

New Lesson Book is Strong Pro Propaganda

A revised edition of "Golf Lessons" the National Golf Foundation's 32-page booklet on golf fundamentals now is available. The booklet originally was intended as a simplified manual for use in high school, college and other class lesson instruction to provide teaching pros with text books they could give to their pupils.

In serving that function it became by far the most widely distributed golf instruction book ever printed. Sheets of the various lessons were reprinted for use at newspaper golf schools and the lesson material was extensively reprinted in newspapers.

The pros' standing as authorities to be frequently consulted is emphasized throughout the booklet. For this reason it has become undoubtedly the strongest single element of pro propaganda that ever appeared in print. This factor was carefully planned by the National Golf Foundation, a non-profit organization for the advancement of golf, which is financed by the golf playing equipment manufacturers.

In its original form the Golf Lessons booklet was a summary of the fundamentals on which pros generally agreed. Through its revisions it has kept to that base so students will get sound and rather

thorough acquaintance with principles of the game and know the function of the pro in making sure that the principles are correctly applied and individual adjustments made.

Single copies of the Golf Lessons book are 25 cents. When ordered for complimentary distribution, 25 to 75 copies are sold to pros on a share-the-cost basis at 9 cents each; 100 or more at 8 cents each.

Printing the name of the professional or of the school, college or newspaper using the Golf Lessons book involves slight additional cost.

There are 14 lessons and 74 illustrations in the book. It contains, in addition to the lessons, information on the clubs, on the rules and etiquette of golf and other basic training material.

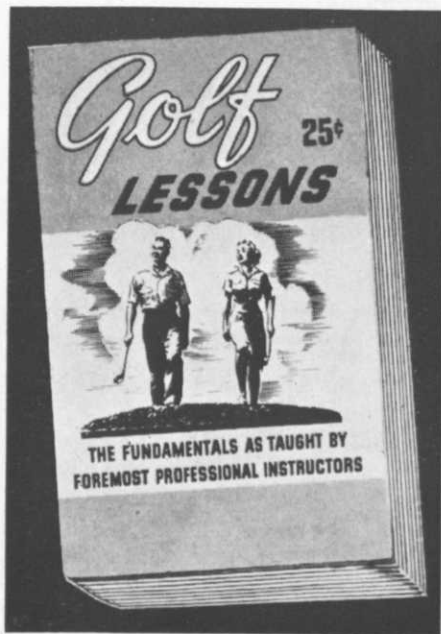
College and high school demand for the book has been even larger than expected and another large field for the book's distribution that was not regarded in its planning has developed as a result of pro advertising and lesson-selling alertness.

The first pro to visit the Foundation's headquarters the day the book came from the press, a prominent and successful teaching pro, said immediately upon looking it over, "This gives me just what I want for advertising and to show my members how much I'm interested in them knowing more about golf. How much will they cost me and can I get them with the wording 'Compliments of' and my name printed on the front cover?"

An arrangement was worked out for supplying him with copies of the Lesson Book having his name printed on the cover, so he could hand out or mail at low cost, a copy of the booklet to each of his members. From that start and the quick spread of the idea among other pros who happened to drop into the Foundation's offices, the volume of the books to be distributed by pros this year already is considerable.

An additional supply of paper now permits distribution of the Lesson Book beyond the limit previously set and makes the book available for distribution to members by professionals this year.

Pro orders for the limited quantity available will be filled in order received. Details of the pro deal on the Lesson Book will be furnished on request by National Golf Foundation, 407 S. Dearborn St., Chicago 5, Illinois.



NGF's new golf lesson book.

Minnesota Pro Clinic

(Continued from page 30)

that it would be a good thing if the large manufacturers would send a man around to advise pros how to change shops so most effective display is possible. The speakers intimated that this is being considered.

The panel discussion on "Competitive Events at Golf Clubs" which was led by Art Ingleston put accent on proper handicapping, more medal play events where a club has a large membership, and helping women arrange and conduct their program. Reference was made to the GOLFDOM article on "Putting More Pep Into the Golf Calendar" as providing many tournament ideas for schedules that need to have new life in them.

Bill Kaiser in speaking on "Postwar Golf" said that last year's total of 65,000,000 rounds of golf should be exceeded by 7,000,000 rounds this year, weather permitting. He forecast that the extension of golf in high schools and colleges would account for great and solidly based growth of golf in the not distant future.

Gordon Haberkorn in talking on "Golf Etiquette" urged that pros see that copies of the rules of golf, which contain the etiquette code of the game, be placed in each member's possession, preferably by direct presentation by pro, otherwise by being placed in the member's locker. Talks by pros on rules and etiquette at meetings when golf movies are shown, also make interesting and effective education.

Bernie Swanson of the Minneapolis Times and George Edmond of the St. Paul Dispatch-Pioneer-Press gave the pros a briefing on what the newspapers considered printable golf news during these days of newsprint shortage. Both sports writers said that long lists of names and scores are not read except by those who were in the event. They suggested that pros keep on the lookout for unusual happenings on the

courses and telephone that news with full details to the sports departments promptly.

Among others who spoke at the banquet was Cameron Eddy of the Western GA who explained the caddy plan of the Western, an activity that the Minnesota pros rate highly as a service to golf and ambitious and deserving caddies.

The outline of Dr. Nordly's address follows because even in its skeleton form the scope and details provide great help for the pro who is connected with university or high school golf.

The Nordly outline:

- A. PHASES OF THE PHYSICAL EDUCATION PROGRAM
 1. Service program — required and/or elective
 2. Individual and restricted
 3. Intramural sports, and club activities
 4. Extramural sports
 5. Interscholar (interscholastic or intercollegiate) athletics
- B. TYPES OF ACTIVITIES IN A PHYSICAL EDUCATION PROGRAM
 1. Individual and outing
 2. Dual sports
 3. Team sports
 4. Fundamental skills
 5. Stunts and self-testing
 6. Rhythmic
- C. ESSENTIALS OF A PHYSICAL EDUCATION PROGRAM
 1. Leadership
 2. Facilities
 3. Equipment
 4. Time
- D. GOLF — A PHYSICAL EDUCATION ACTIVITY
 1. May be enjoyed throughout life
 2. May be enjoyed by anyone regardless of ability—dubs and experts
 3. May be enjoyed by those with physical handicaps

IMPROVE YOUR CADDIE SERVICE !

"CADDIE INSTRUCTION MANUAL"

WITH 49 PHOTOGRAPHIC ILLUSTRATIONS

Every club should have a supply — one for each caddie. Many clubs have found that a small investment pays big dividends in membership pleasure.

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THE MASSACHUSETTS GOLF ASS'N

261 Franklin St., Boston 10, Mass.

4. Is an excellent family recreative activity
5. Is adaptable to equality of competition by means of handicapping regardless of age, height and weight
6. Has considerable social value
7. Provides opportunities for development of standards of conduct
8. Gives participant an opportunity to compete against himself as well as others

E. OBJECTIVES OF GOLF INSTRUCTION IN SCHOOLS

1. To develop skill beyond the novice class for satisfying participation after school hours, during week-ends and vacations and during adult life
2. To develop attitudes favorable to participation in golf
3. To understand the literature pertaining to golf—origin, history, rules, terminology, trends and place in American life
4. To acquire an appreciation of the skillful performance of others for spectator purposes
5. To understand one's physical-organic status as it pertains to participation and enjoyment of golf
6. To develop pride in performance in keeping with one's capacities
7. To avoid injury to self or others while practicing or playing the game
8. To practice the etiquette of golf as participant and spectator
9. To understand the sports page in regard to golf—handicap, flight, match, medal, etc.
10. To develop consumer judgment in the selection, purchase and care of golf equipment and clothing

F. WHAT THE PHYSICAL EDUCATION TEACHER MIGHT WANT TO LEARN ABOUT GOLF FROM THE PROFESSIONAL

1. The principal fundamentals
2. The essential rules

3. Golf etiquette
4. Teaching hints
 - a. For mass and individual instruction
 - b. For the beginner, novice, average, and expert performer
 - c. For the interschool team
 - d. Whole versus part
 - e. Club sequence
 - f. Tournaments
 - g. Competition with limited facilities at school

5. How to get the greatest results from instruction given during classes varying in total periods
6. Suggestions in regard to the selection, purchase and care of golf equipment and clothing
7. How to use and provide indoor and minimum outdoor space for instructional purposes
8. References — books, periodicals, pamphlets (not costly)
9. Sources for obtaining movies

G. WHAT THE GOLF PROFESSIONAL CAN DO TO PROMOTE GOLF INSTRUCTION IN THE SCHOOLS

1. Promote campaigns to collect old balls and clubs and distribute them to schools
2. Assist in developing facilities for instruction indoors and outdoors
3. Instruct physical education teachers without charge
4. Instruct students (offer to do so)
5. Give demonstrations during assembly periods
6. Promote reduced green fees for students during hours when play is slack
7. Rent equipment at a nominal cost.
8. Help to establish classification and rating systems
9. Help to stimulate a variety of golf competition — intramural, extramural; club, and interschool
10. Suggest materials for a school golf library and films which may be used for instruction and motivation

GO-LITE CARRIERS

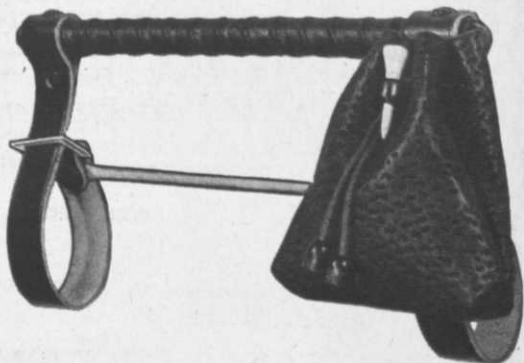
are ready, in volume, and at the same original prices! Weight only 4 ounces. The perfect solution to your caddie problem. "Takes all the fun along — leaves the burden behind". We pay delivery on orders for a dozen or more.

Retail price **\$3.50** DeLuxe Model

DUNCAN - MORRIS CO.

369 S. MAPLE ST. AKRON 3, OHIO

May, 1947



Chicago Open for Vet Hospitals

CDGA continues top notch event which has raised more than \$135,000 since Pearl Harbor for veterans' rehabilitation.

Robt S. Hulbert, pres., Chicago District GA, in announcing the Chicago Victory Open which will be played at Westward Ho CC, June 26-29, said: "To our knowledge this is the only major golf championship still being conducted for aid to hospitalized veterans."

Since Pearl Harbor the Chicago District Golf Association has raised \$135,108.77 for veterans' rehabilitation. In 1942 the Hale America National Open at Ridgemoor contributed \$22,522.38 to the Navy Relief Society and U.S.O. In 1943 the first Victory National at Beverly raised \$5,889.73 for the rehabilitation fund; the 1944 Victory National at Edgewater contributed \$17,172.89; the Victory at Calumet in 1945 realized \$14,584.42 and the Victory at Medinah in 1946 netted \$11,786.56. In addition the Hope-Crosby match raised \$18,179.23, the Illinois Section PGA contributed \$2,415.62, the Illinois Seniors \$100, and the Golfer's Dime-A-Round Fund donated \$42,457.94 to the Chicago Servicemen's Centers.

This is the finest war record of any sectional association in the country, Hulbert

points out. The money has been used to construct a 9-hole golf course and clubhouse at Great Lakes (Ill.) Naval hospital, a 9-hole course and clubhouse at Hines Veterans Administration hospital (Maywood, Ill.), two 18-hole putting clocks at Hines, one 18-hole putting clock at Downey Veterans hospital (Downey, Ill.), plus equipment to maintain and play these courses. Under construction now is a nine hole course at Danville (Ill.) Veterans hospital.

Prize money will be \$15,900. In addition to the regular 72 hole Open and Amateur tourneys, ladies of national championship calibre will compete for the 72 hole Chicago Victory Women's Championship. Professionals will be teamed with an amateur and lady partner, making the Victory the only 72 hole pro-lady and pro-amateur event national in scope. \$10,000 will go to the first 20 professionals in the Open, \$1,000 will be divided among the first three lady professionals and \$2,300 will be divided among the team winners. A professional, placing first in all events, can win \$4,300. Suitable medals and trophies will be given the winning lady and men amateurs.

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* The most eye-catching idea you ever heard of . . . AND IT WORKS . . . in Shane's new 1947 line of uniforms . . . featuring "Harmony Styling" — Shane's own design development and exclusive color plan for "decorating with uniforms."

WRITE FOR A COPY OF complete, illustrated presentation of Shane's "Harmony Styling" and special copyrighted "Color Selector"

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ALUMINUM FLAG POLES

NOW AVAILABLE IN LARGE QUANTITIES

Poles are 8 feet long, made of step-down tubing, have heavy machined base to fit standard 1 inch greens cup.

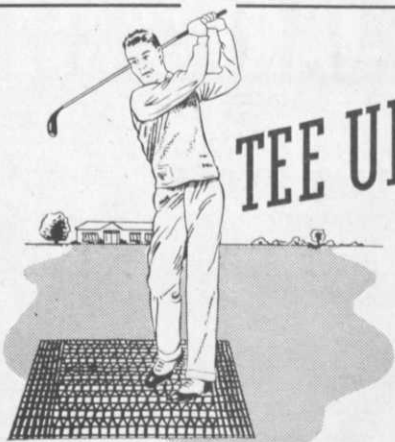
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Country Clubs — Contact your regular golf supply dealer.

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Durable Tee-Mats give golfers the same playing satisfaction as the finest grass tees ... BUT, important to you, upkeep costs are practically eliminated.

Durable Tee-Mats make the perfect tee ... always sure footing ... no spikes needed ... and they're ideal for use with wood, plastic, or the new type rubber tees.

Golfers and greenkeepers from coast to coast endorse Durable Tee-Mats.

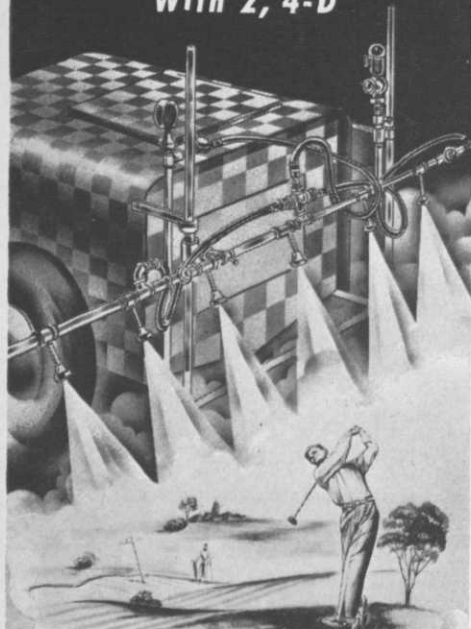
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Speed up play
Two sizes ... 4' x 4' and
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DURABLE

NORWALK OHIO *Mat* SEATTLE WASH.
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*Smoother Fairways
Cleaner Roughs*
WITH
PURINA WEED KILLER
With 2, 4-D



Won't Harm Lawn Grasses
Easy to Use • Non-inflammable
Kills the Whole Weed • Economical
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Golf course caretakers have an important new tool in Purina Weed Killer. It does a fine job on either fairway or rough. Being selective, it does an effective killing job on unsightly weeds but won't hurt grasses. It's the new, practical, economical way to control weeds and improve and beautify your course. Use in powder or liquid form. Won't clog equipment.

It costs you nothing to have us build you a spraying program to fit your needs. Clip coupon below to start your weed control program.

---CLIP THIS COUPON NOW!---

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Farm Supply Dept. 2300, St. Louis 2, Missouri
Please have your local representative call to discuss my weed problem. I understand there's no obligation implied in my request.

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MOWER GRINDER**
For Reel & Bed Knife
Many Exclusive Features

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Use for bed knives exclusively where Mower grinder is kept busy on reels. Highest precision results.

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Cuts WEEDS
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Wide 36" sickle bar cuts all growth 1 1/2" from ground. Mows close to trees and posts, under fences and shrubs, and in tight corners. Light weight, perfectly balanced, easy to handle even on steep slopes or rough ground. Sturdy, powerful. Ideal for golf courses, estates, parks, etc.

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The Greenkeeper As A Master Salesman

By WILLIAM E. LYONS

(Course Supervisor, Firestone Tire & Rubber Co., Akron, Ohio)

Did you ever hear the story of the lad who applied at the personnel office of a large company for a job? The office manager asked him what he could do and the lad replied "anything". This busy business man politely showed him the door but the kid came back time after time.

Finally the manager, who feeling quite good after shooting his "life-time low", took time with the boy. "Look," he said, "is there not some sport or activity in which you are just a little better than some one else?"

"Well," replied the lad, "when I was a kid on the farm in Iowa we used to go out behind the barn and throw what we found there at the barn door."

"So what," said the manager.

"Well, said the lad, "I was the one who could make it stick."

"You're HIRED"—roared the manager.

Hired he was, and became an outstanding salesman.

Every manufacturer and merchandising firm is looking for salesmen who can make the points of their products or service stick with the prospect.

The greenkeeper is both a purchasing agent and salesman. As a buyer he has to be very keen and open-minded to learn the good points of various goods, (tools and supplies) or services that he wants, to make his a better club or publinx. Once he has made a decision on the product he has to sell this idea to his course owner or manager, who in turn presents it to the Green Committee who in turn presents it to the board of directors. Therefore the idea must be presented in a form that will stick!

Remember that the men with whom you are trying to make your ideas STICK are most often busy, successful business men. Your ideas must be presented in a clean cut business like manner.

The following is a dummy letter that may help you get started to writing your requests for major items in course maintenance.

TO THE GREEN
COMMITTEE

Mr. Joe Dokes
Mr. John Smith
More John Smiths
All listed

May, 1947

Subject: HOW TO GET FAIRWAYS
YOU'LL BE PROUD TO OWN
AND PLAY

- 1) When you were over at so-&-so's course, did you notice how few dandelions and weeds were on their course? Did you notice how kind the turf was to the feet? You can have just as good if not better here at
- 2) We would like to kill the weeds but if we do we might get a lot of crabgrass. You see our turf is thin, it needs fertilizer-plant food. Our soil tests 5.0 to 5.2, showing it needs lime too.
- 3) We won't have to buy a pound of grass seed to thicken our turf. The grasses we have are adapted to our soil and climate, they will spread if we feed them properly. The lime will help make longer roots and the grass will be more drought resistant—stay green longer.
- 4) One pound of fertilizer to each 44 sq. ft. will do us a good job, applied in early spring and late fall. It will take tons to cover the course on each application, and tons of limestone to be put on this winter when the ground is frozen.
- 5) Our labor cost to apply fertilizer is about the same if we put on a ½ lb. to 44 sq. ft. or 1 lb. The higher amount will be more apt to meet the plants' needs from spring until fall. Then the fall application will thicken the turf and we will be ready to spray out the weeds with 2,4-D, which you have read about.
- 6) The cost of fertilizer is \$ per ton. We need tons. Lime is \$ per ton, or \$ for 80 tons. I hope you will see your way clear to appropriate funds for this much needed improvement and it will be an inspiration to all.

(Signed) John Doe
Greenkeeper

Now let's tear this letter apart and see what would make it STICK.

First the names of the committee were all listed as MR. Every man likes to see his name in print. Use his full name and call him MR. no matter how well you know him. Never be familiar and use nicknames in a letter of this type.

Next the Subject: HOW TO GET FAIR-

WAYS YOU'LL BE PROUD TO OWN AND PLAY.

The subject has to have appeal or the balance of the letter may never be read. Using the word YOU'LL in this case appeal to the pride of possession. Remember the possessive instinct is second only to the law of self preservation. Next to YOU the word PROUD appeals to a man's pride. If you are going to hold your job and build a good reputation you have to produce a course your owner or club members are PROUD to be part owners. Next the word PLAY appeals to joy of exciting fun. A good slogan for a well kept publicx would be "More Fun per Round", because that is why people play golf.

The opening paragraph reads:

"When you were over at so & so's course, did you notice how few dandelions and weeds on their course? Did you notice how kind the turf was to the feet? You can have just as good if not better here at"

The first sentence recalls a happy experience and gets a YES answer. So does the second sentence and the third appeals to pride. You have created a desire to know how.

As you reread the second paragraph, note you are telling 3 stories:

"We would like to kill the weeds but if we do we might get a lot of crabgrass. You see our turf is thin, it needs fertilizer—plant food. Our soil tests 5.0 to 5.2, showing it needs lime too."

The argument for your program must counteract other arguments that may be presented when your letter is presented in committee. For example one member might say, "Let's sow more grass seed to get thicker turf". In your opinion does this paragraph do the trick?

"We won't have to buy a pound of grass seed to thicken our turf. The grasses we have are adapted to our soil and climate, they will spread if we feed them properly. The lime will help make longer roots and the grass will be more drought resistant—stay green longer.

Now you are ready to tell the committee how much fertilizer you need. If you ask for ½ ton per acre—maybe you won't get any because few of your membership know there are 43,560 sq. ft. per acre. So the terms are reduced to a working knowledge of those you are addressing:

"One pound of fertilizer to each 44 sq. ft. will do us a good job, applied in early spring and late fall. It will take tons to cover the course on each application, and tons of limestone to

Give Golfers a break...

GET RID OF WEED HAZARDS!

USE CHIPMAN 2,4-D ^{WEED} KILLER

SURE WAY TO IMPROVE FAIRWAYS

... kills broadleaf weeds such as dandelion, plantain and chickweed. Easy and quick to mix and apply as spray. Saves time and labor. Does not interfere with normal use of course. Available in either spray powder or liquid form. Very economical — even when used on acres of turf.

WRITE FOR INFORMATION

CHIPMAN CHEMICAL COMPANY

Dept. W, Bound Brook, N. J.



be put on this winter when the ground is frozen.

Again you must fortify your argument; some one is sure to say well let's put on half the amount.

"Our labor cost to apply fertilizer is about the same if we put on a ½ lb. to 44 sq. ft. or 1 lb. The higher amount will be more apt to meet the plants' needs from spring till fall. The fall application will thicken the turf and we will be ready to spray out the weeds with 2,4-D, which you have read about."

The closing paragraph outlines costs with personal appeal to provide funds for the project.

Did you note that no closing salutation such as yours truly, sincerely, etc., was used. Supply the signature over the title Greenkeeper.

In requesting new tools such as power units and others the letter can follow much the same trend. All man hour labor savings, cost for repairs, quality of work plus a testimonial from a near-by user are some of the features that will make your letters STICK.

Tools of Selling

As Golf's Great Salesman there are a few tools that you must have. The first of these is loyalty to your club.

Absolute honesty in using the other man's money. That is what you are doing when you spend the club's resources for labor, tools and materials. Keeping good records is a must if you are to become a bigger, better greenkeeper.

Enthusiasm—that spark that stirs you on to new objectives. Without that you are like a car with dead battery, you have to be pushed. If you are not enthusiastic about your job, quit; your club would be better off without you. Investing a little each week in pleasant restful hours of reading good books on related subjects to turf will help you find new horizons in the turf business.

Make use of Publicity. It is a strong factor to aid you in getting support for your program. If you run a publicx it will help you "Win Friends and Influence Customers". Use the camera, your bulletin boards, even the newspaper to let the world know something is doing at your course."

A news letter twice a year from the greenkeeper to club members on the maintenance of home lawns is good selling. It's a subtle form of publicity.

As a greenkeeper you have golf's biggest selling job to do. You are the key man between the golf maintenance equipment, supply industry and the club.

The reaction of people to the course itself depends entirely on the maintenance practices of the greenkeeper. People notice if your greens are too hard, if they are grainy, or rough, cup is poorly set and trimmed, or greens poorly mowed, etc.

GOLFERS

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TRADE MARK

The Kart with a brain. Floating wheel assembly engineered to perform same function as "Floating Power" in the automobile. "FLEXIBLE BODY TORSION" uses resistance to torque as a shock absorber. Engineered to absorb 90% of the bumps and jolts of rough ground to give the smoothest, easiest rolling Kart known to science.

Retails for \$29.50

THE GOLFER'S AUTOMATIC GOLF CART THE HANDLE DOES THE WORK

1. Drop the handle — it closes.
2. Lift the handle — it opens.
3. Large 14-inch wheels — special ball bearings.
4. Wide wheel base — no tipping.
5. Approved golf course tires — no damage.
6. Made of light aluminum alloys.
7. Perfect balance — no adjustment of bag necessary.



RETAIL \$29.50
PRICE

**SPECIAL OFFER TO
PROS AND CLUB
BUYERS**

Send \$39.00 for 2 KO-LAP-SI KARTS to be sent express prepaid as a trial order. Your profit \$20.00 net. Special added discounts for quantity orders.

Immediate Delivery.

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CONSUMER ACCEPTABILITY

Kolapsi Kart is sweeping the country as the most outstanding high performance Kart known. Its sales performance is phenomenal. It combines eye appeal, utility, rugged performance and consumer acceptance. Made of aluminum and magnesium alloys it looks like double value.

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Certain recent changes make it possible to make the above statement and to go still farther and claim that Perfections are in a class by themselves for:

Largest coverage.

Most Even distribution.

No Flooding near the sprinkler.

Simplicity of Construction.

Operating on varying high or low pressures.

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Ann Arbor, Mich.

"WILGRO" BRAND FERTILIZER



Analysis 5-10-5 • Total Plant Food 20%
A combination of organic and chemical plant food materials for the development of strong, healthy greens and fairways.

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Fertilizer Division • CHICAGO
A few dealer franchises available

Yours is a club or course they tell their friends about if there is a ball washer at every tee, clean towels, tee markers moved every day, benches in shady spots, well-placed drinking fountains or wells, bottles and papers kept cleared away. People notice flowers in beds in unlikely spots, and here and there birds from a house you built singing out a cheery greeting.

When you meet a member who wants to talk turf, give him the works. You can develop of these people "walkie talkies" for your program, salesmen for your program.

The great improvements that have been made in turf maintenance has much to do with the low scores of the playing pros today.

As golf courses have improved so has the number of people who are finding that golf is fun. It is your salesmanship making your ideas STICK, showing results on the course that makes Golf in America what it is today—big business, and you are Mr. Greenkeeper, Golf's Great Salesman.

ST. LOUIS CC BUSY WITH OPEN PRELIMINARIES

An intensive program to stiffen and improve the St. Louis CC course, scene of the 47th Annual Open Championship of the USGA June 12, 13, 14, is under way. This is the first time that the open championship has been played here. The last major tournament held at St. Louis was the National Amateur championship at the same club in 1921.

Season tickets went on sale about the middle of April, and most of the important department stores, athletic firms, and men's and women's shops are planning window displays publicizing the tourney. Many intend to use tie-in advertising to promote an outstanding civic affair and one of the most important sports events to be held here.

Sponsors of the tournament, led by Samuel D. Conant, general committee chairman who was instrumental in obtaining the Open for St. Louis, have organized

The Best Golf Clubs in America
Have
MURDOCK Outdoor Drinking
Fountains and Hydrants
"Buy for Service—Buy Murdock"
The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK

OUTDOOR DRINKING FOUNTAIN

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