

recreation in the finest way because they are paying for it and because he is employed by them.

Some Star Assistants

If you should ever visit the Annandale Golf club in Pasadena, Calif. you will see real efficiency in the golf shop. The professional Jack Malley, and his assistants Aaron Vice, Cliff Shaw, and his club cleaner whose name I do not know, are all experienced men who give the members of that club real service. You never see them standing around smoking cigarettes or loafing. They are always on the alert to give the very best that is in them.

They greet the players with a hearty "good morning" or "good afternoon," and ask them whom they are playing with. In the next few seconds they have the clubs out and the caddies assigned and whatever else the players may wish for. This is what I call real efficiency and I think every club should have it no matter how large or how small.

But now I am coming to the main reason for writing this article. To obtain real efficiency in your golf shop the professional must pay *good wages* to his assistants. There are many many golf shops where the assistants are poorly paid caddies who are given such a small salary by the professional that he doesn't care for his job a great deal and cares not if he loses it. Therefore he is lax in his desire to give good service and even resorts to stealing petty amounts in the shop to make up a decent living wage.

But if you pay higher wages you can get better men who will give better service to your members and keep your golf shop in fine condition. In return for high wages you will make double the money you made from your golf shop when you had cheap help. In addition to their salary you could give them a bonus or a commission which would encourage them to sell your golf goods and also make them take a certain pride in their work and a better interest in their work because they will want to keep their job and will do what is right to keep it. Also they will make better golf professionals when they become professionals and will be a credit to the profession.

A member of my club once told me that he was at a banquet at which Andrew Carnegie was present and the toastmaster asked Mr. Carnegie to tell what he contributed his success to, in the steel industry. Mr. Carnegie said that he contributed his



PLAY GOLF with WILLIE HUNTER
at the
Montebello Park Golf Club

CALIFORNIA'S finest 18-hole all grass pay-as-you-play golf course opens to the public on
July 4

with Willie Hunter, former British amateur champion and present California open champion, as professional.

Montebello Park Golf Club is located on San Carlos Drive a few blocks north from Whittier Boulevard and only seven miles from the heart of Los Angeles.

A \$5000 clubhouse of Spanish architectural style with every convenience for the golfer including locker and shower rooms for both men and women, lounge, dining room, and many other features.

The course is open for playing every day in the year from 6 a. m. to 6 p. m. and on Sundays from 8 a. m.

Discourage reservations to play this far north at 130 South Olive Street.

Here's some of the advanced fee-course advertising that pays and gives Willie Hunter a good slant on results of modern business methods in golf.

success to being able to hire the right kind of men to work for him. Of course the golf professional's shop is immeasurably smaller than was Mr. Carnegie's business but nevertheless it has its importance when it comes to the welfare of the golf professional and the future of the profession.

Indiana Greenkeepers to Organize, Nov. 10

Indianapolis, Ind.—Greenkeepers of Indiana will meet at Hotel Lincoln, Indianapolis, Nov. 10, for organizing a state greenkeeping association. Thirty-five of the state's greenkeepers already have signified their intention of being present at the dinner and evening organization session. President John MacGregor of the Mid-west Greenkeepers' association will address the meeting. For further details Hoosier greenkeepers are referred to Clarence Griener, 125 East New York ave., Indianapolis.