

DETROIT REPORT IS MODEL

Statements show value of association activities to member clubs

BECAUSE all of us recognize a well done job, GOLFDOM presents in some detail a description of the activities and work being done by the Detroit District Golf association. We feel that the boys carrying the load in the Detroit District organization are doing as good a job and are turning out as fine a report as any district in the country. Edward L. Warner, secy., says of the Association: "I think we have gotten someplace in regard to golf course maintenance. Greenkeepers and course workers seem satisfied with conditions in the District, and a workman's daily time ticket is being used at almost all of the clubs. Regular meetings of green-chairmen and greenkeepers are held all during the season, and I know that our green-committee accomplished a lot of good work. . . . A. W. Tillinghast, visiting here on his golf inspection tour last season, said he considered

the Detroit courses equal to any, and certainly better maintained than any he had contacted so far."

James J. Standish, Jr. has been elected president of the DDGA, following the death last August of Norval Hawkins, a dynamic and important factor in the growth of the association.

Joseph Mack, chairman of the Detroit District green-committee, comments enthusiastically on the District's accomplishments for 1936:

"I cannot imagine conditions more favorable anywhere for the development and maintenance of golf courses. I don't believe the desire for knowledge of golf course maintenance and the spirit of co-

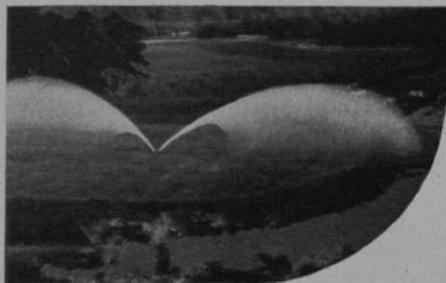


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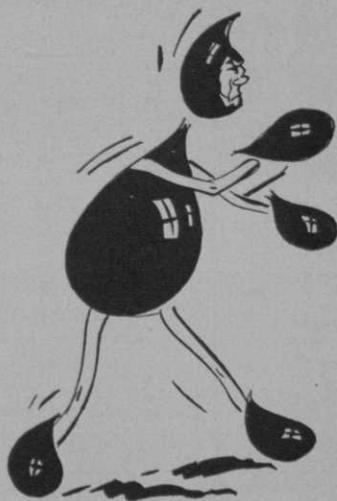


operation that exists in this district can be equaled anywhere.

"We made arrangements last year with the Michigan State Agricultural college at East Lansing to be allowed the services of its departments in our district. I took Dr. Tyson of the soil department to twelve of our leading courses this spring for consultation with the greenkeepers of the respective clubs. The green-chairman or golf course manager was also frequently present.

"It was generally agreed that a great deal of good was derived from those visits. Several clubs availed themselves of Dr. Tyson's services during the summer when their maintenance problems seemed un-

BRING ON THE TOUGH ONES



| DETROIT DISTRICT GOLF ASSOCIATION, GREENS SECTION WORKMAN'S DAILY TIME TICKET | | | | | |
|--|-----------|----------------------------|-----------------------------|--|-------|
| Club | | | | | |
| Employee | | | | | |
| Day | | | Date | | |
| A. M. to | | A. M. | P. M. to | | P. M. |
| | | | | | |
| | | Hrs. | | | Hrs. |
| GREENS | Water | | Rough, Mow | | |
| | Mow | | Rough, Upkeep | | |
| | Upkeep | | Sod nursery | | |
| | Topdress | | Compost pile | | |
| Tees | | Topdress, preparing | | | |
| Bunkers | | Parking place, roads, etc. | | | |
| FAIRWAYS | Water | | Trees, shrubs, etc. tending | | |
| | Mow | | Greens | | |
| | Upkeep | | TEES | | |
| EQUIPMENT REPAIRS | Fertilize | | Bunkers | | |
| | Mowing | | Fairways | | |
| | Motive | | Roads | | |
| | Machines | | Tile-ditch | | |
| | Water | | | | |
| General | | | | | |
| | | | | | Total |

Here is the uniform time ticket of greensmen in the Detroit district.

usually perplexing. I expect this college service to develop into the biggest improvement that can possibly happen to our District.

"We thought we would talk in advance about the troubles that might assail us during the golfing season, rather than wait and hold a post-mortem on them after the season was well over and our troubles behind us.

"The meeting with Dr. John Monteith of the USGA Green Section, held July 24 at the Detroit Golf Club, was well

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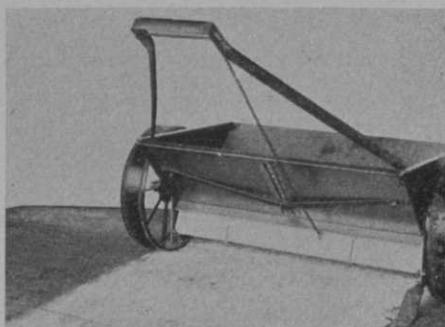
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1011-1051 Power Ave., Cleveland, Ohio

attended by greenkeepers and green-chairman. Several golf professionals who are doing greens work or are interested in it, attended these meetings.

"We had a great meeting with Donald Ross on August 25. Ross not only gave an excellent talk but illustrated his talk with

sketches on the modern trend in golf course design.

"The greenkeepers of our district hold meetings once a month during the summer. They discuss scald and bugs at one meeting, perhaps clover and weeds at another but always something constructive.



Hershey (Pa.), where Henry Picard holds forth as pro, some of the nickels of the kids and grown-ups that have gone for chocolate bars are re-invested in grand golf courses. This is part of a nine-hole, 2,314 yd. course Hershey has for juveniles—the only one of its kind in the world. It is for boys and girls from 7 to 18 years of age.

Sometimes the greenkeepers have a speaker of national reputation to address their meetings. An open discussion always follows.

"I attend many of their meetings during the summer and I am mentioning these things because I know that many of you haven't discovered that the physical work performed by the greenkeepers of the district is the least of their contribution toward the maintenance of the many well conditioned golf courses of our district."

Eugene W. Lewis, chairman of the Club Relations committee, has a long detailed summary of findings for the 1936 season. There was much new work on the golf courses in the district, increased memberships at most clubs more income from dues and initiation fees, and greatly increased clubhouse patronage. Professionals in the District also reported increases in income from lessons and a decided increase in club, bag and accessory sales.

Play Averages

59 Per Day

Of the 34 private clubs constituting membership of the DDGA, 24 gave replies to a questionnaire asking figures on annual dues, average daily play from April 1st to November 1st, etc. Fifty-nine players a day was the average play at the clubs answering questionnaire, and a trifle more than \$100 the average club dues. Eight clubs will increase dues for 1937.

A great increase in play at the municipal and semi-public courses of the community was also noted. A profit of over \$11,000 was shown for 1935 from the municipal courses, with increased profits for 1936. The exact figure was not available at the time of the report. Lewis attributes the free pro-lesson idea, sponsored in April and May by the Detroit News, as contributing greatly to the increased play on Detroit District courses. Over 2,000 people attended the final pro-lesson class at the Birmingham GC.

The Caddie Welfare committee of the DDGA was active during 1936. Caddie Welfare week, held for the first time from Sept. 7-14, proved a great success. Donations of suits, overcoats, jackets, sweaters, shoes, ties, hats, discarded golf clubs or bags were given the caddies by District member clubs. K. A. Moore, committee chairman says:

"In general, caddie training has been better, caddie rates higher, caddie funds larger and caddie golf more encouraged than ever before. The Detroit District Caddie tournament was held at Brooklands, August 3. Each club sent a team of six boys not over 18 years of age. Each



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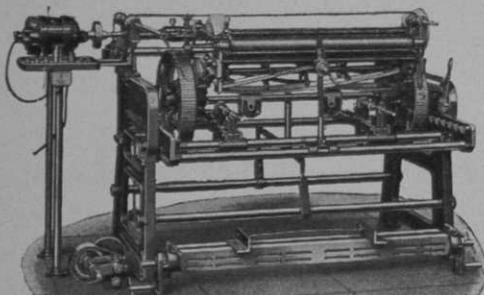
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caddie player was given a caddie and a good lunch. Over \$100 was awarded in prizes.

"Caddie-member and caddie-lady events were played at most of the clubs. These are considered excellent builders of morale and should be encouraged. A District caddymaster-caddie event was held at Western GC August 31. A small entry fee was charged and suitable prizes awarded. Caddies of the Detroit District have had more done for them in the past year than ever before. The work, however, has all been along the line of improvement of caddie service; educating the boys to realize that caddying is a job and not a lark. We hope the work has been noticeable; there is still room for improvement."

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J. J. Ramsey brought his Publicity committee in for a share of glory when he reported the following:

"Your publicity committee, of which I have had the honor of being chairman for the past two years, is again pleased and proud to report not the average 10, 15 or 20 per cent increase in 1936 business—our publicity lineage jumped 33-1/3 per cent over last year; and last year was, in itself, a humdinger.

"A glance at this book of evidence shows 75 pages filled to overflowing with clippings, every one of which can be traced to the source—our publicity committee.

"Let's measure this propaganda in terms better understood . . . 3,100 column-inches of space. This means 155 full newspaper columns (and headlines), or 19 1/2 full newspaper pages (with pictures), or 155,000 words in print, or sufficient words to fill three full-length novels.

"In dollars and cents (and you'll all understand this) had we bought and paid for this lineage at advertising rates it would have cost us the tidy sum of \$39,000 . . . plus our salaries for technical advice and creative abilities . . . or \$78,000."

BEFORE pro merchandising comes a genuine spirit of service to golf and its players. The successful pro is primarily an evangelist of golf. When he converts men and women to the right idea of golf's pleasures and benefits, the pro has done the first thing to make himself a success. Selling clubs, balls, bags and other equipment follows in logical order once the true spirit of golf has been implanted.

A successful career in pro golf means being a true missionary for the game and not mainly a high pressure salesman with golf as come-on.—George Smith.