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SUPER'S FUTURE

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children. Vacations are usually winter-oriented when the children are in school and during the summer he is gone from daylight to dark or rarely sees his children. It is hard for his children to believe that the airline pilot two houses down the block *even works for a living* since his schedule gives him considerable time at home.

A club could easily help this dilemma by making certain social facilities available to the superintendent's wife and children such as tennis and swimming pool. There may be some uneasiness for his family as far as social status is concerned but certainly they would feel at ease on an intellectual level — and who knows what one's social status is while in a swimming suit?

What is the most vicious factor affecting club-superintendent relationship?—Whether golf clubs admit it or not the most destructive and debilitating factor in strained "club-superintendent" relationships is the gossip/complainer. This name dropping member wants everyone to know he is able to play the most exclusive club in America and complains, "why can't we have a club like that?" And he never does bother to check the budget or work to increase it.

It is my pleasure to work with an exceptional golf professional, but there are those who contribute their gossip on the first tee, in the grille or bar

The gossipier does not only hurt the superintendent but can cause thousands of wasted dollars in projects that are instigated by anyone, including the Board of Governors.

To illustrate a case in point, a few years ago I was approached by a Dr. "B" who had Board approval to construct a pet project. Dr. "B" met with me on five different occasions, each time to relocate the building site to satisfy some faction of the membership.

Finally, after much frustration, it was

decided that a corner of the parking lot would be best and that it might even hide some of the blacktop with its oil spots and barren look. The project was erected, improved the decor of the area, and, since it was new, was even colorful in appearance.

The project was just completed when Dr. "B" started taking abuse to the where, as he complained, "people were becoming personal" in their objections. One week later Dr. "B", without further consulting the Board, ordered the project removed and dismantled.

Some time later the \$3,000 worth of material was given to a local private school. Fortunately for me, all the abuse was heaped on Dr. "B", but my heart went out to him.

All clubs are similar in respect to gossip. The difference is in degree. You can get the pulse of any club in the area by talking to one member. One way to keep informed of the pulse of your own club is to become friendly with the locker room boys, the bartenders or the reservations clerk. The only problem with this is when the personal accusations become vicious or serious, your friends cease to tell you about them.

How can this problem be subdued?

—The astute or strong greens chairman is the man who stands between loose tongues and fact, and soon subdues all rumors and untruths. This is done by the choice of a good greens committee, by good public relations and by an occasional tongue lashing of the chronic complainer. Two of the most respected greens chairmen it has been my pleasure to know were experts at the latter. The greens chairman who wants to cause the demise of a grounds superintendent need only hold back on information and let the tongues wag. In this situation, *the indictment belongs to the greens chairman alone*

It might be appropriate here to list those who, in the writer's opinion, are the best members of a greens commit-

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**“I’M SOLD ON
LEWIS LINE
BALL WASHERS
THEY DO
A GREAT JOB
FOR ME!”**



North Jersey Country Club in Wayne, North Jersey is a year round 18 Hole, Par 71 Course with 275 playing members. Course Superintendent, Dick “Red” Williams keeps the course in top-flight condition, and expects top-flight performance from his equipment. That’s why he settled on Lewis Line Washers.

Club members like the fast, efficient way they clean, and appreciate their good looks and no-splash design. “Red” and his staff like the easy clean-out and large dirt trap. It makes routine cleaning a matter of min-

utes. When brushes need replacing, they do so on the course. No trips to the maintenance shop, just an Allan wrench, a couple of minutes time, and the job’s done.

As “Red” says, “Lewis Washers do a great job. They’re good looking, sturdy, and easy to service. I have no complaints whatsoever, and I don’t get any from the members. What more can you expect of a washer?” If you expect the best in washers and other tee and green equipment, you’ll find it in the quality Lewis Line. The Line that’s Trusted by Management . . . Praised By Players.



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CD-36

Another super speaks out...

To the Editor:

A couple of years ago, I received a letter from Herb Graffis, who was at that time Editor of your publication. Mr. Graffis asked me for an article under the caption, "With Charity to All and Malice Toward None," describing how an experienced superintendent may look at a job that was advertised as below; he believed that I could do a "most helpful job for club officials." I've had it in mind since then, but couldn't feel it. I started it last winter, and, finally, here is the expression of feeling I've been trying to work up.

WANTED: GREENKEEPER FOR 18 HOLE COURSE. Write Box —

How weak is this ad! Are club officials so ashamed of their need for a college level man to manage valuable property that they will run a blind ad? Have they maturely analyzed their reason for replacing the present man or if he is at fault? The poor condition of the course may be due to shortage of funds when purchasing ground or shortsightedness during construction. Are they advertising for a man or mouse — a beggar, or a good turf manager?

The title "Greenkeeper" is a low form of progressive golf course management, dates the user, and shows that he is ignorant of modern turfgrass management and the forward movement. Four year college graduate courses now yield "Superintendents," certainly worthy of a little prestige in return for what they must know and do.

It certainly is indiscreet of businessmen — club officials — to have a trifling or shallow approach when seeking and interviewing a man who will manage a golf course. A successful golf superintendent probably must know more about his business than the average businessman (club member) must know.

The turf manager likes his way of making a living, and probably could hold the job of many members, though his salary may not be up to the average of the members. Now would that be so shaming to the members? The superintendent is as much a businessman as is the person contributing toward his salary.

Progress and demands of players have been more rapid than recognition of good turf managers. The yearly income of these men has lagged, but their courses have improved more than their salaries.


A superintendent is as much alone in his work as is a small businessman who also spends about fifty thousand dollars a year to gross an income of ten to fifteen thousand for his risk of failure. And yet, such a man is viewed (by the officials upon interview) as "this fellow looks pretty good, and he's five hundred cheaper than any of the others. If he doesn't work out, he'll at least serve our purpose until we find a good man."

Greater understanding and helping to solve *your* problems, Mr. Club Official, will put you on *his* side. Befriending your superintendent, work *with* him rather than him working for you. A superintendent will manage *your* course without your direct help, but facing major problems together and accepting limitations of your property is "with charity to all and malice toward none."

The following points are suggested for hiring applicants seeking work: Is there a man on the job who can positively handle the job? Will you pay a thoroughly qualified man his worth at once? Is the job a good one in competition with neighboring clubs? Will he show what he knows by being interviewed by recognized consultants? Do local superintendents commend his ability? If you cannot hire a local man, then go outside, but give him a good chance to refuse the job if he will not be reasonably comfortable with your club.

A sincere explanation of the handicaps (all courses have them) will discourage an experienced man if they are impossible to overcome. You may find he is the fellow to make you realize them before he takes the job. When you are ready to hire after the interview, it would be worth the time and expense to spend one day of a weekend with "your man" walking with him around his present course before either of you commits yourself. Remember, both of you want a tension-free relationship.

Al Wassmann
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Superintendents' long green

Have golf course managers really improved their financial position during the past twenty years?

Strong opinions were expressed as to the present image and financial status of the golf course superintendent in preceding pages. The editors, therefore, decided to assemble financial information that would shed additional light on the situation of the superintendent compared to other trades and professions.

The post-World War II period of 1945 through 1965 was chosen to show an income comparison between superintendents, on one hand, and incomes for electricians, plumbers, truck drivers, milkmen and doctors (general practitioners only) on the other hand. The fantastic boom in the interest in golf, and in the industry itself, makes this the logical period to use.

Some difficulty, however, was encountered in gathering satisfactory statistics. Figures were, in some cases not available for the years under examination, and some were lacking certain details.

The median income figures for doctors are only available from 1955 on, according to Medical Economics, Inc., Oradell, New Jersey, and actual hours worked prior to 1955 are unavailable.

Information pertaining to income for electricians, plumbers, truck drivers and milkmen was supplied by the Bureau of Labor Statistics in Washington, D. C. These were given out as median hourly figures which naturally necessitated the computation of the annual median incomes based on a 52-week period.

These figures do not include any overtime payment. For example: Truck drivers worked 45.9 hours per week @ \$1.007 per hour in 1945 in order to earn the median annual salary of \$2,412.

There were no figures available for the national median income of the superintendent. Therefore, in cooperation with

Ben Chlevin, executive director of the GCSAA, the editors contacted eminent superintendents in every major area in the United States to establish a national median for a yearly salary for 1945, 1955 and 1965.

With reference to the wage comparison chart, the 1965 median figure of \$12,500 for the superintendent might seem a good increase over \$5,500 in 1945. However, in comparing this to the incomes of other professions and trades, one has to consider the hours a golf course superintendent puts in compared to the others.

For example, the electricians salary is predicated on a slightly less than forty-hour week. If they worked as many hours as the superintendent they could more than double their salary.

To begin to estimate the number of working hours a day for the golf course superintendent would be ridiculous and almost impossible. If anything, he works 24 to 48 hours a day!

In contrast, during the past twenty years in Chicago, the milk truck drivers' wages have increased from \$1.02 per hour to \$3.88 per hour, while at the same time, he is working fourteen hours less.

During this same period in New York, 1945 to 1965, the milk truck drivers' rates have gone from \$1.27 per hour to \$3.50 while working eight hours less.

Even the general practitioner, whose hours are notoriously long, as with the superintendent, has improved his position in recent years. In 1965, he worked an average of sixty-eight hours per week, and the 1966 figures reveal a cut of five hours to sixty-three hours per week.

As regards to income, the general practitioner's lot is not an unhappy one—for 1955 the median income of a general

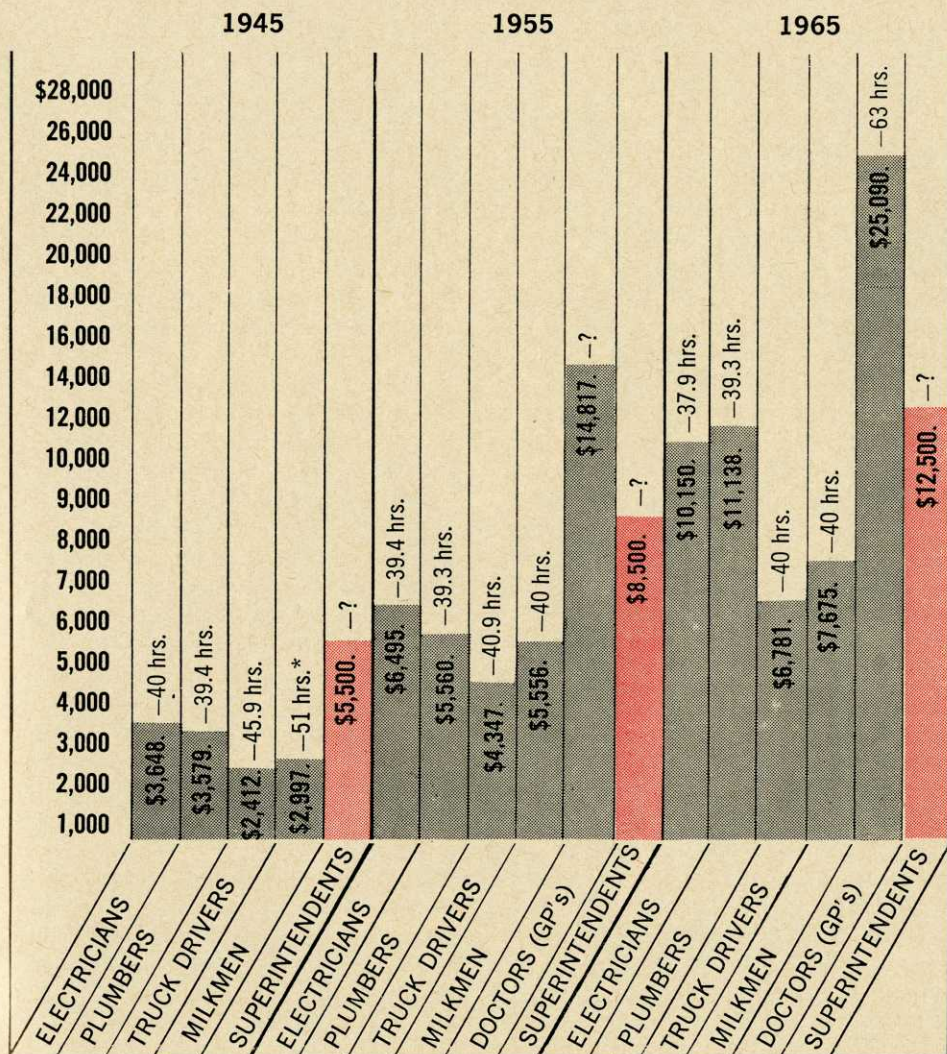
practitioner was \$14,817. Today he has pushed it just over the \$25,000 mark.

GOLFDOM realizes the figures for the superintendent shown are only approximate. Naturally, it was impossible to expect the individual superintendent to figure out such variables as straight salary,

salary plus free housing, meals in clubhouse, to say nothing of other fringe benefits.

An extensive survey on this whole question is now in the works and will be published before the year is out. One thing is certain, it is long overdue. •

INCOME COMPARISON CHART



Sources: Wages for electricians, milkmen, plumbers and truck drivers were obtained from the Bureau of Labor Statistics. Wages for general practitioners were obtained from Medical Economics, Inc. (Figures for previous years are averages not medians.) Statistics for superintendent's wages are based on an independent survey made by the editors of this publication.
Note: Yearly salaries for electricians, milkmen, plumb-

ers and truck drivers are projections of average weekly salaries made by the editors and are not figures released by the Bureau of Labor Statistics. Figures appearing above each bar indicate average weekly hours for that year.

* This figure is a median figure based on a 54 hour week in Chicago and a 48 hour week in New York City, as is the salary figure.

Confessions of a club pro

Despite having every member—and his wife—as his boss, the life of this professional is not without its compensations.

ANONYMOUS

A professional at a private golf club has the toughest of all sports jobs. I ought to know—I'm one and I love it.

The number of bosses a pro has is limited only by the membership, for his boss is every member—and his wife. He has to make a year-round living for his family in an active golf season that's only five to seven months long at clubs in the Central and Northern states.

He and his family have to live on a scale that will be a credit to the "class" of his members and their club. But if he, or his wife or children, happens to have something better than an envious member, he'd better look out! Club officials change often, and the pro can become the victim of politics.

Frankly, professionals haven't always been intelligent in dealing with this risk. They're inclined, for example, to pretend that they're making more money than they actually are. Officials of their clubs see the total of charge tickets for pro-shop merchandise and lessons in club books, and may assume that the pro is making a big income for six months' work. But I've never yet met a club official who came within 20% of guessing a professional golfer's expenses of doing business.

Why, my laundry and dry-cleaning bill alone during a summer usually represents the gross profit on the sale of at least ten sets of clubs. Many a summer day I've had to change clothes three times. The members of my club, like those of any first-class one, expect

me to be immaculately groomed. That costs money—as my wife well knows when she tartly compares the extent of her wardrobe with mine.

How easy are the hours of the professional at his club? He's on the lesson tee by 9 A.M., after having checked over operations in his shop and briefed his staff on the day's work. He takes an hour off for lunch and eats his dinner at the club so he can be around for teaching tired businessmen. It's a rare day that the pro gets home before dark.

On Mondays, his so-called day off, he must make the rounds of display rooms and buy merchandise for his shop. On other days he must somehow find time to talk to salesmen, because the pro shop must be kept properly stocked.

The tournament professional can take his prize money with a fast "thank you" and be on his way. The home-club pro, however, is expected by some of his members to bow in worshipful appreciation whenever they buy tees.

Everybody who belongs to a club is equally important to the pro. The professional's only smart and safe policy is to play no favorites even though—simply because of personality and shop and lesson patronage—he would be normally inclined to favor those who are most considerate of him.

Think of what happens when he starts the day by giving an hour's lesson to a woman of nervous and ambitious temperament who has been condemned

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CONFESSIONS

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by nature to play in a high score. The professional feels that he's really achieved something if he can just get her to shoot consistently. The lesson is always more of a strain on him than her.

Then, when some other woman who has a knack for golf takes a few lessons and shows results, the one to whom the pro has devoted the most nervous and physical energy is sure to think he has given the talented woman more of his attention.

Many a pro has lost his job because of his lack of finesse or discretion in his treatment of women members. A young, good-looking fellow on the lesson tee has to be strictly professional in his attitude toward women.

During the course of a long summer's day, a pro may give as many as nine or ten lessons, and at the end of the day he is a weak and weary man. When he darts into the clubhouse between lessons to get a glass of milk for his ulcers or change his shirt, some member is sure to hail him in the men's locker room to "visit." The pro stays a few moments, then apologizes because someone is waiting for a lesson.

If the pro does not sit down for a clubby chat with the member, he may spread the word around that the pro is so hungry for a dime that he won't stop to say a few kind words. On the other hand, the member who has had a five-minute wait on the tee may accuse the pro of being more interested in talking than in giving lessons.

A pro must please 350 bosses and their wives or have club politics catch up with him. New administrations at clubs often don't come into office until early spring. Then it's too late for the pro — who is dropped without warning — to find another job. The professional, who is supposed to be responsible primarily to the chairman of the committee that hired him, is in reality held

personally accountable by every member of the club.

Pros can make mistakes, of course. I've made plenty of them — some of thoughtlessness and some of sheer ignorance. In honest reflection, however, I am sure that I've made fewer mistakes in my relations with members than they have made in their relations with me.

So many members simply don't realize what the conditions are. When they see me playing golf — which isn't very often — they think I have an easy job and am out on the course entirely to enjoy the company of some other favored member. Usually I am giving a playing lesson. Only on Monday afternoons, when I rush from my shopping to the first tee of any tournament our professional association may be having, do I get a chance to play for the fun of it.

I like to play with as many club members as I can. (Not for bets, though. The pro who gambles heavily with any of his members is not handling his job properly.) However, strangely enough, it isn't always easy to get games with members; some of them are embarrassed when I'm along, due to their high scores.

If they only knew it, they teach me how to enjoy golf. Anybody who can hit so many bad shots and still keep playing has an answer I've never been able to find. Some of them lack what it takes to play good golf, but they have fun!

The private-club professional gets about three different kinds of pupils. The largest class wants to learn without devoting much time or work to the job. If you don't get one of this group hitting the ball well in three easy, quick lessons, he reverts completely to whatever excuse for a grip, stance, and swing he had before. He may even say that you taught him that way!

The second class consists of players who enjoy lessons as another challenging game. They will play ball your way and realize that golf isn't quickly mastered.

The fellows who shoot from par to 80

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GOLFDOM