

NO CODE HOURS

Long, Hard Work, Live
Members, and Small
Town Club Thrives

By ORVILLE MEYER

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THESSE observations and methods of trying to stimulate club activity and help fill up the hole that has been made in club profits the last few seasons, have been taken from a small town (approximately 14,000) and a small club.

Our club here has approximately 100 members, most of whom are active, playing members and management has been turned over to myself and Mrs. Meyer, who acts as house manager and cateress. My own duties consist of professional and greenkeeper. The present season we have been very fortunate and have actually had a net gain in membership, although our dues were reduced and it necessitates our running on a reduced budget. That means we must spend less money and still improve on past club service in order to stimulate activity. On this basis most professionals and club managers are forced to cut their labor item and consequently are having to perform a great many duties that in less trying times they would have hired done.

Now this beer question. Thanks to the generosity and loyalty of our group of members, the license for the sale of beer was purchased by the free will contributions of our members. To show our appreciation for this favor, beer is sold at our club at the same price it is sold in town and in addition we are selling to our members beer in case lots at a fraction above wholesale price. So by the end of the season most of the contributions toward the license will have effected enough saving on their beverage for home consumption to repay their initial investment.

Here, as every place else since the advent of the new beer, many beer gardens and dine and dance places have sprung up, catering materially to the class of trade that the country clubs should by all means have and hold.

We happen to be situated here in a very cool and beautiful spot several hundred feet above the river with a view for many miles of the Mississippi river. Through the use of publicity gained in the

society column of our local paper and other propaganda we stress the point that the most enjoyable and beautiful spot for our members to spend the hot summer nights is right at their own club, offering for their use and enjoyment a new type electric phonograph for those who wish to dance, a recently installed practice putting green flooded at night with lights, for those wishing to be out in the open and enjoy the cool evening breezes.

Our locker room was remodeled this spring and a new bar or counter that also serves as a merchandising show case as well as sandwich counter was built in. This work was done by my assistant and myself in order to hold down expenses. We feature at all times a small variety of sandwiches and cold plate lunches.

By lengthening out our hours of service it is indeed surprising how much of this evening and lunch business we have been able to hold, that would otherwise slip away.

Thanks to the loyalty and generosity of our members, we look forward to a good year in clubhouse business and with whatever success we meet this season, we must feel that many long hours' work and co-operation of our members has produced the desired result, more volume of business to compensate for the smaller margin of profit.

GRASS VS. TURF

Advises Selection for Deep-Rooted
Greens Growth

By WILLIAM H. TUCKER

IN IDENTIFYING the type of greens of any golf course we invariably hear the expression of the "grass greens" used, but seldom if ever do we hear of any course having turf greens.

The correct use of the term grass should only be used where it refers to numerous varieties of pasture bents that produce stolons and grains. Other grasses include redtop, *poa trivialis*, bluegrass, crested dog's tail, *poa annua*, and carpet grass. These grasses develop practically their entire root system within an inch of the surface under putting green conditions and, being so shallow rooted, it is necessary to topdress, water, and chemically feed them to an excess every few weeks.

To encourage a deep root action with these grasses it is necessary to build up a