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"Why Under the Sun, Don't You Wear One"

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is as it should be. It surely is good protection.

Then your crew on the course: In my mind, you have got to understand human nature a little and you surely have to have a heart. Things do not always go right and often flying off the handle makes more trouble than a few seconds of thought. My crew has worked well and I appreciate it.

Now comes the point of being satisfied with the conditions on a course. I never have been, and never will be satisfied. You have heard people say after a tournament "Well, your worries are over now." To me that sounds like "hokum," or else they do not understand the ways of a golf course. There is always plenty to worry about.

SELLING THE CLUB

**Succeeds By Learning
What Market Wants,
Supplying It**

A VERY direct way of looking at the selling problem of golf clubs has been responsible for the Fenimore CC (New York district) emerging from the depression safe and sound and confident of a marvelous 1935 season.

Harry Hirschfeld, a quiet, competent gentleman who fought in the trenches as Fenimore's green-chairman and now is chairman of its executive committee, told a GOLFDOM correspondent the answer to Fenimore's success in this brief advice; "See what your members want and sell them the knowledge that you have provided everything they want." This pretty well simplifies the problem of club operation because the members don't want a deficit.

Here are some of the things Fenimore provided: a nine-hole course, where women can play Saturdays, Sundays and holidays, in addition to the club's championship 18-hole plant which has a one-man fairway watering system; an outdoor swimming pool, winter sports, tennis courts, a solarium exclusively for men, an outdoor dancing floor having adjacent dining facilities for 700, talking motion pictures Sunday nights, and free group golf lessons for women and children.

There also is a solarium and game room exclusively for women at Fenimore.

A small charge added on each caddie fee will pay off the cost of the Fenimore



**GOLF CLUBS USE MORE
MILORGANITE
THAN ANY OTHER FERTILIZER**

watering system by the end of the 1935 season according to present indications. On the swimming pool—one of the big "draws" of the club, all operating costs including salary of a supervisor, account for a slight loss annually, but in 1934 this loss was far more than offset by the restaurant and bar business done with pool users.

The clubhouse, a remodeled old stone mansion, is maintained in immaculate condition and due to its domestic architectural aspect has contributed much to the family character of Fenimore club life.

There are two bars at Fenimore. Their business the first year of repeal was highly profitable, especially on Sunday nights when the talkies are shown. There is no charge for the talkies to members and guests dining at the club. A charge of \$1 is made to members having guests but not using club dining facilities.

Every Saturday night from Memorial day to Labor day an orchestra plays for dancing. An amplifying system provides record music to those who want dance music on nights an orchestra is not engaged.

With these facilities determined by a thoughtful survey of the members individually instead of by guesses at the directors meetings, Fenimore has kept well up to its 350 membership limit all through the depression. Dues are \$225 annually. There have been no assessments.

TOURNAMENTS boost golf. Junior Chamber of Commerce at Boise, Idaho, which put on the Idaho Open with \$500 prize money last year, is hiking the dough to \$750 this year. Tourney will be played at Plantation GC, Boise, Sept. 6-8. It's not big dough as some of the boys see money but it is very helpful legal tender in furthering the boost the first event gave golf in Idaho.

Bob Duncan, Plantation's pro, is taking entries and invites all the boys.

IN building the Keweenaw public golf course, relief job, on northermost point of Michigan, 187,000 trees were cut and 165,000 stumps blasted. Although cost of course to date, \$146,092, has been criticized, this cost includes 167 acres of land valued at \$20,000, contributed by the Keweenaw Copper Co. Firewood to the extent of 30,000 cords and value of \$120,000 for relief distribution has been cut in making the course, thus making net cost of course to date, \$6,092.



Right Downtown

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