

and we are mighty fortunate to have him with us.

"Now to keep a good man here, he must have our patronage. You can get everything you need pertaining to golf from Smith, and the price will be right—so in the future when you need clubs, balls, or anything, please do your duty and get these articles from the club professional. He will appreciate your business, and you will be doing what you ought to by patronizing him.

"Another thing, when you buy a club from your pro you will be getting professional advice as to the kind of club best suited to you—this is of vital importance, because you can not do good work with the wrong tools, and when it comes to selecting golf clubs, it requires the knowledge and experience of a man like Smith to select the right clubs. Smith has qualified with the greatest professionals in the game, not only in play, but in the development of champions and in the intimate knowledge of fitting the right clubs to the player.

"Our professional is an exceptionally fine golf teacher, and if you want to improve your game, call him for an appointment and you will get a lesson that will be worth many times the cost in satisfaction.

"Let us all resolve in the future to practice the Golden Rule by treating our club professional as we would like to be treated if we were in his place."

In many cases such a letter is simple justice to the deserving pro. He is a beginner in the technique of strenuous competitive merchandising, and is ruled out by his position from importuning his members to buy more than their bare requirements. A member coming into a pro shop resents being "high-pressured" into a purchase, and the pro's selling reliance must be on a carefully selected stock of superior golf merchandise, so attractively displayed that it will do a good part of its selling itself.

Times without number the pro's services to his club calls for his presence away from his selling department. This faithfulness to all details of his job puts an additional penalty on his merchandising work. Considerate thought given to the pro's necessity of making a good profit from his shop will result in club action of a character that will secure for him the unwavering patronage of his members, providing he has a good stock and standard prices. Good pros are at a premium, and it is plainly noticeable that the leaders in the golfing profession are found at clubs where members are immune to the cut-price "come-on game" of the department stores or similar establishments.

Good Trade Is the Pro's

Though such inroads into the pro's logical business make some noticeable dents at times, the effect usually is only temporary, and frequently is observed among members whose normal business with pro shops is below the average in volume. Fortunately the established and apparently permanent channel of distribution of the better grade of golfing merchandise is through the pro. Close buying of the merchandise distributed through the department stores in itself is fairly reasonable evidence that the manufacturer who is not getting the pro-sold goods margin of profit, or the sales benefit of pro recommendation, is not going to be so keenly careful about the quality or uniformity of his product.

The pro pays the price and the pro's customer gets the quality. The story in the hands of the able professional merchandisers is as logical as $2 \times 2 = 4$, and as convincing as a federal court sentence, but the younger man at the pro business accepts as unavoidable his loss of the business to which he is entitled by virtue of his capably filled club connection, curses fervently to himself, wonders if he'll ever be as "tight" as his members when he gets some money, and goes on with his job. Then the club officials wonder why the young fellow seems to have lost the love of his work he used to have. If they'll investigate the sales situation, they probably will get the answer.

"Member Is Right," Is Successful Policy

By PETER HAUSEN

Manager, Edgewater Golf Club, Chicago

TO insure successful club management first of all it is necessary to impress all the employes with the idea that we are here to please, and that members are always right, and that no employe should enter into an argument with a member.

When a diner wants a special dish prepared in a special way to suit his particular taste, the dining room attendant should tell the chef exactly how this member likes his or her food cooked, and as much as possible the chef should endeavor to prepare it that way. Of course, in large clubs this is not always possible, but in smaller institutions, this rule should be followed. When only the best quality of food is

bought and prepared in a careful way, the chef giving his personal attention to everything that leaves the kitchen, there is very little doubt but that the result will be gratifying.

In Edgewater's locker room everything is well systematized. All lockers have combinations (so no keys can be lost) and the man in charge has been with the club for twelve years. With the locker rooms running smoothly, members are kept fairly well at peace with the world, and every care should be taken to assure swift and satisfactory service in this important part of the clubhouse.

Extension of Brown Patch Treatment in Prospect

SOME further interesting results are expected this year from the more extensive practical use of calomel (mercurous chloride) as a brown-patch control medium. Last year's observations of the green section at Arlington gave promise of widespread use of this material; the prolonged protection given and the comparative safety from the standpoint of burning turf being mentioned in the Green Section Bulletin as merits of calomel in brown patch treatment, together with its control and economy. Tests made during the past two summers also revealed that calomel did not injure the turf with cumulative mercury poisoning.

Calomel advocates are citing the green section statement in forecasting an active use of the treatment during this season. The December, 1926, number of the Bulletin stated: "If tests in various parts of the country next season substantiate these preliminary observations, as it is to be expected from the results with bichloride, it is probable that the most economical use of mercury against the disease will in the future consist of an early season application of bichloride against the fungus and earthworms, followed by treatments with calomel during the months when burning is most likely to occur."

One phase of the prospects for calomel is shown in the entry of another of the well known manufacturing chemical organizations into the business end of golf. This company is marketing its product as Calogreen, and recommends the use of one-fifth of a pound of the product to one thousand square feet of green, with five or six treatments being suggested as brown-patch control treatments to follow the pre-

ventative treatment of bichloride of mercury early in the season. After the bichloride of mercury treatment, the Calogreen people recommended that no further application be given the green until the brown-patch appears. A single treatment of their product, they state, will last from two days to two weeks, depending upon weather conditions. Particular stress is laid upon the finely powdered condition of the Calogreen material by its manufacturers, they stating that the finely powdered condition results in its staying in suspension longer when sprayed, providing perfect distribution in solution, and in easy and thorough mixing when used in compost. The finely powdered state also is responsible for the bulkiness of the material and its close adherence to the grass. Complete working instructions for the use of the material are supplied by the manufacturers to greenkeepers.

Club Within a Club Boosts Golf

By GRIFFITH BONNER

TOPEKA, KANSAS, has one of the progressive public links in the state. The Topeka Golf club, public course, is run on the basis of a club within a club idea, and this is working out very satisfactory.

The ground and clubhouse are owned by Joe M. White, former star backfield man of the Kansas State Agricultural college. The club now has close to 500 golfers using the course.

Dues for the season are \$30.50 a year, with no fee for rounds; \$5 a season for man and wife, with a round fee of 25 cents, or \$3.50 a season for a single ticket, with a round fee of 25 cents. Playing fees are 75 cents a day for week-days, and \$1 for Sundays for all not holding cards.

The club directors act in an advisory capacity to the owner, and are a rules and etiquette committee.

Fathers of the public course club in Topeka are Courtland Rogan, J. C. Clements, Sam Crow, Forest E. Wright, Norman Horn, John Hornsby, Ray Moore, Joe White and Griffith Bonner. This club in no way conflicts with the other golf clubs in the city, but rather tends to be a feeder for the other clubs. Team matches with out-of-town and local clubs are played during the year.

The club directors do more than play golf; often they help in oiling greens, or in nailing a tee box, planting trees, etc.