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Wisconsin University Plans Greens Course, Feb. 10-14

UNIVERSITY OF WISCONSIN, College of Agriculture, announces a short course for greenkeepers to run Feb. 10-14. This course will give consideration to a number of vital problems of golf course maintenance.

The number which can be accommodated is limited to sixty. Applications will be accepted in the order of their receipt until the maximum number is reached. Applications must be filed not later than Feb. 10, 1930.

A registration fee of \$10, payable when application is made, will be charged to help defray the expense involved in giving the course. There will be no other fees. Registration will be at the horticultural building, University of Wisconsin. Those who are to be members of the course are expected to be on hand and registered by 12 noon, Feb. 10, as the work will start at 1:15 p. m. on that date.

The staff to conduct the course will include: Prof. F. A. Aust, landscape design, U. of W.; Prof. C. J. Chapman, soils, U. of

W.; A. S. Dahl, diseases specialist, U. S. G. A. greens section; Prof. F. W. Duffee, agriculture engineering, U. of W.; Prof. E. J. Graul, soils, U. of W.; Prof. E. R. Jones, agricultural engineering, U. of W.; John Monteith, grass specialist, U. S. G. A. green section; O. J. Noer, soils and fertilizer specialist, formerly soils department, U. of W.; A. L. Stone, professor of agronomy, U. of W.; C. A. Tregillus, manager A. D. Lasker estate, Lake Forest, Ill., and Prof. H. F. Wilson, economic entomology, U. of W.

The tentative program covers: Grass for golf courses, their adaptation and propagation, by Mr. Monteith; properties of soil and their relation to plant growth, by Mr. Noer; soil acidity, its detection and control, by Mr. Graul; grass seeds and their impurities, by Mr. Stone; sources of plant nutrients, by Mr. Chapman; grasses for greens, by Mr. Monteith; laboratory instruction, in three sessions, on seed studies, gas engines, land drainage, and soils; use of fertilizers for turf development and maintenance, by Mr. Noer; diseases of grass and their control, by Mr. Dahl; animal and insect pests of golf courses, by Mr. Wilson; round table on grass fertilization, by Mr. Noer; tree planting and care, by Mr. Aust; principles of land drainage, by Mr. Jones; care of turf, by Mr. Monteith; round table on grass problems, by Mr. Monteith; the labor factor, by Mr. Tregillus; drainage problems, by Mr. Jones; golf course equipment, by Mr. Tregillus, and landscape problems, by Mr. Aust.

James G. Moore, horticultural department, University of Wisconsin, Madison, Wis., will furnish other desired information.

Catalog Helps Pro Correct Old High Price Idea

By FRED ROBINSON

Pro Hill Crest Country Club, New Kensington, Pa.

BACK in the days when golf was taking its first step toward its present popularity as the national game there was formed the notion in the minds of many beginners that golf merchandise on sale at the pro shop cost more than that which was obtainable at stores.

The players didn't know enough about the comparative merits of the clubs on sale at the two places to realize that, for good



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golf goods the pro shop, then as now, offered the right price. The wrong idea of those days seems to have stuck persistently in some cases as a consideration factor in propaganda adverse to the pro.

Today I am satisfied that one of the reasons why the pro loses out on a lot of business that he ought to have is this belief that the pro shop price list is higher than that of the sporting goods stores. This is something the pros have to correct, and I offer one suggestion that has worked out well at my club.

During the past two years I have sold about 90 per cent of the equipment used by my members, chiefly because I use the manufacturers' catalogs in my selling work. Whenever I am asked the price of an article I always make it a point to show the member the manufacturer's catalog opened at the page describing the product in which he is interested. My assistant is instructed to do the same. This creates a feeling of confidence in me with my customer, and confidence begets sales. Then, too, the manufacturer's description may bring out some point that I haven't covered in my sales talk. This system works out well in pushing the shop stock and frequently picks up orders for goods that I

haven't in stock but which are listed in the catalog.

Possibly some of the feeling that the pro shop prices are out of line has been developed unknowingly by pros who are too anxious for the last thin dime that they might be able to pick up. I have found that one excellent way to put across to my members the fact that my interest in their golf games is a sincere one and founded primarily on the basis of the sport's fraternalism, is to show an interest in their games whenever I have an opportunity. I overlook no chance to correct a member whom I see using the wrong grip, stance or swing. This, of course, must be done so there is no appearance of "butting in" or no embarrassment to the member.

Another place where I have found goodwill is created with the members is in being ready and willing to go out and play with a member when my schedule permits. This is an important factor in developing business at smaller clubs where the pro is liable to have quite a little unbooked time on his hands. No matter how poor a golfer the member may be, it certainly helps the pro to get personal contact with the member and to show a real interest in the development of the player's game.

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