

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