

new one. But just as certainly, it has never been given the proper play generally that it merits in the average club's playing program. Golfers like the competitive spirit of the challenge. Further, it relieves the pro of the responsibility of matching (with sometimes dire results), does not disrupt the club's "cliques," and promotes the competitive spirit of any club wonderfully.

These Are Sure-Fire

A number of events that are nicely adapted to the challenge idea are:

Match play twosomes; medal play twosomes; match nassau twosomes; medal nassau twosomes; low-ball—low total foursomes; medal nassau threesomes; nassau threesomes on the popular "skin" basis; any of the above as handicap affairs.

That small list alone is good for 14 competitive events that will hold any golfer's interest from the first hole through the 18th, and from April to November. Many other variations are possible.

Best results are obtained by confining the entire season's program, for the most part, to a man-to-man competitive basis, instead of playing everyone against the field. Award prizes to the winner or winners of each match, setting aside a certain portion of every entry fee for awarding field prizes such as low gross, low net, high net, most 4's, most 6's, etc. This gives even the match losers a chance at prizes—and how golfers like to win 'em, regardless of what the prizes may be.

The challenge idea may be made an integral part of the season's program by awarding a trophy for the year to the competitor scoring the most points in, for example, 10 challenge events. Prominent, up-to-date postings of standings serves to promote discussions of same and keep interest at a high pitch.

If your club is suffering from the tournament doldrums, just throw some "challenge" events at them and watch the interest revive. Well-timed and tactful match suggestions, at any time during the week, will prove a potent promotional weapon in your hands.

This coming season analyze the events your members like best, and give them what they want on a "challenge" basis. You'll find it an effective aspirin for tournament headaches—and well within the desires and dignity of every golfer, whether his handicap be 3 or 30.

WHAT DO YOU DO With Your Used Equipment?

By "A Dealer"

Here's a warning—and a wail—from one of the best known golf course equipment and supply dealers.

The trade-in mess he mentions has been whispered about long enough. Somebody's got to bring it out into the open—so here goes.

Greenkeepers at the GSA convention in New York, and at other meetings for the past few years, have talked about phases of the trade-in mess this dealer doesn't mention. They have complained that they got unreasonably large trade-in allowances on old equipment only to have their chairmen tell them that at neighboring clubs bigger allowances were granted on equipment so far gone the man who took it on a trade-in didn't even go to the trouble of removing it. Such cases unjustly make a good greenkeeper look bad.

The manufacturers' improvement in his product, and the manufacturers' and dealers' hope of a necessary profit, both are offset by the sale becoming a matter of giving away money rather than selling performance.

However, with full sympathy for the conscientious and harassed dealer in his plight, we suspect that the greenkeeper and chairman will comment on this trade-in matter: "It's bad business, but if they try to see who can be the biggest sucker, why shouldn't we take them?"—Editor.

I DOUBT if there is a man reading this article who has not traded a used car towards another used car or a new car. Having been through that experience, he knows the problem facing the dealer every time a prospect drives up to his door.

The golf equipment business hasn't quite the trade-in trouble of the automobile industry, but it is rapidly heading towards the same dangerous position. And to make the situation more alarming, golf equipment hasn't a market of the automobile's.

The good manufacturer my firm represents spends thousands of dollars in improving his equipment. This goes to engineers, field men, shop men, and to raw material makers, all in the hope that each year his machines will be better made, will stand up longer with less trouble and expense for the user, look better, handle better, and be more acceptable to the eye.

The same may be said of every manufacturer in the golf field. Very few industries with our extremely limited sales field can boast of such unstinted manufacturer cooperation.

The tractors and mowers of today will last nearly twice as long as those of 15 years ago. From the manufacturer and dealer standpoint, this further limits annual sales to the golf trade.

Total Outlets Are Up Little

There is no large number of new golf courses being built as in the 'twenties. This means no increase in consumer numbers, and it also means limitation of outlet for used or traded-in machinery. It is true that driving ranges absorb some of this equipment, but few of them can afford to pay the "going prices" of today. Also, what would a driving range do with a 7-unit gang mower outfit?

There was a time when golf clubs preferred to keep their old tractors and mowers for emergencies, and spare outfits for tournament use if rains held the crew from getting work done in the normal time. This preference seems to have gone. Maybe it was because dealers' salesmen made the trade-in offers too wild to be refused; maybe it was because the old equipment was so useless that it would not be worthy of storage room; maybe it was for other reasons. At any rate, the acceleration of the trade-in prices has gone on unabated and bids now to consume the dealer and the essential service he supplies to the business.

We have all seen how the automobile dealer business has shifted until today a few outstanding dealers in every community are making a decent living and are an asset to their city. It is just as vital to the car owner that these men exist and make a profit as it is for the individual dealer himself. No one can today stand on his own feet unassisted.

This same thing is true in the golf equipment business, but it is becoming increasingly harder for those few successful dealers to hold their own. If the day comes when these dealers cannot make an honest living selling and servicing equipment, then the sales will revert back to the manufacturers. When this day comes, it means service that will be extremely costly and almost unknown. It will mean waiting for weeks for the factory sales or service man to call.

Every piece of used equipment has some value. This value may differ in the opin-

ions of the several salesmen selling new equipment. This is largely because one or two men may have a request for the very machine you plan to turn in. If either of these men allows more for the old equipment than he can get for it after spending some money in pickup, service, and delivery, he is simply cutting into the dealer's legitimate margin of profit. The dealer must then charge a higher price for this used equipment than it is worth or take a loss. If he does the first, it is working a hardship on some smaller club which might be developing the golf market and cause these smaller clubs to cease to exist. If he does the latter, then he is issuing an invitation to the sheriff to take over his affairs. No one ever gained when a legitimate business house went to the wall—not even his competitors, as the entire sales and credit load is thrown onto the competitors.

What's It Still Worth?

It seems to me the fair approach to this problem is for the greenkeeper to decide how much the used equipment owes the club, based on years of service and upkeep cost—on the probable life left in it—and on the fair cost to recondition it for normal use. Then he should buy the new equipment suited to his needs and not sell used equipment based on that new equipment deal which will cost the least additional dollar investment. I have heard certain men denounce two certain pieces of equipment during its last three years of service, only to reorder the very same machines. Why? Because that equipment's dealer gave them the longest trade—hence it was the best bargain. In these cases, all were losers.

The opportunity exists now for a cooperative action between the equipment dealers and the greenkeepers. Such a step would improve all relations and re-establish the buying independence of the greenkeeper, and raise him from the bargain-driver type to the true executive which he must be if he expects to assume more management responsibilities. It will lift the salesman from the bargain-giver class into a quality product merchandiser and bring from him more truths as to the ability of his products to perform. This would leave with every buyer a better picture of what he is buying and what performance he may expect from his purchase. It will also permit these dealers to be more prompt in financing their own business. Through this early release of

money to manufacturers, they in turn will be allowed a greater reserve to be expended in the development of newer machines.

Failure to see the rocks ahead will mean sooner or later the breakdown of the existing dealer set-up with a probable reversion to direct manufacturer representation or form machinery dealers with golf equipment as a side line. This would be accompanied with higher prices and maybe complete refusal of trade-in deals.

Nobody wants to see such a picture before him, and there is still time to avert such a catastrophe if genuine, unselfish thought is followed with cooperative action.

Minnesota Program is Tops in Talent

THE Minnesota Greenkeepers' Assn. annual meeting and educational conference was held at the Nicollet Hotel in Minneapolis, February 28-March 1. The

speaking program at the conference was really one the greensmen will talk about for some time to come; a glance at the talent on hand gives a quick tip-off on why the large number attending were so enthusiastic over the sessions.

Speakers were Dr. John Monteith, Jr., USGA Green Section; O. J. Noer, Milwaukee Sewerage Commission; W. R. Smith, secy., Twin City Senior League; Ray Rolfs, Milwaukee; Don Quay, asst. secy., Woodhill CC; Joe Rush, supt., Minneapolis CC; E. A. Swanlund, Rochester CC; Emil H. Picha, Midland Hills CC; and from the University of Minnesota staff, A. H. Larson, Dr. C. O. Rost, Lloyd Stein, George A. Thiel. Arthur Anderson, greenkeeper, University GC, was chairman for the first day's sessions; Carl Anderson, Nemađji CC, Superior, Wis., handled the chairmanship on the second day, and Gilbert Foster, greenkeeper at Town & CC, was chairman for the day at the concluding day's sessions. Annual banquet was held Thursday evening, February 29.

Golfers Get All-Weather Driving Range

AN all-weather driving range, said by experts to be one of the finest in the South, is nearing completion at the St. John Golf Club in City Park, New Orleans.

The range, which is being constructed by the WPA, will be 300 ft. wide at the north end, 600 ft. wide at the south end, and will be 300 yds. long. In fair weather a 300-ft. teeing strip will be available, while in inclement weather golfers may practice in six protected stalls, each 18 ft. wide, in front of the administration

building. Inside the administration building are two locker-rooms, two refreshment rooms and two dressing rooms.

A series of light standards have been erected to provide for night practice. Atop the driving stalls are four batteries of lights which project onto the range, while midway down the field are two standards on each side of the field, each equipped with a battery of five 1,000-watt bulbs. A parking lot will accommodate approximately 100 automobiles.



In inclement weather, New Orleans golfers may hit their practice shots from these six protected tee stalls built in front of the administration building.

GREENKEEPERS'

BY any rating the fourteenth annual greenkeepers' convention and exhibit sponsored by the Greenkeeping Superintendents' Assn. was the most successful conducted for American golf course maintenance. The sessions and show were held at Hotel New Yorker, New York, Feb. 6-9.

In attendance the official registration hit past the 700 mark, and the non-registered attendance of greenkeepers, green-chairmen, pros and equipment and supply men made total attendance approximately 1,000.

The educational program went strong on the management phases of greenkeeping. This was especially timely since the scientific advances made during the past 15 years by the close cooperation of operating men and scientists have left the financial aspects of the work to the rear. Now the course superintendents are wrestling with tough problems of budget-making and budget application, and their personal financial situation which generally does not reflect the greenkeepers' collective and individual contributions to the betterment of course maintenance.

Educational Program Listed

Scientific phases were treated in two sessions of the educational program; one on Fairway Renovation and Maintenance, presided over by M. E. Farnham, supt., Philadelphia CC, and the other on Residual Poisons, over which Dr. Walter Eisenminger of Mass. State College presided. There were three management sessions on the program; one on Finance and Greenkeeping, at which Dr. John Monteith, Jr., was chairman; one on Handling One's Self, presided over by Prof. Ralph Childs of Columbia University, and the concluding one on The Superintendent and His Future, at which Thomas Longnecker of the N. J. Experiment Station read the paper of Dr. Howard Sprague on training the greenkeeper of the future.

Discussion brought out that minimum cost of the proposed college education for prospective greenkeepers would be \$800, plus the student's living expenses. It also was agreed that present lack of play load distribution at private courses was a

Like all other phases of the convention, the GSA annual banquet drew a capacity throng. This photo shows only a portion of the crowd on hand.



MEETING IS RECORD-BREAKER!

By Herb Graffis

big factor in too high costs. There was some debate as to the present low salaries of greenkeepers warranting expense of a college education.

Summer employment on courses was emphasized as a necessity for the tenants.

Mention was made of present superintendents' need of public relations, accounting and other subjects in short courses.

Prof. L. S. Dickinson of Mass. State College related the successful tie-up between college work and field educational work done by the MSC greenkeeping students who "have been coming out of our place at the rate of about 30 a year for the last 15 to 18 years." Reference was made to the increase in turfed recreational areas of government projects to expanding the field for course maintenance students.

In several instances mention was made of the tax burdens of private clubs competing with public courses, as adversely effecting the greenkeepers' job outlook.

Leo J. Feser and Dr. E. E. Eyaul were chairmen of the Educational Program. Joseph H. Burbeck got the conference schedule under way.

Convention papers, digested, will appear in this and succeeding issues of GOLF-DOM.

Buying Is Lively

Convention exhibits were well attended. Lively buying interest was in evidence. A new and attractive booth arrangement

put a high class punch into the exhibits, presented by the Show committee, Don R. Boyd, chairman. There was a minimum of exhibitors' entertaining done in the hotel rooms. Convention officials and delegates agreed this absence of a distracting factor contributed to the business success of the meeting.

National publicity on the GSA annual convention reached a new high, continuing the extension of greenkeepers' recognition in newspaper sports pages. New York newspapers in which the competition for space is especially keen, revealed Charley Burns' marked ability as a press agent for the association.

Detroit Gets '41 Convention

The GSA will return to Detroit, scene of its first meeting as the National Association of Greenkeepers, for its 1941 convention and exhibit.

Two 2-day outdoor educational conferences and equipment demonstrations will be inaugurated by the GSA next summer. One will be held in California. The place and date will be announced by Wm. H. Johnson, supt., Griffith Park, chairman of the California affair. The other new one will be held at Pinehurst, N. C., Atlanta, Ga., or Augusta, Ga. The GSA annual golf championship probably will be played at the southern meeting.

Considerable progress was made in expanding the national scope and unity of the organization during informal sessions

Harold McManus (L), supervisor of New York City's golf courses, and O. J. Noer, Milwaukee Sewerage Commission's noted turf expert, view the U. S. Dept. of Agriculture exhibit, which shows, in miniature, turf being treated with arsenate of lead to control the Japanese beetle.



GSA NAMES NEW OFFICIALS

JOHN GRAY, Essex G&CC, Sandwich, Ont., Pres.

HAROLD STODOLA, Kellar Park GC, St. Paul, Minn., V.P.

A. L. BRANDON, St. Charles (Ill.) CC (re-elected) Sec. & Treas.

New Directors

Chet Mendenhall, Mission Hills CC, Kansas City, Mo.; Robert Pollack, Llanerch CC, Philadelphia, Pa. Fred Kruger,* Olympia Fields CC, Olympia Fields (Chicago district) Ill. (Charley Burns, Akron, Ohio, has been named to fill the term of the late Mr. Kruger.)

The following committee chairmen were appointed: Bob Pollack, finance; Harold Stodola, editorial; Ray Rolfs, North Hills CC, Menomonee Falls, Wis., law & grievance; Don Boyd Portage CC, Akron, show; Chet Mendenhall and Kent Bradley, Passaic County (N. J.) GCse, membership.

Ed Cale, Canoe Brook, Summit, N. J., was appointed to head the Federal Turf Research Committee, a group that will attempt, again, to convince our national lawmakers that funds should be set aside for the study and development of turf—because it not only affects golf courses, but individual lawn owners, and involves an annual expenditure of \$200,000,000 per year in the U. S. which is the sum submitted by the Department of Commerce for money used in lawns, estates, cemeteries, and golf courses.

The bill was presented last year but shuttled around by politicians.

*Died Feb. 17, 1940.

that helped to clear away comparatively minor details that have prevented a nationwide alliance of all the strong regional greenkeeper groups.

At New York the GSA took a step that has been long debated, not only by greenkeeping superintendents but by pro and manager organizations. The GSA decided that future applicants for membership will be required to pass examinations qualifying them as technical as well as practical experts.

The GSA has examining boards in 6 zones corresponding with major divisions of growing conditions. Applicants for GSA membership will take an examination based, generally, on type of examination paper prepared by Robert Mitchell, Edison Club, Rexford N. Y. This paper won the national contest conducted by the GSA.

Accrediting superintendents by this examination it is believed will be of considerable help to clubs that are looking for qualified men.

At the association's annual banquet, Col. John Morley, a veteran founder of the organization, was honored with a plaque identifying him as greenkeeping's Man of the Year. William D. Richardson, the New York Times' noted golf writer, and associate editor of GOLFDOM and of GOLFING, made the presentation. Another presentation practice was established when Joe Ryan, 1938 president of the organization, was the recipient of a silver service. Don Boyd, who displaced Ernie Jacobs as the GSA golf champion, was presented with his trophy at the banquet.

The banquet, engineered by Ed Cale, and smoothly opened by Frank Ermer, GSA president, was sold out to capacity. Joe Dey, Jr., of the USGA, Gene Larkin, green-chairman of the Metropolitan GA, and R. F. Arnott, green-chairman of the New Jersey GA, were featured speakers. Herb Graffis of GOLFDOM comported as toastmaster.

Greenkeepers even supplied star performers for the clever floor show. Audrey, the diminutive sub-deb daughter of Mr. and Mrs. John Anderson, was ribbed up by her sisters to act as stooge in a juggling act. She held her first cigarette, unlit, between her teeth and a dumb-bell thrower knocked it away. Lawrence Huber stooged with a cigar in the same act.



Executive committee of the Greenkeeping Superintendents Assn., as chosen at the recent annual convention in New York City, lined up in the following order for the photographer: (standing, l to r) Chet Mendenhall, Mission Hills CC, Kansas City; Ray Rolfs, North Hills CC (Milwaukee Dist.); Bob Pollack, Llanerch CC, Manoa, Pa.; Ed B. Cale, Canoe Brook CC, Summit, N. J.; (seated) Harold Stodola, vice-pres., Kellar Park, St. Paul, Minn.; Don R. Boyd, Portage CC, Akron, Ohio; newly elected president John Gray, Essex G&CC, Sandwich, Ont., Canada. Not in the picture are A. L. Brandon, re-elected to the secy-treas. post he has held since 1932; and Charley Burns, Good Park GCse, Akron, Ohio, who has been appointed to fill the term of the late Fred Kruger.

Group Policy Protects Employees

By J. A. McHugh,

General Manager, Westchester CC, Rye, N. Y.

The Westchester CC insurance plan for employees, told in the following article, is deserving of serious study by other clubs, who at one time or another 'lose' some of the better class of club employees simply because there isn't any particular 'tie' they may have to their employers. This plan should have positive effect in remedying that situation. Even though the plan outlined here comes up for settlement at Christmas time, it's worth consideration of club officials now—and perhaps worthy of adoption during the season, if a way can be figured out to raise the necessary money without rapping the members too strong. However, the Christmas-time idea may be better, because then the member's club bills are not so high.

IT HAS been the custom at our club, as with other clubs, to annually ask our members for subscriptions to the Employees' Christmas Fund, and the money thus collected would be distributed to the employees at Christmas. We have quite a large number of employees, and when distribution on a cash basis was made, the amount paid to each individual was comparatively small.

Some of us felt that if the request for contributions to this Christmas Fund was for some lasting purpose, it would appeal more to the membership and that the response would be greater. So the plan of substituting a comprehensive insurance coverage for the employees, instead of a cash distribution, was adopted. As a result, the response by our members has been much greater than ever before.

No Cost to Employees

The employees insurance plan at Westchester provides the employees with life insurance, sick benefits, hospitalization and surgical expenses. The employee makes no contribution to the fund, and if the Christmas Fund subscription by the members is insufficient to cover the cost, the difference is made up by the club.

Under this comprehensive insurance plan, our employees are protected against anything that might happen to them ex-

cept while on duty, and they are covered, of course, when on duty, by workmen's compensation insurance. The death benefits range from \$500 to \$2,500 depending upon the length of service and salary of the employee covered. Sick benefits are from \$10 to \$25 a week for a period of 16 weeks. Hospitalization is from \$4 to \$7 a day for a period of 12 weeks, and surgical benefits are on a graduated scale depending upon the seriousness of the operation and the average scale of prices for operations of that type.

Coverage Cost Is Low

Insurance of this kind, of course, purchased in a large group, costs substantially less than if the same coverage were bought by an individual. We feel that we are able to offer our employees, through this plan, something which is more beneficial to them when they need it most, than a distribution of a small amount of cash at the end of the year.

The following is the letter sent our membership last December calling their attention to the insurance plan for the employees:

The board of governors of the club, at a recent meeting, again considered the matter of a Christmas Fund for employees.

Last year, the members of the club were invited to contribute to an employees' Christmas Fund designed for a definite purpose, to give to our permanent staff of employees, insurance coverage for life, weekly sick benefit, accident and health, hospitalization and surgical benefits—a combination of coverage which the board felt would be a comfort to them, and a help, should they unfortunately require the benefits of this all-inclusive coverage.

The total cost per annum to provide this coverage to our permanent staff of employees is approximately \$4,700. Last year members of the club contributed an amount approximating \$4,000 toward this fund.

The board of governors has voted to request the members of the club to contribute to the Christmas Fund, which is designed to cover this useful pur-

pose, and the board feels that if the members understand the purpose of this fund, they will contribute a sufficient amount to cover the annual cost.

The board requests the membership of the club to contribute to whatever extent they wish for that purpose, making use of the enclosed contribution card, the amount of which will be charged to each member's house account.

Yours very truly,

Westchester Country Club,
George F. Breen, Pres.
J. A. McHugh, Secy.

Seven Golf Groups Plan Massachusetts Conference

FOURTEENTH annual golf course maintenance conference at Massachusetts State College will be held March 15-17. Co-operating in the planning of this conference are the GSA, PGA, the Greenkeepers Club of N. E., N. J. Assn. of Golf Course Supts., Conn. Assn. of GCS, R. I. Greenkeepers Assn. and the Northeastern N. Y. Greenkeepers Assn. Theme for the conference is "The Greenkeeping Superintendent as a Professional Man." Previews of the program have brought very favorable comment and an expression of opinion by qualified experts that the offerings will be the best ever.

Sessions will be held Friday and Saturday, March 15-16, in the morning, afternoon and evening. The annual banquet, with the only comment from MSC officials being, "food too good to miss, program too varied to print, and too interesting to preview," will be held in Draper Hall on the MSC campus Saturday evening. The annual "Experts on Trial" will be held Sunday in MSC's Stockbridge Hall. "Chief Justice" Howard B. Sprague and "eight old men" will hand down judgment on particular golf course problems. As per the national example, there will be "new faces on the bench."

Speakers Are Listed

Included on the speaking program are John L. Counsell, president, Greenkeepers Club of N. E.; Robert Trent Jones, New York City, golf architect; Richard L. Jackson, Ridgefield, Conn.; Ralph T. King, director, Roosevelt Wildlife Experiment Station, Syracuse, N. Y.; PGA president Tom Walsh; O. J. Noer, Milwaukee Sewerage Commission; Robert Smith, Newington, Conn.; Dr. Hugh P. Baker, president, MSC; Howard B. Sprague, N. J. Experiment Station, New Brunswick, N. J.;

Roland Verbeck, director of short courses, and Lawrence S. Dickinson, prof. of agronomy at MSC. Prof. Dickinson is in active charge of the conference.

SHORT COURSE DATA

Iowa State

IOWA State College, with the cooperation of the Iowa Greenkeepers' Assn., will present its 9th annual two-day short course, March 5-6. The talks and discussions will be practical in nature and will deal with means of providing the best turf at lowest cost.

Speakers at the conference include Dr. John Monteith, Jr., USGA Green Section; James Tyson, Michigan State College; Joe Benson, president, Iowa Greenkeepers' Assn.; C. G. Yarn, vice-pres. of the Iowa group; Bill Keating, supt. Des Moines G&CC; C. D. Decker, B. S. Pickett, and S. W. Edgecombe of the Iowa State College staff.

A fee of \$1.00 will be charged to help defray expenses of the conference, and anyone interested in fine turf problems is eligible for registration. Annual greenkeepers banquet will be held at the Sheldon-Munn hotel Tuesday night, March 5. S. W. Edgecombe, Extension Horticulturist at ISC, is in charge of the conference.

Michigan State

ANNUAL greenkeeping short course at Michigan State College will be held March 7-8. Subjects for study and discussion include: nature and properties of soils, fertilization, insect control, turf diseases, and study of various grasses. James Tyson, who is in charge of greenkeeping research at MSC, is directing the educational program of the conference.

Wisconsin

UNIVERSITY of Wisconsin's short course for greenkeepers will be held March 11-13. Prof. James G. Moore of the university's horticultural department will again act as director of the conference. Sponsorship is by the Wisconsin and Midwest Greenkeepers associations. Full information may be secured by writing Prof. Moore, care of Horticultural Bldg., Madison, or by writing the secretaries of the Wisconsin or Midwest greenkeeper groups.

Recreation Needs MEN

Today's trends call for future leaders with both practical and academic training

By Dr. Howard B. Sprague*

N. J. Experiment Station, New Brunswick, N. J.

THERE are many who feel that golf and associated sports have hardly begun to assume their proper place in the program of national recreation. Why should it not be possible for 10 or 20 times as many people to play golf as now enjoy the game? Is there any other sport which can be enjoyed by young and old with so much benefit to all? Lack of time in our present day scheme of life is certainly no barrier to this enlarged development of golf. The principal limitations are lack of golf courses, and the expense. I believe that the solution of these temporary obstacles lies almost wholly in the hands of the course superintendent. How well is he equipped to develop these larger opportunities?

In the old days a would-be greenkeeper usually spent a long apprenticeship on some golf course learning the secrets of turf culture by the hard road of trial and error, success and failure, with such aid as he might receive from the foreman or greenkeeper. As greenkeeper he found that not only was he expected to know the fundamentals of turf culture, but that he must also know how to handle men; he must apply some satisfactory method of keeping detailed records on expenditures; he must know what supplies and equipment are actually needed, and where and how to buy them most effectively, and most important of all, he must know how

to deal with the players of all types and moods who patronize the golf course.

You present-day superintendents have gone far in correcting and overcoming the hazards of the profession. During the last 20 years, there has been a rapidly increasing number of greenkeepers who organized associations and societies for the exchange of information. You have requested and supported short courses and schools conducted by the universities and agricultural colleges. You have attended field meetings and demonstrations on experiments with turf grasses and on the latest developments in machinery and equipment. You have established certain ethical standards as to what a superintendent will or will not do, for the protection of your own honor and the integrity of the profession in its service to the public. You require certain minimum standards of training and ability as a prerequisite for membership in your national and local organizations. You make an effort to keep abreast of the latest scientific discoveries and their application to golf course maintenance. In short, you are gradually emerging from the status of a trade into that of a profession. The full fledged development of that profession depends on the provisions you make for the future, and your vision as to what might be done.

Will you seek as your field, the providing of recreation to a limited few on a luxury basis, or will you undertake to

*GSA Convention Paper.



1940 class of the Massachusetts State College winter school for greenkeepers is shown in the photo above. Many of the class, which, incidentally, is larger than last year's group, attended the National Greenkeepers convention in New York City during February. Prof. Lawrence S. Dickinson, MSC Agronomy Dept., is the founder and director of the course. He is shown at extreme right, third row. Second half of the MSC two-term course will be concluded March 15.

Greenkeepers are taking the medicine they prepare for others. John Gray, new prexy of the GSA, when teamed with Bob Reith, pro at the Essex club, won second place in the Michigan and Border Cities GSA greenkeeper-pro championship last fall. Harold Stodola, new v.p., was University of Minnesota golf champion in 1926.

serve the nation as a whole? Will you limit yourselves to a knowledge of turf culture, or will you see that this knowledge is actually the basis for solving the recreational problem of a nation, and that you must be equipped to meet the members of all other professions on an equal footing as to training, education, and an understanding of our national needs?

We have a large recreational problem in all parts of the nation. New parks, playgrounds, athletic fields, and playing fields of all sorts have been built by the thousands in the past 10 years, and there is evidence that this trend will continue. Who will manage these recreational facilities? If I asked who would run the libraries of our country, you would answer—the librarians. I warn you there is no such clear cut answer as to who will manage these new recreation facilities. Nor will there be a clear answer until your profession has seen and accepted the opportunities and responsibilities. If you don't accept, some other group will ultimately take over this field of activity.

Pick Likely Prospects

How can we prepare for a full-fledged profession? I believe that a part of the answer lies in the proper selection and training of the young men who will be the superintendents of the future. Suppose we think in terms of those we are individually most concerned with. Perhaps it is your son, or the son of a close friend, or a promising young lad that you have come to know and have affection for. You would like to see him follow your profession. Will you ask that he come up through the ranks as you did, learning things the hard way, rising to the top in spite of all difficulties? Or will you see to it that his education is so directed that it will really support his profession, and that he has an opportunity to learn the basic sciences while in school, so that he may build rapidly on such knowledge when he serves his apprenticeship in actual turf culture? There must be leaders in any profession. Will you encourage your most prominent youths to gain a higher education in the

natural sciences, and in economics and political science so that they may take an equal place with the leaders of other professions in developing our local and national life?

Mind you, I am not asking that you educate your boys to be white collar men. Far from it. Men in your profession must always serve an apprenticeship in actual labor, and never lose contact with the physical operations of the recreational plant which you operate. The point is that they must have something more than a fund of practical knowledge if they are to really serve the profession as it needs to be served for the best interests of all.

Demand Can Be Met

It would be relatively easy to provide for the additional training which I propose. In your day, not more than 10% of the boys who began grade school completed 4 years of high school. Today many boys complete high school and fully half of these are eligible for college or the university. Higher education is for everyone with the necessary ability, and not solely for the sons of rich parents.

Your boy can have the higher education without losing contact with your profession, if you want it that way. For example, at Rutgers University we have planned a college course for boys who wish to specialize in turf management and public recreation. This course of study includes the basic courses in English and all of the natural sciences, including soils, entomology, plant diseases and agronomy, together with special courses in turf culture and engineering. There is opportunity for elective studies in landscaping and floriculture, as well as in psychology, political science, economics, and history. Upon completion of the 4-year course, the Bachelor of Science degree would be awarded, since all of the regular college requirements would have been satisfied. What Rutgers U. proposes to do, can be provided in one or more universities in every state. All that is needed is a request from you that such a course of study be provided.

There is one important requirement that you will need to provide individually, in order that such training become an actuality. You must provide the opportunities for practical work on recreational grounds during the vacation periods and summer months when these young men are not in residence at the university. You must see to it that they gain the necessary practi-