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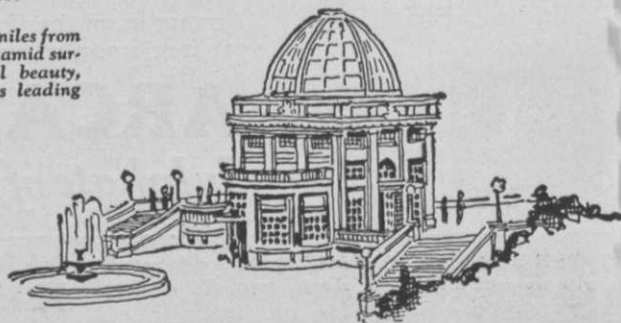
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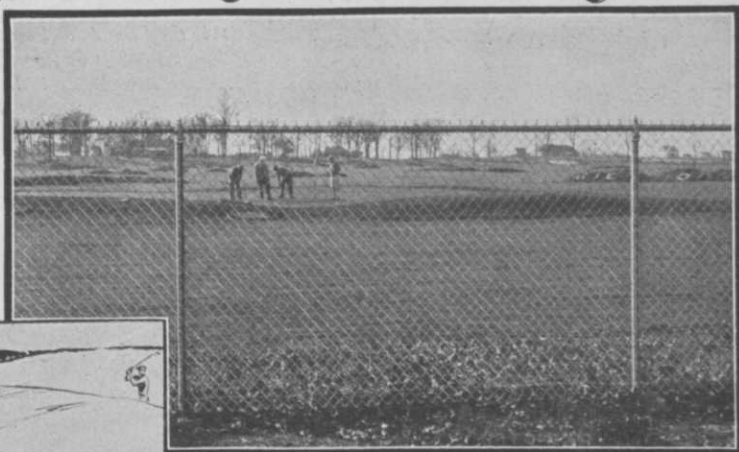
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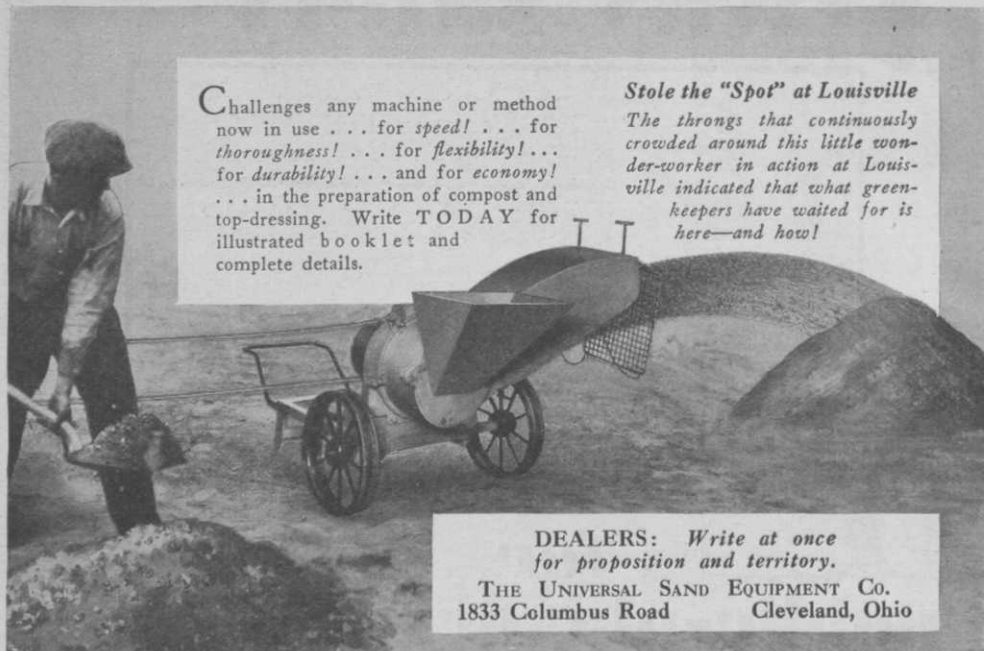
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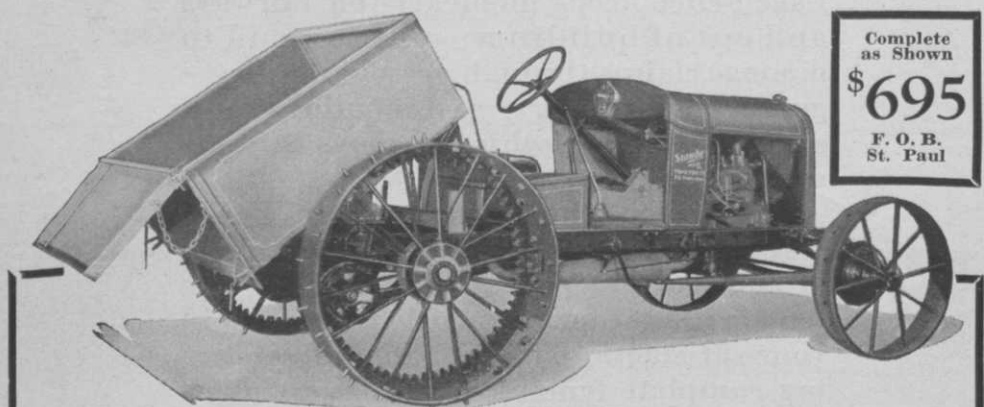
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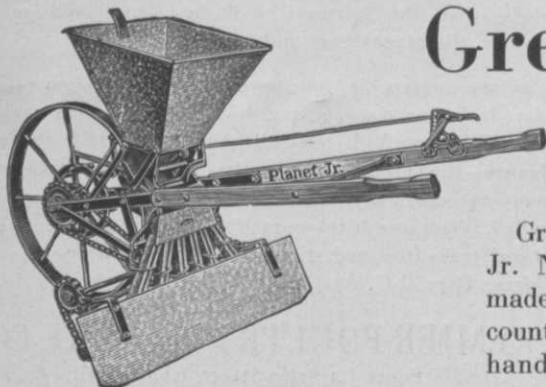
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The Business Journal of Golf
REG. U. S. PATENT OFFICE

VOL. 4

MARCH, 1930

NO. 3



One section of the Greenkeepers National annual banquet at Louisville.

Plan Three-cornered Study of Club Business

By HERB GRAFFIS

Golf club heads of departments to tackle job of promoting teamwork and profits.

PLANS for the first general conference of golf club department heads are speedily advancing, although the movement is of such recent origin that it still lacks the official participation of the Professional Golfers' Association, the National Association of Greenkeepers and the Club Managers' Association.

Unofficial overtures have been made be-

tween moving spirits among the three golf club operating departments with the idea of staging the contemplated conference at Columbus, O., during the time of the greenkeepers' convention in 1931. The club managers plan to hold their annual convention in Pittsburgh Feb. 24 and 25, according to present ideas. Pros never have had a convention, the only meeting of this char-

acter being the annual P. G. A. meeting attended by two delegates from each of the 24 sections of the national body and by the national officials.

Join for Profit and Peace

It is the opinion of the leaders in the club operating field that a major need is a closer coordination of club departmental operations, more understanding of the details and policies of each department and much more harmony. It is the hope of the proposers of the intended conference that the general meeting will speed progress in the development of a unified, efficient operation of golf clubs. The main difficulty in getting such a conference launched is that each of the three factors concerned, while earnestly anxious that a concerted drive for improvement in operating unity be successful, each is scared to publicly take the responsibility for pushing the project for fear that it will be damned by being interpreted as the effort of their particular camp to rank as the Mussolinis of club operation. Nothing could show the need for the proposed conference plainer than this necessity for the delicate touch in its launching.

Plan Pro Business School

Definite form was first given to the plans by the sessions P. G. A. officials have been holding for the purpose of improving the general character of golf instruction methods and results. Use of the motion picture camera has revealed that many of the pros are playing golf one way and teaching it another. To an impressive extent the motion picture has exposed that certain of the old pet notions, such as the roll of the wrists, had no place in proper teaching, and some of the ideas proclaimed by their sponsors as important new discoveries, such as the lateral shift of the hips, were equally fallacious, according to authorities in golf instruction.

Some of these authorities have been associated with one of the leading makers of golf clubs in research work, employing the Jenkins super-speed motion picture camera, a device so fast that it is used in taking moving pictures of projectiles in flight. Use of this camera further developed the findings made through the ordinary slow-motion pictures of model golfers to such an impressive degree that the small group of pros resolved to make greater use of this camera in determining as near as possible a correct, orthodox method of instruction.

It is the hope of the workers on this plan to get pictures of Jones, Sarazen, Vardon and Glenna Collett as key-pictures in this pro instruction conference, and if possible to get these three interesting stylists to attend the Columbus conference in person. The public doesn't realize the work the pros are quietly doing in an effort to hack out a royal road to learning the game and it is the prayer that publicity attendant upon this pro conference will greatly stimulate the lesson business and results. The P. G. A. officials who are nursing along this end of the conference hope they will be able to get a turnout of 400 to 500 professionals. It is the intention to make these pro departmental sessions a real training school for pros, along the lines of the football coach schools and the highly popular greenkeeping short-courses being conducted by Massachusetts Aggy, Rutgers, Penn State and Wisconsin. In addition to this instruction phase it is planned to have a model shop constructed on the stage of the assembly hall, and in this setting to have experts on shop display, selling, advertising and accounting give their lectures on practical methods.

The pros' big contribution to the play that will be made for public appreciation of the tripartite conference will be focused on the instruction method study. This will mark the first time since 1457 when parliament ordained that golf be "utterly cryit doune, and nocht usit" (with the usual effectiveness of sumptuary legislation) that any collective, scholarly research has been devoted to golf instruction. Not the least of the reasons that the pros will have for cashing in on the proposed Columbus conference is the national publicity that the Columbus Chamber of Commerce publicity department promises to get for this phase of the meeting as well as for the managerial and greenkeeping activities at the general and group sessions.

The pros do not plan to have any manufacturers' exhibition at the conference, it being the present intention that the P. G. A. will finance altogether its part of the affair as one of the operating benefits and liberties permitted by the increase in P. G. A. dues which become effective this year.

Managers to Promote Unity

Plans for the conference now are in such a nebulous stage that nothing definite may be said about the managerial activities at the contemplated conclave. The exclu-