin board which is used for club handicaps, tournament dates, etc.

We ask our host, "When do you play golf?" "Oh, never on a week-end or holiday," he replies. "I spend that time on the first tee or in the shop, listening to complaints, arranging matches, making suggestions and offering advice. You see, by visiting with my members I can study their golfing needs and later on make suggestions which lead to sales." "But, don't get the idea that I never play with the members. I make it a point to play with everyone in the club 2 or more times during the season. It's bad business, you know, to play with just a select group."

Over in the corner is a small cabinet with the sign—"Did you leave it at home? Maybe it's here." If a member forgets his sweater, umbrella or something, he can borrow one from the supply kept in this cabinet.

We find that the pro doesn't take a day off except for shopping and an occasional tournament. He uses his time to give free lessons to the junior members and the members wives who are beginners. He tells us that the juniors are the grown-up members of tomorrow. "They will need clubs, bags and balls, and someday they will buy them in my shop."

Pro Is Prime Merchandise

That old pro was a magnificent merchant

because the first item that he sold was himself. He was quality merchandise for quality merchandise in every case is that which serves the customer best.

The next thing in order of stock after the pro as first class merchandise is the material that the members need and can afford. Whatever the price may be the product must be the best for the money so that it does the pro's reputation good instead of taking a chance with a good name for the fleeting element of a long profit.

The long profits come and stay when the pro makes his character and business operations obviously directed at supplying the member with something that can't be obtained elsewhere.

There is an old saying that an institution is the lengthened shadow of one man. The properly operated pro shop is the extension of the pro's fine character, his authoritative knowledge of the playing and business of golf, and his genuine desire to have all his members, their families and friends, enjoy the game.

When you went into his shop you were going into it with your heart and head high because you knew you'd find there a true friend of yours. When you bought you knew that you were getting only what one of your real friends would let you have.

In these days when all vigor and can-niness and allure is used in pushing the sale of golf merchandise by stores maybe the method of that fine old Scotch mentor of mine might seem too easy and slow. But don't think that he ever missed a bet.

Anything in golf merchandise and golf merchandising that was good enough so his friends—his members—should have, he was quick to present.

He made a pro shop one of the unique and appealing places of business that very few commercial establishments could copy. Hundreds of stores would like to have the selling atmosphere that this sort of pro shop was given by a man who knew his business.

Go modern with your pro shop merchandising but don't go so "modern" that you sacrifice the power of business personality that a smart businessman pro accents.

SHELDEN OPEN AT ROCHESTER,

MINN.—Walter D. Sheldon Memorial Open for \$1500 will be played at Rochester (Minn.) G&CC, Aug. 10-12. Pro entries will be limited mainly to pros in Minnesota, Iowa and Wisconsin. Amateur entries of 9 handicap and under will be accepted. Pro field is limited to 75 and amateurs to 50. Rochester's pro, Art Ingleston, Box 473, Rochester, is handling entries. Entry fee is \$10. The Rochester club membership includes the MD celebrities of the Mayo clinic and other noted Rochester medical establishments.

"Hagen Day" Plans and Clinic Feature Michigan Pro Meet

By JOEL BENNETT

Michigan PGA's spring meeting was rated the most practical session the association ever held. But despite the intensely practical character of the progress a sentimental event was planned, a state-wide observance to be known as Walter Hagen day.

Perhaps the planned and over-due honoring of the Haig is not an entirely sentimental performance although the Michigan pros consider Walter their own particular pride and joy. Pres. Frank Sprogell, in announcing the Hagen Day, brought out what is in the mind of every pro who knows the history of his business when Frank referred to The Haig's tremendous pioneering job in leading the golf professionals into a new era. The golf professionals in giving the public a conception of the status and character of the professional athlete different than the traditional old country idea opened a new field of earnings and esteem for all professional athletes worthy of recognition.

It seems to the Michigan pros that pro golf nationally should exhibit their promotion and publicity good judgment and their gratitude toward the dean of America's great pro playing stars by making Hagen Day nation-wide. But regardless of what action is taken to organize Hagen Day on a national basis it is going to be a great celebration in Walter's adopted state of Michigan.

Clinic Made History

The 75 pros attending the meeting considered that the discussion following the presentation of the new picture "PGA Stars in Action" was the most valuable instruction session they had attended. In their opinion it was a history-making affair in defining principles that will give the Michigan golfing public an idea of pro standardization on fundamentals and will do much to clear away the widespread public misconception that there is confusion and disagreement between the qualified golf teachers.

Frank Walsh, chairman of the Education and Promotion committee, presented the questions on the film to the Michigan meeting, with the expert collaboration of Horton Smith, Al Watrous, Sam Byrd, Leo Conroy, Chick Rutan, Tommy Shannon of the home team and Craig Wood as a visitor.

This movie is in slow and ultra-slow mo-

tion and it affords the best opportunity yet presented for a study of the stars—Nelson, Hogan, Snead, Harbert, Demaret, Craig Wood, Jimmy Thomson, Lloyd Mangrum and others.

Before the movie was shown the Education and Promotion committee suggested to the members that they watch for and study 4 parts of the swings they were about to see as they were the 4 points to be especially discussed.

Those 4 points and the consensus of opinion:

First—PIVOT—Is that the right word to use? Do these players pivot, turn or shift or is it a combination of these 3?

The conclusion is: Pivot is not a word to be used in describing a golf move or position. Turn is the better word and even it should be used sparingly. The swing should start in one piece with the club moving straight back away from the ball, and when the turn does come it should come without being manufactured.

Second—Is "hit down on the ball" a good term? Did these players in the movie hit down on the ball?

We concluded: "Hit down on the ball" should be eliminated, and in its place goes "the swing should be directed thru the ball." Never onto or to the ball—but "thru the ball.

The stars in the film appeared to be taking a divot with an ascending motion."

Third—Is keeping the head down a good term? Did the players in the film keep their heads down?

The discussion following brought out these opinions: "Keeping the head down" is not a good term. The players kept their eyes on the ball at all times and their heads in position. We all had noted that just as many shots in golf were missed by players trying to keep their heads down after impact as by the players looking up.

Fourth—Do the players change the ball around or do they change their position?

What we concluded should be sweet music to the golfing public. The players do not move the ball back or forward for each shot. They leave the ball in the same place. They don't move the ball back toward the right foot, they narrow the stance by moving the right foot closer to the left and as they use shorter clubs they natur-

(Continued on page 100)



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GREENKEEPERS' 1948 MEET AT DETROIT, FEB. 9-13

Executive committee of the Greenkeeping Superintendents' Assn. has set the 19th annual turf conference and show for Feb. 9-13 at Book-Cadillac hotel, Detroit, Mich. Bids from the south and California, offering the possibility of outdoor exhibitions and demonstrations were considered. Transportation problems and expense accounted for decision against these invitations. Exhibition plans for the Detroit meeting now are being prepared.

USGA Rules Changes

(Continued from page 44)

"An amateur golfer is one who plays the game solely as a non-remunerative or non-profit-making sport."

This is in line with the trend of similar rules in Great Britain.

The above definition is then followed by examples of acts which are violations and which result in forfeiture of amateur status.

No longer do players under 18 years of age forfeit amateur status for any violation except for playing for prizes of money or of other disapproved character. Otherwise, the examples of violations apply only to players of 18 or more. Hitherto, amateur status was denied to players under 18 who were caddies, caddy-masters, assistant professionals or who engaged in any other activities which denied amateur standing to older players.

Golf course superintendents (greenkeepers) are no longer classed as non-amateurs.

On the other hand, the code is more restrictive than before in several respects, including:

(a) Giving golf instruction for compensation, by any means or to any extent, is prohibited. Formerly, full-time members of faculties of schools and colleges were exempt if only a minor part of their duties included instruction in golf. Now they forfeit amateur status if they receive any compensation whatever for golf instruction.

(b) Where the old rules advised against certain types of prizes, the new code provides for forfeiture of amateur status if a player accepts a prize of the following character:

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- "1. Of unusual money value.
- "2. Of a nature making it readily convertible into cash.
- "3. An order on a mercantile establishment which fails to limit the purpose to which the order may be put.

"Exemption: Prizes of only symbolic value or prizes with intrinsic value less than \$100.00; this applies to total prizes received for any one event or series of events in any one tournament."

War Bonds or other Government securities may not be accepted as prizes.

Except as noted above, there have been no substantial changes. The old prohibitions apply in all other matters, including recognized professionalism, acceptance of free golf equipment from manufacturers or dealers, receiving expenses (except in four specific instances), "ghost writing," accepting free club memberships which are not purely and deservedly honorary and in recognition of an outstanding performance or contribution to golf, and exploiting one's golf skill or reputation in general.

The rules governing reinstatement to amateur status now provide that every application is to be decided on its own merits. However, reinstatement will still be denied to one who has been a recognized professional for 5 years or more. Among those considered to be recognized professionals are those who give instruction for pay or who play for money prizes.

A 2 year probationary period, starting from the last violation, will still be necessary before any applicant can be granted reinstatement.

The new rules, which are part of the USGA By-Laws, were formulated by the Amateur Status and Conduct Committee, of which the Chairman is Isaac B. Grainger, of New York, and were approved by the USGA Executive Committee.

25 Years of Golf

(Continued from page 25)

U. S. Curve Lost

By late 1941 the conservative group seized control again, but came a cropper, and for two years in 1942 and 1943 contact with the U. S. curve was lost. The book-keeper last in charge went to war and the judgment used in picking his successor failed to pass the test of time. Poor house management cost 41 resignations. Because the financial charge was down more money was available and both house and golf course costs went to town. (See the chart.) Because no overall manager had control the club went \$10,000. in the red in 1942. That staggered the Board, plus the blur of the war, and in 1943 the roughs were al-

June, 1947

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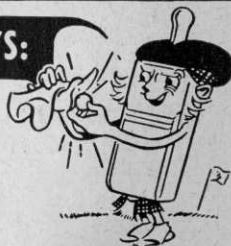


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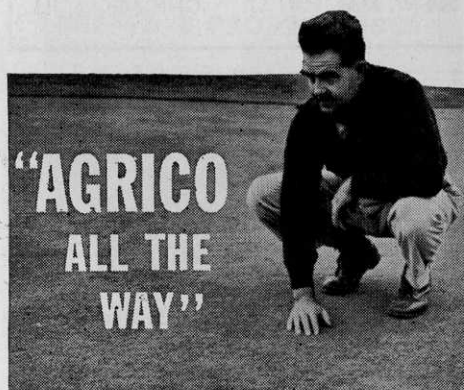
lowed to go to hay and the house was open for weekends only. The partial shutdown proved country club members won't all pay dues for the Old Alma Mater and 40 more resigned, sending dues and fees down to \$24,000, compared to the 25 year average of \$43,200. With 50 years of old-fashioned rolling along on the industrial curve, and then losing it, the club was down to 83 golf members and 147 social members; and it looked as though the next move might be up to the bond holders.

Golden Forties Attained

The fifth period in the 25 year history was ushered in at the annual meeting late in 1943 when the golfer who had rebuilt membership in 1937 and planted the 10,000 trees subsequently, to hold the members, was elected to the Board. He was made Green Chairman. This time he didn't stop at 200 golf members. He thought the old \$135. rate too high for the community and cut it to \$75. for golfers in the year 1944; got 92 new golf members. Dues then went to \$90. in 1945 and 1946 and membership was taken to the all time high of 450 and

closed. It was on this \$90. rate the club made its all time high profit of \$13,000. after depreciation in 1946. Lest he be wrong on the rate cut percentage machines were introduced. The club had a net gain of 220 members in the three years and the golfer wrote 110 of them personally. It was done by promising the new members one of the finest golf courses of the world; they believed and the trees had entered the pay-off area. Only golf members were added; social members remained stationary; there were 320 entitled to play golf when 1946 closed.

When the professional-greenkeeper died in 1937 a local farmer had been hired in his stead. It was cheaper and the golf course cost too much anyway. The graph shows the money was spent subsequently but old time golfers didn't think the course comparable to nearby metropolitan ones. In 1946 a professional-greenkeeper was hired and 20 old time members certified in the club bulletin 1946 gave them the finest golf course of their membership. There were other angles. Many a move was made during the 3 year period to create the pub-



Says W. H. GLOVER, of Fairfax, Va. C. C.

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