

Greenkeeper, "Golf's Key Man," Hears from General Manager

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A LOT of the greenkeepers at Columbus commented on the February GOLFDOM references to the performance of the general management plan at Baltusrol G. C. The revelation that a successful general management plan works out for the advancement of the greenkeeper came as a distinct and welcome surprise to many.

There's a lot of wild hooie in circulation on this business of general management of golf clubs. The men whose work is showing most interesting results with this policy are cautious about publicity that overplays the idea as the panacea for all ills in golf club operation. Consequently, to get the man with the real close-up on the scene to detail his opinions and findings is not easy.

In getting Major Jones to give his slant on how resultful general management affects the future of the greenkeeper, GOLFDOM is certain that it has provided some significant material for study by greenkeepers as well as other department heads and officials of golf clubs.

THERE is a perfectly natural objection and resistance encountered whenever there is change in a system or organization of long standing, and there are many who are perfectly horrified at the thought of a golf club being operated on accepted business principles.

After all is said and done, the operation of a large golf club is a business. It is nothing more nor less than a cooperative society for the merchandising of golf. Of course there is a social side to golf clubs but that is something which is relatively intangible.

In a well operated golf club where there is a contented membership and club spirit prevailing, we whose job it is to provide for pleasure and recreation need not worry about social atmosphere, nor need we worry what others think or say regarding our endeavors. Stick to your knitting and read Kipling's "If" once in a while if you desire comforting.

No Threat to Greenkeepers

Greenkeepers in my judgment have nothing to lose and everything to gain when the day arrives when real business management is applied generally to golf clubs throughout the country, for the greenkeepers will be appreciated far more than they are now.

If greenkeepers can serve, as hun-

dreds do, under golf professionals and thousands more under chairmen of committees whose knowledge of greenkeeping is practically nil, it would seem that they should have no qualms about their chief being a man who does know and therefore can appreciate both their work and their difficulties.

The greenkeeper is the key man in the golf club's organization, although rarely recognized to be such, and the fact that he is often fourth or fifth, sometimes much lower, on the payroll list and not so well known to the membership as the man who plays the saxophone in the dance orchestra only six times a year, is something for the greenkeepers' organization to ponder over.

Within the last few years the greenkeeper is being accorded more and more recognition and it would seem that at last it will be recognized that it requires more skill and infinitely more labor to produce and maintain fine turf than it does to score birdies—or prepare lunch or mix cocktails.

One certain way to retard and delay this recognition of the greenkeepers' real contribution to the game is to obstruct such measures as are adopted by the clubs and by golf organizations with the object of reducing cost and improving playing conditions.

In the last analysis the success of a golf club depends upon the price and the quality of its product. Automobiles will carry golfers to the clubs offering the best golf at the most reasonable cost, for in this day memberships are no longer drawn from the immediate neighborhood.

Organizations established for the purpose of scientific research in turf culture and allied subjects should have the cooperation of greenkeepers. They should not be treated as meddling agencies. At times they irritate by telling how rough should be cut or how holes should be changed, but the capable men in the profession can ignore that.

The purchasing departments of Service Bureaus have been in existence long enough to prove themselves superfluous, for if there still are greenkeepers incapable of intelligent buying, an organization staffed without any practical experience is not the solution of that problem and this surely has been clearly demonstrated by now.

This is a management problem for the clubs.

SET PROS-PLAYERS-PROFITS ITINERARY DATES

Providence, R. I.—United States Rubber Co. announces itinerary for the completion of their pro merchandising and educational talking film showings during March and April. Appearing before these meetings are E. C. Conlin, golf ball sales manager for U. S., and his assistant, John Sproul.

Conlin's evangelistic appearances in the promotion of more profitable pro shop merchandising:

Richmond, Va., March 2, Jefferson Hotel; Washington, D. C., March 3, Burlington Hotel; Baltimore, March 5, Lord Baltimore Hotel; Columbus, March 16, Deshler; Indianapolis, March 17, Claypool; Des Moines, March 18, Fort Des Moines; Omaha, March 20, Fontenelle; Minneapolis, March 23, Nicollet; Milwaukee, March 25, Schroder;

Chicago, March 30, Great Northern; Detroit, April 2, Statler; Cleveland, April 6, Cleveland; Pittsburgh, (to be announced later), William Penn; Harrisburg, April 13, New Harrisburger; New York, (to be announced later); Philadelphia, April 10, Benjamin Franklin; Boston, (to be announced later); Providence, (to be announced later).

Jack Sproul is to stage sessions according to the following schedule:

Kansas City, March 2, Muehlbach Hotel; St. Louis, March 5, Statler Hotel; Memphis, March 9, Peabody; Little Rock, March 10, Albert Pike; Louisville, March 12.

Cincinnati, March 13, Gibson Hotel;

Pinehurst, March 26, Carolina; Toledo, April 13, Commodore Perry; Buffalo, April 15, Statler; Rochester, April 16, Seneca; Syracuse, April 17, Syracuse; Schenectady, April 20; Hartford, (to be announced later).

BOOK REVIEWS

GOLF COURSE COMMONSENSE. By G. A. Farley. 256 pages. \$4.

AFTER a long wait the golf field is supplied with a comprehensive and practical volume on course maintenance. The Farley book is certain to have a warm welcome and big sale in supplying the recognized need of a working guide on good greenkeeping methods. It is an excellent job of presenting the sound advice of experienced greenkeepers and the guidance of the dependable turf scientists who are not working greenkeepers.

In her experience with the Cleveland District Golf Association and the National Association of Greenkeepers, Mrs. Farley got the hunch that eventually resulted in this valuable compendium. She consulted all available literature on golf course maintenance, interviewed in person and by letter, scores of practical and scientific experts, and boiled down her dope to a volume that will be read with deep interest and appreciation by the old masters in greenkeeping as well as by those who are comparative newcomers in the business.

The book will not only ease the greenkeeper's path by making available to him a reference volume containing information on the successful work of others in his profession, but it will smooth things out for him tremendously when it gets into the hands of green-chairmen and other officials.

Golf Course Commonsense has chapters on Soils, Fertilization and Growth; Drainage and Water Systems; Grasses; Teeing Grounds; Fairways; Putting Greens; Hazards; Topdressings and Turf Repair; Weeds and Diseases; Equipment and Supplies; Birds, Animals and Insects; Keeping Course Records; Greenkeeping in the South; Concrete Construction; Golf Course Trees; Growing Choice Flowers; and Golf in Community Welfare.

The author is to be congratulated on a first-class piece of work answering the call for a simple and helpful handbook of greenkeeping.