

AUGUST • 1951

Business School Plan Is Need of Pro Golf

By HERB GRAFFIS

When the late "Doc" Treacy was national secretary of the PGA he and I got up the first professional business short course. It was put on at the Morrison hotel, Chicago, and drew about 100 pros and assistants for two days of intensive study of pro business.

Some pros who were there probably remember very well features of that program that contributed greatly to pro business progress. One was the lecture on the physical construction of the golfer, by the late Dr. Robert Dyer, a distinguished surgeon and lecturer at the University of Illinois medical school. Dr. Dyer was an enthusiastic golfer. He and Alex Cunningham who then was pro at North Shore CC (Chicago dist.) to which Dyer belonged, developed a putter grip so designed that it would coordinate the hands, wrists and forearms and keep the putter blade on the line.

The grip was illegal by later standards, but it worked. The flaw in practical application of the plan was the difficulty in determining the line. Nobody yet has gone into the factor of defective eyesight accounting for a lot of putting errors although I've talked with several eye specialists who are golfers and have heard them say the vision of some golfers made it impossible to get the right line to the cup, especially if there happened to be a delicate borrow on the green.

An oculist who followed Hagen during the National Open of 1935 at Oakmont, when Walter finished third (three strokes back of Parks and one back of Jimmy Thomson), said that if Walter had worn glasses and corrected his vision so his fine putting stroke would have been on the line, the championship would have gone to Hagen.

I've heard other oculists say that Hogan, Nelson and Sarazen appear to have eyes perfectly fitted to golf.

In Dyer's lecture he only touched on the matter of eyesight in golf but went rather intensively into an outline of bones, muscles and nerves in the mechanics of the

golfer. His charts and sketches gave pros a simple, though necessarily limited, explanation of the physical machinery they were handling in their own games and in the games of those they were teaching.

Application of the Science

There was another phase of that session that pros who attended will recall. That was Bob MacDonald's interpretation of the Dyer lecture as it applied to the lesson tee. Bob, then and now one of the great analysts and teachers in pro golf, took the ball from Dr. Dyer and showed how an understanding of the pupil's physical make-up could be used in making teaching more effective.

I recall that after that tie-up of the Dyer and MacDonald instruction, there were pros who remarked that Bob, in so quickly utilizing the techniques of another expert, showed how the alert and competent teaching professional must always catch helpful instruction ideas and not keep his mind closed because he thought he knew about all there was to be known in his business.

There was another historic stage in golf instruction I saw at a Minnesota PGA business session when Prof. John Anderson of the University of Minnesota spoke on the fundamental psychology of instruction. Prof. Anderson is such an authority he is hired by General Motors as an advisor in GM's programs for training of employees in manual operations.

Endorsement by Veterans

Tommy Armour and Willie Kidd, two who are rated by pros as being top men among experienced and effective instructors, declared that Prof. Anderson's address was a sound, scientific explanation of the most valuable points in their own years of teaching and brought into sharp focus some details of their own experience that they'd never vividly understood.

These incidents of acknowledged leaders in pro golf enthusiastically acknowledging the valuable cooperation and help of out-

side authorities were significant. In any business or profession the leaders are those who are constantly hunting for opportunities to make use of the brains of others in addition to their own.

The A-bomb is probably the most conspicuous case of the coordinated and focused use of many brains. There are many lesser cases, one of which is in golf. The greenkeepers in pooling their own brains with those of the USGA Green Section specialists, the turf research scientists of universities and manufacturers, and with state agricultural and Department of Ag-

CHEAPEST STUNT OF THE MONTH

In a Chicago district pro shop two characters who by some mistake were accepted as private club members were looking at a display of golf bags. One of them had a golf catalog in his hand.

The catalog carrier pointed to a bag, then to an illustration in the catalog. "It's the same bag," he said to the other fellow, then asked the price of the bag.

The assistant gave the price.

The two turned away and the catalog carrier said triumphantly to his companion: "It's a deal then; I'll get it for you wholesale."

riculture authorities have made tremendous progress in golf course maintenance standards. Without this organized interchange of knowledge and directed research, golf course condition would not come anywhere close to the general excellence of today's courses and the cost of maintaining a course in even fair condition by today's standards would be prohibitive.

Pros Need Greenkeepers' Plan

There still is nothing in pro golf approximating the numerous greenkeeping short courses. The sectional PGA meetings come much closer to these valuable educational affairs than the PGA annual national meeting ever has been able to get, although of recent years the PGA annual meeting has added business educational sessions after considerable prodding by GOLFDOM.

That neglect has cost pros heavily. It's being cured but not fast enough. Studious pros, old and young, plainly see that one factor speeding progress in pro instruction is association with the college physical educators. The pros who see how colleges plan and study physical education work and strive to go at the job on a thoroughly scientific basis clearly realize how much has to be done in organizing research and methods in golf instruction.

It has dawned upon many pros who have become acquainted with physical education

in colleges and universities that the pro has the most difficult job in physical education. His pupils usually are older, muscularly inept and taking lessons and practice on no set schedule. The P.E. instructor at schools has a cinch compared with the job the pro is expected to do.

Thoughtful pros comment on the beneficial effect of junior instruction. The obvious problem of getting a lot of kids interested, the necessity of wisely organizing the class work, and the opportunity of closely comparing results with different types of pupils has caused several pros to remark that teaching the kids has taught them something about getting better results in the instruction of the kids' parents.

It must be obvious to any pro that all possible junior instruction is insurance for the future of pro golf, now that the bag carts and a changed attitude of kids has diminished the caddy factor in providing new golfers. Pros are simply making payments on a job insurance policy with junior instruction.

A bright thing about junior instruction is the great improvement in junior scoring. That's probably the plainest available evidence of the value of pro instruction. Compare the scores of caddy tournaments 15 years ago with the scores of junior tournaments this year and you'll see a much greater average of improvement than there has been in tournament golf.

This improvement in junior scoring is a very hopeful sign for the future of pro business. Each pro knows that with few exceptions the better an amateur scores, the more he or she plays. Shop business is in direct ratio to the amount of play.

Shop Schooling Is Needed

Shop business also could stand a vast amount of organized and regular education. Pros complain about the difficulty of getting the right sort of shop assistants but when they do get youngsters who are potentially good, the assistants' training is pretty much a hit-and-miss affair. Something in pro golf on the order of the greenkeeping short courses is greatly needed for the assistants, as well as for the pros, who are smart enough to know there always is plenty more worth knowing about golf merchandising.

At a lot of pro shops there is a surplus inventory and the season is drawing toward a close in the north and central states. But have you seen signs of clearance sales on the general plan in other seasonal businesses? The only thing of this kind ever done on an extensive basis in pro golf was the "Birdie" sales campaign offered to pros by GOLFDOM some years ago and which, after strenuous campaigning, was fairly well used by pros in converting inventory into a profit.

The problem of moving merchandise late in the season is as perennial with pros as

turf disease problems are with course superintendents. Some lucky years may be trouble-free and preventive treatment or revision of maintenance practices may enable the superintendent to escape trouble but the escape has been bought at the price of years of organized study by the superintendents and associated turf scientists.

No similar coordinated work has been applied to the pro over-stock problem. In some sections surplus merchandise is moved from shop to shop and pros can pay suppliers' accounts instead of shipping the merchandise back to have it eventually unloaded through competitive and cut-price retail outlets and upset the pro market.

Much has to be done in this direction and much can be done under the leadership of many pros who are remarkably capable retailers. Fellows such as Spencer Murphy, Harry Bassler, Al Sargent, Willie Hunter, Al Ciuci, Willie Klein, Harry Obitz, Bill Gordon, Pat Markovich, Al Watrous — to name only a few of the smart pro merchants — rate alongside almost any first class retailers in specialty lines.

The PGA effort to get the merchandising educational problems solved has improved since Eddie Duino took over chairmanship of the association's educational committee, but it's still a 30-handicap operation because of lack of a required budget. Even a

quarter as much money as is allotted to tournament operations, if allotted to work on the pro merchandising problems, would mean a great increase in pro profits and a decided reduction in pro merchandising difficulties.

The tournament bureau investment has paid off in the development of a big prize money schedule. Now, as the PGA has the urgent problem of revising its budget and raising dues to meet increased operating costs, the matter of devoting more organized, constructive effort to improvement of business of home club pros must be headlined.

That problem of self-reliance in financing, instead of depending on rich, generous and enthusiastic amateur angels kicking in has been tough for PGA treasurers by an organization policy of not supplying all members with detailed financial statements. Until that's done the PGA is not setting much of an example for thorough study of pro golf business financial phases.

The individual performances of numerous home club professionals as businessmen has set a high standard and eventually that will be the general standard. The job to be done now is to quicken progress toward that general standard. Such a job requires a well financed plan of organized schooling.

MAIDEN TOUR OF AMERICAN PROS



American girl pros who won European trip from Alvin Handmacher for performance in Weathervane trophy have amazed British with showings against men pros and amateurs and European women amateur stars. Tour may result in British girl stars turning pro. The Yankee tourists, L to R: Betty Bush, Peggy Kirk, Betty Jameson, Babe Zaharias, Patty Berg (winner of Weathervane U.S. cross-country tournament) and Betty Rawls. Fred Corcoran managed the tour and Specs Hammond attended to travel details.

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SPALDING



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BUDGET FOR GOLF COURSE 1950-1951

Part time Greenkeeper:		\$1,800.00
Labor:		
6 men (45 hrs. @ 65¢)	\$9,126.00	
Night Watering (20 hrs. @ 65¢)	676.00	
Caddie Master (\$5.00 per wk.)	260.00	10,062.00
Material:		
Fertilizer:		
Organic Nitrogen (25 T. @ \$32.50)	812.50	
0-14-10 (3 T. @ \$35.00)	105.00	
32-0-0 (4 T. @ \$75.00)	300.00	
6-8-8 (16 T. @ \$40.00)	640.00	\$1,857.50
Ryegrass Seed (4,000 lbs. @ \$12.00)		480.00
Topsoil:		
Soil (300 yds. @ \$2.00)	600.00	
Coarse Sand (150 yds. @ \$1.25)	187.50	
Cyanamid (5,600 lbs. @ 4.5¢)	252.00	
Peanut Hull Bran (12 T. @ \$12.00)	144.00	1,183.50
Arsenical Weed Killer		200.00
2,4-D Weed Killer		60.00
Chlordane		75.00
Fungicides		300.00
Hose		125.00
Sprinklers		30.00
Miscellaneous Supplies (Flags, Poles, Score Cards, etc.)		180.00
Gas and Oil		480.00
Repairs		300.00
Ice		150.00
Reserve for Contingencies		5,421.00
		717.00
	TOTAL	\$18,000.00

NOTE: No allowance made in this budget for Capital Expenditures or depreciation. All electricity is paid on one bill and no part is prorated to Golf Course. Water is pumped from private wells by electricity.

Planning and Budgeting Maintenance Operation

By CRAWFORD RAINWATER

I have had the privilege for the past several years to be a member of a Greens Committee charged with the supervision of an 18-hole course which needed tremendous improvement in upkeep and general playing conditions. Furthermore, these improved conditions had to be brought about on a limited budget.

The purpose of this discussion will be to offer some suggestions as to how one may give his members the best conditioned course at the lowest possible cost.

To begin, let's lay the foundation for management — the Greens Committee and the greenkeeper. First, let's consider the qualifications of a good Greens Committee:

1. A committee composed of not less than three — appointed or elected in such a manner that not over one new man will come on the committee each year. It takes time for new committee members to become acquainted with the various details and to become sufficiently informed that intelligent decisions can be made.

2. A good cross-section of the golfing membership of your club, both low and high handicap players, should be represented. Remember the average golfer is about a 90 player. You and I are interested in pleasing all types of members, and don't overlook the ladies.

3. Each committee member should: (a)

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Have previous knowledge and experience in turf culture, if possible, (b) Have demonstrated a genuine interest and ability in growing better turf, (c) Be open-minded, and (4) Be willing to devote sufficient time to the study and problems affecting the course.

Now that we have a Greens Committee, let's consider some of the qualifications of a greenkeeper:

1. He should be a golfer so that he will understand the players' point-of-view.
2. He should have sufficient education to be able to keep records accurately and read up on the latest available information.
3. He must be receptive to new ideas which have been proven by those better qualified than himself.
4. He must be a good organizer and leader of men.
5. He should have initiative and work closely with the Greens Committee in formulating policies.

With the management group complete, their first responsibility is to analyze as accurately as possible the actual condition of the particular course in question. This analysis must be unbiased and made with the players' point-of-view in mind at all

times. Sometimes the use of a suggestion box or a letter to the membership asking their views can be quite revealing. At our

AREAS		COUNTRY CLUB	
HOLE	TEES	DATE	FAIRWAY GREEN
#1	—sq. feet	—acres	—sq. feet
#2	—sq. feet	—acres	—sq. feet
#3	—sq. feet	—acres	—sq. feet
#4	—sq. feet	—acres	—sq. feet
#5	—sq. feet	—acres	—sq. feet
#6	—sq. feet	—acres	—sq. feet
#7	—sq. feet	—acres	—sq. feet
#8	—sq. feet	—acres	—sq. feet
#9	—sq. feet	—acres	—sq. feet
#10	—sq. feet	—acres	—sq. feet
#11	—sq. feet	—acres	—sq. feet
#12	—sq. feet	—acres	—sq. feet
#13	—sq. feet	—acres	—sq. feet
#14	—sq. feet	—acres	—sq. feet
#15	—sq. feet	—acres	—sq. feet
#16	—sq. feet	—acres	—sq. feet
#17	—sq. feet	—acres	—sq. feet
#18	—sq. feet	—acres	—sq. feet
PRACTICE	—sq. feet	—acres	—sq. feet
TOTALS	—sq. feet	—acres	—sq. feet
N.B.—43,560 sq. feet equals one acre.			

Fig. 1

OUTLINE OF WORK

JANUARY, 1951

Spend as much available time as possible preparing top soil for future use.

Monday — 8—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on greens.

Monday — 15—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on tees.

Treat rye grass to prevent fungus diseases, at 7 to 10 intervals, if necessary.

FEBRUARY, 1951

Monday — 5—Begin aerifying fairways using 1 inch spoons. Follow immediately with 500 lbs. per acre of 6-8-8. This will probably require 8 to 10 days to complete.

Monday — 19—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on greens.

Monday — 26—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on tees.

Treat rye grass to prevent fungus diseases, at 7 to 10 day intervals, if necessary.

MARCH, 1951

Monday — 19—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on greens.

Monday — 26—Apply 1½ to 2 lbs. available nitrogen per 1,000 sq. feet on tees.

APRIL, 1951

Monday — 9—Aerify tees using ½ inch diameter spoons.

Monday — 16—Apply 2 lbs. available nitrogen per 1,000 sq. feet greens and aprons.

Monday — 23—Apply 2 lbs. available nitrogen per 1,000 sq. feet on tees.

MAY, 1951

Watch for weeds and spray as soon as they begin to show up. Use light applications for 3 or 4 consecutive weeks.

Monday — 7—Aerify greens on front nine using ½ inch spoons. Follow with light top dressing.

Monday — 14—Aerify greens on back nine using ½ inch spoons. Follow with light top dressing.

Monday — 21—Apply 2 lbs. available nitrogen per 1,000 sq. feet to greens and aprons.

Monday — 28—Apply 2 lbs. available nitrogen per 1,000 sq. feet to tees.

JUNE, 1951

Monday — 4—Aerify greens on front nine using ½ inch spoons. Follow with light top dressing.

Monday — 11—Aerify greens on back nine using ½ inch spoons. Follow with light top dressing.

Monday — 18—Apply 2 lbs. available nitrogen per 1,000 sq. feet to greens and aprons. Apply 64 lbs. available nitrogen per acre to fairways.

Monday — 25—Apply 2 lbs. available nitrogen per 1,000 sq. feet on tees.

course, we received several very excellent suggestions, some of which could be carried out with little or no effort. Nevertheless, when a suggestion is carried through, you have performed a selling job and the club member who made the suggestion immediately becomes more interested in what is trying to be accomplished.

After an analysis has been made of your particular situation, you should itemize every condition needing improvement and determine the preference or order in which the items will be accomplished.

Remember, there is a selling job to do and at the same time stay within a specified budget; therefore, it is best to lay out a well balanced program and estimate costs at the outset. I propose that labor, materials and a planned schedule of maintenance be laid out on an annual basis. To assist in such an undertaking, use a chart (see Fig. 1) listing unit areas and the total overall course area to be maintained. Such a work sheet will help (a) to determine total fertilizer requirements, (b) to estimate top-dressing requirements, (c) to estimate seeding requirements for rye grass, and, (d) to estimate requirements of fungicides and weed killers.

In a like manner set up a time schedule or outline of work (as shown on preceding page) to follow in maintaining unit areas listed on chart shown in Fig. 1. Such an outline or schedule will help (a) to insure that every job will be accomplished, (b) to evenly distribute work load, (c) to obtain maximum use of labor, and, (d) to estimate labor requirements.

After completing the "Outline of Work", you are then in position to make a budget. The budget shown on page 26 is that of the Pensacola CC for 1950-51. It shows your tangible results of our planning program. This course has 18 holes on a very sandy soil. Greens are generally cut six days each week. The budget has been successfully used since the fall of 1946 and we believe the course has shown tremendous improvement.

Shortages of Maintenance Equipment and Supplies

C. O. Borgmeier of George A. Davis, Inc., says in Midwest superintendents' association bulletin that course equipment and supply picture shows shortages on every hand.

Rye grass, fescue and bent crops have been reduced by dry weather in the northwest. Too much rainfall during June and early July in midwest has seriously interfered with harvesting of blue grass and red top. There won't be large seed stocks for 1952. Lessened home building probably will reduce demand and keep prices within

bounds although grass seed is not covered by government price control.

Aluminum, copper and stainless metals are not available for non-essential use so even if maintenance equipment manufacturers get more steel in the last quarter of this year the prospects of adequate supply of finished items isn't bright.

Borgmeier believes that if world conditions get easier and war threat lessens government ban on construction of new courses and other recreation facilities will be lifted.

HONORED FOR 33 YRS. SERVICE



Ford Goodrich, course superintendent at Flint (Mich.) GC is presented gold watch on behalf of the members of the club in recognition and appreciation of his third of a century of faithful service. Presentation was made at July 10th meeting of the Michigan and border cities Golf Course Superintendents Assn. meeting at the Flint club. Pres. Robert E. White, presents Goodrich with watch as E. M. Titus, Greens Committee chmn., looks on.

Iowa Greenkeepers Change Name

Members of the Iowa Greenkeepers Assn. voted unanimously in their meeting at Iowa State College, Ames, June 30, to change the name of their organization to the Iowa Greenkeepers and Turf Association. The action was taken to make the name more representative and include the park, cemetery, athletic field and lawn groups who have been actively interested in better turf and in the affairs of the association for many years.

Officers of the new group are: Walter Fuchs, Cedar Rapids, pres., Beryl Taylor, Iowa State College, v-p, Roger Fritsch, Ames, sec'y-treas., Wm. Keating, Des Moines, treas. of the Turf Fund and H. L. Lantz, Iowa State College, editor of the Newsletter and director of Research.



UP...UP...UP

