

attendant, who also serves, and the various other expenses in the dining room. These figures were taken from the actual expense records shown on the club ledger, and the net loss on Mondays shows itself to be \$60.50.

Now, inasmuch as we have 500 possible patrons not counting guests, it is not feasible to reduce the number of employes in either kitchen or dining room inasmuch as we have, without any special notice, been called upon to serve as many as 90 lunches and more than 100 dinners, but at the same time it does not seem reasonable to believe that we should average only 51 lunches and 40 dinners from a membership such as ours. I have for the past three months made an intensive effort to ascertain just why we do not serve more members, and in that time I have not found a single complaint. The reason seems to be that men will eat a sandwich or two at some restaurant on the way out to the club or will play from one o'clock until five o'clock and then go home for dinner instead of inviting their family to the club for dinner. It might surprise you to know also that we have not had a single complaint on the price of our meals, and, as you know, we are still serving an 85c lunch and a \$1.50 dinner, the cause of the loss is apparent.

## "How the Club Looks at the Pro's Side"

AS OBSERVED BY A MANAGER

IN THE February issue of *GOLFDOM* there appears an article entitled "How the Pro Looks at the Club's Side." This pro tells us that HE knows of a club where the members wont patronize the shop because the pro isn't running it. When he gets a little older, and gathers more experience, he will understand that the average member of a golf club is very little interested in who gets the money he spends in the shop. When the member receives goods and service commensurate with the amount expended his interest ends. Of course there are members in every club that cater to the pro hoping that at some-time they will get an extra few minutes on their lesson, or some special advice, etc. The sophisticated member does not indulge in this little pastime, however.

It is my opinion that too many of the pros are lacking in adequate business acumen to properly operate a pro shop for the best interests of a club and its

ever increasing in

# DEMAND



The  
**CLICK**  
**COLONEL**

Retail  
Prices  
75¢ each  
\$9<sup>00</sup> per  
doz.

ST. MUNGO MFG. CO. of AMERICA  
121-123 SYLVAN AVE. NEWARK, N. J.

## Every BTN Club is Guaranteed

**ONE** quality—the best that we know how to make; genuine Butchart-model woods; admittedly the finest [domestic-made irons; the improved Butchart-Nicholls bamboo-hickory shafts, and a guarantee that means exactly what it says:] Every Butchart-Nicholls club is unconditionally guaranteed.

Golfers generally are beginning to recognize that BTN Clubs do give a real playing advantage.

Catalog and price list on request

**Butchart-Nicholls Co.**  
GLENBROOK, CONN.



# Plan Now to fertilize fairways this year with MILORGANITE

[ Used on more than 1000  
golf courses during 1928 ]

Exceptional Mechanical Condition facilitates uniform distribution and makes it an excellent carrier for lead arsenate, sulphate of ammonia, etc.

Milorganite supplies valuable Organic Nitrogen, the vital plant food element for turf grasses. Its nitrogen is not water soluble but is gradually converted into available form by soil processes. Milorganite thus provides for long continuous feeding, particularly on fairways.

WHILE RESERVES ARE BEING ACCUMULATED WE SUGGEST THAT REQUIREMENTS BE ANTICIPATED EARLY TO INSURE PROMPT SHIPMENT DURING RUSH SEASON.

Obtain further information and address of nearest distributor from

**THE SEWERAGE COMMISSION**

508 Market Street

Milwaukee, Wis.

members. An individual, or class of individuals, where a great percent of them are admittedly incapable of managing their personal affairs should not attempt to justify their position by blaming it on the manager. Such idle chatter as a manager trying to allay the club operating deficit by grabbing the pro's profits sounds like someone not so very far removed from a caddie.

If the author of "What the Pro Thinks of the Club's Side" will turn to page 66 of February GOLFDOM and read what "One of the Boys" says he will be materially enlightened on the subject of pro efficiency and, no doubt, ere he again feels the urge to break out in print he will at least consult with the Editor to avoid the REAL situation being discussed by a co-worker in the same issue. It is sincerely to be hoped by all golf clubs, as well as managers, that "When the P. G. A. gets its campaign of education and co-operation under way" they will perfect the machinery of their "campaign" by a little home education. Education and charity are kin—charity begins at home.

EDITOR'S NOTE.—*Argue it out, boys. There's nothing to be gained by handling golf's business problems ostrich fashion. We are indebted to the manager who wrote the foregoing comment on the pro situation, and the thinking pros also owe him a vote, for if all sides are presented publicly, then there's a chance to arrive at some definite solution.*—H. G.

## New York's First Golf Show Draws 55,000

FIRST New York edition of the International Golf Show, held at Grand Central Palace, Feb. 18 to 23, drew an attendance of 55,000 according to Spearman Lewis and Al Schaffer, managers of the event. The show was regarded as a successful inauguration of the golf show week in New York City, a feature of the central states golf calendar which goes into its fourth year at Chicago during the week of March 11-16.

Headline exhibits at the New York show included L. A. Young Co. and Crawford, MacGregor and Canby in the playing equipment field and the U. S. G. A. Green Section, Westchester Greenkeepers' Ass'n, and F. and N. Lawn Mower Co. in the course maintenance departments.