



The author and some of his women members check the Centre Hills bulletin board.

Make Bulletin Board a Pro Shop Asset

By HAROLD B. HARRISON

Pro-Supt., Centre Hills CC, State College, Pa.

A WELL constructed and properly managed bulletin board is a definite asset to any club. Most clubs have some type of bulletin board, but many of them are not as useful and efficient as they could be. Often a well-meaning committee makes the mistake of having a bulletin board constructed without first consulting the pro about specifications as well as location.

Let us consider an outdoor bulletin board which can double for a score board during tournaments. Naturally, it must be constructed of weather resistant materials and it is well to have some type of roof to protect it. It should be attractively designed to blend in with club buildings, and always kept in A-1 condition. It must be sturdily anchored so that the strongest winds will not faze it.

Probably the best location for a board is near the first tee. Much thought should be given to its size. Here is where the pro can offer valuable suggestions. Many boards are too small for maximum use.

Consider first, the largest tournament your club is likely to run and how many score sheets will be necessary for record-

ing results. Next, consider the size of the score sheets. If you use sheets supplied by manufacturers, note that they are different sizes; so use the largest size in figuring specifications. Decide whether you wish to use one, two, three or more rows of score sheets to accommodate players. Then allow additional space for posting tournament rules and announcements of immediate importance. From this information, figure the size of your board. Remember it's better to have some space vacant than not to have enough room.

Don't Plaster It

Don't make the mistake of allowing every committee to plaster the board with notices! That will defeat its purpose. The pro should be in charge of the board and decide what is to be posted on it. Here are seven tips that will help him make it a real club asset:

1. Keep it neat.
2. Keep it up-to-date! Take down posters and notices immediately after they become dead. Nothing will decrease the popularity of a bulletin board like having "stale news" plastered all over it.
3. Post notices sent to you from other clubs that you feel will be of interest to even a few of your members. This stimulates interest in golf. In addition, it will save time that you otherwise would have to take to look up dates and information in answer to questions.
4. Post results of state and national

tournaments in which you know members are interested.

5. Make use of the bulletin board to tell people about any special item you are featuring in the pro shop; new items that have just arrived, sales, etc. There are many ways in which you can effectively promote sales through smart use of the bulletin board.

6. Post news of any special feat performed by a club member . . . a hole-in-one . . . an especially low score . . . an eagle . . . a long drive . . . an amusing quip, etc

7. Post amusing cartoons, pictures and short "tall stories" about golf. Such items have a magnetic effect!

Superintendents Should Play More Golf, Says Mendenhall

Speaking at the GCSA convention in Louisville in February, Marion Mendenhall, supt. at Kenwood CC in Cincinnati, said that as far as he can determine, men in his profession aren't playing enough golf.

"It's a rather sad commentary on our profession that we aren't," said Mendenhall, "because if we don't get out and play a round every once in a while, how are we going to continue to be fully acquainted with the course and the condition of the turf?"

Mendenhall opined that the longer a man is in the greenkeeping business, the less golf he seems to play. This is undoubtedly because he feels that during the regular season he has to devote so much time to his job that he can't sandwich in an occasional round. "Maybe we are so awed by the seeming drain on our time," the Kenwood supt. declared, "that we keep telling ourselves we can't spare three or four hours once a week to get in a game. If we've reached that point, maybe we are working too hard and need the lift golf gives."

One way of renewing faded interest in golf, Mendenhall suggested, is for the supt. to carry a putter and a half dozen balls with him when he makes inspection tours. By doing this he can get a firsthand check on putting quality of the various greens and also test cup placements. Two or three tours of this kind, Mendenhall added, is practically a sure cure for flagging interest in playing golf.

"Besides playing," the Cincinnati supt. continued, "there isn't any good reason

why the supt. shouldn't take a real interest in all local tournaments, attending as many as he can. By putting in an appearance at these events and shaking a few hands here and there, he can improve his public relations. At the same time, the supt. should check with officials, the host pro and possibly the press to see if there is any way in which he can help them conduct the tournament."

Everybody Expected to Win Prizes at 10th API Tourney

By ART GATTS

The American Petroleum Institute Scholarship blind bogey tournament, in which every entrant is assured a prize of some kind, will be held for the 10th consecutive year May 17-18 at Dode Forrester's Hobbs (N. M.) CC course. More than 800 golfers who are expected to take part in the event will share more than \$5,000 in golf merchandise prizes.

Besides the customary awards given for golfing proficiency, the API hands out prizes such as a dozen steaks to the skinniest player, reducing pills for the heaviest and suitably rewards the most honest golfer, the zaniest, sober one and the person who travels the greatest distance to take part in the tournament. In 1956, one oil company gave each of the 804 players a new ball to play with and another firm donated 10,000 tees.

To take care of the two-day rush, Forrester has constructed additional greens on his nine-hole course. The Hobbs club is in the process of building a second nine which will be completed by 1958 when 1,000 or more clubswingers are expected to take part in the API tournament. When the tournament was started in 1948, less than 100 persons took part in it.

Par Buster Is New Philadelphia PGA Section Publication

"The Par Buster," maiden publishing effort of the PGA, Philadelphia Sec., was mailed to members of that organization last month. Plans are to publish the new pamphlet three or four times a year although no fixed publication dates have been set. First edition of the Par Buster outlined the idea behind the publication, discussed the pro code of ethics, described the caddie scholarship sponsored by the section, included local tournament information and a rundown on the activities of many of the members.

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What I Look For In a Golf Course

By CHARLES N. ECKSTEIN

Vp. Chicago District Golf Assn.

MORE than 25 years ago I had an Irish friend who often dreamed out loud about what the golfer wanted in a course. The fellow's name was Callahan and while he never made it quite clear whether he was going to run across the perfect course in this life or the next, I do recall that the name of the layout was to be Flanagan's, the fee was to be three dollars and every golfer who played the course was going to be assured of shooting par or better. Callahan envisioned wide troughs running from tee to green on every hole and nothing smaller than wash tubs for cups. The only reason for playing it, Callahan often said, was to make a body feel like a million because he could come in and say: "Well, I shot par today," or "What dya think, I broke 70."

I haven't seen Callahan for a long time now; I don't know if he is still dreaming; I'm not even sure that he hasn't found his perfect course in the next life. Callahan was entitled to his dream, but you and I know that is not what the golfer wants when he plays a round of golf. So, let's see what he does want when he goes to his club — which we can't deny is a luxury for which he pays real hard cash.

To get everything in proper focus, let's start right at the beginning.

When I approach a clubhouse, I look to see how the road is maintained, whether it is landscaped and kept in full repair; how the parking lot looks, whether it is free of trash and debris. From here I wander over to the putting clock where I notice if the cups are cleanly cut without grass growing over the sides. If they look ragged, I say to myself: "Well, this supt. or one of his men hasn't been around here for a week or 10 days."

Stone or Asphalt Paths

The first tee should make a good impression. I check it, as I check all others, to see if the ground is firm and free of divots. The grass should be cut short so that a normal tee will elevate the ball to proper hitting height. I look to see how much turf is worn away from the paths

leading to and away from the tees. In passing, I should mention that some of the more ingenious supts. are using asphalt, crushed stone and similar materials in dressing up paths around tees.

I'm a pretty wild shotmaker, but usually by the time I reach the third or fourth hole I get a chance to hit one from the fairway. Here I check the lie in relation to the condition of the grass. I don't pay much attention to the color of the turf, but I am interested in how it is cut. If you have to dig in and take a divot with a wood, particularly a No. 4, then conditions aren't ideal. I dislike fairways that are full of clover and chickweed.

As for the rough, there is a limit to how long the grass should be. The deepest rough shouldn't present a shot more difficult than if the ball is lodged in sand. In rough adjoining the fairway, the golfer shouldn't be penalized to the extent that he is when he is in deep. Undoubtedly there should be two heights of cut in the rough.

Trap Overhang

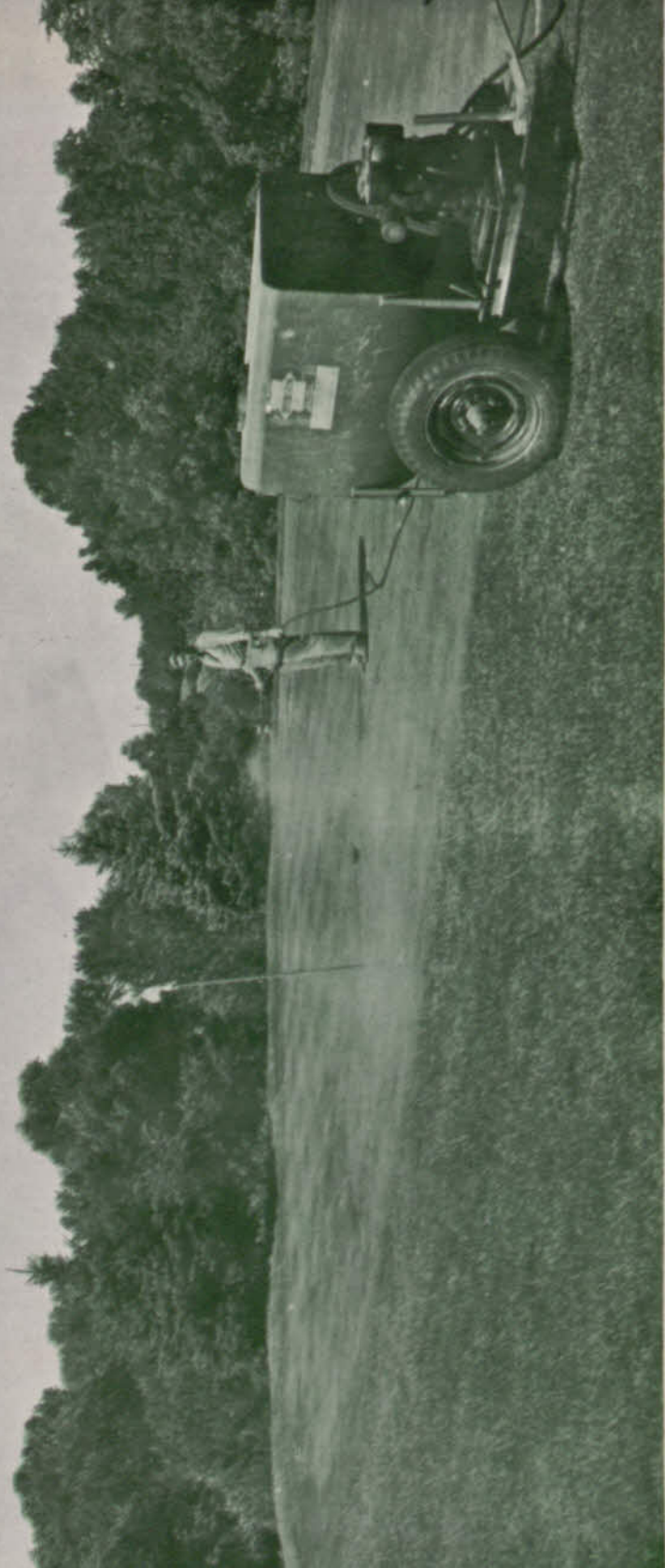
One of my pet peeves is to hit a trap some distance from the green and have the ball roll against a lip that requires a shot hit either sideways or backwards to clear it. The overhang shouldn't be this severe.

Like most golfers, I like to see traps well raked at all times. Too often they are properly cared for only on big days. On the greens I check to see if the grass is uniformly moist and if it is of uniform texture throughout. Holding qualities and position of the hole are other things I take note of. Let me say something here about approaches. If greens are dried out and the supt. compensates for this by soaking approaches I think it is grossly unfair to the golfer. If he tries to run up a shot the ball is either slowed down or gets stuck; if he tries to land on the green his ball rolls over. What's the percentage in a situation like this?

I've already made some remarks about traps. Let me add this: It's folly to go to all the work of maintaining traps only to have golfers get away with playing out of them with a putter.

Charles N. Eckstein's views on what he looks for in a course were expressed at a recent Midwest GCSA meeting.

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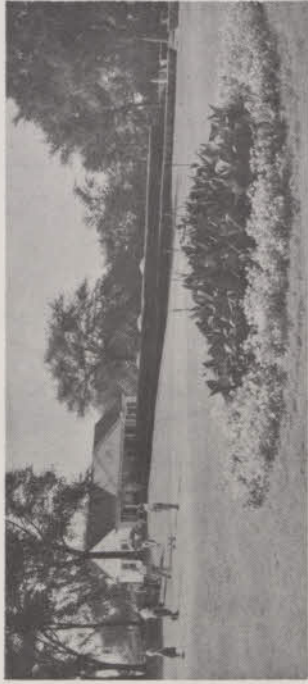
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Trap Construction

My chief recommendation on construction of traps is that the lips be well up on the face of them so that balls can't become lodged at the base.

Now for a word about tees. Placement of markers should depend to some extent on the prevailing wind and distance of the hole. It isn't quite fair to place the markers back on a 400-yard par 4 where the player hits into the wind and move them up on a 320-yard par 4 where the wind is at his back. But I see it on every course I play. Care and foresight can largely eliminate unfair conditions such as these, although I will concede that the wind doesn't always cooperate when the supt. places the markers.

Positions of ball washers and benches, cleanliness of towels and absence of litter are things that most golfers can't help but notice by the time they've played five or six holes. If you, as a supt., give these things even a little thought and correct them if they need to be corrected, you're going to cut down on at least 50 per cent of the criticism that may be directed at you.

I feel that I've only skimmed the surface in discussing what I look for in a course. As a final remark, I'm going to remind you that imagination is often needed in determining such things as width and contour of fairways, while diligence is going to spare the golfer the pain of looking at a lot of leaking valves, bare spots, unkempt trees and similar eyesores. Imagination and diligence, by the way, are two words every supt. should keep in mind. They can carry him over many a rough spot when other measures fail.

The average golfer's dream of the perfect course probably isn't as fanciful as Callahan's, nor does he dream as intently of breaking par as that Irishman did. But when he gets out to play golf he wants to play amid pleasant surroundings over a course that shows some signs of having received a degree of loving care from the supt. and his crew.

California Seniors Group Based on Club Membership

One of the West Coast's contributions to golf that has been enjoying steady growth in the last three years is the Federated Seniors of Southern California. Organized through an alliance of the old California Seniors and Southern California Seniors groups in 1954, FSSC membership is based on club rather than individ-

Golf Day Set for June 8

More than 80,000 men and women golfers are expected to compete against the champ's, Cary Middlecoff and Kathy Cornelius, in the sixth renewal of National Golf Day which will take place on June 8. Middlecoff, 1956 Open winner, won't get a chance to match his round against male challengers until the week of June 10 when he plays at the Open Inverness in Toledo. Mrs. Cornelius will post the score women golfers will shoot at when she plays in the Ladies' PGA Championship at Churchill Valley CC in Pittsburgh. Golf Day is sponsored by the PGA. In 1956, 7,184 men and 77 caddies were winners over then champion, Jack Fleck, while 3,339 women were winners over Fay Crocker, 1955 champion.

ual participation and has won increasing popularity because there is no limit as to the number of older golfers who can belong to the organization.

Howard Caya, who was instrumental in getting FSSC started and served as its pres. during its first three years, has pointed out that the organization was pretty much the outgrowth of demand by 50-year and older golfers for a Seniors organization that wouldn't have to limit membership because of lack of playing facilities.

A club that applies for membership in Federated Seniors must start an organization of Seniors within its own membership. Dues in the club Seniors is \$10 and the club, in turn, pays \$45 annual dues to the parent organization to defray its postage and printing costs and incidental expenses. One condition for a club's joining Federated Seniors is that its board of directors will permit use of club facilities for entertainment of other member clubs on a reciprocal basis.

For the last two years, each member club has been assigned to a group comprising a total of three clubs on a home and home arrangement. However, it is now the opinion of Federated Seniors officials that one group should be made up of as many as six clubs.

The climax of the FSSC program comes in November when the annual tournament, open to all individual members, is played.



FIRST PGA SCHOOL FOR ASSISTANTS MAKES BIG HIT WITH YOUNG PROS

**Emil Beck, PGA's
dean of men**

A NEW venture in education by the PGA, which established a five-day training school for Assistant Pros at its Dunedin, Fla. headquarters early this year, was termed a smashing success by practically all of the 93 young men who attended the course. GOLFDOM'S survey of opinion among these youngsters, several of whom travelled nearly 2,000 miles to attend the 22-hour course in subjects ranging from club fitting to pro shop merchandising, reveals that "Human Relations," was considered to be the most important topic discussed. But this did not necessarily dim the interest of the assistants in absorbing new ideas on instruction methods, club repairing and a half dozen other subjects which were discussed.

Dean of PGA's first Assistants' school was Emil Beck of Pt. Huron, Mich. His faculty included George Aulbach, Houston, Tex.; Bill Hardy, Washington, D. C.; Art St. Pierre, also of Pt. Huron; Willie Ogg, Albany, N. Y. and Joe Devany, Grosse Isle, Mich.

Following are comments by 12 assistants on the merits of the PGA course. A second article in the June issue of GOLFDOM will tell what other assistants learned in their five days at Dunedin.

Rollie Wildman, Green Gables CC, Denver, Colo. — First of all let me say that the PGA officials who thought of setting up the Assistants' Training School are to be commended for being very progressive individuals. It shows that golf isn't lagging behind in recognizing the need for educating people who make a living at it.

As for the school itself, it is hard to say which subject was best presented. There were any number of capable instructors and lecturers. Of these, I'd say that Art St. Pierre, who spoke on human relations between members and club employees, was most outstanding. Here was a fellow who evidently had given a lot of thought to the topic and I think that practically everything he said will help me.

Don Fairman, Randolph Field (Tex.) Base GC — Before attending the sessions at Dunedin, I thought I had a lot of good reasons for getting irritated at little things members did, or at some of their habits or mannerisms that annoyed me. The clinic on employee-member relations pretty well dispelled these notions. I learned there are

a lot of things you have to overlook, that you can't be too sensitive about real or imagined wrongs because, after all, they rarely amount to very much.

Joe Devany summed up my new outlook: "Your members can do without you. But can you do without them?"

J. T. Tincher, Goose Creek CC, Leesburg, Va. — My pro, Al Jamison, did everything possible for me to attend the PGA school. I can see now that he realized how much good I'd get out of it. As for the subject that interested me most, I'll pick Club Repairing. Bill Hardy did a masterful job in explaining and demonstrating it. Club repairing is not only fascinating work, but I think it is something that should receive great emphasis in every shop. We're in a sales and service business and our sales volume, I think, is largely dependent on how much service we give.

Jack Ross, Warwick CC, Warwick Neck, R. I. — Maybe I'm not the fussy type because I'll say every one of the training sessions was good. Before I went to Dunedin I thought of my profession as one in



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which a fellow is mainly concerned with instruction and sales, but I had my eyes open. Especially when Art St. Pierre talked about good public relations. One thing (among several that he said) stuck: "Doing the right thing because you want to do it is the real beginning of any public relations program." If I don't lose sight of that I think I'll be successful in this business.

Ben F. Dickson, Jr., Oaks CC, Tulsa, Okla. — George Aulbach of Houston, Tex., said that the art of writing sales letters is a neglected one in our business. I agree 100 per cent with him. Our merchandise supposedly is exposed to members when they come in the shop, but how many of them ever see most of it? They've got golf on their minds and usually they're not thinking about buying anything except maybe balls or tees or incidental items.

We've got to reach them when they're receptive. How can we do it better than by letter (and I mean first class!)? George gave plenty of ideas on writing letters that sell. I'm anxious to get a chance to try them out.

Stanley Lencki, Manchester (N. H.) CC — Personally, I think that every phase of the training program was extremely valuable to us fellows who are new in the business and just learning our way around. Probably as important as the actual classroom sessions was the chance we got to talk informally with some of the more experienced pros and also to exchange ideas among ourselves. Going to a PGA school is like going to college: not only do you pick up a lot of specific knowledge but you broaden your grasp of your profession through the contacts you make.

Raymond J. Bolo, Sylvania (O.) G & CC — At Dunedin, I noted a great deal of stress was put on elevating the position of the pro so that he'll enjoy greater prestige than he now has. I'm very much in favor of this, not only because of my job but because I feel that outsiders don't fully appreciate what a pro has to know and be able to do. Probably we need more publicity to accomplish part of this aim but the main burden rests with us. As was brought out at the Assistants' school, we have well established standards of knowledge, competence, conduct and ethics that each of us must live up to if we are to elevate our profession as well as ourselves.

Fred Stegbauer, Sunnyside CC, Waterloo, Ia. — There was quite a bit of emphasis put on club repair at the Dunedin gathering which, in my estimation, was a fine thing. Nobody can deny that clubs are expertly

manufactured today, yet from time to time many of them need repairs. If we are going to give members real service, we should know how to make these repairs on the spot and not have to send clubs back to the factory. Many of the things pointed out by Bill Hardy were revelations. I am going back to my club feeling that I am better able to help in giving quick and quality service in this "lost art."

Tom Frainey, Jr., Park Ridge (Ill.) CC — If nothing else, I gained a lot of confidence by attending the PGA school. I had tried my hand at practically everything included in the Dunedin curriculum, but now I feel I can handle the various jobs covered in it better for having attended the course.

Besides the subjects on pro shop operations, I was impressed by the way Art St. Pierre handled the "human relations" topic. He had his material well organized and I profited greatly by sitting in on the session at which he spoke. Subjects such as this are invaluable in teaching us that we have obligations to a lot of people around a golf course, that our success as assistants, and later as head pros, depends to a large extent on how well we fulfill these obligations.

Bob Dobbie, Woodcrest CC, Haddonfield, N. J. — Art St. Pierre, in his talk, borrowed seven points from a book by Arthur Beckley, "Let's Be Human," that I think was written with assistants and pros in mind. I'm passing them on because I think it was worth the trip to Dunedin just to learn them: (1) Perfect your self control; (2) Appreciate and praise; (3) Stress rewards, avoid punishment; (4) Criticize tactfully; (5) Always listen; (6) Explain thoroughly; (7) Consider the interests of others.

Wayne McCollum, Big Spring GC, Louisville, Ky. — Classroom courses at Dunedin were well worth the trip down there, but I think the biggest advantage to attending a school of this kind comes in getting to meet and talk with older pros. I picked up at least a hundred teaching tips just from listening to them. Further, you get so immersed in golf during the few days at the PGA school that it gives you the enthusiasm to go on concentrating on it for the rest of the year.

Rudy Goettlicher, Westwood CC, Rocky River, O. — I'll go along with Bob Dobbie (see above) on those seven points. I refer to them on the average of twice a week. If I can apply them as I'd like to or hope to, I feel that I'll never have any trouble getting along with mmembers or any one else around my club.



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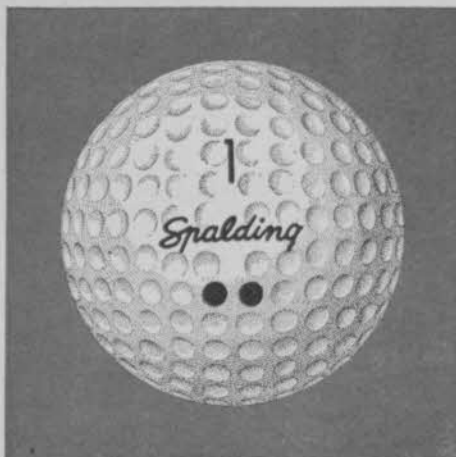
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