

Home Club Pros Make This Tournament Good Business

By KERMIT CHADWICK

V.P. Mississippi Golf Association

This year our second annual Gulf Coast invitation tournament was scheduled for the Great Southern course at Gulfport with \$2,000 prize money for the pros and \$1,000 in prizes for amateurs, following the success of the 1947 Gulf Coast invitation which we believe outlined a new pattern for tournament golf.

Last year our field of almost 200 included 46 professionals. This year there were more than 60 pros invited. None of them were tournament circuit professionals. They all were home club pros at south-eastern clubs and despite the fact that they are more concerned with teaching than with playing their golf was not only interesting but of first class calibre. Mike De Massey of the Lookout Mountain course at Chattanooga won the initial event from a field of expert competitors.

Our professional invitations were limited to home club pros after discussion among Mississippi Amateur GA officials and Great Southern GA officials because we believed primarily that it is much to the advantage of amateur officials to give more attention to the service of the home

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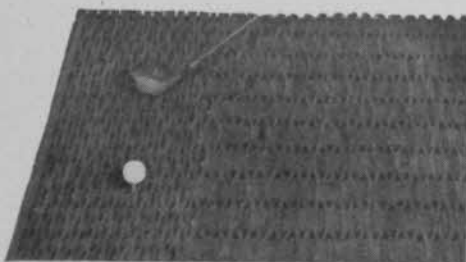
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club professional. We, as amateurs, don't expect the home club professional to do the scoring of the tournament circuit specialists but we do recognize the home club pros' need of friendly competition and meetings that will develop advances in instruction and business management at the clubs.

Introducing the tournament pros into such competition would be as unfair as introducing touring pot-hunters into regional amateur tournaments. Consequently we restricted our pro invitation list. Our policy was helped by the cooperation of the Southeastern Section of the PGA whose officials and members saw in this invitation event of ours an opportunity to bring their members together with some prize money as an inducement and to play and meet with amateurs who need to be educated to some of the pros' business problems.

Our amateur field, by the way, we regard as personnel that will prove highly valuable to the home club pros in spreading the message of pro study and work.

There is another phase to this pro meeting that has been carefully planned by George Cochran, of the Southeastern PGA and his associates. That is the teaching and business clinic this year. This we expect to have great effect on the amateurs as well as on the pros for the amateurs will

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be able to take home with them specific evidence of what the pros are doing to help golf.

Gulfport is a great summer resort as well as a pleasant place in the winter. We can use smartly directed advertising. We have had winter circuit tournaments. The nervous pressure shown by certain contestants did not sell us on the idea that our dealings were mutually satisfactory. When the prize money was raised and we were to be given mid-week days we withdrew.

And let me say that I most certainly do not censure the tournament professionals for getting all the money they can. However, in our case, the winter tournament of the stars didn't work out and it is undoubtedly just as well that it didn't. The tournament pros can go elsewhere for greater purses and we have been introduced to the home club pros of the southeast.

The atmosphere of the home club pro-amateur invitation affair is exactly what we want. The amateurs are 6 handicap or better. That gives us a wide range of amateur talent for our invitations.

We have found that the home club pros return to their clubs telling of the charm of playing at Gulfport and their messages to their members give us exactly the community promotion and advertising we want.



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A black and white advertisement for True Temper golf shafts. The background is a dark, textured surface. A hand is shown holding a golf shaft, with the grip wrapped in a dark material with white stitching. The shaft is silver with a black band near the grip. A white oval at the top contains the text 'If it's TRUE TEMPER IT'S TOPS!'. To the right of the shaft, a star logo is shown with an arrow pointing to the band. Below the shaft, the text 'Look for the Brand in the Band' is written. At the bottom, a white box contains the True Temper logo, the text 'Dynamic-Step Down', and 'GOLF SHAFTS OF CHAMPIONS'. At the very bottom, the company name and location are listed.

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the Band

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Pro, Greenkeeper, Manager As A Team Make Jobs Better

By LENY CALDERWOOD

Pro, St. Joseph (Mo.) CC

Grub worms, web worms, and angle worms have all been pests of quite importance on greens the country over, but now these troubles are eliminated quickly with a few shots of lead arsenate or some other poison. However, it's against ethics to give this same treatment to the kind of worm that sometimes infests the golf club in the ranks of its "Big Three," the greenkeeper, the manager, and the professional.

In the earlier years of the golf club's history it was not uncommon to find disagreement and the lack of cooperation among the heads of the three departments, in fact, cooperation was not only lacking, but more likely, at least, two of the departments would be close to fighting terms.

Most of these situations were brought about due to jealousy, and it is certainly not a healthy condition for any club. The head of one department wants to gain control, power and greater income for himself by knocking his fellow workman. Sometimes it takes club officials years to find out that there is no cooperation among the men to whom they have practically turned over the operation of the club. When this condition prevails the club isn't going to progress. There has never been a business that is fully successful without cooperation of all departments and employees, and running a golf club is no exception.

Sometime ago I knew a club that didn't seem to function too well; yet it apparently had everything that it took to make a good club. They started out with a big and active membership, they had a nice golf course and a moderate but well arranged clubhouse, and the dues, although not in the big bracket, were high enough to assure good operation. Something didn't click. From the outside it was hard to see why.

Stabs in the Back

But back of closed doors there was a disagreement among the "Big Three," or



This team works together for the St. Joseph (Mo.) CC. L to R: Clarence Radke, greenkeeper; Leny Calderwood, professional; Robert Miller, manager.

possibly in this case two of the "Big Three." It wasn't out in the open; the manager and the professional had little to say about each other. One didn't come out to the members and say to them something like this: "The manager is lousy. He didn't help our tournament any by putting on that terrible meal." That is why these things go on within a club without their recognition among the members, but at the same time that same professional would do everything he could to make it hard for the manager of the club. And the manager would reciprocate in the same way.

A professional can easily injure the progress of a club by continuously being disagreeable openly or inwardly with either the greenkeeper or the manager. The greenkeeper can cause the same situation with the professional, or the manager can make it tough on either one of the other two.

The battle to develop a really successful golf club is a big one, and it takes every bit of cooperation as well as willingness to work, from the pro, the greenkeeper, and the manager, just as it does to win a war. In some way or another every battle takes the complete cooperation of the army, navy, and air corps.

I believe that harmony among the "Big Three" is much more likely to be found in the golf club today. At least that is the opinion that I have formed after visits to many of the clubs around this part of the country. And a good thing it is for the club itself that has, no doubt, got smarter with the added years of experience to engage bigger men to take care of their business.

The two years that I have been employed at the St. Joseph CC, I can cite not one disagreement among the three of us. Veteran greenkeeper, Clarence Radke, who has some 24 years service at the club and is still only middle-aged, is one of the most cooperative fellows that I know. Radke is so cooperative, willing, and dependable that the club has recognized this fact to the extent that he was given almost full operation of the club during the lean years and the time that golf at first gave way to the war years. In the post-war era, however, he has been relieved of many of these responsibilities in order to give more attention to the golf course.

A Real Team-mate

He could have knocked both my position and that of the manager to such an extent that our jobs would have been hard for us, since we both came out of the service direct to our new positions. But instead, Radke did everything to make it easier for us. He helped me get acquainted with both the pro setup at the club as well as giving the members a nice word for me. He asks me for information in regard to our tournament plans and big golf days, he wants to have the course groomed just a little better than its regular neat appearance for these occasions.

In my first few months at the club he tipped me off as to the various members and their likes. It was through these tips that I was enabled to walk right into a new job and know each individual member's desires almost as well as if I had been taking care of him for years.

Just before I left for a vacation to Texas last winter where I planned to visit the Texas Turf Conference because it was being held at Texas A & M where an old friend lived, Clarence bade me good luck on my trip and requested that should I run across any new ideas on turf or the maintenance of the golf course to be sure to bring them back. He is a fellow who doesn't think that he knows so much about anything that he can't learn a little more.

Then I recall the time back last August when our club put on a most successful Missouri Women's State championship that our manager, Bob Miller, for many years before the war connected with management and maintenance of hotels, was out on the starting tee to find out just how

many of the women would want to stay for dinner at the club. On his memo pad I noticed that he had also asked them just what they wanted to eat. This little beforehand thought enabled him to give them just what their appetites desired after a hard hot day of golf.

Miller has cooperated in every way possible with both the greenkeeper and the pro end of the club. He has given our tournaments that final touch with the table that he has set for the crowd.

During the past winter season, I wanted to remodel my shop. I knew just the man to go to. Bob has quite a hobby of working with wood, and has a shop at the club that is tops in equipment for making almost anything (at least, anything I was able to think of) for the shop. He took out time from other duties to don a pair of overalls and set up display shelves, club racks, and other conveniences that will make the shop better for both myself and the members.

When Miller gets going for the summer activities, however, it's difficult for the two of us to discuss our problems. And about the only way that we get a chance to visit during those months is by a little trick that I have devised. Should a rainy day come along when I am not too busy myself, and if I can just rub the other side just enough to get an argument out of him, I can keep him around the shop for quite some time. Of course, many times I have to argue against even my own belief.

At any rate, I believe that the greenkeeper, the manager, and the pro can waste a little time in such discussions that naturally bring closer understanding that will really help them on matters of operating and making the club better in all departments.

All For One

Without complete understanding and unity one of these departments can easily hinder the progress of the other even though it doesn't mean to at all. Bad food and the general lack of service over the club can be a drawback to the pro. Each one of these deficiencies will lessen interest amongst the members and help to kill the play.

Bad operation in the pro end of the club can also be a detriment to the greenkeeper and the manager. No club can boast a healthy situation without having an active golf membership. The pro is the fellow whose duty it is to stimulate the desire for play, and should be competent enough to keep up the player's interest in the game. Without play the greenkeeper is not important, and it's quite hard for the manager to make a success of the dining and grill rooms from the social end alone.

(Continued on page 94)

Increasing P(L)AY on the Public Course

By WILLIAM E. LYONS

(Greenkeeper, Firestone Tire & Rubber Co. course, Akron, O.)

Here's a story some planners of publiclinks might keep in mind. A bowling alley owner once told us, "When I set out new pins on my alley I always take a heavy hammer and round off a corner."

Sure you get it—the customers loved it. They got a better score on his alley than on alleys of his competitors.

The short golf course can be even more exciting than the long one; first, because it can be played in less time and one doesn't have a feeling of being pressed for time. "Gee, I ought to be doing this or that" or, "Gosh I got to leave you here, I promised my wife, etc." or "No I can't go another nine, gotta mow lawn, etc." Secondly, some courses are too long to play 9 after supper on a late summer evening let alone crowd in 18.

Firestone's publiclinks in Akron, Ohio, is a short one as compared to the championship Firestone CC layout. The yardages are respectively 5488 and 6550—almost a mile difference.

To put more fun in golf here are a few things on our Firestone schedule for this season:

SAFETY—ever get hit with a golf ball? No fun in that is there? But, there is no use passing judgment on any 18-hole course that should have been a 9-holer. Many of these have parallel fairways and danger spots.

Having these risks, do you have to live with them till you get killed or go be a pallbearer to a buddy? I think not. So we sold the idea to the boss to have a SAFETY Engineer, a LAWYER (liability engineer) a CONSTRUCTION engineer and golf course architect to look over the layout.

Safety Recommendations

Their program was easy to sell—SAFETY FOR FUN.

Screens with a strong 1½ in. No. 10 material from 6 to 12 ft. high near several tees and greens as protection from these wild shots so common on the publiclinks.

A suspension bridge 170 ft. long from No. 7 to No. 8 tee, just for fun. It's a novelty to walk a bridge like that for many folks. It was no fun for anyone to walk down a gravel hill with stones al-



William Lyons, Firestone Course Supt.

ways coming loose under spiked shoes. Then to climb an even steeper hill 40 ft. up. No fun having the honor of shooting first here on a par 3 hole that has a narrow green with a lovely deep trap to catch a bit of slice, when you're all out of puff from climbing a steep bank.

Ever try to make a putt when you had the feeling that a guy who knew not or cared not about that gentlemen's code called golf etiquette was going to plant one in the middle of your neck? We use all sorts of publicity methods to caution this kind of player. But we still have them. So we screened the danger greens.

Well-placed trees at tees makes golf a more leisurely game. We Americans play our golf and drink our beer too fast to enjoy either. Good shade trees at a tee are an inviting place to linger a minute to give the player ahead his fair chance.

There's possibly a chance for argument here but bag carts are in many peoples opinion easier to handle than a bag of 10 or more clubs. It's for sure that they won't talk up when you're ready to putt like most untrained caddies at public courses. Then too, few "publiclinkers" take caddies.

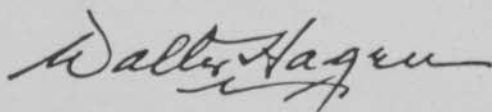
The public course is smart that has rental clubs at two different prices—the

(Continued on page 92)

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A handwritten signature in cursive script that reads "Walter Hagen". The signature is written in dark ink and is positioned in the lower right quadrant of the page, below the main body of text.



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Professionals only
Walter Hagen*

Organized Schooling Plan Urged by Master Pros

By HERB GRAFFIS

Pros are pushing strong for adoption of the plan of pro business short courses in association with colleges. The tremendous benefits to golf that have resulted from the greenkeeper, college and USGA Green Section tie-up for research and education are well known to professionals who have seen the pay-off on their courses and who have read about this extensive program in GOLFDOM for years.

From observation of the first professional golf business short course conducted by the Illinois PGA in 1938 in association with GOLFDOM and from attendance at Minnesota and Indiana PGA business "clinics" it has been obvious that considerable help can be given by university schools of commerce, athletic departments and other faculty members. Outside educational factors can contribute much to the scheduling and management of the business courses that pro golf can use to profit.

Consequently GOLFDOM has urged that the college tie-ups be made on a regional arrangement so attendance by pros and assistants will be convenient and inexpensive. The suggestion has gained such momentum that prospects point to establishment of several such courses next year. Colleges already have had much successful experience with courses for athletic coaches and short business courses so the problems involved in establishing pro golf business schools will not present any great difficulty as long as leading pro golf influences back the enterprises.

Successful pro businessmen are keenly interested in getting action on the proposed short courses. Suggestions of subjects to be covered have come from a number of pro leaders. Among them is a suggestion of major points of the program made by Harry L. Moffitt, pro at Heather Downs CC, Toledo. Moffitt is no amateur at planning educational programs for pro golf as his outline for war veterans' on-the-job training is considered the model for this sort of work.

Moffitt's Program High-lights

Moffitt says that main features of a course in professional golf business operation should stress merchandising and selling, shop records and service. Merchan-

dising he believes should go into purchasing, advertising and knowledge of the stock and customers. He mentions as one of the effective methods of merchandising he learned from experience the ease of selling certain customers a club that is brought in from the backroom when the same prospect would be cool to the idea of buying a club from shop display.

Moffitt says about shop records: "I feel this is one part of our professional work where almost all of us are very negligent. Under shop records should be a simplified accounting system that the pro or his assistant could keep up to date, working at odd times during the day. Stock records and club storage records are very important and it would be impossible to give too much attention to this phase of our work."

About "Service" he comments: "The pro or assistant could be shown that many of the little things you do to make the game more pleasant and enjoyable for your members, should be done freely and cheerfully, and you will be paid many times over in good will that money cannot buy. Also there should be instruction in the latest methods of making repairs, how to use the new materials that are appearing each year and any other way of being of service to the members.

"I would, as a final examination, have a room set up with the usual showcases and racks found in pro shops, deliver a quantity of merchandise to the room, and let the student put the merchandise on display. He could then explain his records showing receipts and merchandise still in the store room, if any, as well as his reason for displaying the merchandise as he had it arranged.

"If the course were to be of one or two weeks duration, I would eliminate any thought of instructions in teaching, and devote all the time to improving methods in dealing with customers in the shop," Moffitt advised.

Kuhn and Inglis Suggest Subjects

Eddie Kuhn is doing a great job of handling professional golf business at the IBM CC of the International Business Machines Corp., Endicott, N.Y. IBM is the company that has those "THINK" signs displayed around its operations.