

the club officials anything very tangible or new in ideas not already being employed quite generally. Just two come to mind at the present time.

"There is still a very noticeable shortage of suitable and properly located professional shops. It seems to have been the general practice in years gone by to allot the pro, for shop purposes, some particular space that could not possibly be used for any other purpose. As a result, too often the pro is so far removed from the usual route of the players to the first tee that his sales possibilities are terribly handicapped, and he cannot fully give his much needed services to the members. In the planning and building of more modern clubhouses, the location of professional shops has received as much consideration as the main dining room or lounge. Now that the clubs are beginning to make some profits from operations, particularly from the bar, it would be well to give thought to the proper location of the professional shop. This is worthy of consideration from the standpoint of re-employment alone.

"We believe there is another way of realizing the greatest benefit from the professional, and, at the same time, increasing his revenue. The clubs might include in their regular annual dues the price of, say, six lessons. This amount to be turned over to the pro as collected and the lessons arranged by appointment when, and as, convenient for the members.

"It is a foregone conclusion that knowledge of the game and ability to play it immeasurably increases a member's interest in golf. The only way this knowledge and ability can be acquired is by lessons and practice.

"In our humble opinion, many benefits would accrue from a program of this kind. Greater interest in the game, created by lessons, results in greater activity. Greater activity means larger income in all club departments.

"It would place a much larger number of clubs in position to engage the services of a competent and capable professional. It would assure the professional of a definite income or working capital. A definite minimum working capital for the professional might, in a large measure, eliminate some of the problems confronting the manufacturers."

From K. E. Goit, sales manager of Toro Mfg. Co., Minneapolis:

"We feel that conditions in the golf trade are due for steady improvement in 1935. Our view is that while improvement is bound to come, it is going to be spotty with some sections going

WHY DO THEY DO IT!

A GAIN golf clubs will repeat an annual mistake that is costly to each club—and costly, as well as rankly unfair, to their key employees.

Firing and hiring of pros, greenkeepers and managers in far too many cases is put off until the season is almost ready to open. The fellow who is canned may be the victim of club politics, its financial condition, his own unfitness or incompetence, but at any rate he ought to have a chance to get himself lined up in a new job before the last minute.

The club that delays engaging department heads usually has a tough time finding the man who exactly fits. In golf, as in every other business, good men are not easy to find. Very few of them are completely out of jobs and those, in a number of cases, are fellows who have some income or savings and would sooner keep looking until they get a real opportunity and a chance to do some effective work happily, rather than take anything that's open.

GOLFDOM has troubles of its own and does not invite a lot of employment agency work, but it has done a lot in putting clubs in touch with competent and satisfactory department heads and is perfectly willing to continue this function whenever we can be of service.

ahead faster than others. There is no question that amateur sports of all kinds are experiencing a marked revival, and golf of course, ranks at the top for mass play interest.

"Private membership golf clubs should investigate carefully new methods to attract and hold members. The day of high initiation fees and inflated dues is over. The Alderwood plan, originated by the Alderwood C&CC, Portland, is a step in the right direction, and the tremendous success of this plan is evidence that individual players want a new deal in club memberships. While it is a little too early yet to forecast the ultimate success or failure of the Alderwood plan, nevertheless it is worthy of consideration by all clubs and should find a prominent place in their discussion of 1935 plans.*

"Another event worth mentioning is the development of class instruction in golf by the newspapers, and much appreciation

* A full description of the Alderwood plan will be found elsewhere in this issue.—Ed.

is due the *Chicago Tribune* and other metropolitan papers who have taken it upon themselves to foster golf by offering free lessons to the public at large. We hope this idea will spread in the coming year and that more of the papers will get behind this worthwhile promotion.

"And last but not least, we hope that 1935 will bring greater rewards to the Superintendent of Grounds, who has never yet received complete recognition for his services to the great game of golf."

From L. B. Icely, president, Wilson-Western Sporting Goods Co., Chicago:

"The golf market will broaden, due to a number of factors, which I will outline further on. The best information we get from our sales group is to this effect: That they are writing advance orders about 25 to 30% greater on their fall trip this year as against last year, which means the professional is believing that he will have an increased demand for golf equipment and that his shelves are fairly clean of stock.

"The character of merchandise being bought is in the higher quality bracket, which indicates to us that the public is being sold away from the idea of buying price merchandise. They have been over-sold on that for the last three or four years. Since higher priced golf clubs are selling with us very much better for the coming year than in the past, we know that the unit of profit on each sale will be greater for the retail distributor. Therefore, the professional should have a better gross income the coming year than in the past.

"The outstanding tournament and promotional work that was done in golf in 1934 will be cumulative in value for the coming year. One striking evidence of national, as well as international additional interest in this great game is the sending by the PGA of a team of six men to Australia during the winter months. At the Miami-Biltmore Open just finished in Florida, they had one of the largest group of entrants of all types of professionals of any tournament held in that section.

"We believe that professionals, as well as manufacturers, are going to have—individually and collectively—a much better season in 1935 than they have had for the last four or five years. Undoubtedly, in our opinion, the demand for golf goods in the early season will be greater than ever

and that is why we have been emphasizing with the professional the placing of anticipation orders so that he will be prepared to give good service and greater additional sales with new merchandise when the golfing season opens. No manufacturer can give the kind of service the professional wants unless he has some idea—by the advance business—what the professional may need. There will be not only an increased and broadened market of new players, but a larger replacement market than ever before."

From Ed Canby II, vice-pres., Crawford, McGregor & Canby Co., Dayton:

"The disappointments and recurrent setbacks of the past few years have taught us all to be a great deal more conservative in our efforts to analyze and predict the course of future events. We have learned to base our expectations on a much more sane foundation. Guided by such an attitude, I feel, nevertheless, that the prospects for golf during the coming season are definitely encouraging.

"The game has suffered not one bit in interest during these trying years. There are just as many, if not more, adherents now as in 1928 and 1929. Circumstances alone have been responsible for the falling off in the amount of golf played. Its revival will parallel the improvement in general business conditions. I am convinced that golf will make tremendous strides in the next three years.

"The status of golf clubs generally seems to be measurably improved over the situation which existed a year ago. They are financially stronger, and membership lists have shown an increase. The way seems to be paved for a year of profit.

"A wholesome change in attitude is becoming apparent with respect to the primary functional purpose of the golf club. The period of unprecedented wealth and exaggerated emphasis of social affairs accompanying it, which existed during the 'twenties,' had a distracting effect upon the golf activities at most clubs. A golf club should, first of all, be for golf and golfers, and the many other affairs which clubs sponsor, while worthwhile, should not be allowed to detract or work a hardship on the strictly golf functions. I believe that club officials would do well to keep this in mind when arranging and conducting their club programs during the coming year. Their motto should be 'Keep the golf club for the golfers.'"

SELL 200 NEW MEMBERS

Coast Club's "Equitable Dues" Plan Fills Roster in Hurry

Alderwood Country Club, of Portland, Ore., one of the better known golf clubs of the Pacific Northwest, recently inaugurated and successfully put into practice a unique plan with respect to membership dues. The plan will possibly not interest such clubs as are experiencing no difficulty in maintaining full memberships on the usual basis of charging flat monthly dues, but to the great majority of clubs, so hit by the depression that there are still vacancies in their rosters, the Alderwood plan merits consideration. This statement gains weight when you are told that this novel dues plan brought more than 200 new members into Alderwood in a period of less than a month. Eighty of these were former members who had been forced to resign when times got hard. The club now has a substantial waiting list.

Paul P. Farrens, a director of Alderwood and chairman of the club's Legal and By-laws Committee, gives below the complete story of the Alderwood plan and points out the many benefits that can be expected through its adoption by other clubs.

DURING THE past few years, the majority of the nation's country clubs experienced serious membership losses due to causes arising directly from the well known Depression. Alderwood was no exception. We had members who during the pre-Slump days were in easy financial circumstances and could find the leisure to play golf whenever they pleased; today, many of these men have experienced serious straitening of their financial circumstances, and they no longer have the leisure that once was theirs. Wholesale resignations resulted, which in turn caused the capital value of memberships to be almost wiped out.

The resigning member may regard the situation that he can play golf only occasionally as a temporary situation, but he is unwilling in the interim to pay the flat monthly dues which are required of him if he is to continue to maintain his membership.

The Alderwood plan was born in the mind of A. H. Craig, who for many years has been the very efficient manager of our club. Mr. Craig presented the plan to the

Board of Directors early last fall and it was adopted by the Board and put into immediate effect, with the result that in less than a month our club membership was increased by over two hundred members, eighty of whom were former members, and the club now has a substantial waiting list.

Here's the Plan

The plan is very simple. The annual real and personal property taxes, the annual interest charge upon its indebtedness, (which in the case of Alderwood is exceptionally small) insurance, depreciation, amortization and other charges which might be denominated capital charges as distinguished from operating expenses, were computed and a base rate of dues was established which was calculated to be sufficient to meet these fixed or capital charges. In the case of the Alderwood, this base rate was \$2.50 per month (plus federal tax). In the case of many clubs, this would be an inadequate figure. If the plan were adopted by another club, the base rate of dues would have to be adjusted to the club's necessities in the matter of meeting fixed or capital charges.

In addition to the base rate of monthly dues, each member (and the members of his family if the membership is of the "family membership" type) is charged (or pays cash) a stipulated green-fee for each eighteen holes or part thereof played during the current month, such aggregate green-fee charges, however, being subject to a maximum. In the instance of the Alderwood Country Club, these green-fees are fixed at 25c for eighteen holes on weekdays and 50c on Saturdays, Sundays and holidays. The financial returns which the club anticipates have been very carefully calculated and consideration has been given to the increased revenue from sale of balls, beverages, cigars, cigarettes, locker rentals and other items of revenue which would naturally result from the increase in membership of the club.

It may be that experience will demonstrate the necessity of increasing the base

B Y P A U L P . F A R R E N S



A. H. Craig, manager of Alderwood, who first proposed the new dues plan.

rate or the rate of green-fees, or both, but if so such adjustments will be merely the result of more accurate application of the principle involved in the plan which is that all members shall bear equally the fixed charges of the club and that operating expenses shall be distributed among the members on the basis of their use of the club, subject only to the maximum limitation on charges arising out of use.

At the present time the maximum limitation applied by the Alderwood Country club is \$5.50 per month, which means that a member whose green-fees in any one month exceed \$5.50 is not billed for any green fee charges in excess of \$5.50. Thus the maximum any member of Alderwood pays per month is this \$5.50, plus the monthly \$2.75 dues and tax, or a total possible charge of \$8.25.

No Sales Campaign Needed

What happened after this plan was adopted could scarcely be called a "membership campaign" in the usual sense. On the first day of October last fall the club

sent a letter to all members and former members and naturally the plan received a considerable amount of publicity in the local newspapers. Members were told that if they had any friends whom they wished to have acquire membership before the by-law limitation of 400 members was reached, they had better get the plan to the attention of such friends and secure immediate action by them. This warning was timely as the by-law limitation of 400 was reached by the 15th of October. The impetus continued even though the membership limitation was reached with the result that the club now has a substantial waiting list.

Everybody Is Satisfied

It has been a surprise to me to note the exceptionally high class men who have been attracted to the club as new members by this plan. It has created a lot of discussion locally, both inside and outside the club membership. With respect to members who make regular use of the club course, the plan effects no saving (except a reduction in federal tax, green-fees not being subject to federal tax) but these members seem to be unanimous in the feeling that they are getting their money's worth and that lesser charges assessed against members who make less use of the club are equitable in every sense. In fact the club membership has coined a phrase for the plan and call it the "Equitable Dues Plan."

The fact that a splendid golf course and an adequate clubhouse can be maintained on what possibly would be average dues of \$6.00 per month per member may be surprising to golf club officials and members in other sections of the country. I believe this fact is due principally to the



Alderwood's clubhouse, shown here, is adequate to accommodate the full roster of 400 members, of which the club now boasts.

climate in the coast section of the Pacific Northwest which permits year round golf and does not present the maintenance problems caused by extremes of heat and cold. In a section of the country where year round golf playing is not possible, that condition would be a factor which would have to be taken into consideration in applying the principle of the Alderwood plan, as it would mean almost an entire cessation of income from green-fees during the months when winter weather stops play.

When Mr. Craig first mentioned the plan to me before it was adopted by the Board, I felt that the plan might give the club the color of a pay-as-you-play course, but I am compelled to confess that the actual operation of the plan has apparently brought with it all of the desirable effects which were claimed for it by Mr. Craig, and also has aroused enthusiasm among members, both old and new, has increased club spirit and loyalty and has brought about an unanimous feeling in the membership that the financial burden of the membership is on a fair and equitable basis. Proponents of the plan point out that all exclusive downtown men's clubs are operated on the same principle as is involved in the Alderwood plan and it must be admitted that in that respect they are correct.

Any one who might be sufficiently interested to desire more details concerning the plan, may address A. H. Craig, Manager, Alderwood CC, Portland, Oregon, and I am very certain that in his usual obliging and courteous manner he will be glad to answer fully any questions that may be asked.

John Shanahan Dies

JOHAN SHANAHAN, greenkeeper at Brae Burn CC (West Newton, Mass.) for the past 31 years and honorary president of the Greenkeepers Club of New England, died on October 31 in his seventieth year. The Greenkeepers Club, in its November *Newsletter* says:

"Known and loved by the many thousands who have enjoyed Brae Burn for his devotion to his job and his fidelity to his club, John was particularly gifted with powers of observation and a vision to comprehend the various phases of his work.

"In his passing each and every greenkeeper has lost a friend and help in time of stress, and the Greenkeepers Club of New England has lost not only its Honorary President, but also its ablest advisor."

The club proposes to establish a John

Shanahan memorial, details of which have not yet been decided, although it will probably be in the nature of a scholarship fund for greenkeeper education, plus a trophy to be competed for annually by New England greenkeepers and pros.

Women's Western Restores 6-Par Holes at Annual Meeting

SEVERAL changes were made at the annual meeting of the Women's Western GA, held November 26th in Chicago, in the association's by-laws. Foreign players in this country may now compete in WWGA events at the invitation of the executive committee. Holes more than 550 yards in length are now rated as par-6 holes; formerly all holes over 375 yards were par-5, regardless of length.

An important change, which is expected to encourage more competitive play by the younger golfers, is to open the Junior Open tourney of the association to any golfer under 18 years of age. Heretofore, the junior event has been limited to girls who have not competed in any other event of the association.

Mrs. Howard T. Raymond of the Evans-ton (Ill.) GC, was reelected president of the WWGA.

No Greens Short Course Planned This Year at Rhode Island

RHODE ISLAND State college is about to start a remodeling and buildings program, which will necessitate shifting the institution's regular scholars from room to room as the program proceeds. With classrooms in constant use, there will be no room for short courses, and accordingly, T. E. Odland advises, there will be no greenkeepers' short course at Rhode Island this season.

"The college plans to offer this course again," he says, "as soon as conditions permit. When the new buildings are completed, there should be ample facilities."

IN THE BOOKKEEPING system of many clubs there are no depreciation charges. Property is carried on the books at its original purchase price, and replacements and repairs are charged as operating costs. Officials claim that this is the proper policy, as the club operates "not for profit" and does not consider liquidation at any time.

NAGA CONVENTION SOON

Toronto Gets Set to Welcome Greenkeeper's Show, Feb. 4-7

NINTH annual convention and exhibition of the National Association of Greenkeepers of America will be held at Royal York hotel, Toronto, Can., Feb. 4 to 7, inclusive.

Wm. J. Sanson of the Toronto GC is president of the organization and it is in recognition of the work the Canadians have done in the organization that the greenkeepers meet outside the U. S. boundaries for the first time since they formed a comprehensive body.

Early reports indicate the prospects of a surprisingly large attendance at the convention. Skeptics have made an advance guess that the mere mention of a meeting place outside this country would sharply curtail attendance, especially in view of the narrow personal budgets under which greenkeepers have been compelled to operate for the past few years. However, investigation of rail fares and auto routes to Canada has been responsible for a number of course superintendents deciding to make the trip. Canadian hotels have not had much convention business since repeal in the States and on that account rates attractive to greenkeepers will be in effect at the Royal York, convention headquarters.

F. W. Ermer, Ridgewood GC, Brooklyn station, Cleveland, O., is chairman of the show committee. Rates on exhibit spaces range from \$65 for 7 x 10 booths to \$200 for 10 x 20 spaces flanking the entrance. Many of the smaller spaces already have been taken and as usual the larger spaces have been promptly snapped up, so the exhibit looks like it's going to be pretty much of a sell out.

Shopping Interest Revives

Repeal in the United States unquestionably will have an effect in stirring buying interest and action at the convention. It also may help greenkeepers to get convention expenses paid by their clubs. In the Middle West especially, repeal has brought clubs profits that will permit replacement of course equipment that long since has outlived its usefulness. The necessity of cautious and extensive buying by many clubs makes a shopping tour to the convention exhibit a smart use of funds.

Advance estimates of requirements made by many greenkeepers set about 20% of the year's budget as the amount needed for equipment and supplies. That's what the greenkeepers figure privately but most of them are scared to death to ask for what they actually need on the course because it costs money and when money is mentioned the officials are liable to say, "sure, we'll take it out of your salary." This attitude, however, is changing now. Greenkeepers with professional reputations to maintain are beginning to ask boldly for what they need. They will do some thrifty shopping at Toronto.

During the time that equipment buying has been lagging, there have been marked improvements in maintenance machinery design and construction. Performance records of these improved devices now are available on such an extensive basis that greenkeepers visiting the exhibit will be able to get accurate close-ups from greenkeepers who have used the new models.

Special convention rates will apply on round trip rail tickets, the fares being as follows: From New York, via N. Y. Central and Canadian Pacific, leaving 7:45 p. m., Feb. 3rd—\$22.00; lower berth, round trip, \$9.00. From Chicago, via Canadian, Pacific leaving 7:30 p. m., Feb. 3rd; \$23.65; lower berth, round trip, \$11.26. From Detroit, via Canadian Pacific, leaving 2:10 a. m., Feb. 4th (berths available at 9:30 p. m., Feb. 3rd)—\$10.35; lower berth, round trip, \$6.00. Fares from other points are proportional.

Program Lining Up

On thing that has kept the greenkeepers association weathering the storm has been a practical character of convention papers. As usual, the educational program of the convention will be impressive, with well known authorities addressing the gathering on a wide variety of greenkeeping and allied subjects. The program:

TUESDAY, FEBRUARY 5

Control of Grubs and Pests in Turf Grasses: By Prof. Caesar, Guelph College, Guelph, Ontario, Canada.

Major Greenkeeping Problems in Can-

ada: By O. J. Noer, Sewerage Commission, Milwaukee.

Turf Grasses and Grass Seed Supply: By W. H. Wright, Chief Seed Analyst, Ottawa.

The Prevention of Brown Patch and Snow Mould, illustrated by motion pictures: By Hunter Gooding, Wilmington, Del.

The Golf Architect Creates; The Greenkeeper Vindicates: By Robt. Trent Jones.

WEDNESDAY, FEBRUARY 6

Insect Control: By Prof. H. C. Crawford, Entomological Branch, Ont.

Limitation in the Use and Interpretation of Chemical Tests on Golf Course Soils: By Prof. G. H. Ruhnke.

Fairway Fertilization: By Kenneth Welton, USGA Green Section, Washington, D. C.

Compost Preparation and Its Uses: By Chauncey Kirby, Rivermead G. C., Ottawa.
Golf Course Maintenance: By Chester Mendenhall, Greenkeeper, Wichita, Kans.
Greenkeeping, Yesterday & Today: By H. Hawkins, Lakeview G. C., Ont.

THURSDAY, FEBRUARY 7

Fertilizing Fairways and Putting Greens: By R. L. Emslie.

Tennis Courts & Swimming Pools, Maintenance & Management: By Paul J. Lynch, Supt. of Recreation, Troy, N. Y.

Organization: By J. Gormley, Greenkeeper, Albany, N. Y.

What to Plant Around the Club Grounds: By Prof. Tomilson, Agricultural College, Guelph.

Preparing Putting Greens for the Winter: By L. Feser, Greenkeeper, Woodhill, G. C., Wayzata, Minn.

Here's Table for Budgeting Course Labor Cost

Compiled by WM. H. ASTON, Detroit

There is always an element of uncertainty when preparing a budget of labor costs. The length of the work day may vary in spring, summer and fall, and there are holidays, half days on Saturday, and some rainy weather to be taken into consideration. In order to simplify this, I have prepared this schedule. As the rate paid for labor may vary from year to year, I have taken the hour as a basis and figured an average of 24 full working days to the month.

As an explanation of how the scale works, assume you wish to employ 8 men for any one month on a 9-hour day. Notice by the schedule that you set up 1584 hours for that month; multiply this by the hour rate you contemplate paying and the result shows the labor cost for that month.

Night Watering of Fairways

Based on one man for 10 hours per night, 80 nights—average of 270 hours per month—if 2 men are employed double the hours.

	June	July	Aug.	Sept.
Hours	270	270	270	185
Total	945 hours.			

Sunday Morning Work

Raking traps, mowing greens, etc.—3 hours per man—6 men each Sunday—Average 11 hours per man per month.

	Apr	May	Jun	Jul	Aug	Sep	Oct
Men	2	6	6	6	6	6	2
Hours	22	66	66	66	66	66	22
Total	374 Hours.						

Basis on which schedule was compiled—

Week day	Satur- day	Total Hrs. for Week	Total Hrs. for Month
Hours	Hours	Week	Av. 24 Days
4	4	24	96
4½	4½	27	108
5	5	30	120
8	4	44	176
9	4½	49½	198
10	4½	54½	218

National Pro-Amateur Meet at St. Augustine, March 14

FIRST ANNUAL national pro-amateur championship will be played at the St. Augustine (Fla.) links, March 14-17, inclusive. There is \$2,500 in cash prizes for the pros and trophies for the amateurs. Entries of pros and their partners should be made to Ray McCarthy, 10 E. 40th st., New York. There is no entry fee.

Schedule Showing Total Labor Hours per Month

	1	2	3	4	5	6	7	8	9	10	11	12
	Man	Men	Men	Men	Men	Men	Men	Men	Men	Men	Men	Men
4	96	192	286	384	480	576	672	768	864	960	1056	1152
4½	108	216	324	432	540	648	756	864	972	1080	1188	1296
5	120	240	360	480	600	720	840	960	1080	1200	1320	1440
8	176	352	528	704	880	1056	1232	1408	1584	1760	1936	2112
9	198	396	594	792	990	1188	1386	1584	1782	1980	2178	2376
10	218	436	654	872	1090	1308	1526	1744	1962	2180	2398	2616

PROS ARE STAR SALESMEN

Lauds Pros for the Selling Technique They Have Developed

PROS HAVE ample reason for congratulating themselves on the first page story that appeared in a recent issue of the Peoria (Ill.) Journal.

Under the heading, "Calls Golf Pro Best Salesman" there appeared in the Journal a report of a meeting of 400 life insurance salesmen. Robert A. Tennant, head of the field education and sales promotion division of the Metropolitan Life Insurance Co. in the feature address of the meeting rated the golf pro as the country's ace salesman.

Quoting from the Journal's report:

"Mr. Tennant advised the insurance men that they could well take a lesson from the golf 'pros' not only in golf but more especially in selling. Develop a technique in selling as does the golf 'pro.', said Mr. Tennant.

"Mr. Tennant told the insurance men of his experience with the golf teacher, making reference to the fact that his game was not greatly improved but at the same time he kept on taking lessons. The fact that he continued to be a pupil of the 'pro' was due to the sales ability of the teacher.

"If we would develop a technique as has the golf 'pro' then we would not have the tremendous turnover in the insurance field nor would we have the low production," said Mr. Tennant.

I'd like to know the name of the professional at Mr. Tennant's club because he is a fellow who has done pro merchandising a lot of good. The main thing the fellows need is to realize that they are above the average as salesmen. When they shake their inferior complex they are all set to go places in merchandising. Pros have heard so much about bum credit and dead-seated and sleepy-brained errors of some of their comrades that they are not especially inclined to realize that by and large the pro is a star merchant. When they really know they are so good they can take pride in their achievements it will be a great day for the pros, the

clubs, the club members and the manufacturers.

Pros' Merchandising Rise

Expert estimates of 1934 golf business indicate that the pros for the first time in years did the largest proportion of the dollar and cents volume of golf business. This has been achieved despite the competition of those who are reputed to be the world's smartest merchandisers, the department store fellows.

It is quite a feat because the merchandising era in pro golf is comparatively new. The pros developed from bench club artisans and sellers of their own limited volume of handicraft into expert small retailers in less than ten years. This is a development practically unparalleled in the retailing field. The fact that many of the professionals have not had the advantages of higher school or business education makes the pro merchandising advance actually somewhat of a miracle.

Almost alone among the smaller retailers have the pros been able to survive and progress while the chain store movement has swept other little retailers toward the discard.

Big store merchandising, long tagged the smartest of selling, has only hooked into the pros on a cut price basis so low that the stores actually lost money on many of the golf goods bargains advertised as leaders. The stores, of course, hoped to make up the loss by trimming the suckers on some item other than the cut-price leader. But these store merchandising stunts usually are temporary irritations and the pro manages to get his share of the entire season's volume of business. When the pros finally get smarter in buying and don't send back unpaid-for clubs at the end of the season, they may no longer suffer from what has been one of the stores' most brutal dips into pro profits—the store cut-price sales of "obsolete" models of clubs.

Manufacturers having this merchandise thrown back on their hands at the end

SAYS INSURANCE EXPERT

of a season sell it cheap for cash to some store just before the start of the next season. Then the store puts on a big sale and nips pro club business in the bud. The pros who consider an order as a business contract and don't return to the manufacturer merchandise they haven't sold, may holler their heads off about these early season store sales, but it never can do any good. Consignment selling to pros also has been responsible for some of this returned goods evil, but since the code has outlawed consignments, the pros are not getting a lot of stuff which they haven't firmly ordered. At least they're not supposed to, because violation of the consignment clause in the code involves serious penalties.

Pro Must Be Good

Gradually the faults in the pro merchandising picture are diminishing and today the pro is expected to be a superior merchant or he's not sure of his job. Good merchandising is what club members expect of a pro. Probably the most impressive aspect of the high class character of pro merchandising may be seen in the sale of women's golf equipment. Women are naturally shoppers. They habitually visit department stores where golf goods are on sale. Well, under such circumstances you'll admit that the sales to women are going to be made by the best merchandisers. It is a fact that the pros are doing a larger part of the women's golf goods business than are the stores. Something for the pros to think about and correct is that the pro shops do a larger percentage of the women players' entire volume of business than they are able to do with the men. In living up to the reputation as "best salesmen" given them by Mr. Tennant, the pros will have to correct this weakness in their shop sales to men.

The Tennant testimony that he continued to buy lessons although his game did not greatly improve is something for the fellows to think about. Apparently Tennant's home club pro is either above the average in sales ability or good fortune, because most of the pros' pupils

want to be made near-champions after a few lessons or quit altogether. However, the merchandising of lessons has given the pros a chance to really do their selling stuff. In the opinion of this observer the boys have done splendidly in this basic detail. When the pro has a pupil properly sold on good instruction the pupil gets more enjoyment out of golf and is in a frame of mind more susceptible to the purchase of golf equipment from the pro.

Play Up Kids' Business

GOLFDOM firmly believes that one of the smartest things the pros are doing is to develop children's interest in golf. This is market insurance and market development. Free class lessons for members' children or class lessons at nominal prices have done much to bring boys and girls into the game. The pro who hasn't some plan for handling the youngsters on his schedule for 1935 operations at his club is not up to par as a business man.

The Illinois PGA plans an energetic campaign for pushing golf in schools as part of its 1935 work. This is a foresighted job that other district groups of the pro organization also should handle, and undoubtedly will. President Horton Smith of the Illinois PGA has been pledged the eager cooperation of such prominent members of the Illinois section as Tommy Armour, Harry Cooper, Ky Laffoon, Frank Walsh and Bob Macdonald in this educational work which has for its objective making golf play good for credits in physical education work at schools. The kids will get several thousand dollars worth of golf instruction for nothing.

Pros debate the wisdom of free class lessons at their clubs. Sometimes it's the right, smart thing to do; other times a little dough for the lessons helps to maintain interest. Circumstances alter the cases. But in the case of the Illinois school lessons the pros are going to give the free lessons as a starter and the chances are that a diligent, earnest follow-up on this school work will make paying jobs for a lot of pros.

It used to be a rather frequent criticism of pros that a nickle was held so close

to the pro's eye that the sight of a dollar beyond was blotted out. You seldom hear this any more. That's a fairly certain sign of merchandising development.

On all hands the pros are presenting proof that there is foundation for the laurels bestowed upon them in the Tennant address. With the boys now learning that the public knows they are good salesmen—and expected to be good salesmen—you may look for a marked pick-up in the nation-wide standard of pro selling. No good merchant can stand still and certainly the pros can't because their increasing business and recognition as merchants gives them greater responsibilities and problems.

One of the problems that they may have to face in 1935 is a revival of hectic price-cutting. The NRA will hold hearings at Washington beginning January 9 to consider eliminating price-fixing provisions from codes. S. Clay Williams, head of the NRA board, says that price control information gathered by the board "justified the position that price fixing is inconsistent with the most effective functioning of our industrial system."

But, regardless of what future developments there may be, it is beginning to be obvious that the pros generally are able to handle the situation. It has faintly dawned on some of them that they are good and recognition of their selling ability made so boldly by an expert like Mr. Tennant is what the boys needed to give them a highly profitable self-confidence.

North and Odland Authors of Fine Bulletin on Greens

ONE OF the finest and most complete reports ever issued on the management of putting green grasses is Bulletin 245 of the Rhode Island State College experiment station. The authors are H. F. A. North and T. E. Odland of the station staff and the title of the report is *Putting Green Grasses and Their Management*. Contents of the 44-page bulletin will prove of considerable value to all greens workers, and every greenkeeping library should contain a copy.

The experiments which are reported were begun as a study of a large number of grasses to determine their value for golf greens. Some of the vegetative strains have been propagated with stolons in comparison with seed. The turf from colonials and seaside creeping bents have been tested from original lots and from

seed produced in Rhode Island from the same lots.

The bulletin is designed primarily to furnish information which will aid those concerned with the growing of fine turf in choosing the most satisfactory grass for special conditions. The quality of the turfs has been determined by rating important factors individually and collectively.

Tests have shown that the fertilizer treatments used and the soil reactions maintained have been generally satisfactory for most of the bent grasses. A deficiency of lime resulted in serious damage to the plats of creeping bent during one of the seasons of the test.

The velvet bents as a class have been rated higher in quality than the colonial bents. Rather wide variation was found among the former in this regard and only the exceptional strain was rated higher than the average of the colonial bents. The three types of colonial bent under test were found to differ in the prevalence of rhizomes, color of foliage, and production of nap. Differences in the quality and susceptibility to brownpatch of the turf were found in the different strains of the common type of colonial bent.

The creeping bents have been rated lower in putting green qualities than the colonial bents. The stolon creeping bents as a group were found of nearly the same value as the lots of seaside creeping bents tested. Wider variations in quality were found among the stolon strains such as Washington and Virginia than among the seaside creeping bents.

The turf of velvet and creeping bents grown from seed was found similar in quality to that produced from stolons of the same strain. Likewise the turf of colonial bent and seaside creeping bent from seed grown in Rhode Island one generation produced turf very similar to that of the parent grasses. As a rule the seeded turf was found more susceptible to disease than the parent stolon turf.

Velvet bents were rather generally susceptible to dollarspot, and colonial bent to brownpatch, while creeping bents were mildly susceptible to both diseases. Snowmold was found in creeping bent turf.

A system is suggested for the general maintenance of the putting green.

Copies of this valuable bulletin may be obtained free by writing to the Rhode Island State college Agricultural Experiment Station, Kingston, R. I.