



Governor Charles W. Bryan of Nebraska drives to help make a fixture of the Nebraska Open, which will be played at the Shrine Club of Lincoln, September 22, 23, 24. Ranged back of him, left to right, are: Hal Bowers, Eastridge country club pro; Charles Koontz, Shrine club pro and tournament chairman; Charles Stuart, finance chairman; Johnny Morris, Country club pro; Arch Dillman, general chairman; and Frank Reeve, underwriting chairman. Prize money for the first Nebraska Open is \$2,000. Lincoln people hope, with pro co-operation, to make it an annual fixture with a \$5,000 purse.

*Saturdays of less than One Dollar and a Half (\$1.50) per player, and on Sundays and Holidays of less than Two Dollars (\$2.00) per player, or season playing memberships of less than Seventy-five Dollars (\$75) per player:*

*And, further, it shall be deemed a violation of this Code of Fair Competition for any such golf club to give away premiums, offer cut-rates, or in any manner set up discounts, etc., in order to attract business through lowering the prices set forth herein. Any merchandise other than golf sold on the premises of these golf courses shall be at a fair market price, and not below a fair price, for the purpose of securing golf business.*

In submitting its code, the Chicago Daily Fee organization estimated that the golf business in the Chicago area has a payroll of between \$3,000,000 and \$4,000,000.

The Club Managers' Association of America has gone to more effort than any other association in attempting to learn what code may be acceptable for private clubs of all kinds. There are two reasons; the

first being that many of the city clubs are in spots where the close similarity between hotel and restaurant operations has made the adoption of a satisfactory club code urgently necessary. The second reason is that the pros and greenkeepers have been scared to death to look into the code business since the USGA expressed its original belief that the private golf clubs do not come under code regulations. The pros, more than the greenkeepers, have been able to express the opinion that when times are good "they get theirs." The way it has been for several years is that the pro gets the greater part of his income from his merchandising efforts. With the new code agreed on by the golf goods makers, the pro has a vastly improved chance for reward as a business man as he will be protected against unfair competition and trade practices that have given him a rough road.

The pros and greenkeepers have refrained from taking any action on code formulation because they have feared that they might be endangering their jobs. In