

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 in 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 Ravinloe 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'