

in detail. I shall merely list those that seem to me as most important and leave the reader to ponder over them.

### Here Are Hidden Costs

1. Present trend of club officials to consider the men in charge of golf courses as mere foremen requiring little other ability than to be able to work and keep their few men at work. This backward trend is a fact though it will be stoutly denied by club officials.

2. Frequent changing of chairmen of green-committees.

3. Annual confiscation of department credit balances to defray deficits by other departments or to pay for some little-needed "improvement."

4. Lack of a definite long-term course maintenance policy and purpose.

5. Belief by club officials (and others) that there is a formula that will produce a panacea for each turf ailment, and insistence that the panacea be used regardless of local factors.

6. Failure to close the course or a part of the course, when play by even a few will cause much injury to the cultural condition of the course.

7. Use of fertilizers regardless of their adaptability to the requirements of the turf or the mechanics of spreading.

8. Failure to consider the source of contamination when trying to control weeds, insects, or disease.

9. Failure to realize that there must be an annual maintenance cost for each new trap, tee, or added "improvement."

10. Casual purchase of materials and equipment, and failure to charge and carry over a depreciation fund for replacements.

11. Habit of following routine in course maintenance, regardless of immediate circumstances.

12. Failure to purchase equipment or materials needed for the economical operation of the course.

13. Misuse and misinterpretation of established scientific facts.

14. Unreasonable demands by influential players and club officials that the course always be in the best condition suited for their particular style of play.

15. Continual making of temporary repairs or corrections and avoidance of a

major operation that would effect a permanent cure.

As these hidden costs are called to the attention of the reader he will say "They are nothing new." That is true and the reason that I am writing this article. These costs were present on the first golf course and will continue to be present on all golf courses. Nothing, or very little has been done by clubs to study these costs and reduce them to a normal amount. Even the depression has not taught clubs any real lesson.

The game of golf in private clubs is no longer a strictly pleasure game; it is a business. A highly competitive business that has to offer better sales arguments than the seasonal sport, fad sport, and the present exploiting of all types of sport from marbles to Alpine climbing. It is a business that must show profit in the form of enjoyable playing conditions and increased cultural value of the golfing plant, and at the same time operate at a reasonable cost.

Trained and experienced men must be in control of golf course operations and the whole conducted as a business.

My experience with golf clubs and the example set by successful courses prompts the writing of this article in place of one on brown-patch, weed control, or crab grass. I am convinced that if business is brought into golf course maintenance that there will be less trouble from pests—animal, vegetable, fungus, insect and man.

Remember that the grass will grow if it can, that no variety of the basic grasses used on golf courses has ever committed suicide.

### "The Haig" Is a Busy Man; Has 120 Matches Signed

**IT WILL** be a busy year for Uncle Walter Hagen. His present schedule calls for playing about 120 exhibition matches between tournaments up to mid-summer.

Walter has been drawing very well in exhibitions at which each of the gallery gets a new Hagen ball when the admission money is laid on the line. The deal is worked out so the pro at the exhibition club does well on the show. For example, at the El Paso muny course, A. S. Valdespino, manager, conducted contests on the hole-by-hole, total, and longest run of consecutive hole guesses.