

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

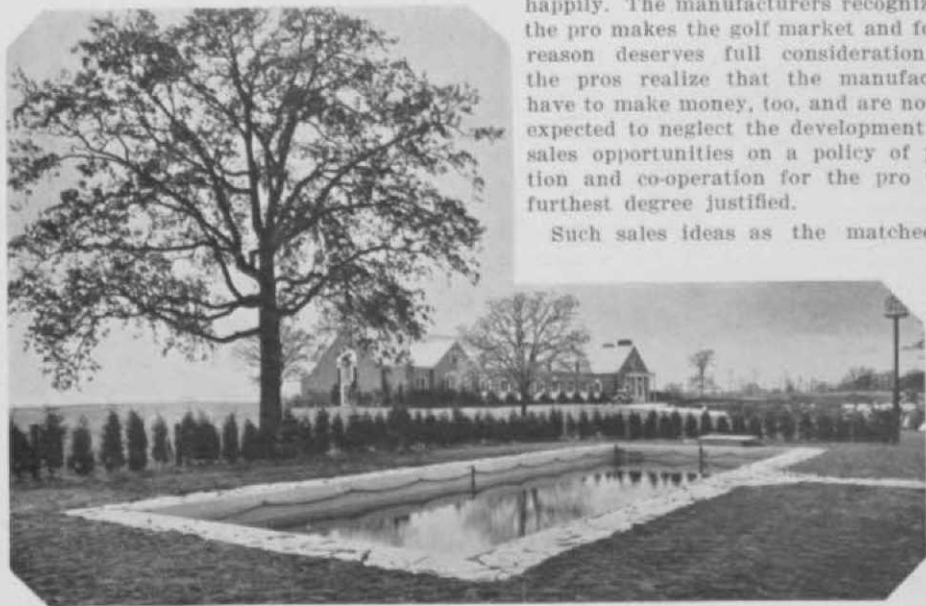
Vice President, the L. A. Young Co.

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)

and bags that arouse a keen urge to throw the tattered old carrier into the junk pile where it is overdue have been capitalized during 1928 in a manner that promises great sales progress for the mutual profit of pro and manufacturer during 1929.

## Year's Pro Progress Along Better Business Lines

ONE of the well-known figures in the golf business who prefers to remain anonymous, so far as his personal views on the year's developments are concerned, tells GOLFDOM:

To the best of the writer's knowledge, during this year there have been no especially important developments. In a general way, as far as our company is concerned, golf professionals have paid their bills much more promptly than in the years past; and it has been our observation that the golf professional is making an effort to keep a more business-like looking shop.

There has been a more or less general complaint from golf professionals that their members are bringing their golf equipment such as clubs and balls into the club and not buying it from them. If this is true, it emphasizes the need of the golf professional selling himself and his services to the members of his club, for it is only in this way that he can maintain his position of the past, and it is the only basis on which he can compete with the department stores who are more and more carrying a complete line of golf equipment, and the merchandising type of athletic goods stores. No longer can the golf professional place the burden of his success in a business way on the shoulders of the manufacturer, for it is not possible for the manufacturer to limit the sale of what he makes to the golf professional only.

The golf professional in every way should try to give more and more service to his members. He should remember that in a great many cases he does not pay the club for the privilege of doing business on their property, and having his trade brought practically to his door—to say nothing of the guarantee of the credit of his members, which he receives.

The golf professional should have in his shop at all times a reasonable stock of the most popular golf balls, and he should not let any personal feeling that he may harbor towards any manufacturer keep him from giving full service to all of his mem-

bers by being able to sell them any of the leading makes of golf balls that a member might desire to buy.

It would be well for the golf professional to adopt a co-operative attitude of mind towards the manufacturers of golf equipment, for these manufacturers know that the golf professional is their greatest sales outlet and the best interests of all are advanced to the fullest possible degree by having cordial relations exist between the seller and the buyer.

On the part of the P. G. A. organization, it unquestionably would be to the great advantage of their future welfare to co-operate with the manufacturers' associations, towards eliminating from their ranks and their profession that type of golf professional who does not pay his bills for no other reason than the fact that he is not a good business man or a fair dealing citizen. Everything possible should be done by the P. G. A. to build a greater respect for the golf professional on the part of the club member and of the manufacturer of golf equipment.

## Fairway Watering and Arsenate of Lead Are Features

By H. S. BAILEY

Manager Golf Department, J. Oliver Johnson, Inc.

WE are directly interested in the grounds end of the business and we believe that two outstanding developments in this line have been shown in 1928 and will show much better in 1929.

The first is the underground system of fairway watering. This is a field that has been hardly scratched except in California where the majority of the courses now have this equipment.

A surprising number of courses in the middle-west and the east have put in this system and the condition of these courses throughout the summer months is sufficient evidence of their efficiency. While this type has a greater initial cost, the operating expense is cut 50% and effects a greater saving each year.

The writer believes that the use of the arsenate of lead treatment for greens and fairways is one of the outstanding developments of the year, and one that will effect a substantial saving in the maintenance budget besides eliminating a great deal of worry and trouble for the greenkeeper and his committee.