

(Rexford, N. Y.) has made great use of the trade-in idea during the last two seasons. McIntyre is a real merchant. If you doubt it you should see the downtown golf store he operates in the winter. He does plenty of Christmas golf gift business at this establishment.

On the trade-in deals Alex says:

"When the member trades in an old set for an allowance, he is encouraged to buy by the conviction he is getting a fine, modern set at a very low net price.

"Beginners don't know what to get—and many times the pro doesn't know what to supply them because he wants to see their swings develop. I always have second hand sets on hand and advise beginners to get a good set cheap to start with. After they've played with them for a while the beginners and I know what they want and they have confidence in me that brings me their business. This is a real business asset for the pro who is looking to his future profits.

"In making my business good during the depression I have found that a large, well selected stock is a great help. Members are always interested in clubs whether they have good sets or not. They are continually handling sets in my shop and this creates talk and an urge to buy.

"The public is always looking for something new and I have learned that it pays me to beat anyone else to the display of the meritorious new golf merchandise."

Earl Fry, able pro of the Alameda (Calif.) CC, says 1935 emphasized the value of instruction as the basis of good business for pros. "The more people playing my course, the greater my gross sales. I believe that golf interest languishes when people aren't able to play a passable game. Therefore the best thing pros can do is to help golfers to hit the ball.

"Simplified instruction easily stood out this year as the keynote of pro prosperity."

CPA Writes New Volume on Operating Economies

CLUB ECONOMIES. By Archie F. Reeve, CPA., Cleveland Pub. Co., 90 Broad St., New York City. 144 pages. Price, \$3.00. Subtitle of this pioneer book on club managerial work is "Suggestions for membership clubs and how to operate within their budgets." Although the book is written from the city club angle and only sketchily treats of the problems peculiar to golf clubs, it's a book well

ATTENTION, PROS!

Many of you hold winter positions in the South. We would like to have GOLFDOM follow you there. So mail us a postcard telling when you are leaving for the winter job and what your address will be.

worth study by golf club managers, officials and other department heads who desire to broaden their knowledge of club management.

Naturally the author, as an accountant, stresses the accounting phases of club operation but handles the major details of operating in a sound and fairly comprehensive manner.

Reeve counsels club officials: "The club manager should be even a better man than one you would get for your personal business because he has to be left alone most of the time, and is not, as a rule, available for daily consultation as a man in your office would be."

Chapter headings are: Elements of club organization; Administrative; Service Departments; Maintenance—Housekeeping and Engineering Dept.; Concerning Employees; and General (which is mostly on club rules and regulations.) Charts and forms and their analysis conclude the book.

This book gives a clear, helpful picture of the many complex and onerous responsibilities of city club operations in such a way that it serves golf clubs by handling problems all clubs have in common. GOLFDOM recommends it to all students of club operation and hopes that the Reeve book will encourage the early preparation of a manual that will deal more extensively with the special problems of golf club operation.

Club Economies may be obtained from GOLFDOM'S Book Dept., or from the book's publishers.

Wisconsin-Illinois Greensmen Hold Joint Meet

SIXTY greenkeepers from Wisconsin and Illinois met at the annual joint meeting of the two station associations which was held Sept. 9 at McHenry (Ill.) CC.

After an afternoon of golf, a dinner meeting with C. A. Tregillus presiding, featured a question box. Questions were submitted unsigned. Lively and broad discussion handled the questions. Representative greenkeepers of both states gave helpful details of maintenance problems they solved during the 1935 season.