

customers we have. They may not play golf as well as we, but they can do other things well enough to earn the money that pays us. Therefore let us make them feel that we value their patronage and friendship.

Not long ago I had the pleasure of taking a trip as golf professional in charge of a Cunard-White Star Golf Cruise to various winter playground courses in Caribbean ports. At each port where I took a party ashore it was interesting to observe the manner in which we were welcomed by the local pro and the manner in which our passengers warmed to such a welcome.

One course in particular and one pro in particular stand out in the memory of all of us. The pro was glad to see us. He was well dressed, smiling and courteous. He came into the locker room to see that the attendant was taking proper care of the party. He told us one or two interesting things about the course that proved helpful when we played it. When we came in he was busy—but not too busy to say that he hoped we'd have a good round and that we'd come back soon for another.

What was the result? Why, that course and that day stand out in the memory of all of us as the best in the trip. And why? Because one of the elect of golf had seasoned the occasion with a kind greeting and an affable pleasant human touch of man-to-man friendliness.

These last few years have been hard for many clubs, but I venture to predict a brighter day ahead—especially for the club whose pro and unofficial host has learned to practice the noble art of hospitality.

Fellow craftsmen let me adjure you: Look pleasant, PLEASE!

Cincinnati Golf Promotion Idea Pays Well

C. O. BROWN and R. C. Marshall of the Athletic Institute are putting details of the very successful golf development work in Cincinnati before PGA officials now, tipping the fellows off that the idea worked by Robert "Red" Strauss of the Cincy muni course is something for other pros to adopt.

The first year Red introduced the idea of teaching winter group lessons at factories and offices he had about a thousand beginners take advantage of this extension of the city's recreational work. The work later was extended to take in high school students. This past winter there

were almost 2,000 group students took the courses given by Strauss and his staff.

Season memberships for Cincy muni courses increased from 373 in 1933 to 756 in 1934, showing definite results of the winter development work. Average of fee play doubled. Although playing fees per round were decreased the total income in 1934 was almost double over 1933. Club rentals jumped in a year from 120 to 756.

This year special rates up to 4 P.M. are being made to high school students. Strauss and Brown and Marshall, the latter two having been with the Cincinnati Recreation commission prior to joining the Athletic Institute, have made extensive study of muni course promotion work and in passing on their findings to pros also point out some of the errors they discovered in working out a successful plan.

Baltusrol Will Celebrate Fortieth Anniversary Next Month

CONGRATULATIONS to Baltusrol on its fortieth anniversary. The club was started in May, 1895 by Louis Keller and 29 of his friends. Original capital of the club was \$300. Baltusrol's 528 acres is one of the very few tracts of land in the U.S. on which golf has been played continuously for 40 years.

The club always has had a sound financial policy. It never has assessed a member. It came through the depression safely. In a most interesting report to the club's members president J. Stewart Baker, referring to the economies that kept the club in good shape despite sharp drop in revenues, comments:

"For this excellent showing the Club is indebted to Major Jones, (the club's general manager), for it was through his determination, skill and constant effort that overhead was brought down without impairing the condition of our courses or the service of our clubhouse. I venture to state that there is no club in the Metropolitan district, regardless of the size of its initiation fees and dues, which offers better golfing facilities and clubhouse service than Baltusrol."

THE diary and small reference booklet put out by the Greenkeepers club of New England in association with the New England Service bureau is one of the handiest little things carried by greenkeepers of that section.