

Progress of Turf Study Is Chief 1928 Advance

By C. B. MILLS
O. M. Scott & Sons Co.

ANY sport, industry or profession, call golf what you will, which has fastened such a hold upon our people must have made some rather remarkable progress somewhere along the line. That progress must have been steady and certainly 1928 has not been skipped.

Some will tell you that players have displayed the greatest improvement the past twelve months; more holes in one, a general reduction in strokes per round, better form, longer drives, truer putting.

But we, as seedsmen, are not great golfers. Fifty for nine holes looks mighty good to us. Our contacts are with green-chairmen. They play the game by worrying about how the greens look, what ails the fairways and who did the "excavating!" They are the pros of turf maintenance. With the valuable help of the greenkeeper, the chairman of the green-committee and his fellow members make possible the facilities for play that the other 99% enjoy. It seems to us that this group of laboratory experts is getting better all the time. They are looking into things. Mere claims of a distributor do not satisfy them.

The Green Section at Washington with which every club should be in contact is the head instructor. This body has nothing to sell except information. It is available to all who can use it, at practically no expense. This is our way of saying that from our viewpoint the greatest progress in the field of golf during 1928 has been from the standpoint of turf maintenance as a result of greater understanding of such problems by those who are responsible for the condition of the course. It is up to all of us who serve this market to keep well up in the procession.

Style Selling and Thinking Are Bright Spots

By L. B. ICELY
President, Wilson-Western Sporting Goods Co.

GOLFDOM has asked that I state what I believe to be the significant developments in the golf field during the year; also what I consider to be the outstanding details in the progress of professional business operations during the same period.

In answer to the first query, I prefer to make my remarks in reference to equipment only. It is my belief that style in golf equipment is one of the greatest developments of the year. Granted that, first of all, an implement of the game is scientifi-



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cally constructed to meet the requirements of fine play, tremendous interest is shown by the public in the combination of materials used, fine workmanship, and details of design, which result in what we term "style."

For a considerable time golfers have given much thought to the lines, color and general appearance of the cars they drive, the homes they live in, and the clothes they wear. In these things they have demanded style. This is an age of style, and an implement which merely hits the ball correctly is not sufficient. It must have finesse in construction. Appearance is now a major factor deciding purchase.

It is not an uncommon thing nowadays to hear a golfer say he has a set of advanced models or he boasts a set of 1929 golf clubs before the 1929 season actually arrives. He is getting the idea more and more that he must have the latest in golf equipment, just as he must have the latest design in his motor. I think it is quite within the realm of accuracy to state that style is one of the outstanding progressive features of the year.

In answer to the second question, I think I might honestly say that your own thought-provoking magazine, GOLFDOM, has done as much to stimulate better business in the operations of golf clubs as any factor I know of. The greatest service you can render any man is to cause him to think. It is very evident from the many answers which you have published to ideas of vital interest appearing in your publication that you have done just that thing.

We have mentally alert men managing our golf clubs and pro shops, and their keen interest in the numerous challenges which you have posted cannot help but result in a more intelligent handling of the business phase of golf. Allow me to say that I consider GOLFDOM one of the leading factors in the progress of business operations of golf clubs during the past

year, and, furthermore, your continued helpful discussions of the practical problems of golf club operations will do as much to fix the necessary firm foundation for the development of golf in America as any one thing I can call to mind.

Better Financing—More Study; Year's Features

By JOE ROSEMAN

President, Roseman Tractor Mower Co.

THIS year we have found the golf clubs generally have installed better accounting systems, have paid more attention to financial obligations and are really in better financial condition than we have ever experienced before.

Greenkeepers and green-chairmen are figuring their budgets in such a way to guarantee that accounts will be paid within 30 to 60 days and only a few of the new golf clubs are unable to pay their debts at the close of the season. Naturally we still have promoters and enthusiastic golfers who are organizing clubs without having first secured the necessary financial backing, with the result that manufacturers are holding the bag for most of the materials purchased; and in many cases these manufacturers are bound to suffer a loss because some of the new golf clubs cannot proceed or exist without readjustment of the plans adopted without the originators having first learned the true financial requirements.

Greenkeepers generally are studying their problems with a great deal more care than was known heretofore and their purchases are being limited to equipment which will stand up for years instead of months without excessive repairs. The greenkeepers' associations are doing worlds of good for the golf clubs by having these men exchange ideas on methods of overcoming diseases of plant life without long, tedious experimentation which of course is costly.

The greenkeepers of the Chicago metropolitan district have saved golf clubs thousands of dollars in the past two years by the intensive study of turf life and proper labor saving equipment while their business meetings are devoted entirely to exchange of experiences on eradication of evils. Such intimate group discussions are becoming general and to us, the movement is significant and valuable.

Good Signs in "Getting Down to Business"

By L. W. CRANDALL

President, The Burke Golf Company

THE operation of the average golf club during 1928 has unquestionably taken a decided turn for the better while still leaving ample room for further improvement in the years to come.

The average club is something like the average player; 100% efficiency in operation is a remote ideal as difficult of attainment as 18 holes in par. However, in three distinct ways improvement has come about. In the first place; it has been discovered that the greenkeeper knows more about his job than the average member of the committee and he is left more to his own devices. Second; there is a tendency toward developing more active memberships resulting in increased revenue to the club. Third; the pro is becoming less of a jack-of-all trades. He is conscious that modern business demands specialized effort and he is developing along lines dictated by his natural aptitude.

Many pros are realizing that, like other lines of business, they can accomplish many things thru organization that cannot be done in any other way.

They have excellent officers and by using and recommending modern business methods, they will get the approval, support and assistance from club members that is so essential to the successful operating of golf clubs and any other business for that matter.

So far as the playing attributes of the average course are concerned, progress will be made in 1929 in the science of grass culture with particular reference to the control and elimination of certain maladies at present "raising Ned" with greens. With reference to the business operation of the club, increase in revenue will be the objective. This will perhaps come about by the elimination of the inactive member and the addition of new members that will do their share in the support of the club.

One of the most important things that is often overlooked in club management is that of seeing to it that the club gets its money's worth for the revenue it has to spend.

Greater knowledge of club management is more easily obtainable than ever before and with this knowledge comes the proof that to hold some one individual or one