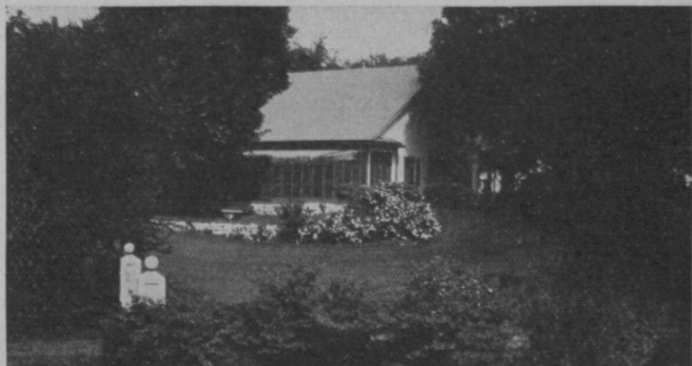


Dollars, not just dignity,

Rushville's clubhouse is almost hidden by trees. It is cool and comfortable on the hottest days.



is Keynote for Keywood



Jack Keywood

OUT IN what the big-town boys call the rural precincts there are some pros who are doing magnificent jobs of extending the pleasure of golf, and not exactly starving to death doing it.

In those spots it is strictly up to a pro to make his own job a good part of the time. On that account you have an excellent opportunity to appraise pro ability and industry by the results as shown in the status of the club.

As Rushville, Ill., there is a pro named Jack Keywood who is responsible for the operation of a pleasure plant that helps to make Rushville a great little town for living. Keywood is one of those fellows who has no time for the bright lights or bottle, even if there were a lot of nocturnal frolic

available in this Illinois small town. He has the supervision of the 87 acres of pastime territory presented by the late Miss Ella Browning Scripps of the Scripps newspaper family as a memorial to Miss Virginia Scripps. Keywood has to care for the operation of a golf course, clubhouse, 3 tennis courts, children's playground, swimming pool, and park. In addition he has a brisk schedule of lessons and does a first class job of selling playing equipment.

Dignity or Dough.

It takes some careful planning to keep the Scripps establishment running within its resources and to pay Keywood's salary. But that is the necessity in most of the smaller town operations. What makes it possible for them to have a pro is the combination of pro and greenkeeping jobs. Keywood is not too proud to push a mower when it has to be done, so any of the fellows who are thinking of some of these small town spots as places for reasonably good income with a chance to strut and be petted, have guessed the score wrong.

It's really an inspiring story to learn how Keywood does things at Rushville. His sort of work is just the stuff that is making golf a lively factor in smaller town affairs and helping to build the game so pros everywhere will benefit eventually.

Let Keywood tell his own tale of what has been done at Rushville and how the work is being handled in this model operation. It makes a yarn that will pep up some of the smaller town club officials and make some pro-greenkeeper jobs because Keywood, as good as he is, has a number of counterparts among other pros in the towns with only a few streets. These unsung builders of golf are due for recognition. They've done—and are doing—a vastly important job for the game and the people in the small towns and adjacent farms.

The Plant that Jack Built.

Here's what Jack Keywood has to say about his own job:

"Our 9-hole golf course was built from my plans and landscaping. It has bent greens and a natural lake running through it which furnishes boating as well as water hazards for the course. The picnic grounds are equipped with dutch ovens and running water. These grounds are used a great deal by out-of-town guests, and we try to encourage these guests to use our park and make them feel at home, for within a radius of 20 miles of Rushville there are 7 or 8 small towns, and, as you know, this means business for our own home town. The small town pro as a community business builder has plenty of opportunity to serve his town if he keeps this part of his job in mind.

"We are very proud of our swimming pool, which, by the way, is self supporting. It is built on rolling ground and the shrubbery around it makes it very attractive.

"Our 3 tennis courts are used almost constantly during the season, and require lots of attention. This year the State Open tennis tournament was held here.

"The children's playground is very modern and well equipped, with lockers, wading pool, and swinging baskets enclosed with a fine wire fence, 3 feet high, for the safety of the youngsters. This playground is supervised by a teacher who teaches in town during the school term. This gives every assurance of safety for the children.

50-50 Split on Budget.

"Miss Scripps has always allowed us an

amount equal to that which is raised by the city. This year, we had approximately a \$3,000 budget and this goes to keep up the playgrounds, tennis courts, picnic grounds and clubhouse. What is left, if any, is given to the golf course. This, as you will realize, is very little indeed.

"Our membership consists of 40 members at \$20 each. Our fee for players is 25c for 9 holes through the week and \$1.00 for all day Sunday or holidays. Our income from this runs about \$1,500, or less, in the course of the year. Out of this I have to pay one man to help me, my own salary, and any other necessities of the course. This sometimes seems pretty hard to do, but I take care of my golf greens, mow them myself, and cut through the rough spots, such as bunker banks and around trees, with a common lawn mower. This year, so far, my expenditure on the course has been 10 pounds of material for brown patch treatments and a half ton of ammo-sulphate. When I do the work of pro, a greenkeeper and a workman I manage to keep the course within the allotment.

"A practical man is what a golf club should look for today for he can run the course and grounds more efficiently with utmost thrift. Finding that man is the next question. How many pros could work with anything from a shovel to a grader? How many pros know grass and shrubbery? I think the P. G. A. is coming to the finest thing in the game today by holding schools and requiring that a pro be qualified before he can take up a position with a good club. In my opinion, there are too many so-called pros in the game who can hit a golf ball but do not know greenkeeping.

"This takes me back to the time when I was teaching in London some years ago. I was with a crowd of golfers and we asked a very prominent pro in England where his weight was, when driving, at the top of his swing. He replied that he didn't really know because good scales never lie.

Teaching Depression Proof.

"Along with my greenkeeping I have kept up, with keen interest, my game and my teaching. Today I have pupils coming from far and wide. The day before I wrote these notes it was 90-degrees and a lady drove 60 miles to take a lesson and 60 back. A good pro who knows his game and can pass it on through his teaching need never worry about depression.

"When a person comes to me for golf

instruction I tell them how and keep after them until they do it. They will be back. Another good lesson builder is spending a minute or two correcting players on the course. I never pass a golfer on my course without making some remark about their shots or asking them how their game is going. If they say "rotten" I ask them to swing for me and before I leave them I usually have an appointment for a lesson. My theory is that a pro should make his members think they have the sole right to come to him and ask him anything concerning the game, rules, etc. In other words, in my opinion a pro's lessons are what he cares to make them.

"Now, a few remarks on my greenkeeping methods: In applying my ammo-sulphate I take 5 pounds of sulphate, mix it thoroughly with a gallon of water, pour this mixture into a barrel of water, pouring it a little at a time and stirring it briskly. I usually use 10 pounds to a green and always sprinkle it in right after applying. I never fertilize a green in the morning, but always treat my greens after 3 o'clock in the afternoon. This prevents burning and gives me more time to get my fertilizer in while the sun is at its lowest.

"For brown-patch I use three ounces of preventive mixed in one bucket of very fine sand to a green. I broadcast it by hand. This I never do until very late in the evening. I follow this with a very fine spray, not watering too heavy but leaving the green just like a heavy dew."

New P G A Membership Forms Assure Applicant's Fitness

A REVISED "application for membership" form has just been issued by the PGA and is now being sent to all members, so that the central offices of the PGA will have a complete and permanent record of the association's members. Principal data requested on the blank are: Name, club connections, age, address, and space for a complete listing of the clubs worked for from 1907 to the present. This latter information is to form the basis for an employment bureau.

The blank will be used by all future applicants for membership in the PGA. The applicant fills in the blank, gets it signed by two "A" members of the PGA, and sends it to the secretary of the local PGA section. Local PGA officials okay the application and forward it to head-

quarters of the PGA in Chicago. This office checks up on the applicant with the sections in which the pro has worked in the past. If no "black balls" come back, the applicant is given his card.

World's Dizziest Club Issues By-laws

THE ESQUIMO G. C., object of which is to "promote and encourage playing of golf during the months of December, January, February and March; to promote and encourage the playing of contract bridge; to try to teach each system of scoring; and to promote the sale and consumption of White Rock and Canada Dry," has been operative during the past winter at the Evanston (Ill.) G. C.

There is a fine of 25 cents for each member who does not come out once a week. Guest restrictions are few but important; "no member can bring more than 50 guests at one time unless he has telephoned the locker-room steward in advance and no guest shall be introduced who cannot stand up at the time of introduction."

The by-laws, written by Charles Murray, have a lot of laughs and present a good tip for keeping golf club membership together during the off-season by formation of an inner-circle, which also serves as a training school for possible members.

Pro's Envelopes Tell Customers "Thank You"

CARL SEKA, pro at Albany (N. Y.) Municipal course, has an idea that we believe ought to be more extensively used. When bills are sent out they usually are cold reminders that "rub it into" the man who owes the dough.

On the back of Seka's envelopes in which bills are mailed is the line "Thanking you for patronizing your club professional." On the lower part of the envelope is some copy telling what Carl has for sale in his shop.

Golf clubs wanting expert men as pros, greenkeepers and managers are invited to ask for GOLFDOM'S list of available men.