

resentation is the ruination of any business, and I would be a fool to try to sell these done-overs as new products.

Tremendous Annual Play Volume

We get very heavy play at Griffith Park all through the year. Last year the courses were open every day of the year. Our biggest one day saw 889 customers tee off. The grand total for 1937, to be exact, was 170,040. For years we've been used to only two 18 hole courses, the Wilson and the Harding; but recently an additional nine hole layout was thrown open and since that time play has materially increased. All fairways and greens are of grass and are kept up in magnificent shape, and are usually as well groomed and conditioned as most of the private courses in the section. Green fees cost 75 cents on week days and one dollar on Saturdays, Sundays and holidays; a special monthly ticket, good only on week days, is five dollars. These charges are not unreasonable when it is remembered that our courses are luxuriously turfed and our greens are keen and as true as any to be found on any public course the country over. They are seeded to the famous Cocos strain of bent.

Directly behind my sales room I have a well equipped driving or practice range, which is extremely popular and from which I derive quite a handsome income. I give customers a pail containing 20 balls for fifteen cents; 40 balls for twenty-five cents and 90 balls for fifty cents for use at the range, which is well protected by wire netting from adjacent highways. We have splendid locker-room accommodations for our guests at Griffith Park. I have an assistant giving lessons continually, for which I charge \$2.00 for every 40 minutes. I only give lessons when one of my special pupils comes along and takes me away from my counter in the shop or my desk at the rear. I feel I am of more value to my business in my sales room than out on the tee instructing.

Caddie welfare is a serious matter with us at Griffith Park and with the Board of Park Commissioners, who are as follows: Mabel V. Socha, President; Roy S. Stockton, Frank Merrill, Henry W. Bruce, Ernest Duque, and Gilbert Skutt, who is Superintendent of Parks for the city of Los Angeles. Nowhere of my ken are the lads taken care of in such princely style. They have their own specially designed building with lockers, showers, sitting room, card room, horse shoe yard,

ping-pong tables and their very own private putting courses. Caddie fees are \$1.00 per round for single and a dollar and half for double, which is slightly higher than throughout the East and Middle West chiefly because the boys usually must travel long distances around Los Angeles to get to the park. It's a new country and a big country and bus accommodations are still in an elementary stage. In closing I would impress upon my brother professionals the great value of knowing how to buy, how to display, and finally, how to sell their merchandise. It's a serious study all by itself. But it's worth the studying. I've found that out.

FRED WHITING, pro-greenkeeper for the past 27 years at the Royal St. George's GC, Sandwich, England, and for the past 15 years official scorer for the qualifying rounds for both the British Amateur and Open, has just ended a three months visit with his son, Wallie, pro at



Fred Whiting, veteran pro-green keeper of Royal St. George's, England, who has just completed a n extended visit in the U. S.

the Pelham CC, Pelham Manor, N. Y. The elder Whiting, who is 64 years old, gave Jim Barnes, pro at Crescent AC, Huntington, L. I., N. Y., his first job at the age of 14. Barnes worked in Whiting's shop 4 years before coming to the States to take his first pro job.

Another of his proteges in this country is Jack Williams, pro at Piping Rock, Locust Valley, L. I., N. Y. Jack went to work for Whiting at the age of 15 and stayed there 10 years. He came straight from that job to Piping Rock, in 1914, and has been there ever since. The Duke of Windsor was formerly a member at Sandwich and took lessons from Whiting, who, incidentally, thinks Hagen is the greatest golfer we have ever sent to England.