

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

Mid-West Vol- unteers Valuable Greens Help

Elsewhere in this issue details of the Mid-West Greenkeepers' association's new plan of consulting and advising service appear. Not since the formation of the U. S. G. A. Green Section has such a valuable contribution been made to the cause of better course maintenance, providing the golf clubs to which the service is available will take advantage of it in the same earnest manner in which the service is tendered.

We have difficulty in calling to mind any other business that could, and would, send out some of its foremost authorities to determine and remove operating difficulties, and make a charge that represents only bare expenses and not a cent for the valuable and authoritative knowledge brought into play. The Mid-West association deserves the highest commendation for its new plan. The plan means more work for the volunteer experts to whom "union hours" now run the length of a farmer's laboring day, but the added responsibilities have been willingly accepted. The Mid-West men are going at this new proposition in their usual energetic fashion, with the enthusiasm of crusaders for better and thriftier maintenance of perfect course conditions. We have wondered if green-chairmen give these fellows due credit for their idealism. When the greenkeepers meet there is a lack of that air of eat (if absolutely necessary), drink and make merry that is so evident at many business conventions. The greenkeepers mean and act business. They want every course to be perfect, and after that perfection is achieved they may think of their own monetary reward for the work, but the great national game of "getting theirs" doesn't seem to bother them much.

That may be a handicap to this new plan the Mid-West association announces. There are some who don't realize or appreciate the extent to which good greenkeepers will go "for the good of the game." These unknowing ones will under-estimate the value of the service because it is gratuitously given and thus will deny their clubs the benefits of one of the most important helps that has been offered to golf. The almost complete lack of selling force in the makeup of even the greatest of greenkeepers means that probably there will be just the announcement of the consulting and advisory service, and no persistent follow-up. However, the announcement alone should be enough as revealing the location of ready rescuers when a brother greenkeeper or green-chairman sends out an S. O. S.

Department Meetings Promote Smooth Operating

Meetings of department heads of commercial establishments are more or less customary and successful, but such cases are rare in golf club management.

We ran across a case recently of a club where the president and committee chairmen meet twice a month during the season with the manager, greenkeeper and professional. These sessions, so the club president told

Between Ourselves

us, were directly responsible for a \$4500 profit this year as compared with a \$2900 deficit in 1926.

Get your men together and encourage them to speak out in meeting. You'll get harmony and a very welcome unity in striving for thrifty and satisfactory operation.

Tell Virtues of Many, Not Faults of Few

We read "Elmer Gantry" when it was hot off the press, and despite its several hundred pages to the effect that the minister of the gospel was a hell of a guy, we continued serenely to hold our opinion of the generally lofty character of the clergy. The other day we got a letter that reminded us of the Gantry volume. It blistered the professionals as the Lewis book lit into the ministers.

The letter was written by an evidently very earnest fellow, and what he said was plenty. There was just one thing wrong with the letter and with "Elmer Gantry," restricted vision.

In the year preceding the publication of the first issue of GOLFDOM, while we were laying its foundation, we talked with a number of the country's foremost professionals regarding a proper editorial policy for their phase of the game. The sage veteran, Alec Pirie, at that time said to the writer: "Hir-r-b, dinna scold the pr-r-o, it's been over-r-doon. Help 'im."

That came back to us as we read the critical letter.

The pro needs help in correcting just such misinterpretations of his status and profession as that our interested but mistaken correspondent sent to us. That is the sort of aid that club officials can give to assist the representative and worth-while pros establish the publically recognized standards of their fraternity. On such matters as concern his own business operations the pro is doing a pretty good job of helping himself and should be allowed to push his progress in this direction instead of being handicapped by any idea that he is to be condemned for the shortcomings of the few in the fold.

"Catch 'Em Young" Is Tip to Manager Who Looks Ahead

Our records show that seventy per cent of the country's golf clubs have their annual elections between November first and December fifteenth.

The wily club manager, knowing from experience that it is only human nature for these newly elected or appointed officials to assume "new-broom-sweeps-clean" tactics, will make it a point to hold a conference or two with the new president and house chairman before they start their sweeping.

A few weeks' delay and the new administration may have committed itself to some impractical plans of operation and the responsibility for failure, if it occurs, will have to be assumed by the manager without his ever having had a chance to figure in the conferences that established the line of march.