

# Keep the House Accounts Live —or Run in the Red

FEW clubs can boast of such substantial and active patronage of the clubhouse and a resulting goodly volume of monthly billing to the extent that a constant campaign to build business is not necessary. Some of the larger metropolitan district clubs estimate that inactive house accounts mean a loss of gross business averaging several hundred dollars per inactive member each season and are constantly engaged in a drive to get these inactive members to patronize the club more. Their membership committees give preference in admission to those whose house accounts will be alive.

With the smaller clubs the loss of possible profit resulting from lack of house patronage often reaches the point where "sleeping sickness" seems to attack the entire enterprise. Members lose interest, the course deteriorates, and the club runs into assessments that are almost ruinous.

The observant president, house chairman and manager get a danger signal when they note that members' luncheon and dinner business is going to commercial establishments when it really belongs to the club. In finding the reasons for this loss there are two fields for investigation. The first question that arises concerns the quality and service of the club meals. Correct buying, proper kitchen operation and careful training of the dining room staff keep every manager "on his toes" but even when this work is done it is futile unless there is complete and energetic co-operation from the house committee in "selling" the club to its members.

The usual meal service, the dinner dances and holiday parties, constitute the regular run of house business with a few Rotary, Kiwanis or other club luncheons thrown in when the club policy and the action of a few club members combine to get this additional revenue. During the last couple of years there has been an increasing amount of bridge luncheon business that has aroused club officials to the possibilities of making more of a "play" for women's patronage of the club.

## How Charlotte Does It

At Charlotte, N. C., the country club impresses the visitor as having far more

than the usual number of members as active patrons of the club's house service. Some of the plans that Charlotte employs in creating this lively interest are described by H. M. Wade, president of the Charlotte Country Club. Mr. Wade says:

"We have a committee of women from the families belonging to the Charlotte Country Club, that is known as the Ladies' Entertainment committee. We budget to this committee a certain sum of money to be spent by them in order to increase interest on the part of the women members of the club that they may use the club for their events. On each Tuesday there is a ladies' luncheon, bridge parties in the morning and afternoon. The ladies committee, under their budget, employ an expert bridge teacher to give complimentary bridge lessons in the morning and to serve as hostess in the morning and afternoon when bridge parties are being conducted.

"The result is that practically every bridge party that is given in Charlotte is given at the Charlotte Country club, not only on Tuesdays which is the day set aside for this particular activity but on other days as well. On Tuesday the club is full of women from morning till night.

"Then on Tuesday night of every week we serve a special dinner and the hostess who has charge of the Tuesday activities is also hostess for Thursday night. The women, their husbands and guests get together after dinner and have a bridge tournament, all under the control of the hostess who is a splendid bridge expert.

"Our dinners on Thursday night are attended by seventy-five to one hundred people.

"I put this plan into effect about eighteen months ago and I have found it to work admirably. The women are very much interested. The general committee of women appoint a special committee to have charge of activities each month and there is quite a rivalry to see which is the most active month in social activities at the club, participated in by the ladies and their friends.

"We also have a young men's committee, known as an entertainment committee for young people, which has charge of

all the dances of the club. The club gives a dance every Saturday night. These dances are given free by the club, club paying for the music as this committee of young people is also budgetted and they, under their budget, pay for the music and other entertainment. The club, through them, gives a free dance every Saturday night. Before the dance, however, at least one hundred members of the club and sometimes more than that come to dinner and therefore patronize the dining room in this way.

"We encourage the giving of private dances at the club by members of the club



Parking is getting to be a big problem, but it's simplified by posts indicating parking spaces. This shows Blue Mound, Wauwatosa, Wis.

and we make it as comfortable and pleasant for them as possible. They pay the club a fee for the use of the club on the night of their dances.

"We have a wonderful golf course and I expect we have four hundred members playing golf. All of these people play very systematically and of course they patronize the various activities of the club while they are there in connection with golf.

"Last year the Women's Southern tournament was held in Charlotte. This year the Men's Southern tournament will be held in Charlotte. Events of this character also help to make the Charlotte Country Club the meeting place for practically all social activities in the city.

"It takes a lot of work, a lot of committees but everybody is pulling for the club and before you hear from us many more years we will build a beautiful \$300,000 club house."

### Swimming Pool Helps

Oscar Broyer, assistant secretary and manager of Sunset Hill Country club, finds that the club's swimming pool is a good magnet for club business. Sunset Hill is in a St. Louis suburb and a pool naturally is a great attraction after a hot morning

spent in the broiling, bustling metropolis.

The swimming pool is 115x35 feet. It is for the use of active members and their guests. Several times during the summer the club holds water carnivals to which it invites its associate members. These always are well attended.

Sunset Hill has 450 active and 1200 associate members. The club has found a two night a week dinner dance schedule pleases the members and gets business for the house. On Wednesday and Saturdays they have dinner dances at Sunset Hill from 7 p. m. to 1 a. m. A reasonably priced table d' hote dinner is served. Attendance ranges from 175 to 635 at these events.

Broyer tells of other phases of the Sunset Hill plan for making the club a popular rendezvous for its members. He says: "On Sunday nights we have a concert of classical and light opera music for the benefit of those who do not care to attend the dinner dances and want to get away from jazz music. Attendance ranging from 125 to 385.

"We set aside Tuesdays as Ladies day, when our members' families who are entitled to the privileges of the club entertain their bridge clubs, etc. We have had as high as 485 women attending on that day, taking advantage of our bargain bridge luncheon at \$1.25 per plate, which on other days would cost them from \$1.50 to \$1.75 per plate.

"Once in a while we have the Colonel from the flying field land a large dirigible on our grounds. This attracts and pleases our members.

### Breakfast Events Begun

Although a little additional work is required from the force a breakfast event holds forth possibilities from the viewpoints of increased revenue and interest, when there are enough members living near the club to permit anything like this on the program.

The Clearview Golf club at Bayview, Long Island, has formed a breakfast club under the leadership of President Vincent Maguire. Some of the members living near the club have arranged to play nine holes every morning, beginning at 7. The players are organized into two teams, the losers paying for the breakfast. The schedule is worked out so the players can complete their nine holes, enjoy breakfast and catch a suburban train to New York on an easy time basis, arriving at their offices at the usual hour.

# Some Reasons and Remedies for Poor Greens

By C. A. TREGILLUS

FOR every result a cause may be found; at least so we are taught and there seems little evidence to disprove such a simple logical statement. Yet, strange to say, there are so many instances met with in the realm of greenkeeping that apparently disqualify the foregoing remark, and the great majority of cases bear upon the greens. "That green has never been right"; "We have done everything humanly possible to bring that green along and still the turf is indifferent"; "I defy anyone to maintain a putting turf on that green"; these and similar utterances are familiar to one who poses as a physician to sickly grass. A large number of courses throughout the land have an "out-law" green or two that seemingly, will not submit to any sort of treatment, and continue season after season, to be "the cancer-worm of care." Measure upon measure has been tried with little or no result. These are hard cases to settle, and it takes a great deal of particular study to fathom the cause of such unresponsiveness. On the other hand, where all or the majority of greens on a given course are below standard, the reasons are not so obscure and improvement will usually follow after a change in the general policy of maintenance.

## Causes of Poor Greens

We will briefly outline a few of the conditions or factors that are responsible for poor turf on the putting green. Each one would, if pursued at length, provide material for a book; but, let us just touch upon the outstanding facts of these that the reader might check them against specific cases, if he knows of any, which he likely will, and consider the possible remedies.

1. STARVATION. Very few will challenge the contention that, all in all, by and large, insufficient food supply in the soil is the most general cause of poor, lean turf and its attendant weed menace. We are making considerable progress along these lines as a result of the years of preaching on the necessity of feeding up the greens, but still there are plenty of clubs who have not yet learned that a strong turf cannot be maintained on air,

water and a pittance of fertilizer. Should there be any doubting Thomas' who want to see for themselves whether this be so, let each mark off a thousand square feet on the poorest green on the course and apply thereon five pounds of ammonium sulphate or ammonium phosphate, or the equivalent in any commercial mixture, and observe the difference a month or six weeks later. If the improvement is spectacular don't snatch at the idea that chemical or commercial fertilizer is the panacea for all cases of under nourishment; there is more to soil management than that, as will be shown under the next heading. The fact that a green is built upon a foot or two of the best soil procurable has little influence after a few years, since the continual mowing has curtailed the root growth and exhausted the food resources of the topsoil, and further, the constant watering will tend to keep the roots in the moist, though lean, upper stratum. There is no dodging of the issue: if a vigorous turf is required, the surface soil fertility must be replenished from time to time.

## 2. INCORRECT SOIL MIXTURE.—

Here is another frequent source of trouble and one that is closely linked with plant nourishment. The abbreviated root systems of the grass plants must be given the most ideal soil environment to encourage their fullest development. The soil, which, of course, must possess chemical food in abundance, must also be of a texture that will permit air and water to penetrate with moderate ease. This texture is largely controlled by the amount of decaying organic matter (humus) that is incorporated; material that is related very closely to normal plant nutrition and development. In nature, the decaying remains of former plant generations will maintain this requirement but, where every blade is removed, as is the case of putting green continually cut with a mower that carries a grass catcher, the ground will eventually become barren, even though actual nutrients are not lacking. Humus performs many functions in the soil, from regulating the water supply

to feeding the bacteria, each having a vital, constructive influence upon the turf. Fresh humus is furnished through properly composted topdressing.

Just what, then, is an ideal soil for the putting green? To this question we would reply that a medium to coarse sandy loam would be preferred, though, providing that plenty of humus is present, there need be no narrow limits prescribed. A sandy soil provides the best playing conditions, but even a pure sand will become hard and "boardy" under constant watering, if it lacks humus. A heavy soil, so called, (clay) packs too closely to allow for healthy root action. Such should have liberal quantities of sand and well rotted organic matter worked thoroughly into the top three inches. It is a blend of these constituents, not a layering that is required.

### Drainage Mystery to Many

3. IMPROPER DRAINAGE.—Here we have perhaps, the least understood problem in green management and one of real importance. It embraces three phases: surface water drainage; underwater drainage; air drainage. Standing water is detrimental, in fact fatal, to any but aquatic plants and grass does not come in that category. Standing water on the green retards the grass growth by suffocation; (is an insufferable condition anyway, from the golfer's point of view), and is a matter to be kept in mind in green construction. While drains under the green will take away the water as fast as it soaks through, still, it must be borne in mind that, in winter, they do not function, and we must rely solely upon the surface slope to keep the grass clear of melting snow and ice. Under drains are installed to gather the water that collects from subterranean sources and take it off where it will do no harm. Many are of the opinion that every green should have a net work of drains as a matter of course, but such an idea is erroneous. Except in specific cases, e. g., where a green is built over springy ground, where surface drainage is inadequate, or in really tight heaving clay, there is little need for drains under the putting surface. The need for under-drainage comes, not from rain or sprinkler water, but that which seeps along underground. This seepage water should be taken care of before it reaches the green. Greens that lie under hills suffer from this sort of water and the problem should be tackled by running tile along the face of

the hill, even a concrete wall if necessary, to catch the water before it comes anywhere near the green. Tile should run across the slope of a hill, not up and down; two inches in a hundred feet is sufficient for well laid tile.

Air drainage is significant in those sections of the country subject to hot humid periods in summer; damp stagnant air will encourage disease. Secluded, wooded greens are very susceptible to summer complaints for this reason. These conditions can often be corrected in part at least, by judicious thinning of trees and careful management in the matter of watering and fertilizing.

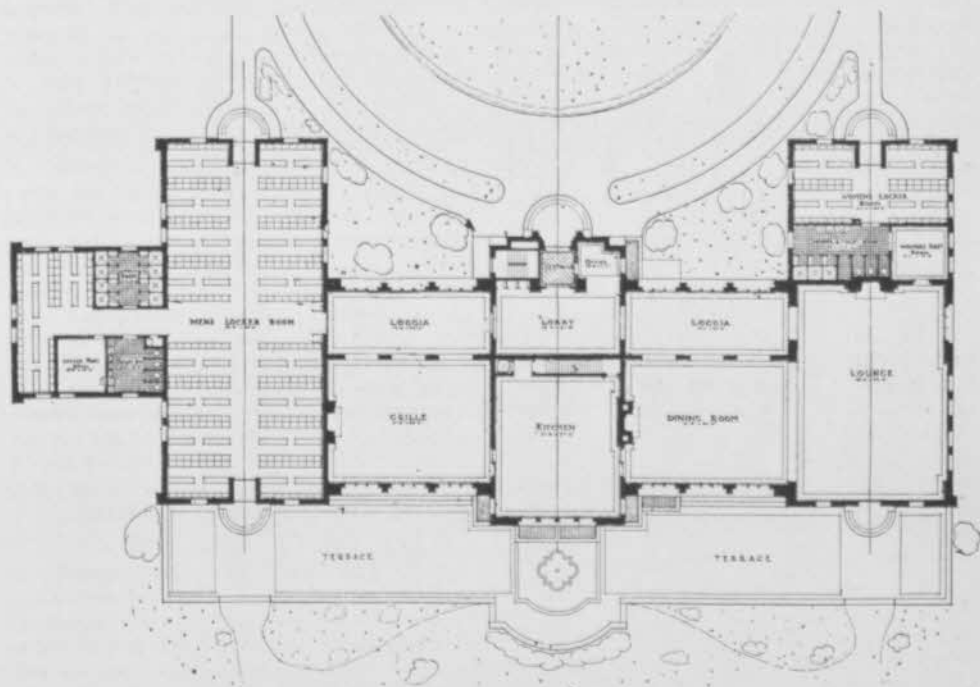
4. POOR LOCATION.—There are some spots where it is very hard even with the most studious care, to make the turf thrive. Upland knolls, for instance, exposed to the desiccating winds of winter and the searing blasts of spring and summer, are difficult places to keep covered with a velvety mat of grass, and in the same way, deeply shaded, low lying positions, sheltered from sunlight and breeze, provide knotty problems for the greenkeeper. Treatment for such cases are so individual and varied in character that general solutions cannot be offered.

5. DISEASE.—A green effected with disease presents a case that, specific, as far as remedial measures are concerned, still bears some relation to the headings already discussed, in so far that a vigorous turf, properly located, is not as susceptible as one growing under adverse conditions and circumstances. Fore-warning is fore-arming: the greenkeeper properly equipped to combat fungus, algae and the like on its first appearance or to lay his defences when the weather is suspicious, stands a much better chance to keep his greens in tune than the man who has to requisition his supplies after the damage has commenced.

6. MANAGEMENT.—The blame or merit that attaches to the construction of a green is apparent within the first three or four seasons of play, after that it depends solely upon the personnel of the green committee and greenkeeping staff to make or mar the greens. Though much is being written on how to do this and that, what and what not to use and all sorts of timely advice on how to produce and maintain so called perfect putting turf, still, the fact cannot be over emphasized that individual study produces results.

# The New Clubhouse of the Month

## ILLINOIS GOLF CLUB



Note size of kitchen and the separation of men's and women's departments on opposite ends of building as two of the outstanding features of the new Illinois clubhouse.

WEST of Glencoe, Ill., in the Chicago district, the Illinois Golf club has recently completed its new clubhouse, a structure in keeping with the \$162,000 course where A. W. Tillinghast transformed a flat piece of land into one of the most interesting layouts of the Chicago sector of the golf field.

J. W. Morehouse is the architect responsible for the new Illinois clubhouse which has as one of its distinguishing features the location of men's and women's sections on opposite sides of the lounge. The Illinois clubhouse is of the Spanish type with white walls and red tile roof. The roadways, walks and terraces, not yet completed, will provide an inviting entry to this new show-place.

The interiors are of Spanish period with an influence of the Italian.

The lobby is of formal treatment of the Spanish-Italian furniture, and provides an entry to both the men's and women's loggia,—the men's loggia also being a smoking room of unusual attractiveness and comfort, the furniture being made of various colored leathers.

The women's loggia is also the Palm room to the dining room. It is furnished in a lighter vein, chiefly Spanish.

The dining room is of colored antique furniture, mellow in effect. The chairs are adapted from one originally designed by Chippendale. For this occasion, however, the design was happily tied to the Spanish environment. Hand-blocked

linen, suspended from wrought-iron fixtures, form the window dressing.

The spacious main lounge, which is common to all members, is treated in a composite manner, chiefly in the Italian Villa style.

The decorated ceiling is being done by Lewis Amorosio, who is a mural decorator of national reputation. Soft greens and coral reds predominate. The furniture arrangement is planned for a composite of the restful and convenient. It is in direct relation to the architectural scheme of the building. There are conversational booths, and the major point of interest is a cut-stone mantel, over which will be placed a magnificent painting. The floors are blanketed by specially designed rugs that recall the colors used in the ceiling decorations.

From the main lounge the women go into their private departments. As an en-

try or foyer, there is a rest room, nicely equipped with chairs, sofas, tables and other articles of genuine comfort.

The women's shower-bath and locker have received particular attention and are models of their kind.

Wood-work throughout the structure is all antique enamel. Walls are soft blending with Travertine marble color predominating.

Locker rooms are planned for convenience and light airing.

The men's grill is masculine in effect, with heavy oak furniture, tile floors and imported, handblocked linen drapes suspended from wrought-iron fixtures.

Scheme of decoration was planned by Sterling B. McDonald, art director of S. Karpen & Bros., with the furniture and embellishments designed and especially made for the occasion.

## Controlling Worms—Friendly Enemies of Greens

THERE has always been a question in the minds of many people as to whether worms are good or bad for putting greens. They have wondered whether the common practice of worming the greens is wise, and whether it would not be better for the greens if the worms were left in the soil. Their contention, of course, is that the worms play a most important part in keeping the soil light and porous so that the grass can secure the necessary nourishment more readily. They also contend that the worms cause better drainage by keeping the ground porous. And these assertions are unquestionably true. Worms do serve a very useful purpose.

These same people realize, however, that in the case of putting greens, worms can also do a considerable amount of damage as well as causing a great deal of annoyance. In the first place, you cannot have the worms without having the worm casts, and every player knows that worm casts have no more place on a putting green than they would have on a billiard table. The surface of the green must be smooth and true so that the ball will roll

exactly as the player directs it. Putting plays a tremendous part in the game, and in fact, championships are usually won on the greens. But aside from the fact that worms are recognized as a nuisance on account of the casts, which they throw up, they also injure the turf by uprooting the grass and by smothering the grass in spots where the casts are flattened by rolling. These are two of the causes for the small, round, bare spots on many greens.

It is evident, therefore, that worms are both good and bad for the greens. It seems essential to have them, and just as essential to get rid of them. If you let them alone, they ruin the surface of the green, and if you do away with them, you make it more difficult for the grass to obtain nourishment, and for the ground to drain properly.

### When to War on Worms

Although there are two sides to the question, most greenkeepers and men actively interested in greenkeeping, have come to the conclusion that it is absolutely necessary to get rid of the worms when they become troublesome, in order to protect the greens. These men have also

found that carefully worming the greens once or twice each year does not have any harmful effect on the green. If worming the greens resulted in doing away with the worms permanently, then there would be something to worry about. But, fortunately there is always another crop of worms and although they are almost constantly performing their good work, they are not troublesome, except at certain periods. When they become too numerous and too active on the surface of the green, then it is necessary to get rid of them.

Someone has recently recommended mixing insoluble poison in the soil of the greens in order to do away with the worms permanently. This would, of course, eliminate the worm casts for it would kill the worms in the soil, and would prevent a new crop of worms from coming in from the surrounding area. Although this seems at first like a clever idea, we feel that it might eventually prove very disastrous to the greens. In the first place, the term "insoluble poison" means insoluble or almost wholly insoluble in water. These poisons, however, are very apt to become soluble in time through the action of the chemicals in the soil and the chemicals which are constantly being added in the form of fertilizers. In a soluble form, these poisons might be very harmful to the turf, and this would be especially true if arsenicals are used for the purpose. The greater danger, however, would be that by permanently eliminating the worms, you would also eliminate their work of keeping the ground porous, which is so essential. There is nothing to take the place of their work except plowing up the soil. The harmful effect of completely eliminating the worms might not show up for several years, but the soil would gradually become harder and harder, making it more difficult for the turf to secure nourishment and preventing proper drainage. With the soil in this condition, the green would soon become very sick, and Doctor Fertilizer would not be able to produce good turf anymore than he could on a brick pavement. It would then be necessary to build new greens.

Our advice is not to worry about the worms in your putting greens. Let them perform their good work, and when they become a nuisance, go after them. There are good worm eradicators on the market, and they do the work effectively, and without any danger of harming the green.

The Professional Golfers' Association  
of Southern California

CODE OF ETHICS

Adopted April 11, 1927

**M**Y BUSINESS standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so when I have ended each of them I shall have lifted the level of human ideals and achievements a little higher than I found them. In view of this your committee holds that fundamental in a code of trade ethics for the Professional Golfers' Association of Southern California are the following principles:

FIRST: *To consider my vocation worthy, and as affording me distinct opportunity to serve society.*

SECOND: *To improve myself, increase my efficiency and enlarge my service.*

THIRD: *To realize that I am a business man and ambitious to succeed; but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.*

FOURTH: *To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.*

FIFTH: *To use my best endeavors to elevate the standards of the vocation in which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive to happiness to emulate my example.*

SIXTH: *To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.*

SEVENTH: *To hold that true friends demand nothing of one another and that any abuse of the confidences of friendship for profit is foreign to the spirit of our Association, and in violation of its Code of Ethics.*

EIGHTH: *To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.*

NINTH: *Finally, believing in the universality of the Golden Rule, "All things whatsoever ye would that men should do unto you, do ye even so unto them," we contend that society best holds together when equal opportunity is accorded all men in the natural resources of this planet.*

# "What's in the Bags?" Is Lead for Pro Profits

HOW much business should a pro do? GOLFDOM has found that many of the professionals who are pretty good merchandisers have been asking themselves this question lately in an attempt to establish some reasonable pace-making sales quota, so they may check their sales results against what the results should be. If the findings reveal undeveloped sales opportunities these astute pros want the warning signals so they can put more "steam" into selling activity.

Setting a reasonable amount of sales to members for a pro to make is a matter that does not permit of a definite dollar-and-cents statement in type. There are too many factors governing the average sales figure that should be attained. The character of the club membership—spending, conservative or downright "tight"—cut-price store competition, location, size and display equipment of the pro shop, length of season, and per centage of active members, all figure in determining the amount of business that the pro can do, but the real important factor is the pro himself.

## The Bag Tells

If he's really in earnest about getting more profit from his shop he will get an amazing and accurate close-up of the market that awaits some sales attention when he will give even a casual survey to the contents of his members' golf bags. Most pros will see upon such a study of their members' golf equipment, that less than 10 per cent of his members have what might be considered an adequate and modern set of clubs. He will also be deeply impressed with the number of clubs bought from sources other than his shop, which is significant evidence in most cases of a lack of merchandising effort.

With this survey of the members' playing equipment, and some notes concerning some particularly obvious needs of certain members, he can get busy with his campaign. If his club happens to have a little publication of its own the pro can talk over this bag survey of his with the club

magazine's editor for there is a good story in the character of equipment used by the various members, the lack of clubs necessary to a good working assortment, and the pro shop stock of clubs to supply the revealed needs of the members. Most of the club magazine editors are anxious for material to fill their publication and will gladly give the pro a space for telling this story of his.

One pro who made this investigation of bags started his selling campaign with the following letter, sent to all his members:

"Many of our members who complain of their inability to make good scores can find the answer to their scoring problem right in their own bags.

"I have been looking over the bags of the members during the last week and find many are lacking in clubs that are vitally important to good scoring. Some of the clubs that are being used would offset the skill of Bobby Jones.

"Check up the contents of your bag and see what you need. I will be glad to go over your array of clubs with you and help you make a correct selection of what you need.

"Please understand that every conscientious professional is deeply interested in seeing that his members play better than an average game. That is his work more than selling clubs, and it really is my motive in suggesting that you give consideration to the clubs you are playing with.

"Trusting that this 'tip' will help you to lower your scores and get more enjoyment from your golf, I am

Sincerely,

## Selling Tact Is Needed

Any professional sees lamentable lack of proper playing equipment in almost all of his member's bags but he can't come out boldly with his criticism in his selling work. The best the pro can do—and the most effective—is to suggest that he would like to have the member look over his stock of whatever clubs the member needs remarking that the stock is new, complete, carefully selected or shop-made, bringing



out the main selling points. There are few members who won't take the hint.

Display of an interest in the player's game and equipment seldom fails to get business, but there is a happy medium to be exercised. Selling like that done in the average haberdashery would be ruinous to a pro's business. The pro himself knows how he resents being importuned to buy shirts, collars, neckware, socks and heaven knows what all when he comes into a place to buy a collar button. There is the same resentment of high pressure selling in the pro shop although this writer can call to mind not more than two cases where he has seen this in evidence.

### Gift Business Is Good

One place where the majority of pros let some good business slip past them is the gift trade. With a good part of the country playing golf now there is no reason why golf goods shouldn't be sold more by the pro for birthday gifts, holiday gifts, prizes for members, employees' sales contests, prizes for trade tournaments in which members figure as executives, and as prizes at the pro's own club. In the latter case a little session with the chairman of the committee responsible for the purchase of trophies at the pro's club will be productive. These men are sorely tried in making purchases of acceptable prizes; picking cocktail shakers to be won by prohibitionists, cigarette cases for the winners who don't smoke, and cake trays and similar precious knick-kacks for those winners who usually consider them just so much junk, notwithstanding their sentimental value. A big gift shop advertises in national golf papers to help the trophy buyers out of their dilemmas and thus gets much business that should go to the pro who is on the job. Clubs, particularly with their prize significances shown by some inscription on their heads, make the most generally acceptable of all golf prizes. When such prizes can be picked from the pro's stock, they make something well worth winning.

### Shop Most Profitable

The pro who is a student of his business is finding that action in the shop is more profitable than his teaching work, and while not neglecting the instruction, is putting more intelligent effort to selling than ever before.

There's no better way for getting the right start in selling than the inspection of his member's golf bags that

has been suggested. If this is done and the findings employed in a sales campaign the pro will find that he will wind up this season with a record volume of shop business.

In any shop a judicious use of display cards and signs will help a lot in selling. Manufacturers aid the pro by supplying much of this display material despite the fact that vast quantities of it are never used by the pros who need it most. This advertising from the manufacturers and some signs painted by local display card producers to the pros' special orders will keep constantly at work in increasing the shop profits upon which the pro must depend for an income that is worth having.

## New England Bulletin Has Brown Patch Clinic

SOME interesting and helpful opinions on Brown Patch are given in a recent issue of the New England Branch Service Bureau of the U. S. G. A. Green Section.

The thoughts that have been expressed are given in this bulletin as follows:

Brown patch is a fungus growth.

The fungus is in almost every soil.

The fungus grows and spreads with dampness and heat.

So does mildew, a second cousin of Brown patch.

The more tender the grass, the quicker will Brown Patch attack it.

A lawn or putting green seeded in June gets a dose quite easily.

The higher the temperature and the higher the humidity the more damage it does.

Brown patch in New England appears between June 20 and August 20, but its violent season is usually from July 15 to August 15.

Brown patch is of two kinds, "dollar" which is rare in New England and which develops at a temperature above 60 degrees, and humidity of 90 degrees—and "large" which develops at a temperature above 75 degrees and a humidity of 90 degrees.

A fungus growth can be carried to other parts of a green by shoes, by mowers and by one blade of grass touching another.

Brown patch at a temperature of 95 degrees to 100 degrees and a humidity of 95 degrees has been known to spread over a whole green in one night.

Grass is dependent on its roots for existence. The healthier the roots, the less

permanent the damage Brown patch will do.

Washington bent and Metropolitan bent are strains of stolen grown Bent grass that are especially selected for their vigor and ability to resist diseases.

Sheep fescue turf does not have Brown Patch.

Few fairways are victims of Brown Patch.

The newer the grass and the more tender and soft the grass, the easier the fungus grows on it.

Brown Patch comes at night.

Brown Patch does not thrive on dry sunny days, on dry days or on cold days.

Brown Patch develops more slowly in a well aired location.

Brown Patch likes "dead" air, high moisture and high temperature.

Little permanent damage is done to

grass if the roots are not attacked.

The roots are stronger and longer on a sandy friable soil than on a heavy clayey soil.

#### Don'ts—

Don't seed in June.

Don't fertilize in June and July as that starts up new shoots.

Don't water at *night* during the Brown Patch season.

Don't start up new shoots to feed the Brown Patch fungus.

Don't fail to have good roots and healthy grass.

Don't over water and soften the roots during the Brown Patch season.

#### Do's—

Read the Green Bulletins.

Learn the economical use of Calomel.

Write the Green Section for its collected experience on your problem.

## Pros Who Set the Selling Pace

By HERB GRAFFIS

PROFESSIONAL merchandising has brought to light some good merchants who probably would have been highly prosperous heads of retail shops had not destiny, temperament or surroundings led them into the professional golf fold. The pro as a merchandiser has been the subject of some criticism that has raked his ranks fore and aft, but this criticism has been of a general nature and has withheld a due commendation to some of those who should be mentioned examples for their comrades who are eager to increase sales at their clubs.

One recent afternoon the writer spent "fanning" on pro merchandising with a number of the leading golf goods salesmen and during this session the names of several well known pros came up with some definite selling suggestions.

"These fellows who complain of having clubs with a small playing membership," said one of these salesmen, "have not any alibi for not doing business when you think of the case of Alec Pirie. Alec has the smallest membership in the Chicago district, barely over a hundred, as I remember. Of course his Old Elm membership is the wealthiest in the territory but that means nothing unless the pro is a real merchant for the rich man of middle age or past, often hasn't a feverish in-

clination to play golf at every opportunity. These golfers usually are canny buyers, some of them outright eccentric, playing with clubs that must have been turned out thirty years ago. As a rich man told me one time, one of the greatest pleasures of being rich is that a fellow can afford to wear his old clothes. There is this factor of reluctance to change that is apt to keep down sales unless a man who is right on the job, interested and competent, keeps an eye over his trade and misses no chance to make a deft suggestion of a purchase. When a member buys a package of tees at Alec's shop, you'll never see Alec sitting back if he's there and turning the customer over to an indifferent assistant. The member gets the tees from Alec—the personal service idea that please them all—and if there are some new tees in stock, Alec will show them and tell about the ingenious feature of this latest trick of the tee inventing mania. None of this attitude of "I'm a pro and I'm not going to tell you the inside dope of our trade" at the Old Elm shop. Like you see many places. In the face of the fact that Old Elm's membership is small I dare say that almost every golf supply bought by its members is bought at the Old Elm shop, which brings the volume of business up to an enviable figure."