

# 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 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-