

You just naturally expect "The Greatest Name In Golf" to lead the way. That's just what this luxurious MacGregor Bag Combination does. It leads the way to additional pro shop sales for you. Each item in the set is styled to harmonize perfectly with every other one. Each piece serves a real golfing need. Together they give you the right combination of style, convenience features and quality for easy selling and extra profits!

*Show them . . . suggest them . . . sell them!*

- A Famous "Sweep-Flare" styled golf bag, the perfect home for any set of clubs.**
- B Roomy 18" Carryall Bag with Tuff-Hide body is good looking and practical.**
- C There's ample room for nine dozen golf balls in this MacGregor Practice Ball Bag.**
- D A convenient size, conventionally styled Shag Bag that will store up to 8 dozen practice balls.**
- E MacGregor "Sweep-Flare" styled head covers with the exclusive "Hed-Fit" pattern.**
- F Large 32" Umbrella with gores of contrasting colors and "Lucky" print panel.**

Color combinations available in these sets are—Ivory/Brown; Gray/Blue; Red/Black; Two-Tone Gray; All Black.

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April, 1959

# Pro's Most Important Sale--

# Himself

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

\* This article is condensed from a speech made by George Aulbach at the PGA's Dunedin Business School this winter.

AS the typical professional is engaged for the purpose of providing golf service to the members of his club and as his salary is derived largely from the sale of his many services, he definitely must be classified as a specialty salesman selling a personalized service.

Therefore, the club professional should think of himself as a pro-salesman instead of a pro-player. The successful pro first sells himself, then he sells lessons, merchandise, club-cleaning and course improvement ideas to the greens committee. Unless a pro can sell himself he can't sell merchandise or hold a job.

The typical club professional does not get paid to play but to make it a pleasure for members to play. The more he strives to please the members with better service the longer and more profitable his job will be.

## Basically Salesmen

We must regard all club professionals and their assistants as pro salesmen. Making more sales is the only way by which the average club pro can reach a higher income bracket.

Any professional who is not thoroughly alive to the necessity of selling with a capital "S" is heading for a dead stop. On the other hand, the pro who fully recognizes the importance of efficient and aggressive selling usually is doing a good business. The pro who is content to "rest on his oars" and "let well enough alone" will wake up to find the stores getting his business. The pro who continually studies, observes and works with the purpose of improving himself always will be successful.

Every year more amateur golfers enter into our highly competitive professional golf picture as head man or assistant. They should know that they are dealing with

well informed and discriminating buyers. Many of these new pros and assistants come in with the cards stacked against them where they fail, others handle the business as businessmen and become a success. In the final analysis, the best trained pros have all the advantage.

## Timidity A Fatal Fault

I have found that most pros are entirely too timid. Timidity is one of the major reasons why many pros do not get along with their members. A pro may have a number of faults such as conceit, poor judgment or be a braggart, but nothing hurts as much as being backward, shy or timid.

Timidity is entirely unnecessary and can be eliminated. When you come to realize, and you eventually will, that there is nothing whatever about any member you should fear, that there is no reason to be afraid of talking to members, regardless of their positions, then your fear complex will disappear. You will then become a new man with new life in your character. The more you learn about your fellowmen, the more you'll appreciate talking to them and learning their likes and dislikes.

## What Makes A Pro Liked

Club members judge you from what they see and hear. Their impressions are formed by these things:

1. Appearance
2. Expression
3. Actions
4. Interest

Let's go into these matters of being judged a little more:

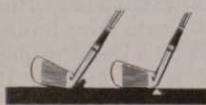
1. Appearance: You should be well groomed and neat every day.
2. Expression: Always express yourself with a smile.
3. Action: Be alive and alert at all times.
4. Interest: Take a personal interest in every member.

Here are a few of the qualities that

# NEW Haig Ultra Irons



Alone in their greatness!



## Specially Designed Heel

The well-rounded heel of the '59 Haig Ultra irons reduces the hazard of spoiling a good shot by premature contact with the turf.



## Snuggle Down Rocker Sole

The "money" irons of the '59 Haig Ultra line—the 8, 9, and pitching iron, are equipped with the Snuggle-Down Rocker sole designed to adjust to actual lies encountered on fairways, in roughs. You always get a solid hit.

The new 1959 Haig Ultra irons are great! Truly the finest...truly the easiest playing irons in golf today. The brilliantly styled Haig Ultra-Powered irons provide maximum hitting power.

An exclusive Haig Ultra development is the new fan-type blade—a slightly deeper blade—with contour sole and a three-way roll. Here's an iron, with better head feel, that makes "easy play" a reality.

See the new '59 Haig Ultra irons...examine the new features...hit with them yourself. These are irons that are "professional" in every sense of the word.

And of course, they are distributed and sold exclusively by golf professionals.



# Haig Ultra

WALTER HAGEN GOLF • GRAND RAPIDS, MICHIGAN

---

## A pro can't remain aloof or act superior and win warm friendships — or business

---

will make members like you:

Cheerfulness  
Tolerance  
Energy  
Modesty  
Tact  
Sympathy  
Honesty  
Gratitude

You may not have advanced formal education but if you have most of the above merits every member will like you and you will get along with almost everyone you meet.

You must cultivate cheerfulness, alertness and tolerance to make yourself more popular. Every morning when you wake up look in the mirror and smile. It will not be long before you will find yourself habitually and naturally wearing an expression that will make people like you. A cheerful smile sells more merchandise than quality or price.

### Where You Fail

If you do not get along with your members as well as you should it may be due to one or both of the following reasons:

**You do not like people**

**You are afraid of people**

In either case your attitude is caused by the fact that you really do not understand human nature. Everyone likes people who like them. Therefore a pro must like his members, regardless of their faults, if he expects them to like him and buy his merchandise. He must always take the lead in making friends and continue this lead in the development of friendship. It is only natural for a member to react favorably toward his pro after he has received a small favor or helpful advice. Some pros do not make sufficient effort to win the confidence of their members.

After all, members can get along without the pro, but the pro can't get along without the members. A pro can't remain aloof, poker-faced, distant, talk short or express an air of superiority and get warm friendship in return. Nature doesn't work that way.

A smile and a kind word are always the winning combination. It's a combination that in time will melt even the club's worst "sourpuss." If every pro would

change his pet dislikes into likes it would pay dividends.

### Don't Have To Talk Golf

Winning confidence, goodwill and friendship is the first step to more sales. This does not mean that you must always talk golf to accomplish this purpose. For example, most men have other hobbies. It may be hunting, fishing, photography, art collecting, etc. Ask a fellow questions about his hobby, get him talking about it. This appeals to his ego because you are showing you have a personal interest in him. His immediate reaction will be most favorable.

The emotional tendency of most people is to do something better than their fellow man. Every golfer has the urge to excel. This places the professional in a perfect position to sell himself by offering helpful suggestions so members can fulfill emotional desires.

### Call Them by Name

Address your members by name because all men like to hear their name called clearly. There is something that appeals to the ego, something that makes a man feel important when he is called mister in front of other people. It is human for a man to be warm, cordial and friendly toward anyone who calls him mister.

Get into the habit of addressing women members in the same manner. It should be, "Good Morning, Mrs. Smith" as she enters the shop. This gets her attention and gives you the opportunity to ask about her game, showing that you are taking a special interest in her.

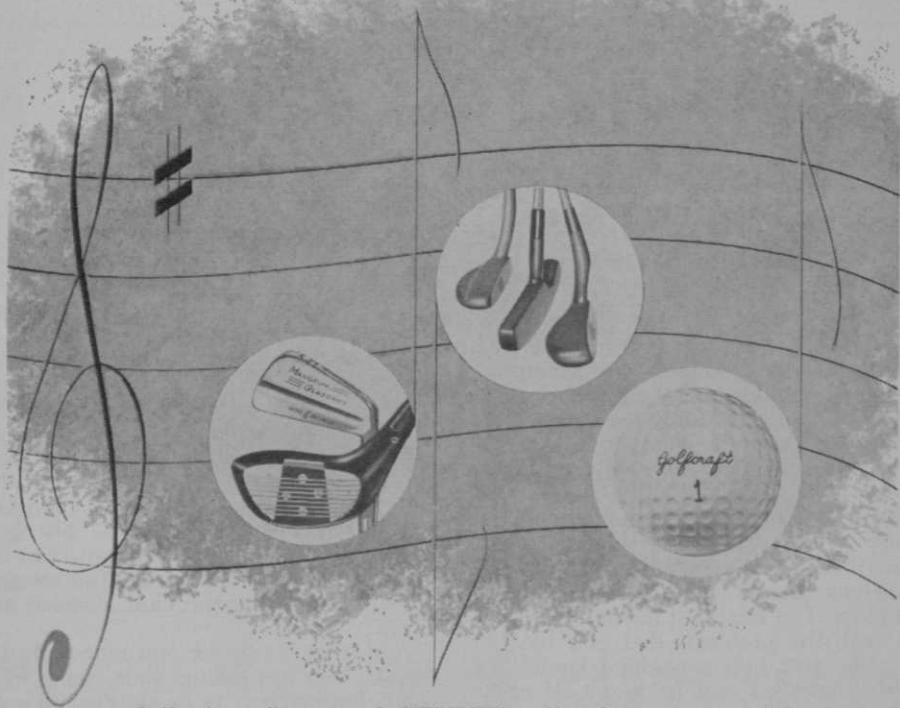
When Mrs. Smith enters the shop it is always impressive to say to your assistant, "Get Mrs. Smith's clubs and see that she has a good caddie." Believe it or not, club members love special attention and service. They like to be made to feel they are important. They are entitled to this importance. They pay for it, and generally they pay pretty well. Furthermore, to you, they are the most important people in the world outside your own family. Without these members you wouldn't have your job and opportunities.

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**Get Your Club Behind it!**  
**National Golf Day • June 6**

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- Glasshaft Woods and Irons with "Torsion-Control" that assures more accurate shots and greater distance.
- Frank Johnston Golfcraft Putters, available in 19 different models, combine feel and control.
- The Golfcraft Staff Ball for distance! Absolutely NEW in every detail—from the azure white cover to the likeable "click".

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# SPEECHES AND QUOTES

## from GCSA Turf Show

### Our Problems Are Mutual Ones

By BEN SHEETS

Lake Shore CC, Glencoe, Ill.

Supts. and club mgrs. are faced with about the same problems. We attempt to plan and maintain an organization intelligently and economically and in such a manner that we are going to please the majority of members. They set up budgets and we try to operate within them.

Our greatest problem is the lack of continuity in the officers and boards of the club. I find it is a very difficult thing. You get a new president. He is in for a year, two years. You have just about acquainted him with the problems that you have at the club, give him a working knowledge of what goes on and he is out of office. Then you get a new group and you have to go through the same thing. It makes it difficult for the mgr. and the supt., too, when they have chmn. who become aware of the needs of a golf club, only to relinquish their offices in a short time.

We all know that equipment wears out. You've got to have new mowers, tractors, etc. You can't hit your clubs with a big rap in one year. The same thing holds true in the clubhouse. Members don't realize that some of these things wear out and have to be replaced.

#### Depreciation Reserve Needed

One pitfall I find is that because we are a non-profit operation, we don't have to file any kind of income tax forms. Consequently, we don't take depreciation. Once, I finally got a treas. who was a businessman and realized the value of setting up depreciation. We did set it up and put things on a businesslike basis. Clubs are reluctant to do it. Officers are always reluctant to do anything to change the financial statement if the operation doesn't look as good as that of the fellows who preceded them.

I don't have any trouble getting new drapes, but I have a tough time trying to get someone to okay repair of the furnace. "Drapes, sure, we'll spend money for them." The ladies like them fine. But they don't see the furnace.

Every once in a while I say to my wife: "A salesman came in and he'd had a tough day. Of course, I didn't need anything, so he walked out." And I add, "I couldn't be a salesman. It would kill me if I walked into a place and tried to sell something and the guy said we don't need it. I probably would take it personally." She said, "You know, you are a salesman. You are selling something every day. You are selling the services of the club, yourself and so on."

And, that is true for you fellows on the course. You are selling your course. You want the members to be satisfied. We are selling services. You are selling services. So, actually we are salesmen. And we are salesmen as long as we please the majority of the members.

**Malcolm G. Peterson, du Pont dir. of sales training:** You're selling yourselves, your budgets, your requests to buy new equipment for your courses. You have to have enthusiasm to sell anything. Enthusiasm is an excited feeling within that is prompted by a cause. It's not something in itself, but is the effect of something, perhaps an idea.

### Supts. Now More Conscious of Professional Ability

By H. B. MUSSER

Penn State University

The job of intensive turf production on the modern course has progressed far beyond the rule-of-thumb and fourth of July sky rocket stage and is knocking at the door of the sputnik age. Our fertilizer pro-

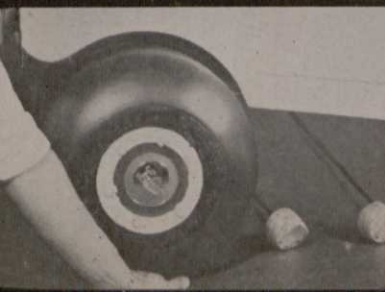
(Continued on page 98)

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● **SILENT, TROUBLE-FREE.** Equipped with powerful G.E. motor and six heavy duty LaHer 230 Amp batteries NOT impractical gas motor with its

engine noise, equipment trouble plus motor stalling on hillsides in the hands of incompetent drivers.

● **LAHER-ENGINEERED** — with many exclusive features — you know it's America's newest, finest.

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## SCGA Bows to USGA on Penalty Stroke Rule

Southern California GA, which in January, abolished the penalty stroke in connection with ball out of bounds, lost ball and unplayable lie, has rescinded this rule at the request of the USGA.

However, as Donald W. Spry, pres. of SCGA, in a letter to John D. Ames, pres. of USGA, inferred, Southern California is leaving the door at least halfway open to eliminating the penalty stroke at a later date. Spry reminded Ames that the latter had said that the penalty stroke will be discussed at the May conference of the USGA and Royal & Ancient Golf Club of St. Andrews, Scotland, when rules along with other matters will be reviewed. Southern California's decision to rescind its local rule on the penalty stroke, it was said, was strongly influenced by prospects that the USGA and R & A will go into this section of the golf rules.

Spry added that the penalty stroke was originally abolished because SCGA member clubs voted overwhelmingly in favor of eliminating it. He said that higher handicap golfers or "95 per cent of our players" have long urged changes in the penalty stroke rule.

### 200 to Play in Jaycee Finals at Portsmouth, Va.

A par 70 layout of 6,611 yards is being readied at Portsmouth, Virginia's Elizabeth Manor G&CC for the 1959 national championships (Aug. 22-29) of the 14th International Jaycee Junior Golf Tournament.

The nation's top 200 junior golfers, representing the 50 states, District of Columbia and Canada, will compete. Participation in well over 1,000 local Jaycee tournaments for some 22,000 golfers under 18 is expected in the 1959 program. The co-sponsorship of Pepsi-Cola Company has been added to this year's program. They join with the long-time co-sponsors, The Athletic Institute and the National Golf Foundation in promotion of the Jaycee golf program.

### Minnesota GCSA Officers

Dick McLaughlin, Wayzata GC, has been elected pres. of Minnesota GCSA. Bob Feser, Medinah CC, is vp and Ray Hall, Greenhaven CC, Anoka, is secy-treas. Directors are George Ostler, Ed Nohava, Herman Senneseth and John Kolb.

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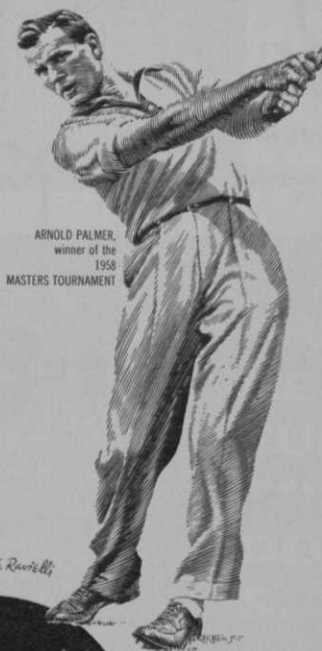
See your Ernie Sabayrac  
Sales Representative or write  
for details and proof of what  
it can do in your shop.



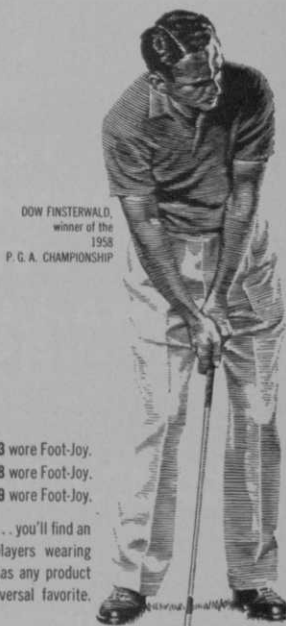
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TOMMY BOLT,  
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U. S. OPEN ..... 162 players; 133 wore Foot-Joy.  
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*Panelists decide cars  
aren't menace some people  
think they are — but driver  
education still is needed*

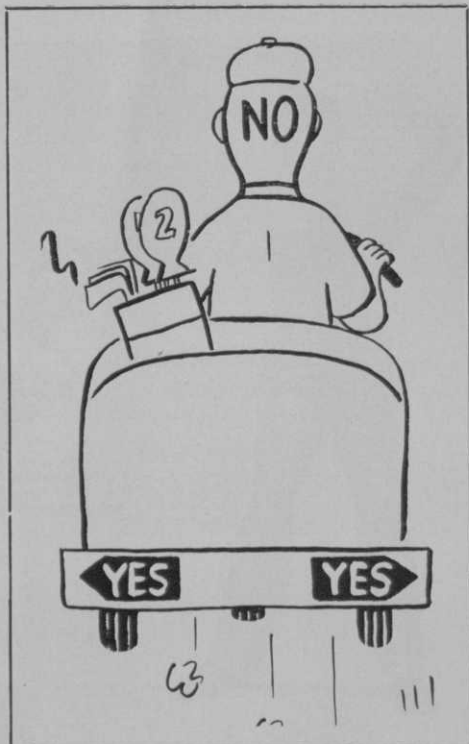
## CDGA Explores The Golf Car Controversy

THE controversial golf car situation was thoroughly explored on Mar. 14 at Oak Park (Ill.) CC when representatives of a large number of private clubs in the Chicago District met to exchange their views on car management. The discussion was the outgrowth of a spirited session on golf cars at the GCSA national convention in January which turned out to be inconclusive because sufficient time was not allotted it on the education program.

More than 100 presidents, green and golf chmn., supts. and pros from CDGA clubs attended the Oak Park meeting. Charles Eckstein, Chicago Dist. pres., and Dr. John Walters, its green chmn., were hosts at the gathering.

### Panel Treatment

The discussion was in the form of a panel treatment of the subject. Joe Graffis, GOLFDOM publisher, who had been in charge of the GCSA golf car seminar, was moderator of the Oak Park proceedings. Green chmn. and supts. from five clubs in the Chicago area, made up the panel and following their speeches the session was devoted to questions and answers and an



airing of views by persons in the audience.

Panel members included Robert Podesta, green chmn., and Robert Williams, supt., representing Beverly CC, Chicago; E. C. Brown, green chmn., and Carl Hopphan, Aurora (Ill.) CC; Arthur Millas, green chmn. and Gordon Brinkworth, supt., Olympia Fields CC; Russell Head, golf car chmn., and Gerald Dearie, supt., Edgewater CC; and Robert L. David of the car committee of Lake Shore CC and Adolph Bertucci, its supt.

Panelists didn't give the cars a 100 per cent endorsement, but they generally agreed that they are not nearly the menace that many persons try to make them out to be. Probably the most significant thing that was brought out is that cars are charged with a lot of damage caused by golf's foot soldiers who still account for 90 per cent of the traffic.

### Rental Units Favored

Bob Podesta said that he occasionally thinks that cars bring out the worst in everyone, but like TV, they are here to stay. Beverly CC is in favor of a rental rather than an ownership system. That