

## Veteran Greenkeeper Urges Combination Golf Exhibit

**T**HIS suggestion for a group convention and exhibit of greenkeepers, pros and managers comes again from a prominent and successful greenkeeper who prefers to remain anonymous. He has been in course construction and maintenance work for 18 years and is a charter member of the National Association of Greenkeepers, and sends his suggestion with the statement that in making his proposal he "has the good of the greenkeepers' organization vitally at heart."

This idea of a combination meeting has been advanced several times since the passing of the privately promoted "golf shows," but never has reached the stage of official consideration.

Due to a ruling of the Club and Ball Manufacturers' Associations, it is improbable that leading pro suppliers will look with favor on the idea of an exhibition of the proposed character. The club and ball makers' bodies have approved showings by their members only at the sporting goods dealers' national convention.—Editor.

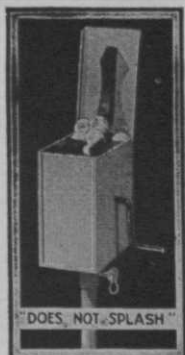
**G**REENKEEPERS already are beginning to ask about the next National Greenkeepers convention to be held in New York City, February, 1932.

It is to be held at the Pennsylvania Hotel, so the rumor goes. If this be so, I feel it is a mistake. It does not follow that an idea which is successful in one city, will be successful in New York.

The New York metropolitan district is unlike any other section in the country. Whereas Chicago, Detroit, Philadelphia and other large cities form a hub, and golf courses are equidistant from the city, New York is entirely different. The metropolitan area is divided into three distinct sections; Westchester, Long Island and New Jersey. Any one of them equals any other large city as to the number of courses. For a time there existed a body, comprising greenkeepers from these three sections, known as the Metropolitan Greenkeepers association. Thus was formed by the Westchester division, (one of the first local greenkeepers organization in the country). Internal dissention and lack of interest helped to consign this organization to the ashes.

Local organizations still function rather actively in Westchester, Long Island and New Jersey, although of these none is so well organized and so thoroughly unified

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as the New Jersey association. As a matter of fact, I believe the New Jersey group is a model for every sectional organization in the country.

The National Greenkeepers have had five conventions, at four of which they have had exhibits run very successfully by themselves. First they staged exhibits at Detroit, then Buffalo, Louisville and this year at Columbus. They have an organization which is a going concern and are naturally very jealous of its successes and question any suggestion of co-operation with kindred organizations such as the Professional Golfers, or the Club Managers associations. There is really no good reason for this attitude any more, because the greenkeepers have established themselves well enough now, to call for admiration from these associations instead of reverse attitude of a few years ago. Why have the skeleton always in the closet?

For the National Greenkeepers to hold their New York exhibition at any hotel is stifling it. For them to take the Grand Central Palace alone is too large an undertaking. The Flower Show held there in March had 175,000 paid admissions. A complete golf show has almost as wide appeal as the flower show.

The time is ripe for a co-operative effort. Greenkeepers, professionals, and club managers, can get together and put a show over for their own benefit on any division mutually agreed. It requires no imagination whatever to see what each of these organizations would mean to the ultimate success of such a project. Greenkeepers would bring equipment and supply men; professionals would bring club and ball makers, accessories, apparel, etc. Club

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managers would bring clubhouse equipment manufacturers, food and beverage manufacturers, etc.

Let John Morley as president of the National Greenkeepers association call a meeting to form an advisory board with such men as H. H. Ramsey, president of the U. S. G. A.; Albert R. Gates, administrator; Charles Hall, president of the Professional Golfers Assn.; Thomas Carey, president of the Club Managers association; Robert Powers, editor of the *National Greenkeeper*; Grantland Rice, editor of the *American Golfer*; Charles Gregson, editor of *Golf Illustrated*, and Herb Graffis, editor of *GOLFDOM*.

Why hesitate or delay?

### Pros Make Golf Market, Manufacturers Learn

**T**HE PRO can get a good close-up on his importance in golf goods merchandising when he talks with some of the manufacturers. It is plain, from the manufacturers' remarks, that the pros who are in solid at good jobs are invariably good merchandisers. Although merchandising is only one of the pro duties at a club it is so closely interwoven with all other of his activities that it is the tip-off to the man's general rating.

With the survival of the fittest working out in the golf field, as everywhere else, the pros have been showing a vastly improved character of business operations during the past few years. The result has been that the makers of first class golf products now find it more necessary than ever before to make pro volume and pro good-will major factors in their own sell-

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