

## HOLD THAT ROSTER!

By JACK FULTON, Jr.

**I**N THE good old days, when clubs had sizable waiting lists, there wasn't much thought wasted on whether the members would remain loyal to the organization over the dormant winter period. Clubs stayed open until snow flew, then pulled up the putting cups, padlocked the clubhouse and forgot all about the membership until spring thaws brought golf weather once again.

If a member lost interest in golf and the club during the idle months, and consequently resigned, it didn't greatly matter because there was always the next one on the waiting list willing and eager to pay a nice fat sum to become a member.

Late years have changed this picture. Waiting lists have become little else than a memory, although signs point to early revival if the membership situation continues the advance apparent this past year. But in the meantime, until that waiting list exists, wise clubs are bending just as much effort to hold their present members as they are to get additional ones.

This fight on the part of the club officers to preserve member loyalty through idle months has followed the obvious procedure of making these months an important part of the club's yearly program. All manner of activities that will interest members and serve to substitute for golf have been tried. Some of these have proved to be sure-fire in almost any club; others work out only when local conditions are right. Some of them are complete activities in themselves; others are merely attractions that go to make up a complete patronage lure.

Below are discussed a number of winter activities that have attracted members to

clubs and kept up club spirit through the dull months. Used as a check-list, any club can map out a program that will meet with popular response.

### Trapshooting and Skeet Layouts

Heading the list of winter club activities and growing in importance each year is trapshooting and its recent development, skeet. Both forms are self-supporting. Trapshooting has the advantages of a simpler set-up and hence a less expensive original investment; the ability to accommodate more shooters at one time and hence do more "business"; and finally, is of such character that members who have had no experience with guns can learn to perform creditably behind the traps in a short time.

Skeet, the closest artificial substitute for field hunting conditions, requires an investment of several hundred dollars for the layout, including traps and trap-houses. Only one shooter competes at a time, so there are longer periods of waiting between turns. Considerably more shooting experience is needed for skeet than regular trapshooting.

Offsetting these disadvantages is the proved fact that skeet offers more lure to the shooter than straight traps. Skeet is a game; trapshooting is a contest. Moreover, from the viewpoint of the club, the reduced "turnover" of shooters at skeet is

### NOTICE TO READERS

As is customary there will be no issues of GOLFDOM for the months of November and December. Next copy of this magazine will reach you early in January.

Meanwhile, save this issue!

It is crammed with useful tips and suggestions to help you in your plans for the 1936 golf season. Likewise, you will want to refer to the advertisements when discussions on purchase of new equipment and supplies arise.

really an advantage, since idle members must amuse themselves while waiting their turn to shoot and generally do so by patronizing the club bar and other departments. The reduced income from skeet, as compared with trapshooting, is often more than offset by the increased departmental business.

Manufacturers of ammunition and traps, notably the Western Cartridge Co., East Alton, Ill., have published and will send free to applicants completely detailed instructions for organizing a trapshooting or skeet club, laying out the field and conducting events. Prices and descriptions of equipment are included.

### Archery-Golf Becoming Popular

For those members who do not care for shooting there are a number of other popular outdoor activities. Archery-golf, which consists of shooting an arrow around the golf course and "holing out" in a target at each green, is being offered at more and more clubs each year. Far from being a "sissy" game, archery-golf is a real sport, capable of producing aching muscles and a fine work-out for its participants. Scores for 18-holes of archery-golf will be lower than golf scores for the same layout, due to the fact that an arrow can be sent farther and with greater accuracy than a golf ball. Contrary to first reaction, there is practically no chance for accidents.

From the club angle, archery-golf is attractive. The cost of 18 targets is nominal and a supply of first grade bows and arrows can be purchased for a few dollars a set. At most clubs this equipment is rented at 75c per round, which soon repays the club for its investment. In addition, addicts of the sport soon want equipment of their own and considerable profit can be picked up selling bows, arrows and quivers to members.

Club officials interested in further particulars on archery-golf are invited to

write this magazine for literature from manufacturers of archery tackle.

### Skating and Tobogganing

Tobogganing and ice-skating are popular winter activities at clubs sufficiently north to assure fairly constant favorable weather for these sports. They should both, however, be regarded as minor features in a well-rounded program, since neither tobogganing nor skating brings any direct income to the club. In the case of tobogganing, there is also the expense of erecting the slide, which varies with the terrain. It takes about a fifty-foot drop to do the trick, and when hills are not present, it is well to remember a structure fifty feet high costs money to erect. The surface of the slide must be serviced daily, so there is a labor item to consider.

In the matter of skating, an artificial rink large enough to give skaters room to exercise can hardly cover less than an acre; it should be larger. Here again the cost of flooding and conditioning the ice is a labor item to be remembered.

The picture is better where clubs are lucky enough to have a pond or lake on the property. There is no appreciable maintenance cost under such circumstances and skating can very well be made a prominent part of the winter program.

### Bowling Leagues Grow in Appeal

One of the finest ways that has been devised to maintain member interest through the winter months is to organize a winter bowling league. Arrangements are made with some local bowling alley for a specific time once each week through the season. Teams are organized among the members and a schedule arranged so that each team bowls against every other team one or more times during the winter. Handicaps are used so that all members of the club, regardless of their previous bowling experience will stand an equal chance for cash or merchandise prizes, which are given for both weekly and season performances. Handicaps are revised weekly according to season average.

At most clubs where winter bowling leagues are in existence the season closes with a bowling banquet at which all prizes are given out. This can be either at the clubhouse or at some local dining place. All members of the club, whether or not they joined the league, are invited to attend the final banquet.

Incidentally, don't overlook the women in



Lake Calhoun shows through the trees in this view of Minikahda's beautiful new pool. The pool was built to give members of this Minneapolis club more exclusive, more comfortable and more sanitary swimming conditions than the lake could offer.

this matter of bowling. They like the game as much as the men do and given just a little encouragement will organize their own bowling league to meet on some other alleys at the same time of the week as the men's league. Mamma is not so likely to object to papa's spending one night a week bowling if her time can be similiary occupied.

Brunswick-Balke-Collender Co., Chicago, have availed an interesting and complete booklet, "How to Sell Industrial and Commercial Bowling," telling how to organize a league. It is available on request.

#### Treasure Hunts Bring Members Out

An interesting outdoor activity that can be held once or twice during the winter is a treasure hunt. Members assemble at the clubhouse, are divided into convenient teams, each with a captain, and given a vague "clue" to some location about the grounds. Each team puzzles it out, goes to the spot, where another "clue" will be found to lead them to still another. Eventually one or another team will have followed the trail to the end, where the "treasure" is hidden. At the end of the hunt, all join in a dinner at the clubhouse. The winning team is given seats of honor and free meals; the rest of the treasure hunters of course pay for their food.

#### Parties and Dinner-Dances

The possibility of parties and dinner-dances occasionally through the winter

should be weighed. If the clubhouse has been kept open and if it can be heated adequately, the parties should be held there, so that any profits on the affair resolve to the club. If the house is closed or cannot be heated, hold the dances at some acceptable spot in town.

To attract big attendance, these parties should be more than just dinner-dances—there should be special decorations, entertainment and favors. There should be an excuse for each party—Thanksgiving, Christmas, New Year's Eve, Lincoln and Washington's birthdays offer appropriate excuses. A "home-talent" party, with groups of members and individuals working up their acts and presenting them along the lines of a cabaret show, always clicks. Some clubs augment this entertainment with a smattering of professional talent, which can be picked up at small expense from local radio stations and booking offices.

#### Bridge Tournaments

Contract bridge tournaments, meeting afternoons if for women only, and evenings if for mixed groups, or for men only, have turned out successfully at many clubs. Expenses can be easily covered by charging a nominal table-fee at each session.

#### Keno Clicks with Petty Gamblers

Keno, because of the mild gambling features of the game, is surprisingly popular at clubs. It is customary to charge each

## A TIMELY NOTE TO CLUB OFFICIALS

Clubs of gentlemen sportsmen in the north and central states that are compelled to lay employees off during the winter owe it to these faithful employees to energetically solicit winter work for these men among club members.

With the general improvement in business, there are places on club members' payrolls where many club workers would fit and work well.

Numerous club employees who have worked ably and diligently for the club will have to go on relief unless the club members give them winter work.

The next season's job of recruiting experienced club workers would be made much easier if attention were given to this matter now.

player 10c per card, and the total money collected goes to the winner of each round, subject to a 10 per cent "take" by the club to cover expenses. A round of keno lasts but a minute or two and with thirty players each contributing a dime, the purse amounts to \$3.00, of which the house takes 30 cents.

Keno outfits can be obtained from any toy store. They range in price from \$1.00 up; for club use, at least a \$10.00 set should be bought and an even handsomer set will soon be paid for out of the club's drag on each pot played.

### Lectures by Club Employees

A winter entertainment feature that has worked out with great success at those clubs that have tried the stunt is to hold a series of dinners, either at the clubhouse or elsewhere, to be followed by a talk by the club pro, the club greenkeeper or one of the officers. At one dinner, the pro can discuss golf in general, demonstrate the proper golf swing and offer to answer any questions the members care to ask about their golfing miseries.

At another meeting, the greenkeeper is given an opportunity to describe his job, explain the mysteries of watering and mowing and tell the members why for instance they must sometimes endure freshly topdressed greens. Members are always interested in the condition of the course and they welcome the chance to learn something of greenkeeping procedure.

A third meeting should be devoted to a

discussion of the Rules of Golf, under the direction of the chairman of the golf committee or the pro. His talk should cover the more commonly violated rules; the finer points are of slight interest to the average golfer and will only confuse him if brought up.

Still another meeting could be devoted to the club manager and his problems, with a description by him of what goes on behind the scenes to make life comfortable for the members. In delivering his talk, the smart manager will not overlook the opportunity to tell of the amusing human-interest incidents he has witnessed among employees, and their reactions to member treatment, good and bad.

### Waldorf-Astoria Is Site of Managers' Annual Meet

FROM J. Fred Smith, secretary of the Club Managers' Assn. of America, comes word that all signs point to a record convention of clubhouse pilots next January 14-16 at the Waldorf-Astoria in New York City.

"The selection of the Waldorf as convention headquarters" writes Sec'y Smith, "is particularly valuable and fortunate. As you no doubt know, it is the last word in hotels today. It is a real finishing school for club managers. All of us will be interested in going through their ultra modern kitchens, wine room, laundry; there will be a great deal of interest in the dishes served under the direction of their famous chef, Oscar. We will want to see their linens, watch their service, study their menus. In fact, it will be like taking a series of courses in club management."

General convention chairman is William Norcross, Essex County CC, West Orange, N. J. He will be assisted by John L. Keenaghan, Union League, New York City, C. Henry Hinton, Manursing Island Club, Rye, N. Y., and Frank Wheatland, Colony Club, N. Y. C. This committee is already at work and from all indications is going to offer one of the outstanding entertainment programs in the association's history.

According to present plans, there will be no exhibits at this convention. Plans are being made to have detailed discussions on all departments of a club. These will be optional and a manager can attend these meetings when some particular subject that he is vitally interested in is up for discussion.