

## Turf Meetings Biggest Bargain in Maintenance

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**C**ARVED IN STONE above the entrance to the N.Y. Stock Exchange Institute are the words "Grow or Go."

It's the right motto for golf course superintendents. Grow grass or get out. Grow mentally or you go nowhere.

I am writing this after a day at the Midwest Turf Foundation conference at Purdue. What's this day meant to my club and me?

The work that all of us looked at today represents an investment of more than \$50,000 in turf research, yet it belongs to each one of us at a cost of less than \$100 a year.

Not one of us could do the full time work being carried out for clubs and supts. by the turf experimental stations thruout the country. But we have available what we couldn't do—or couldn't afford.

The plots have given us Merion, Pennlu, the zoysias, fine Bermudas as tremendous accomplishments in comparatively short time. Other great golf grasses are being developed, at a small pro rata cost to each of the courses that will be benefitted by them.

Few of us in course maintenance selected it as our careers when we were in school or college. Now the turf conferences do a great deal to meet our need of education in our business. From hundreds of miles we come to the conferences, study and discuss problems with practical men who are specialists and some who are practical men with the versatility a successful supt. must have.

We not only learn, but we learn how to learn about this complex and rapidly developing responsibility of ours.

Now, although some club officials may not realize it, the turf conferences are at the point where it may be a reflection on a club when its supt. has to ask if he can go to the Midwest Turf Foundation conference or the GCSA annual convention. The officials who know what is going on make sure that their supts. do go to these meetings. There's too much involved in course condition and the budget to miss the gain and the protection of working knowledge acquired at the conferences.

## Pros Sales Are In Ratio to "Calls" He Makes

BY TED LONGWORTH

**W**E HAVE A lot of good pro shop operations in the Pacific Northwest and each year the pros are getting to be better businessmen. But regardless of the type of shop any pro in our territory—or anywhere else—may have, the shop display, or stock, the fellows who are doing the business are the ones who are making the calls.



Ted Longworth

When I say "making the calls" I want to cite my own experience. One of the first things I'm told is that I have fine lines to sell (and I sure have) but they do not sell unless I make calls and show my merchandise and talk about

it; its qualities and just what it will do to help the golfer get more enjoyment and the pro to get more sales.

The golf pros and golf course operators who are doing the most business are the ones who are "making the calls" on the golfers as the golfers walk into the clubhouse or pro shop. You "make a call" when you are genuinely interested in the player's game and really want to improve it by selling equipment the player can use to good advantage. The more often you talk to golfers and show your interest in them—even without pushing for any quick sale—the greater your percentage of having the golfers buy.

I suggest to each pro that he makes a list of his members, then see to it that the pro himself and his assistants make at least 5 "calls" a day and check these members for their needs of clubs and other golf equipment and apparel. This can be done without offensively putting on sales heat, and in such a manner that the prospective customer appreciates the interest being shown in him.

The pro who gives the most lessons is the one who asks for the next appointment when he is finished with the pupil's lesson. I firmly believe every pro could give as many lessons as he desires by following this practice which is simply that of "making a call."

When I was making a call on Ed Hogan, pro at Riverside G&CC, Portland, Ore.,