

T a l k i n g I t O v e r

Joint Meetings of Greenkeepers and Chairmen Go Good

One evening recently we attended a joint meeting of green chairmen and greenkeepers located in one of the metropolitan districts. The attendance was surprisingly large, for the meeting was held at a club that is far distant from some of the other clubs in the section. All that was needed to make the meeting a perfect success was more green chairmen, and they will come to the next session after word of value of this meeting gets around.

This idea of joint meetings is something that should be encouraged throughout the country. It need not be confined to the metropolitan territories for the automobile these days brings any men from a dozen small towns having golf clubs quickly to a central meeting place.

There were three things that made this particular meeting a success. The first was a definite program of timely interest with papers prepared in advance by authoritative speakers. The second was a chairman who guided the discussions so they would have a specific relation to the subject under discussion, have some practical benefit, and would not degenerate into pointless arguments or wordy speeches. The third factor responsible for the successful meeting was that the greenkeepers were not allowed to get the impression that they were meeting with their employers on a basis that called for any reluctance to make a correction of a green chairman when he was wrong, or to refrain from telling the greenkeeper's whole story for any reason.

It was a great meeting for inspiring co-operation between green chairmen and their greenkeepers, and a session that is certain to have a marked beneficial effect on greenkeeping in the district.

There should be more of such meetings. Why not call one for your locality?

Why Not a "Check-Up" of Progress?

Immediately upon his election each golf club president resolves on a program of progress at his club and dedicates himself to the job of seeing that each detail of this campaign is carried through to a successful conclusion.

Along comes bad weather, lack of co-operation, lower income, increased expenses and a score of other factors to make the heart weary and the head heavy. The best laid plans sink quietly to rest. The natural tendency is to think that since he is struggling valiantly in a thankless and profitless job, the best thing that an enlightened and disillusioned president can do is to get by in the smoothest and easiest manner possible and abandon his high hopes.

But it is now when the real battler just begins to fight. The first thing

Between Ourselves

is to check up on how much has been done to bring about the improvements the administration desired. The points of shortcoming, brought forcibly to the attention of the responsible committees, probably will get more attention in a few weeks than the president's fondest dreams contemplated. An element of competition in achievement may be introduced to committee activities as a result of this appraisal of the work done to date and keep all committees "pepped up" through the dog days of August.

Pros Learn to Be Business Men Quickly

Around seven years ago golf first attained the "craze" status in the United States. Previous to that time it was enjoying a lively growth, but nothing like that it has experienced since 1920.

In view of this phenomenal development of the market it seems to us that harsh criticism of professionals generally as business men is without foundation. They have done far better in getting their bearings quickly than many other men in new work. They have improved as business men at a quicker rate than most to whom selling is an old game. Look about you at other comparatively new businesses and you will find a condition of distress prices, selling oversights and extravagances, and frantic efforts to break even.

The professionals, most of whom have been denied education in even the first principles of merchandising, and many of whom are not naturally of a merchandising temperament, are going at their big job of making themselves business men in a way that entitles them to the cordial co-operation of their clubs and their sources of supply. These professionals are succeeding in intensively cultivating their markets, in getting the right displays of merchandise and in establishing and following the correct selling procedure, in an amazingly brief period as business history goes.

This season, so the salesmen of golf goods say, is marked by a general quickening of progress in professional selling practice. Shops are more attractive. The professional and his assistants are keen in developing buying action, and most significant of all pro credit rating has taken a wonderful turn for the better.

Competent observers have been kind enough to credit GOLFDOM with spurring this professional achievement of a sound business position. We thank them, for we are not modest enough to deny any such statement that is due to have a favorable effect on advertising. But in passing along the congratulations for bringing the pros into their own we pay tribute to the Professional Golfers Association bodies. By their firm and persistent work in emphasizing good credit as unflinching identification of a good pro, they have focused attention of their members on good business methods in a sharp and successful fashion.