

erage green. This application was used once on the 18 greens on the main course and the practice putting green and was followed up again the last week in July by another spraying, using four pounds of Semesan in 50 gallons of water to the average green of 6000 square feet.

The first week in August another application was applied, using three pounds of Semesan to a 6000 square foot green. This time we mixed nine pounds of Semesan with 100 gallons of water and sprayed three greens of approximately 18,000 square feet of putting surface. We used a very fine spray in applying.

I am very fortunate with the labor situation here; it is very convenient for all concerned. We have a large room in our implement barn which is equipped with electric lights, gas, bath, and 12 dormitory cots where the men sleep and eat. The only men that leave the place at night are my foreman and gardener and one tractor man. The fact that the men live on the course is very favorable because there are many times during the year when I need labor at the most unexpected hour and it is nice to know you have 12 men right on the job for these emergencies. This can be done with very little cost to a club and proves a great asset to any greenkeeper if some of his labor can live on the course.

We Corrected Green Contour With Minimum Play Loss

By DE WITT GALLEHER

Green, Chairman, Kanawha Country Club

OUR No. 2 green is rather small, perfectly circular with no undulations and has a diameter of 70 feet. It was built six years ago in the side of a hill, which necessitated a deep cut in the back and a deep fill in front. The fill settled more than we anticipated and the result was that we had 4 feet 7 inches drop from the back of the green to the front of the green, which is equivalent to a 6.8 per cent grade, which anyone will admit is too steep for a fair putting surface.

We laid off a square in the middle of the green 33 feet by 33 feet. The turf was cut using a straight edge 8 inches wide, which was the width of the turf, making them all uniform as to width but not necessarily uniform as to length, some being 8 inches and some a little bit more. For cutting the turf we used a stationary blade from an old lawn mower, after fastening it to a

six foot hickory handle. One man drew the blade while another held it down in the turf. The turf was then shoveled up and placed upon the fairway in the same position relatively it had occupied on the green, so that each piece of turf went back when the job was finished, to its original position.

After removing the turf the area was divided up into three sections, being 11 feet by 33 feet. Into the middle one we shovelled all the six inches of top soil from the outside sections. This permitted us to lift the sub-soil on the portion we were lowering and wheel it around to the section we wanted to raise. We fortunately found that our tile lines were deeper than is usual and it was not necessary to disturb them, and the finished job gave us about 7 inches of soil over the shallowest lines.

After rough grading and rolling the two outside sections, we proceeded to shovel the top soil back onto these two sections, which were properly graded by using grade stakes. At this point we had two outside sections graded but the middle section was not touched. The lower half of the middle section only required a few inches of top soil, which we were compelled to bring in from our top soil supply. The upper half of the middle section necessitated taking the top soil clear off and removing part of the sub-soil. After putting the top soil back on this section our whole square area was properly graded and blended into the four edges of the old green. This left us with a cup space area about 20 by 20 feet, with an incline from the top to the low side of about 4 or 5 inches which made a fairly level putting surface, and which is adequate slope for surface drainage.

The next thing confronting us was to get the turf back on the green. Of course, as the turf was shoveled off the green they varied in thickness running from 2¼ to 3¼ inches in thickness, with irregular bottom surfaces. While the work of remodeling the green was in progress we had one man, equipped with a wooden box, 8 inches by 10 inches, and 2¼ inches deep, and further equipped with an old mower blade, with which he would scrape the bottom of the turf after it had been placed upside down in the wooden box. This gave him all turves of uniform thickness, 2¼ inches. The rich soil which he scraped off of the turf was broadcast on the green just before placing the turf back. Having cut the turf of a uniform width and shaved it uniformly it fitted right in relaying.

Pro Prospects Are Viewed

By WILLIE HUNTER

Professional, Montebello Park Golf Club

PROFESSIONAL golfers, and by reference to professional golfers I mean those who have been accepted as such by the Professional Golfers' Association of America, have made far greater strides towards general efficiency during 1928

than in all their previous existence. This has come about mainly through the efforts of local bodies who have set up for themselves standards and ideals which do them credit. I feel that it will be through the local bodies of the P. G. A. that action

NOVEMBER 19, in Cleveland, the annual meeting of the Professional Golfers' Association of America will be held.

Before the first issue of GOLFDOM was printed we had some knowledge of the organization hopes and efforts of P. G. A. officials. The deeper we got into our work of trying to be of plainly profitable service to the properly representative professionals of the country the stronger became our belief that the organization aspirations of the P. G. A. leaders and the rank and file were stymied by lack of facilities and full-time, qualified personnel. It is unjust to ask any professional to volunteer to assume, without pay, the burden of the work that clearly lies ahead. The load, heaven knows, has been heavy enough for the trail-blazers. It has been willingly and ably borne and we doubt if credit and co-operation have been as freely granted as they might have been.

In view of the foregoing, GOLFDOM cut loose in September with an article on the P. G. A. "Hour of Destiny," intending to arouse pro thought so the situation would have the benefit of due consideration when the boys met at Cleveland to talk it over. Comment of Alex Pirie, George Sargent and others on this P. G. A. article was printed in October GOLFDOM. In some respects, they pointed out, we were wrong; for the greater part they endorsed GOLFDOM'S remarks.

Now comes Willie Hunter with brisk and specific ideas. They call for the thoughtful attention of every professional who believes in his business and in his own ability and character. They make tangible, constructive suggestions.

It is this sort of definite thinking that will bring great good when the P. G. A. holds its annual meeting. In wishing the P. G. A. a highly successful conference, we need do no more than to hope that each delegate comes into the sessions ready to talk in accurate, concise and complete detail of well-considered and definitely helpful ideas.

Most association meetings, no matter what lines of commercial endeavor they concern, kill nine-tenths of the time in platitudes, generalities and common "bull." In deliberately protecting themselves against that danger the professionals will distinguish themselves as business men.

will come to effect centralization of effort so that close contact will be maintained between all branches.

Despite our progress it is useless to argue that we are all we could be as an organization, in the way we are at present constituted. September "GOLFDOM" had an article entitled "The P. G. A. Hour of Destiny is Here," which it would be well for all in our profession to ponder over.

This article was not written in the spirit of fault finding, but rather as a constructive criticism. Those of us who might criticize the directors of the P. G. A. would do well to analyze the accomplishments of the P. G. A. during the last few years taking into consideration the machinery, or perhaps I should say, the want of machinery at their command.

Pioneers Have Paved Way

Men like Pirie and his associate directors have been invaluable as pioneers of the P. G. A. movement giving unselfishly of their time in an effort to better our conditions, but the time has come when a real organization must be formed if we would hold up our end as a worth-while profession.

It should not be hard to finance a real structure to guide and co-ordinate our efforts so that all branches in this vast country are kept in close contact. There are many ways that suggest themselves to raise the necessary funds to do this but the only straightforward method is by a substantial increase of the annual dues. These dues could be collected and forwarded to the central office on the installment plan so that those of our members who are not in the "big money class" can more easily meet the obligation.

It is usual when asking for more money to give more in return and we would be foolish to subscribe to a movement for increased dues unless we intended to go about forming a Central Business Office run by men preferably outside our ranks. At present the P. G. A. can not do much of consequence except receive dues and run a P. G. A. championship. What we want and want quickly is a man big enough to take care of our affairs and make possible a continuous method of approach to the governing body. A golf professional has not a chance in the world to confer on anything like equal terms with the U. S. G. A. He is bound to feel that he is talking more or less indirectly to his boss. Give us a man after the type of



Willie Hunter, former amateur star, who makes study of needs of pros in business careers

Landis and I am ready to bet the rank and file of the P. G. A. will pay for him.

Very little organized effort has been made by our association to combat the pernicious activities of the hundreds of self-styled golf professionals who prey upon the public. These people are the cause of our profession being credited with numerous black marks. The only way that I can see to halt their activities would be by a well organized advertising campaign in the golf magazines. Paid publicity would be followed by favorable free copy and the public would for the first time have fearless and definite information regarding those who teach and advise them.

Need U. S. G. A. Team-Work

The U. S. G. A. should be approached by the right person and interested in concerted national action against the inefficient non-recognized professional. Their recommendations to their affiliated member clubs would be beneficial both to the public and to our profession.

Make no mistake the golf professionals are awakening from their slumber. Business methods are being introduced into their shops so as to compete with the modern competition of stores.

Their greatest fault, poor buying, is being taken care of through the interest and advice of the local executives of the P. G. A. Old-time policies of waiting until the business comes to you are gone forever and in their place is a recognition of the fact

that the golfing public has changed and requires to be sold before buying. Credit in Southern California is now the business of the association. The wholesale houses furnish us with a list of delinquent accounts and the professional whose name appears thereon is answerable to his fellow members. We have found that a warning has been sufficient to straighten out most such situations.

Contrary to the oft spoken criticisms of our profession, we can safely say that golf professionals are assimilating business methods with a willingness which speaks well for their future in the stern competition ahead.

Assistant Is Important in Pro Success

By PAUL SCOTT

*Professional Montecito Country Club,
Santa Barbara, Calif.*

IN going around to different clubs either to play or on business I have spent a few minutes in each golf shop, looking over the professional's supply of golf equipment and at the system of taking care of the members' clubs and of selling golf goods and assigning caddies to players. And it has struck me that in many clubs the efficiency of the professionals' assistants could be improved upon for the welfare of both the professional and the club in general.

Almost every day the professional is busy giving lessons on the practice tee or is giving a playing lesson or is playing a game of golf with his club members. And while he is away from his golf shop he should have an assistant who will look after the interests of the members and their guests just as well as the pro would if he were in the golf shop.

At many clubs the assistants do not keep the members' clubs cleaned properly. They may clean the clubs after the player uses them but if he should not come out for a week or two the clubs get dusty and probably rusty and should be cleaned again. In many cases the player comes out to play golf and as he starts off of the first tee he notices his bag and also the clubs are dirty. The professional receives a revenue for the care of these clubs and I think he should have an efficient assistant to this detail of the shop's operations.

Lax in Selling

Another place where there is a great deal



Chisholm Photo

PAUL SCOTT
Professional at Montecito

of laxity is in the selling and taking care of the golf supplies by the assistants. In many cases the assistant does not keep his stock clean and attractive and in selling a member anything does not care whether the member buys anything or not. In many instances the assistants are hitting golf balls down the first fairway in front of the golf shop and when a member or guest comes to play golf he has to wait until the assistant gets through practicing before he gets any service, and when he does it is given without thought so that he can hurry out and hit more balls.

There are a great many professionals who think that as long as they can shoot a wonderful game of golf that they can hold down the job with their clubs or, as they are good instructors and are busy giving lessons all the time their job is safe. But I don't think any professional's job is safe unless he sees that there is efficiency in every way in the golf shop and caddie system as well as his teaching and playing.

There was some discussion in a recent issue of GOLFDOM about certain clubs taking away part or all of the concessions from certain professionals. I can see justification for the cancellation of a pros' logical privilege when the professional allows poor efficiency to exist in his shop.

I think that a professional's duty is to his club members first. He should see that they are taken care of in the best possible way so that they will enjoy their golf and

recreation in the finest way because they are paying for it and because he is employed by them.

Some Star Assistants

If you should ever visit the Annandale Golf club in Pasadena, Calif. you will see real efficiency in the golf shop. The professional Jack Malley, and his assistants Aaron Vice, Cliff Shaw, and his club cleaner whose name I do not know, are all experienced men who give the members of that club real service. You never see them standing around smoking cigarettes or loafing. They are always on the alert to give the very best that is in them.

They greet the players with a hearty "good morning" or "good afternoon," and ask them whom they are playing with. In the next few seconds they have the clubs out and the caddies assigned and whatever else the players may wish for. This is what I call real efficiency and I think every club should have it no matter how large or how small.

But now I am coming to the main reason for writing this article. To obtain real efficiency in your golf shop the professional must pay *good wages* to his assistants. There are many many golf shops where the assistants are poorly paid caddies who are given such a small salary by the professional that he doesn't care for his job a great deal and cares not if he loses it. Therefore he is lax in his desire to give good service and even resorts to stealing petty amounts in the shop to make up a decent living wage.

But if you pay higher wages you can get better men who will give better service to your members and keep your golf shop in fine condition. In return for high wages you will make double the money you made from your golf shop when you had cheap help. In addition to their salary you could give them a bonus or a commission which would encourage them to sell your golf goods and also make them take a certain pride in their work and a better interest in their work because they will want to keep their job and will do what is right to keep it. Also they will make better golf professionals when they become professionals and will be a credit to the profession.

A member of my club once told me that he was at a banquet at which Andrew Carnegie was present and the toastmaster asked Mr. Carnegie to tell what he contributed his success to, in the steel industry. Mr. Carnegie said that he contributed his



PLAY GOLF with WILLIE HUNTER
at the
Montebello Park Golf Club

CALIFORNIA'S finest 18-hole all grass pay-as-you-play golf course opens to the public on
July 4
with Willie Hunter, former British amateur champion and present California open champion, as professional.

Montebello Park Golf Club is located on San Carlos Drive a few blocks north from Whittier Boulevard and only seven miles from the heart of Los Angeles.

A \$1000 challenge of Spanish architecture coupled to every convenience for the golfer including locker and shower rooms for both men and women, lounge, sitting room, and special grounds for backing the course and many other features.

The course is open for playing every day in the year from 8 a. m. to 6 p. m. and on Sundays from 9 a. m.

Discussion reservations to play may be made at 530 South Olive Street.

Here's some of the advanced fee-course advertising that pays and gives Willie Hunter a good slant on results of modern business methods in golf.

success to being able to hire the right kind of men to work for him. Of course the golf professional's shop is immeasurably smaller than was Mr. Carnegie's business but nevertheless it has its importance when it comes to the welfare of the golf professional and the future of the profession.

Indiana Greenkeepers to Organize, Nov. 10

Indianapolis, Ind.—Greenkeepers of Indiana will meet at Hotel Lincoln, Indianapolis, Nov. 10, for organizing a state greenkeeping association. Thirty-five of the state's greenkeepers already have signified their intention of being present at the dinner and evening organization session. President John MacGregor of the Mid-west Greenkeepers' association will address the meeting. For further details Hoosier greenkeepers are referred to Clarence Griener, 125 East New York ave., Indianapolis.

Business Baron Gives the "Close-up" on Greenkeeper

By B. R. LEACH

"All is not gold that glitters."—*Shakespeare*.

WHENEVER I want to know anything in particular there always seems to be someone around handy to tell me all about it. The other morning, for instance, I was wandering across a golf course with my left eye trained on the turf looking for "golf-course mushrooms." You can get as high as 40 cents apiece for them if they haven't been cut or nicked. When I neared one of the flat mounds from which the players swat the ball I observed the local coal and lumber baron in the act of making a few preliminary wiggles prior to hitting it on the nose. He didn't seem to be in a very good humor judging from the expression on his face. It seemed there were too many mosquitos in his bedroom the previous night.

"However," he remarked, "this course is enough to put anyone to sleep so no doubt I'll make up for last night before I finish the round. The new green-committee they elected last night will have plenty of opportunity to demonstrate their stuff. The course is rotten."

Murmuring a few polite words of sympathy for his low state of mind I made the casual remark that no doubt the newly-elected green-committee, in view of the honor attached to their election to office, would make every possible effort to remedy the existing deplorable conditions.

"Well, yeah, maybe so," he remarked, "and then again maybe not so. They can't be any worse than the last green-committee gang we had running this course. At any rate this new bunch have my sympathy. This green-committeeing business isn't any bed of roses. In fact it's getting to a point in most clubs where it's not the easiest thing in the world to get candidates for the green-committee. Nobody really wants the job. Of course now and then you can drag in a member who plays second fiddle in his own domestic orchestra. It gives him a chance to assert a little authority now and then, but with most of the members, nothing doing.

Green-committeeing interferes with business, and with one's game of golf. When a green-committeeman goes around the course he spends ten per cent of the time playing golf and the remaining ninety per cent checking up on the greenkeeper. It gets so no one wants to play with him. Besides which it gets at times to a point where every time he sticks his head in the locker-room a howling mob of plus-foured golfers proceed to give him hell about this, that or the other thing until he actually begins to get sorry for himself. No, sir! being on the green-committee is not so hot. There's a big turnover in that line of business."

Why Make Martyrs.

I made the remark that his presentation of the case for the green-committee was decidedly enlightening, and raised the query as to why, in view of these conditions, golf clubs kept right on electing green-committees who didn't particularly want to be elected and who quit as soon as they could do so gracefully.

"Wouldn't it," I remarked, "be a much better plan for the clubs to hire someone capable of growing the grass on the course in which event they wouldn't need a green-committee. Then all the members could spend all their time playing golf. However, I hastened to add, probably they couldn't hire anyone who knows as much about growing grass as the green-committee knows."

"You're all wet, old top, on that point," advised my friend, the coal and lumber baron. There isn't any group of citizens, as a general rule, who could possibly know less about growing grass on a golf course than the average run of green-committees. They're nearly all city men. What do they know about grass-growing? They don't teach the subject in college. Besides which you have it all wrong. You don't have to be a grass grower to belong to a green committee. You can be green as grass on the subject of growing grass and still be a member of the green-committee. In fact a green-committee is in many cases really

a *green* committee, sometimes they're as green as the grass that grows on Ireland's hills."

"Take for instance," he continued, "an average green-committee. There's almost always a dentist on every green-committee and you know it takes brains to be a dentist. Then there'll be an insurance agent in the bunch. It takes brains to make money in the insurance business. Maybe there'll be a business man or a lawyer in the gang. All brainy fellows, every one. What's a little thing like growing grass to those guys? All you need to grow grass on a golf course is a strong back and a weak mind. You're not supposed to know anything about growing grass when you're elected to the green-committee. Not at all. You just naturally learn all about it while you're green-committeeing."

This was all certainly very interesting to me. I never realized before how versatile the average city man really was. They seem to be veritable mental giants.

"Of course," I remarked to my friend the coal and lumber baron, "you won't think it absurd if I ask you whether they never make even one teeny, weeny mistake in grass growing? And of course, in view of their dental, legal, business or other training they are no doubt able to grow a high grade of grass very cheaply and thereby save the golf club a heap of money."

Promoting the Party

"My boy," moaned the dealer in black diamonds, "you are a prize specimen of what Barnum would have characterized as a 'sucker.' How could a green-committee possibly be guilty of mistakes? Whenever mistakes are made around a golf course it's the greenkeeper who makes them. The green-committee's activities are all entirely constructive. Besides which you don't understand how they run a golf club nowadays. Golf clubs have lots of money and when they want more they have an assessment party. It's the green-committee's job to furnish the program for these assessment shindigs. You don't know what I mean by assessment? Well, if you ever join a golf club, you'll know."

All this hot-from-the-griddle dope certainly intrigued me, but there we were one or two points not quite clear.

"You used the term—'greenkeeper,'" I timidly interjected, "what is a *greenkeeper*, if I may ask?"

"Well," advised my friend, the lumber purveyor, "a greenkeeper is a guy they

caught young before he had a chance to learn that he could make three times the money he makes greenkeeping by having a relatively soft snap in some other line of business. A greenkeeper is a professional grass grower. It's his business. You see he has spent all his life growing grass. He knows grass from the day it sprouts until its ears get nicked by a lawn mower. He grows the grass until the green-committee finds out a few things about the process and begins to butt in."

"But," I interrupted, "tell me something. If the greenkeeper is a professional grass grower and knows how to grow grass, why does the green-committee have to go to the trouble of learning to grow grass? Why doesn't the green-committee spend its time playing golf and let the greenkeeper grow the grass? Of course I know I'm not clever and I hope you don't mind explaining these little details."

Situation Explained

"Good night," exploded the expert in hard and soft coal, "You're dumber than I thought possible. Are all you scientific guys like that? Now listen and *don't interrupt*. The situation is briefly this: The greenkeeper knows how to grow grass all right. That's a fact. Every turf expert will tell you that greenkeepers know their stuff. But the trouble is the green-committee *doesn't think* he knows how to grow grass, in fact, they don't think he knows much of anything. How do they get that idea about greenkeepers? Well, that's a long story but I'll do the best I can to explain the matter so you can understand the general situation. In order to obtain an adequate conception of this highly complex problem it is entirely essential that you be familiar with the city man's psychology. What's that you say? I'm using too many big words? All right. What I mean to say is that you gotta have the low down on how a city man uses his bean. Get me? All right. Now here's the way it works out: When a city man meets another man in the city he sizes him up. If the guy has an \$80 suit draped artistically about his person with his pedal extremities (feet) encased in a pair of \$20 kicks, a Duke of Wellington collar covering his Adam's apple and a \$16 hat on top of his dome, then this walking clothes-horse is a smart guy beyond all shadow of a doubt. The city man *knows* this guy is a smart fellow because if this guy wasn't a smart fellow he wouldn't be able to take

enough jack away from another smart city fellow to buy all those up-and-coming glad rags with. Do you follow me? All right. Now here's where the rub comes. That sort of psychology is all right in the city, but it isn't worth a tinker's dam out in the country where the golf courses are located.

"Apply this city slicker type of psychology in the analysis of a greenkeeper, as you find him on his native heaths. On such a size-up the average greenkeeper doesn't stack up very high. In fact, he has all the outward appearance of a high-class truck-driver. Why? How in the hell are you going to look like anything else when you're the guardian of 18 greens, 100 acres of fairway, a barn full of dirty machinery and the whole damned business is climbing up round your neck 14 hours a day? The greenkeeper presents the greatest biological anomaly of the twentieth century extant. You might almost term him the great exception. Here's a lad who not only has to keep his brains in high gear all day long but in addition has to fight like the devil all day long to keep from being submerged in an onrushing sea of tractor grease, cow manure, loud-smelling fertilizer and what not. And what's the result? He looks like a laborer and these city-bred green-committee members think he's a laborer. They consider him a low common fellow. Why? Because they don't know any better and never will."

Greenkeepers' Uniform

"Well," continued my friend, the coal merchant, "what's the answer to a mess of this sort? The answer is so simple that no one has ever thought of it. Here it is: at the next meeting of the greenkeepers' association the following iron-clad resolution should be passed: 'Resolved, That from this date forward the members of the greenkeepers' association shall conduct themselves as per the following instructions: on arising in the morning the greenkeeper will indulge in a leisurely hot bath followed by a close shave, hair cut, shampoo, facial massage, and manicure. The greenkeeper will then give serious consideration to the question of proper and suitable raiment for the day's activities, his choice being, of course, governed by seasonal considerations. Each garment to be strictly in the mode but conservative in cut and texture. Flashy or ultra-modish garb is to be avoided at all costs. During the cooler fall months, for instance, a

proper costume for the well-dressed greenkeeper will consist of striped worsted trousers, a cutaway coat correctly piped with satin, a Duke of Wellington collar with blue polka dot tie, a silk hat (more commonly termed a 2 gallon hat in certain sections of this country) together with black shoes encased in white spats although those of a light, mauve coloring are permissible. Linen to be rich in texture and in accord with the general tone of the costume. Correctly attired as above and following a leisurely breakfast of kippered herring, honey-dew melon or other delicacies of the season, the greenkeeper will then be driven to the golf course in his official car by his chauffeur.

"From this date forward any greenkeeper discovered doing any actual work will be summarily fired from the greenkeepers' association. Let the laborer do the work. Greenkeepers are also advised that this association has made arrangement with the golf clubs of the country for the suspension for 30 days of any member who has the temerity to address a greenkeeper by his first name."

"There, my boy, is the answer to this mixup of greenkeepers and green-committees," said the coal baron. "There it is in a nutshell. If the greenkeepers' association passed and enforced that resolution, everybody would know that greenkeepers had brains and green-committees would go where the woodbine twineth and the wombat calls to his mate."

At last I realized to the full that I was talking to a genius, a captain of industry as it were. What a tremendous insight into the problem he possessed. I could not forbear one final question.

"Has any green-committee ever tried the experiment of confining their activities to the game of golf and allowing the greenkeeper to do his stuff? If so, how did it work out?"

"Oh, yeah, it's been tried," said my friend, "but it didn't work out so very well. In fact it was rather a tragic affair. I remember it well. It all happened over at the Ookematooc golf club, just west of here. A year or two ago old Bill Smith was elected green-committee chairman at Ookematooc. He tried to wriggle out of it but they nailed him to the mast. Well, the morning following his election to the chairmanship, old Bill sauntered down across the course until he met the greenkeeper down near the tool shed. He im-

(Continued on Page 42)

Golf Business Notables

Comment on Season

District Stations Are Biggest Greenkeeping Advance

By ED. B. DEARIE, JR.

Secretary, Mid-West Greenkeepers' Association

WHAT in all probability is one of the outstanding features of the year's advancement of greenkeeping is the establishment of district experimental stations.

These stations will lay the foundation for scientific information which heretofore was unavailable. Data and information collected at these laboratories will be of inestimable value to clubs within their districts. Problems can be studied in their entirety, freed from their inherited background of doubt and prejudice. Component parts of each problem can be studied with greater detail and thoroughness than is possible on any actual course. The results of these investigations will be presented to the practical greenkeeper in such a manner that he will understand how to take advantage of the information. It will not be necessary for him to re-analyze general agricultural facts in order to adopt them to greenkeeping.

The new station in the Chicago district is planning to study all of the various phases of greenkeeping problems from soil reconnaissance to brown-patch and snow-mould. Embodied in this vast array of study will be a wide range of turf problems, involving all phases of turf maintenance from the sowing to the harvesting of the grass seed. Especial attention will be devoted to the adaptability of various strains to use on golf courses. A complete check will be made of the availability of all commercial and organic fertilizers and consideration will be given to the most efficient manner of application. In the laboratory microscopic study will be made of various turf diseases and parasites. Active experiments will reveal the most satisfactory means of control and possibly elimination.

To awaken those in this field to the fact that greenkeeping is based upon sound fundamentals of science undoubtedly will be one of the achievements of these ex-

perimental stations. One of their functions will be to co-operate with individual greenkeepers in their own studies and investigations. It is hoped that this action will aid in the development of clear thinking, sound judgment, constructive imagination and effective application to a solution of the multitudinous problems of greenkeeping. First, it is necessary to thoroughly understand the facts involved. The technicalities of the subject will be analyzed and explained in a practical manner unthought of in the past decade of greenkeeping.

Today's Pro Is Real Business Man

By JIM WILSON

Professional, the Ravisloe Country Club

I DO not think there is any comparison between the professional of the present day and the professional of ten years ago regarding salesmanship.

In days gone by, the pro was content to wait in his shop for the members to come in and look his stock over. Today, the professional, if he is a business man, which most of them are, meets his members in the locker-room, on the course, in fact, any place around the club, and tells them what he has in his shop to sell.

The professional has a much larger field for making money than before. For instance, when I started in more than twenty years ago, the pros kept a few clubs, balls, and golf bags. Now, most of them have a large assortment of raincoats, leather jackets, knickers, hose, caps, sweaters, umbrellas, also matched sets of irons and woods, which increases their sales considerably.

Furthermore, a great deal depends on the kind of a place he has to display his merchandise, and how he has it arranged. In my opinion an attractive shop and merchandise properly displayed is a wonderful asset towards selling.

In past years the professional had but one room in which he would have clubs, bench for repairs, racks for members'

clubs, and a buffing machine. In most cases today, he has a separate room for keeping members' clubs and repair bench, besides a room for display purposes, which should be attractive in every way, such as the floor carpeted, windows draped, show-cases, etc. They have this done in stores, why not the professional's shop?

I think most every club would, or should, be willing to fit up the right kind of place for their professional, providing he has the members' interest at heart.

There are great opportunities for the professional golfer, and I think most of us realize it. There is no reason whatever, why it should not be profitable for those who stay on the job and give their members the service they are entitled to.

There is no question but what the business professional takes pride in his credit rating. They are most anxious to take advantage of their discount if possible. Recently, I was conversing with a salesman representing a well-known sporting goods store and he mentioned the fact they had but very few doubtful accounts.

I think professionals in general realize the revenue that can be obtained from giving lessons, and have therefore devoted a lot of their time in making a study of the game so as to simplify their methods of imparting their knowledge to pupils.

Women golfers have helped considerably towards making it profitable for the professionals. They are taking a great deal of interest in the game, also taking lots of lessons. I think one of the reasons is that they come into the professional's shop, get his advice on selecting their clubs instead of, as in the old days, having the husband's or father's clubs given them, the relics he had stowed away in his locker.

BEG YOUR PARDON

THE article appearing in our last issue on "Selective Weed Control" was credited in error to George Sargent, instead of to its actual author, B. R. Leach. We regret our error.

Several dozen letters have been received during the past month addressed to Mr. Sargent, asking aid on various greenkeeping problems. As Mr. Leach is an authority in such matters, communications should be directed to him in care of GOLFDOM and not to Mr. Sargent.

Co-ordination Is Major Need of Clubs

By C. H. GARARD

Manager, Barrington Hills Country Club

IF you were a banker what would be your attitude toward a business that changed its entire directorate every year, and adhered to a policy of firing the whole working organization after each inventory period? Would you consider this business a good banking risk? If you were an executive member of the Chamber of Commerce would you invite a business enterprise having such policies to become established in your home community? You certainly would not?

Then why vote for or tolerate such an arrangement in your club?

A club is the meeting place of men having kindred aims and aspirations. It is the place you meet your dearest friends for social intercourse and relaxation; therefore your club policy should be on a sound basis and a model of excellence that would be an inspiration for others to emulate. A gentleman's club is a haven and a mecca and as such its governing policy should include the best possible thought and effort.

How can this be accomplished?

In the business world there is being developed one fundamental idea that is directly responsible for the great progress that has been made in industrial lines in the last decade and a half. This idea is co-ordination. When an individual or group of individuals conceives a practical merchandising idea, those interested in the manufacture of the article in question get together with their banking interests and decide on a marketing plan that will make it easy for the consumer to purchase their wares. The result of this co-ordination brings the factors of the enterprise into one harmonious group and makes for a higher standard of living for all concerned.

A number of individual clubs have proved the value of this co-ordination of all interests and are reaping the fruits of the co-ordination of policy and management. While it is not the primary object of golf and country clubs to make a profit, the elimination of unnecessary waste and inharmonious committee relationships are highly desirable ends to be achieved.

The development of this idea of co-ordination in club affairs is not a seriously in-