

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

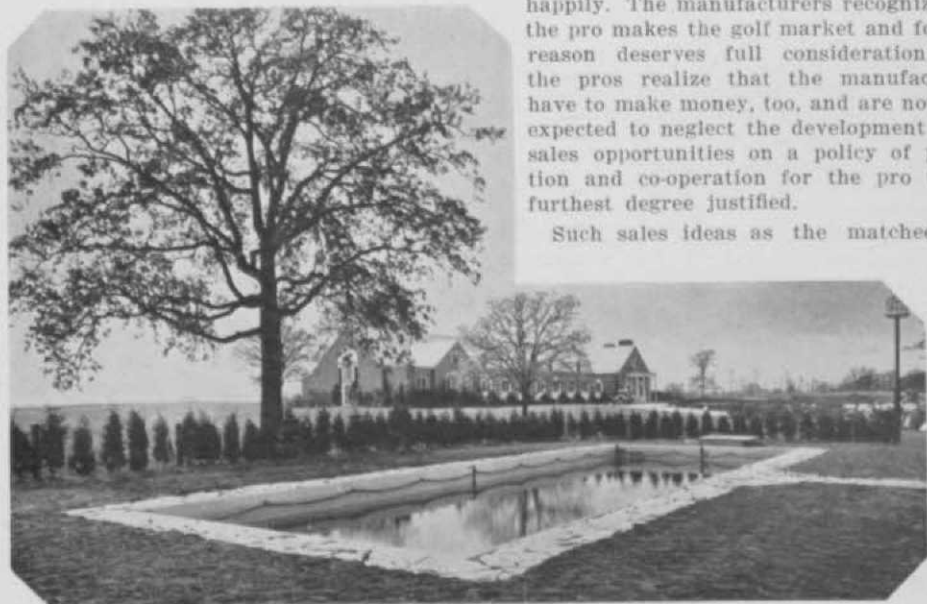
Vice President, the L. A. Young Co.

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)