

proved to its own satisfaction the value of a co-professional arrangement assuring the skillful hand of a real skipper at the kantankerous helm of the shop at all times, and that therewith provides all the essentials of an efficient and business-like administration.

That the members to the Sedgefield co-professional arrangement happen to be brothers is noteworthy in the unusualness of the situation and, what is more important, as it bears in one more particular upon an efficient partnership.

### Lauds Pro in Verse

Likewise that these brothers bear the name of Atkins presents yet another happy omen just now to the spinner of this true tale, in that having misquoted Kipling once, it allows him to do so again and close the story with the following brief fling at parody—not alone for its application to Ramon and Herman Atkins, but to every professional, whoever and wherever he may be, in his thousand and one contacts with the club membership and in his relation to the quirks and vicissitudes of his daily grind. Hence, with the present always in mind:

Oh it's Ramon this, and Herman that,  
 "And I'll see you boys next year,"  
 But it's straight to the shop of Atkins  
 When the old club's stripped its gear.

And it's Herman this, and Ramon that,  
 "And I need nae golf advice,"  
 But it's SOS for Atkins  
 In the times of hook and slice.

Now it's Ramon this, and Herman that,  
 When golfing skies are blue,  
 And "Lord bless you, brother Atkins,"  
 When your game has gone askew.

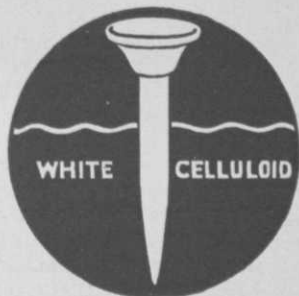
Yes, it's Herman this, and Ramon that,  
 While Old Man Par's a friend,  
 Though "I need you Mister Atkins,"  
 When there's trouble in the wind.

And thus the way of golfing folk  
 Along these links of life,  
 Where every pro expects his share  
 Of varied joy and strife.

Though it's "Hey, Pro!" this, and "Say,  
 Pro!" that,  
 No odds; for sure as fun,  
 It's bound to be "'Ere's to you, guy!"  
 Before the day is done.

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## To Build Up a Good Business— Give Good Values.

Most Golfers are business men, and have a well developed sense of values. They are free spenders but will not continue to buy goods that do not give them their money's worth. It reflects on their judgment.

Our own business has grown remarkably and we believe it has been because of our policy of always giving the best possible values.

This increased business has made it possible to announce better values than ever for this year.

Your Players know that they lose tees even if they do not break them, and will appreciate finding 12 tees in their boxes instead of 10, as packed last year.

They will not only find two extra, but the Tees will be better than ever, and the new boxes are very attractive.

Investigate before buying tees again.

The trend is to "PEG" the Celluloid Tee that is so easy to use. The leading Jobbers are selling it.

**GRANBY MFG. CO., Inc.**  
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# Push Shots for More Pro Business

THIS use of mail in promoting pro business ought to do a lot this year in making more money for the boys. There are plenty of instances of pros using letters of their own to stir up business. One of the successful letters is that which Doug Woodrow, formerly pro at Holland (Mich.) C. C., and this year with Southmoor G. C. (Chicago district) sent out to his Holland members; the letter was mailed at the start of the 1929 season. It's a commendable piece of pro work. Doug wrote:

I have been re-engaged as your professional at the Holland Country Club for the coming season and would like to make a few statements in behalf of myself and the shop.

I will do my best to give the members of the club first class service, will maintain a clean, tidy shop and I will be on the job at all times to render you service.

In my shop I will carry a full line of woods, and hand-made domestic and imported irons second to none, also a complete line of bags, balls and other golf supplies. I will be glad to order special for you anything that I have failed to stock.

On teaching—I have made a special inducement in regard to price on lessons. A member can buy a ticket good for six lessons to be used by him or any member of his family for ten dollars plus caddy fees. Otherwise lessons will be given at the rate of two dollars per half hour plus caddy fees.

The cleaning, storing and caring of clubs will be the same as last year; i. e., \$1.25 a month or \$7.50 a year.

You will find enclosed cards for cleaning, storing and caring of clubs, also for lessons for you and the family. If you desire this service, please sign card or cards, and return to me at the club.

Thanking you for your attention, I remain,

Yours professionally,

Doug Woodrow.

\* \* \*

## "Cold Water" Teaching Method

At Lynnfield Center, Mass., there is a pro named Arthur Grant, whose members of the Sagamore Spring G. C. have been introduced to a smart idea in golf instruction.

Art, like all other pros, has a tough time teaching his pupils to keep from a conscious lifting effort on an iron shot. He, like the rest of the boys, has thought and labored to get the students over this "hump" in instruction.

One day Grant was sitting around the locker-room picking up hunches from the comments of his members on the Sagamore course's most interesting holes. The consensus of the good players named the seventh, a water hole requiring a hundred-yard carry from the tee. This hole is 400 yards in length and it is a nightmare for the dubs. One of the members who still had to realize the ambition of going around steadily "in the gay nineties," spoke up naming this heart-breaking seventh as his favorite. Explaining, he continued: "I used to take lessons from Art and go out to play after the instruction, breezing along in pretty good shape for me, until I got to this heart-breaker. Art saw me there one day playing my usual 8 or 10, dropping plenty of shots into the water. Art threw out a few balls and said, 'Hit the three of them right out into the water without looking up. They're old balls, and not yours anyway.' I socked away at them and they all went across good."

Grant says this gave him a hunch that he has employed with great success in teaching ever since. Whenever possible he will take a pupil to the water hole, or any other hole where the student is having trouble, and give him lessons there. The lessons thus staged have strong psychological effect as well as being basically sound instruction. The success helps him to sell more instruction. In Art's opinion, if a pro can get a bunch of old balls and have a kid to reclaim them from the water, a water hole, in off hours, is an ideal place for doing effective teaching.

## Dressing Up Pro Shop for More Sales

By WM. LOWELL, JR.

Vice President, Reddy Tee Co.

HAVING visited numerous pro shops, I have observed a good many of these

shops are poorly lighted. In merchandising it is an accepted fact that a store should be bright. I therefore recommend to pros that if their shops are not bright that they arrange with their electrician to put in more powerful lights and if necessary some new fixtures.

The next point I want to bring up is about floors and the importance of having them attractive. If you have a concrete or cement floor, I suggest painting it a dark red and then buying a reasonable grass rug to put down. This job is comparatively easy and inexpensive and to see the finished job is proof of its worth. If on the other hand, you have a wood floor, then linoleum is the best bet. There are many attractive designs and the cost is not great, but you will have to get some grade that will stand the wear of spiked shoes.

Now that we have an attractive floor and bright lights, let us turn our attention to the walls and windows. In most cases I would recommend white walls. Give the walls a coat of flat white paint and then a coat of white enamel. A few golf pictures will add considerably to the appearance, and these should be easy to procure at little cost from one of the local stores.

As to the windows, I believe that it is well worth while to put up drapes. Here again is something that can be handled inexpensively. Simply buy a few yards of material and then friend wife, (if you are a married man) or someone in the family, no doubt will gladly prepare it.

So far I have just talked about the shop itself, now we come to the display of merchandise. With the proper setting it is comparatively an easy matter to advantageously display your golf equipment. I suggest that you have the different makes of clubs displayed separately and have a small sign over each group, designating the make. This draws the golfer's attention to his favorite brand of clubs and thus facilitates a quick sale.

For golf sundries, golf clubs, tees, etc., you have your showcase which should by all means be so located as to command immediate attention.

To top things off, a small wicker table and 2 or 3 wicker chairs is a splendid idea. Often times a golfer who is about to purchase a complete set of clubs, wants to discuss with you the relative merits of the different makes and it is a well known fact that a man is in a more receptive mood when he is comfortably seated.



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Enclosed find \$1 for the new Fulname Inking Outfit as above described. Money to be refunded if not more than satisfied. Pin to your card or Letterhead with \$1, cash or check.

# How Veteran Chairmen Get Greens Results

By **H. P. KIDD**  
*Green-Chairman*  
Wheatley Hills G. C.

and **R. A. WHEELER**  
*Green-Chairman*  
Michiwaukee G. C.

THE newly elected green-chairman today, it would seem, has a very much easier row to hoe than a decade ago. Information is now available to him through district organizations enabling him more intelligently to select and purchase equipment, seed, fertilizers and the various other necessities for the course. Technical information regarding conditioning his course is available through the U. S. G. A. Green Section Bulletin, magazines, and other channels. Apparently, all he has to do is to get himself elected and everything is at his hand.

However, there is one thing, perhaps the most important of all, that cannot be given him. In fact, it is something that can never be given away; that is, experience. He must go out and get this himself. It is not obtainable in one or two or three years. It can be had only by very hard work supplemented with diligent study of the best maintenance practice, which has become highly technical of recent years, and seems to be progressing with faster steps each year.

What seemed good practice five years ago is no longer considered so today. The duties of a green-chairman today entails so much work that it is hardly fair for a club to expect a man who joins a club for recreation to undertake the work as it should be done. It is no longer an honor, but a job. Golf clubs have grown so rapidly of recent years that good green-chairmen, unfortunately for many clubs, are not easy to find. The average club with, say, 300 members might not have a member capable of performing the duties, but there will be named, nevertheless, one who will give up the work at the end of a year or two, and the job is passed along to another member who takes it simply because a golf club must have a green-chairman.

Every club, of course, does not run its greens matters the same, but 75 per cent

of them are so similar that there should be a standard for a green-chairman's work. The methods and management of golf clubs differ widely according to the size of their membership and finances. Clubs with 36 holes and more may have a manager or superintendent capable of taking care of the greens, and are in a position financially, through their greater membership, to pay the salary such a man would require. Unfortunately for the green-chairman of the small club, his members compare his course with those of the larger organizations, and want to know why their course is not so good. To one with experience, the reasons are obvious.

## Work to a Plan

The average 18-hole course would do well to standardize its methods. The board of governors choose the president. The president then appoints the chairmen of the various committees. The chairman of the green committee must then select his committee. Three members are enough, as large committees rarely function smoothly, and often hamper the work on the course. The green-chairman then must choose the method by which his work will be done. He must first decide if he is going to do this work for more than a limited period, for if he is only going to do it for a year or two he should decide upon what expert advice he will follow and stick to that advice. There is such a variety of counsel that confusion will ensue if he listens to all he will get. A little knowledge is very dangerous and has been costly to a great many clubs.

However, if the newly elected chairman is going ahead for an indefinite time, then he should lay out a plan to follow, say for five years. He should study his job carefully, avoid making any drastic changes and go about his job sober-mindedly, with his greenkeeper as his best friend and with whom he must be in constant contact. This



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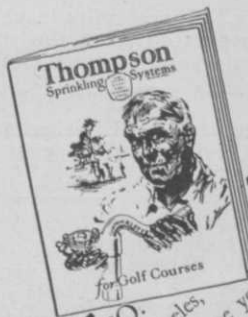
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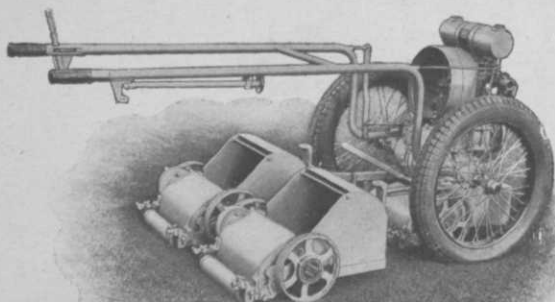
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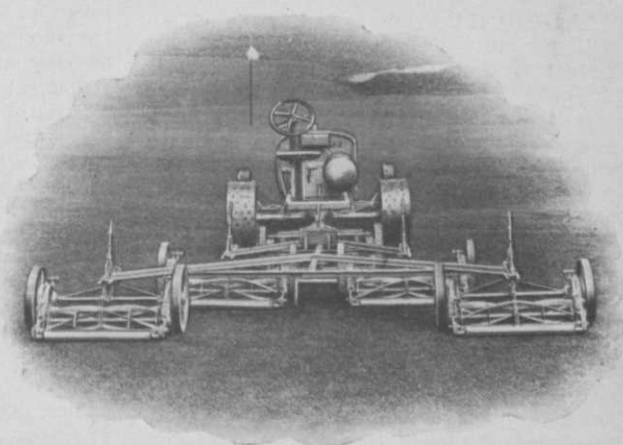
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latter point is essential for there are so many things in golf course work that need consultation to relieve the greenkeeper of responsibility which the green-chairman should rightfully take. In general, the standard of greenkeeping has been so raised of recent years that the new green-chairman can make little mistake in consulting with his greenkeeper, and he should try to make himself the buffer between the board of governors and the greenkeeper's work.

The first thing the new green-chairman will probably be staggered with is his budget for the year. A budget system is the only way to run any club (despite the fact that if the green-chairman is economical he will find the house committee will likely spend every dollar he saves). A golf course can be maintained on the basis of, let us say, a Ford, a Buick or a Rolls Royce. The Ford is too cheap, and the Rolls Royce, too extravagant. So take the Buick, and run the course on that basis. The new chairman should ask for a budget of, say, \$25,000, and see how he can get along. This includes the professional and caddy-master, and if the clubhouse grounds are not extensive he may take care of them. However, if it is necessary to maintain one or more men around the house grounds constantly, then he should ask for a separate budget for this work and not let it be confused with course expense. This later is very commonly the case, only to the detriment of the golf course.

A gang of eight to twelve men should take care of any 18-hole course in good condition. The new chairman should try to keep married men in his gang. They are more reliable and are more apt to be with him from year to year. He should keep a skeleton gang during the winter of three or four men, even if it is necessary to alternately lay a man off for a week every three weeks or month. Cost accounting, according to my observation, won't do much good, although it may benefit some clubs. It looks very well on paper, but doesn't get the new chairman very far, and supplies him with information that may not always be accurate, for the reason that the average greenkeeper up to now does not look favorably upon bookkeeping. Further, what difference does it make if you are going to do a job to know the cost of it afterwards to the last penny. The chairman and his greenkeeper can always figure the cost beforehand within a few

dollars, while the routine work of cutting greens, fairways, top-dressing, etc., will always be done in the most economical way with a limited gang of men. Cost accounting is necessary in a factory where something is made to sell and it is necessary to know exactly what it costs. Then one must have a bookkeeper and timekeeper or an efficiency man to supply accurate information. But greenkeeping is different. There is certain work to be done, and if the chairman thinks it can be done more economically he should show his greenkeeper how, but should not hamper him with a lot of figuring and bookkeeping. Otherwise one is liable to spoil a good man.

Inventory all machinery, tools, equipment and supplies, and above all things stay within the budget. Don't starve the course, but rather lay out a program of fertilization and stick to it each year. Avoid discussions with members of the club on the subject of course architecture for there is no more arbitrary subject in the world. A composite drawing of the ideas of each hole from the members of any club would make good copy for the comic page of any newspaper. Call in the advice of someone with known ability if architectural work is necessary.

Be generous with the men in the gang. Treat them as human beings and remember they are not city-bred men. Give them a word of praise when they have done a good job here or there, such as a neat piece of sodding or a well-built trap.

## The Green Chairman and the Golf Club

By R. A. WHEELER

*Green-Chairman, 1925-29, Michiwaukee G. C.*

THE fact that the golf course is the most important possession of a golf club and that the condition of the course reacts upon each member emphasizes the importance of the green-chairman's position.

The greenkeeper is directly in charge of all construction and maintenance work on the course, and one of the principal duties of the chairman is to co-operate fully with the greenkeeper so that the best possible construction and maintenance job will be done for the club, consistent with the money expended.

In order to co-operate fully, the green-chairman and the greenkeeper must understand, like and respect one another. The chairman, who may be well versed in some



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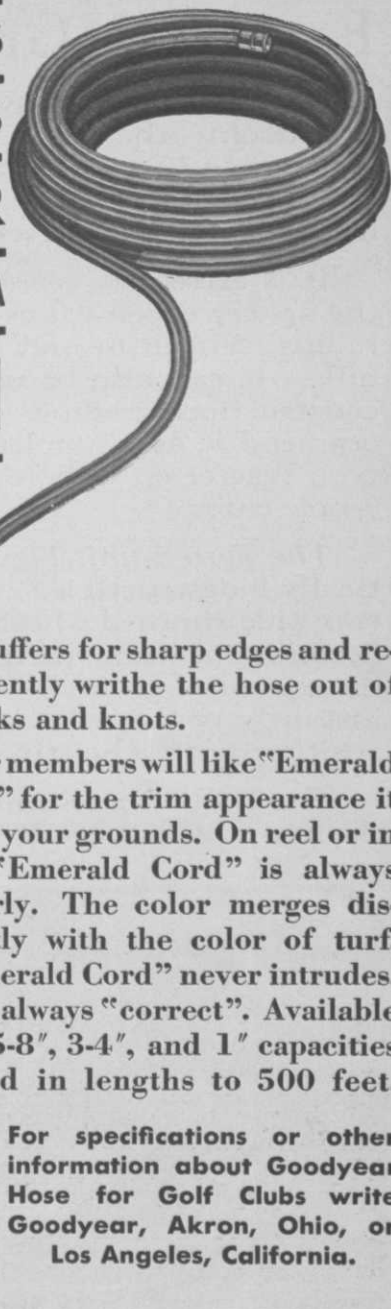
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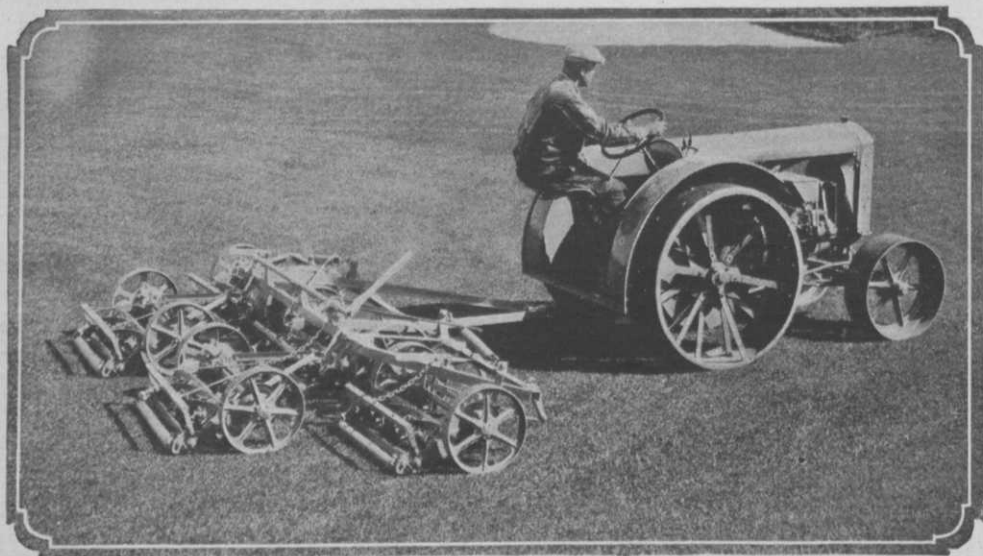
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