

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-

volved task in any sense of the word. It is reduced simply to the problem of getting a group of men together who are willing to put aside pride of personal opinion and work out a definite set of by-laws. First of all the chain idea of selecting members of the Board is the most practical, inasmuch as the majority of the directorate will always be in office more than a year and familiar with the requirements for their particular club. The next step is to secure the services of a competent manager and give him the responsibility of management without too much interference. When this has been done it is well for the President to advise the committee chairmen that it is up to them to work with the manager who is the only power in the club that can successfully co-ordinate the various club activities without friction. And, by all means, be sure to have an accurate and detailed accounting and control system.

With such a program in effect in your club each succeeding year's operations will show a marked increase in efficiency and more harmonious and desirable standards of service will be enjoyed by the club membership as a whole.

## Manufacturer and Pro Relations Improve

By G. H. MORRIS

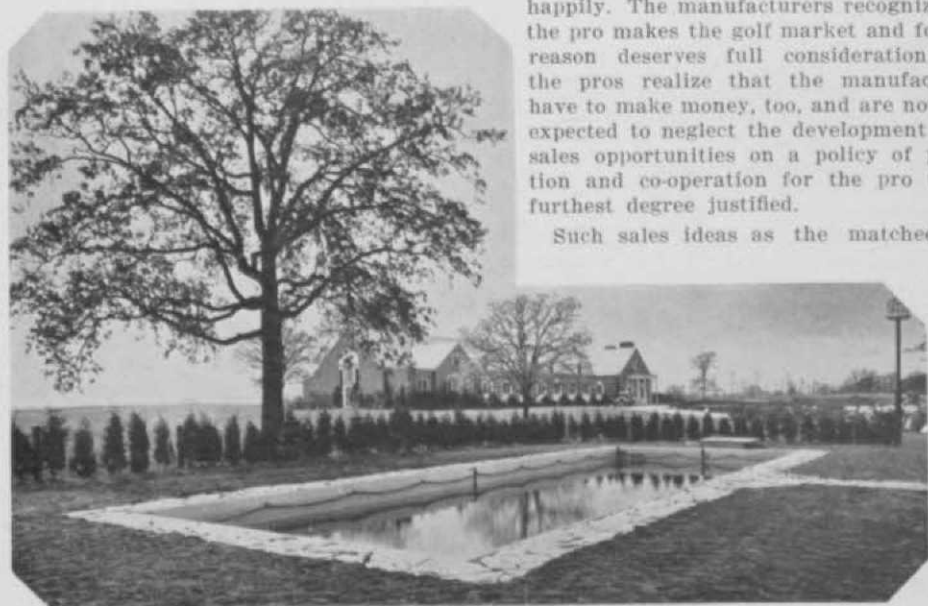
Vice President, the L. A. Young Co.

FROM a manufacturer's viewpoint the pronounced progress in the golf business during the past year has been in the betterment of relations between the pros and their sources of supply.

A definite advance has been made in the intrinsic value of factory-made clubs and I think it generally conceded by most competent pro judges that the best of factory made clubs now compare on an equal basis with the highest quality of expertly made bench goods, and certainly, when costs are figured properly, the factory made goods bring a bigger profit to the pro.

The pro trade that constitutes the larger part of the desirable available business has shown itself by attention to sound business practice to call for the utmost that a manufacturer can give in price protection and market development. In effecting a logical and profitable balance between the pro trade and the store trade the manufacturer is up against a delicate situation which I believe is being ironed out rapidly and happily. The manufacturers recognize that the pro makes the golf market and for this reason deserves full consideration; and the pros realize that the manufacturers have to make money, too, and are not to be expected to neglect the development of all sales opportunities on a policy of protection and co-operation for the pro to the furthest degree justified.

Such sales ideas as the matched sets



The swimming pool is getting recognition as a necessity in the complete golf club scheme of things. This one is simple but fits into the landscaping plan nicely. It is at Knollwood (Chicago district)