

# OFFER MEMBER-INTEREST HUNCHES

**P**UZZLE of the young pro who confessed in April **GOLFDOM** that he didn't know how to stir golf interest at his small town club aroused considerable interest among readers. Several letters from club officials say the problem is a long way from being entirely a pro problem and that it should concern club officials even before it worries the pro.

From several quarters the suggestion is advanced that the pro consult with officials who are active golfers and submit his suggestions for putting some life into the club, but that the pro do this on a confidential basis. Let the initial and noticeable push come from club officials for the good of the club rather than for the improvement of pro business, say several men who have been through the same situation.

The matter of having progress stopped by elder men who have been playing together for years and resent any action to increase and modernize the club's appeal is not unusual, comment officials of other smaller town clubs. Someone has to sell the elders of the congregation on the idea of being leaders rather than selfishly content has-beens. It has been done before.

## Sports Writers Can Help a Lot

Another suggestion comes from a pro who was up against much the same conditions as the young man complained of in April **GOLFDOM**. He suggests that the pro make friends with local newspaper men who probably have solved a worse problem of big city competition 35 miles away than the pro has to deal with. Between them the matter of club publicity and golf news can be handled so residents of the community become aware of activity at the golf club. Even the older and deader members will respond to seeing their names in the paper.

One pro suggests that the pro join the local Rotary or Kiwanis clubs or through some fraternal organization make contacts that can be developed into livelier golf interest. Still another pro at a flourishing 9-hole club in a town of 10,000 population suggests that the pro give free class lessons at the local high school several hours a week and stir up the adults through their youngsters.

Jimmy Anderson, pro at Pine Lake (Mich.) CC and a veteran in PGA affairs,

advises that the boy would do well to snap out of his discouragement and take the bull by the horns. If the young man does succeed in stirring up the club then everything will be O. K., and if he takes energetic steps and fails with the result that he is penalized for his energy by being fired, he is better off by being out of a hopeless job.

Anderson expresses the opinion that probably things look worse than they really are. Such dejection, he remarks, is not uncommon in the pro business during the winter but usually eases up when the grass gets green and there's a chance to do something.

Adds Anderson:

"It is hard to understand why out of a membership of 150 people there are not some men who want to better their golf by taking lessons. Out of a town of 12,000 persons there are generally more golfers than 150, and it is hard to fathom why play should not be good, seeing that the nearest town is 35 miles distant.

## Pro Should Mix With Golfers

"Has the young man ever attempted to break up the foursomes he talks about by arranging a game with some of them? He also talks about young golfers in his club who have not enough money to take lessons. How about giving a few of these young men group instruction for say 6 lessons? He says he does not give many lessons, but if he has given any at all it surely must have been an indication that there are people in his club who do want to improve.

"Tournaments may pay dividends. Let him run one of his own. First prize, six lessons; 2nd, one golf club; 3rd, three golf balls. This may cost him a little but should be one of the best indications of how his members react if prizes are worthwhile. If this does not work the young man should seek pastures new.

"Not knowing the territory this is a hard subject to write about, but it is still my belief that with the will to win, a

town with a population of 12,000 should afford a professional a fair living."

On the greenkeeping part of the problem, several greenkeepers who have been consulted say they believe a good part of the boy's answer lies in the use of greenkeeping bulletins in the clubhouse along the lines of the course publicity policy advocated by Herb Graffis in papers read at the Greenkeepers' national convention and at the Iowa State college short course and reprinted, in part, in GOLFDOM.

John MacGregor, well known practical greenkeeping authority suggests:

"Have the lad get annual financial statements of some of the larger clubs in the metropolitan district he mentions as being 35 miles away and display them on the locker-room bulletin board alongside his own club's figures on course maintenance for 1935, together with comment on his course maintenance expense being a record in giving so much in results for so little money.

"Members seldom realize the vast variation in standards of condition, design of course, soil conditions, etc., that account for differences in annual maintenance expense, so the mere fact that his costs are next to nothing probably will be sufficient to explain to members why he can't keep the course in the condition demanded by first-class metropolitan district clubs.

"Being pro and greenkeeper apparently isn't enough of a job for the young fellow and he's required to be a golf evangelist in addition."

### USGA Has New Handicap System for Women

**W**OMEN'S committee of USGA recommends a new system of handicapping on which women's national ratings are to be based. No scores more than 2 years old figure in the compilation of handicaps, which are to be figured on a hole-by-hole, and not merely a total score, basis. Scores must be attested by amateurs and scores made during rounds in which instruction is received are not acceptable.

Not more than three scores are to be used from one course. This, plainly, is because the women's committee is convinced a player's ability can be judged best after study of records on courses with which the player is not as familiar as she is with her home courses.

Handicaps are to be figured by taking four-fifths of the difference between women's par for the five rounds played

and the average of the five best scores. A fraction of one-half and over counts as a stroke. No account will be taken of fractions under one-half. In like manner, an exceptional score, such as may be made when long putts are dropping, may be disregarded. The limit set for such a score is seven strokes lower than the next best score.

No restriction is placed upon a player submitting more than five scores. When this occurs those totals nearest to par are to be selected and used in computing handicaps.

Handicaps not figured by the foregoing approved and recommended system shall not be accepted by the women's committee of the USGA for the next Women's National championship. All handicaps of six or less, for entry in the championship, must be cleared through the sectional association, which has a representative on the women's committee.

The USGA yardages for determining women's par are as follows: Up to 200 yards, par 3; 210 yards and up to 375 yards, par 4; 376 yards up to 550 yards, par 5; 551 yards and over, par 6.

Here's how to compute a handicap:

Example No. 1		Example No. 2	
Scores	Women's Par	Scores	Women's Par
83	77	83	77
81	77	81	77
80	76	80	76
81	79	81	79
85	80	86	80
410	389	411	389
Total scores, 410.		Total scores, 411.	
Average, 82.		Average, 82.2.	
Total pars, 389.		Total pars, 389.	
Average, 77.8.		Average, 77.8.	
Average difference, 4.2; 4-5 of difference, 3.36; handicap, 3.		Average difference, 4.4; 4-5 of difference, 3.52; handicap, 4.	

In the above examples 73 would be an exceptional score.

**Bill Burke is Busy Lad.**—Bill Burke has been signed by the Greenbrier, White Sulphur Springs, W. Va., as pro for fall and late spring seasons. Now Bill is summer pro at the Cleveland (O.) CC, and at Belleair, Fla. in the winter, as well as at Greenbrier. In addition, he's head of the field advisory dept. for Burke Golf Co., and plays in major tournaments. Bill handles all the jobs well with sincere expert attention to the customers whether they shoot 66 or 126.