

the club officials anything very tangible or new in ideas not already being employed quite generally. Just two come to mind at the present time.

"There is still a very noticeable shortage of suitable and properly located professional shops. It seems to have been the general practice in years gone by to allot the pro, for shop purposes, some particular space that could not possibly be used for any other purpose. As a result, too often the pro is so far removed from the usual route of the players to the first tee that his sales possibilities are terribly handicapped, and he cannot fully give his much needed services to the members. In the planning and building of more modern clubhouses, the location of professional shops has received as much consideration as the main dining room or lounge. Now that the clubs are beginning to make some profits from operations, particularly from the bar, it would be well to give thought to the proper location of the professional shop. This is worthy of consideration from the standpoint of re-employment alone.

"We believe there is another way of realizing the greatest benefit from the professional, and, at the same time, increasing his revenue. The clubs might include in their regular annual dues the price of, say, six lessons. This amount to be turned over to the pro as collected and the lessons arranged by appointment when, and as, convenient for the members.

"It is a foregone conclusion that knowledge of the game and ability to play it immeasurably increases a member's interest in golf. The only way this knowledge and ability can be acquired is by lessons and practice.

"In our humble opinion, many benefits would accrue from a program of this kind. Greater interest in the game, created by lessons, results in greater activity. Greater activity means larger income in all club departments.

"It would place a much larger number of clubs in position to engage the services of a competent and capable professional. It would assure the professional of a definite income or working capital. A definite minimum working capital for the professional might, in a large measure, eliminate some of the problems confronting the manufacturers."

From K. E. Goit, sales manager of Toro Mfg. Co., Minneapolis:

"We feel that conditions in the golf trade are due for steady improvement in 1935. Our view is that while improvement is bound to come, it is going to be spotty with some sections going

WHY DO THEY DO IT!

A GAIN golf clubs will repeat an annual mistake that is costly to each club—and costly, as well as rankly unfair, to their key employees.

Firing and hiring of pros, greenkeepers and managers in far too many cases is put off until the season is almost ready to open. The fellow who is canned may be the victim of club politics, its financial condition, his own unfitness or incompetence, but at any rate he ought to have a chance to get himself lined up in a new job before the last minute.

The club that delays engaging department heads usually has a tough time finding the man who exactly fits. In golf, as in every other business, good men are not easy to find. Very few of them are completely out of jobs and those, in a number of cases, are fellows who have some income or savings and would sooner keep looking until they get a real opportunity and a chance to do some effective work happily, rather than take anything that's open.

GOLFDOM has troubles of its own and does not invite a lot of employment agency work, but it has done a lot in putting clubs in touch with competent and satisfactory department heads and is perfectly willing to continue this function whenever we can be of service.

ahead faster than others. There is no question that amateur sports of all kinds are experiencing a marked revival, and golf of course, ranks at the top for mass play interest.

"Private membership golf clubs should investigate carefully new methods to attract and hold members. The day of high initiation fees and inflated dues is over. The Alderwood plan, originated by the Alderwood C&CC, Portland, is a step in the right direction, and the tremendous success of this plan is evidence that individual players want a new deal in club memberships. While it is a little too early yet to forecast the ultimate success or failure of the Alderwood plan, nevertheless it is worthy of consideration by all clubs and should find a prominent place in their discussion of 1935 plans.*

"Another event worth mentioning is the development of class instruction in golf by the newspapers, and much appreciation

* A full description of the Alderwood plan will be found elsewhere in this issue.—Ed.