

out. The responsibility is on the shoulders of the architect where it belongs. The green-chairman can get real results during his term. He will retain his popularity. The greenkeeper will not be the goat because the work will be properly planned. In the end the greenkeeper will become the maintenance expert he should be, the green-chairman will be relieved of responsibility for work he does not understand, and the local architect will make a real golf course to play on.

"SWEET IS ADVERSITY"

New York Paper Sees Golf Benefit
in Revision

Editorially welcoming the elimination of "show off" from golf club operations and putting on heat for an amateur status clean-up the New York *Herald-Tribune* of March 4 under heading of "Saner Times, Saner Golf" said:

"If the depression has done nothing better than deflate the pseudo-prosperity of the late paper profits era it has had a very beneficial effect in purging golf of much of its hocus-pocus and artificial flub-dub. With the approach of spring, those who love the game for its many normal beneficences seem likely to come into their own. Gone are the swank and snobbery of clubs with members boasting that all those on their rolls had stood an initial assessment of anywhere from \$1,000 to \$5,000. Many such clubs have seen their memberships fall away during the winter, and they are now bidding for members at sane rates. Their very existence now depends on the good normal fellow willing to come forward with an annual assessment of from \$100 to \$400. Expenses have been cut, and the game of golf goes forward on the more solid and equitable basis of golf for golf's sake.

"Gone also are the semi-professionals who called themselves amateurs and gleaned a comfortable living playing for high stakes in many clubs. The new element which will save golf in this country is the type of man who plays not for high stakes and is not willing to pay monthly house accounts beyond all reason and entirely out of step with the new economic era.

"To a lesser degree also, we believe, will the golfers of the country witness amateur championships played by ringers whose



SOFTRED*

THE
BETTER
Locker Room
Runner and
Porch Rug
for
Golf and
Country
Clubs

Send for sample and the surprisingly low price list! Your members will be delighted if you install SOFTRED this Spring.

SOLD THROUGH LEADING GOLF SUPPLY HOUSES

AMSTERDAM TEXTILES
Amsterdam, N. Y.

*Trade mark registered.

Are you planning to attend the National Open?

Or to Visit
New York
Before June?

...if so—
plan to stay
at **THE
LEXINGTON**



More comfort. More home-like relaxation after a long, busy day. More satisfaction with the service, and more "hotel value" at more reasonable rates.

Quick, easy transportation to the big golf tournament at Fresh Meadow. If you drive—you can make the round trip without using the congested traffic streets. Arrange reservations now!

IN THE SELECT FIFTH
AVENUE HOTEL CENTER

Economy Rates

\$3.50 - \$4 - \$5 - \$6

801 ROOMS

Each with private bath (tub and shower),
circulating ice water, mirrored doors.

**HOTEL
LEXINGTON**

LEXINGTON AVE. AT 48th STREET
NEW YORK CITY

Now under direction of Ralph Hitz

memberships in various clubs are bogus and whose expenses are paid from club treasuries for the club promotion value, a fictitious value at best. In this we are wholly in sympathy with an editorial in the current issue of "Golf Illustrated" on this subject, which says in part:

"Are we going to continue to shut our eyes to golf clubs which give prominent players free memberships in order to use their names for advertising? . . . We have had examples enough in the debasement of various sports to see what will surely happen to golf unless we are aroused. Golf has been subject to the assaults of those who wish to exploit it, either for personal advancement or for commercial ends."

"Let the amateurs be real amateurs. Let them pay their dues and accounts like other club members, and if they cannot afford to spend money to attend amateur championship matches at distant points let them get jobs and earn it. We believe the depression is eliminating a nefarious and underhanded practice which had been growing up in our great national open air game, and it is a good thing.

"We welcome the return of the golfer who has been slowly crowded out of the best clubs by increasing expenses which began to come along with the era that ended with the crash of October, 1929. But it has required almost two years since that for most clubs, after feeding on the perquisites of this artificial period, to realize that an overinflated and commercialized golf age has waned; that along with a new age of economics must come a new age of golf, and a healthier and better age at that. They are now bidding for the sane golfer to come back and save the game. As he comes out of winter hibernation, sniffs the breath of spring, sees the moistening sod, he is drawn to the game—a game which he can better afford and enjoy than in many years."

RYERSON ISSUES COMPLETE 1932 CATALOG

Milwaukee, Wis.—R. L. Ryerson Co., North Port Washington Rd. and Silver Springs, has issued a thorough and interesting catalog of golf course equipment and supplies. The Ryerson organization is Wisconsin distributor for Toro. A copy of the catalog will be sent free on request.