

More than 120,000 sheets of the PROMotion group instruction series were requested by pros and school athletic authorities during the first week after the new instruction series was announced. The sheets follow the plan first used with great success by Elmer Biggs and Art Andrews in class teaching of Peoria (Ill.) high school students.

Additional sheets were prepared by Frank Sprogell, PGA publicity committee chairman. Pros engaged in class instruction may secure as many of these series of 6 sheets as they require, and without cost, by addressing their request to PROMotion, Room 1614, 14 E. Jackson Blvd., Chicago, Ill.

the green, making the hole an artistic one as well as a fair test of golf. Such traps should be located primarily to affect the shots that would be normally played by the expert.

To make holes and green design more attractive in appearance and to administer a psychological effect, other traps which are necessary to complete an attractive and interesting golf hole should be of varying depths and sizes with a tendency toward the shallow, so that while the average golfer may frequently find his ball in

them, he will require but one stroke to get out of them. Even though the traps are shallow, tests have shown that the odds of the golfer's getting down in one putt after having recovered from such a trap are decidedly against him.

The accompanying sketch of a proposed green for a new course which we are designing for the City of Utica, New York illustrates the effective use of traps of varying depths in proportion to the strategic value of the shot required. For illustration the pin has been placed in two locations to show the relative difficulty depending upon its position. The two traps at the back are shallow, while the key trap directly in the front is quite deep and the trap at the right is a compromise being of medium depth.

The variety of size, and the irregularity of the orientation of the sod and sand blend with the design of the green to make an attractive picture. A hole of this type beautiful to look at, and intriguing to play, has a finality that makes it a constant source of pleasure for all classes of golfers.

## HOW CLUBS HOLD MEMBERS

By H. B. MARTIN

IT is only human for many golf club members to become obsessed with the belief that the greenest fairways are those that belong to other courses. The most beautifully manicured greens and perfect sand traps are always a couple of miles down the road, or across town at the links you played last weekend as a guest. Likewise, the most palatable and best served food can be found at the wayside inn along the highway or at some other country club.

Club officials and the management are often responsible for members arriving at this state of mind, but more frequently it is just the cussed perversity of human nature. Most everyone who has even a remote knowledge of golf and country club life has an idea that he, or she, could run the golf club a little bit better than the present management, or at least, he would like to try it—and no advice would be needed from meddling club members or incompetent committees.

It is not such a strange request to want to be the whole show. The fact of the matter is that running a golf club is like

managing any other well organized business—it is a one man job. This axiom might be better qualified in this way: The nearer a golf club comes to being a single working unit the more successful it will be.

It has been said that the proof of this is in the statement, paradoxically as it may seem, that 10, or even a dozen of the smartest and most successful business men in the country could not run a golf or country club. Such a venture would be a gigantic failure. This is not a supposition or just idle guess work—it has been tried several times and nearly always with the same disastrous results.

The average golf club member feels he has a proprietary interest in the organization and its management. Few are willing to sit back without venturing a sug-

gestion or an occasional comment. Most often these ideas come in the shape of criticism. It is this sort of thing that has produced many headaches for the board of governors or the club steward. Some golf clubs have been smart enough to sense this and have provided means of keeping it to a minimum. Many clubs have a little complaint box hanging in a convenient place. A successful club in Pennsylvania thought up a better plan. If one of the members came around too frequently with complaints he was immediately asked to join the board of governors and help run the club. There were always a few on the board ready and willing to hand in their resignation when a professional kicker came along, so there was no need of waiting around for the first vacancy.

### Service Is Keystone

Every golf club is a private institution and should be conducted as such. Service is primarily of the greatest importance. Service in the clubhouse, service in the pro-shop and service on the links should be the member's privilege. This is what they pay for and what most of them expect to get. Service is of course limited in many cases as it is confined to whatever the budget will stand. Many clubs have been forced to hang out the distress sign during hard times because the members insisted on the same quality of comfort and luxury that was theirs in more prosperous times.

The club manager is often forced to the limit to make both ends meet and is at his wits end to accomplish his aim and keep peace in the big family. There are, however, certain things that he cannot do and keep his personal popularity and not jeopardize the club's reputation. For instance, cutting down the quality of food is not a good way to practice economy. The most fastidious members of golf clubs will not stand for being served with anything but the best quality of food or liquor, and they demand full measure.

The Shenecossett CC, Eastern Point, Conn., made a good move when they made a specialty of serving the best drinks possible to make. It wasn't necessary to advertise this, as nothing travels faster than news such as this. No one complained about liquor and the extra cost of serving only the best paid handsome dividends in the end.

One president of an upstate New York

Additional evidence of golf interest being at the highest point for many years was presented at Inverness club, Toledo, where the gallery and house income for the Fourth Annual Invitational best ball tournament was approximately 20% ahead of the best previous year.

club hit upon a smart idea of keeping the membership filled. When a member did not come around for several weeks he figured that whatever was wrong could be righted by showing a little interest in the member. So he took it upon himself to write these members a personal letter, impressing upon them the fact that they had been missed. Instead of a resignation at the end of the year it usually meant that the strays came back into the fold and took a renewed interest. When one member is permitted to become dissatisfied, his quitting usually takes two or three others with him.

The Seawane Golf Club on Long Island issues a club monthly. There is nothing especially new about this, but Seawane has a brand new idea. These publications are issued in three sizes according to the club's activity. In the busy months the regular edition of the Seawane News comes out with snappy items about this and that and usually mentioning the names of the members in some interesting way. Some months warrant issuing only what is known as the Junior News which is about half the size of the regular issue. In the winter months the Baby News, just a tiny little affair, comes out just to keep up the spirit of the thing.

### Caddies Keep Players' Score

Seawane has solved the problem that has been the bane of most handicap committees. When the caddie starts out from the first tee he is provided with a card and pencil and keeps the golfer's score, which he must turn in after each round before he receives his pay. He does not argue with the player but puts down exactly what he is told. The result is that

Corsages of orchids to Mrs. Frank Arbieter, pres., and her sorority sisters of the Louisiana Womens GA. for their handling of the "Special Events" and "Tournament Regulations" details of the association's 14th annual tournament. It is a fine job of presenting tournament dope clearly and completely, to guide every contestant and official and could be used as a model for many tourneys.

Friendly interest in young golfers is evidenced at the Canandaigua (N. Y.) CC, where the members recently decided to permit high school students to play the course Saturday mornings without fee, by presenting credentials showing they are active students.

the handicap committee has a true line on its golfers and there is never any kick about the handicap.

Down at the Ocean Forest club in Myrtle Beach, S. C., where many winter vacationists stop on their way to points further south, Bob White, who is in charge, insists that when a guest stays overnight there will always be fresh flowers served with his coffee in his room the next morning. This never fails to make a hit with the women.

Wolf Hollow club in Pennsylvania was so intent on keeping sand traps in perfect order that each caddie was provided with a small rake which he carried in the golf bag. Several clubs have taken to this idea.

#### Curling Brings Winter Patrons

St. Andrews at Mt. Hope, N. Y., and The Country Club, Brookline, never complain about hard times. In the winter months these two very old clubs, filled with time-honored tradition and that sort of thing, enjoy prosperous times by keeping their curling rinks going. This sport fits in with golf, and on weekends the restaurant does a good business because it can count on a certain number without having to gamble on the weather. St. Andrews has an excellent watering system and one that has paid for itself many times. Fortunately the clubhouse is located on one of the highest spots on the course. The word economy is a watch word at this club as nothing goes to waste. The water from the swimming pool when drained once a week goes to serve another purpose — that of keeping the fairways well watered.

Westchester Country Club has two fine courses but for years the fairways suffered from lack of water, only the greens being thus favored. A year or so ago the members asked for an adequate watering system, but there were no funds available. Then some bright member hit upon a plan. His idea was to charge each golfer twenty-five cents for each round—guests,

too, being forced to pay. During the first season of the plan the club took in enough so that in a few years the cost of the watering plant will be wiped out and no one will have missed the money that it cost.

A club in Ohio had so much trouble with members complaining about the caddies losing balls for them that something had to be done. The club manager decided that it was not the caddies who were to blame so he put up this sign in the pro-shop:

"No member who can drive a ball straight down the fairway for two hundreds yards or more ever complains about having a poor caddie."

This lessened the caddie problem and stories about his inefficiency very materially.

Golf club officials should never get on their high-horse and feel that they are being unjustly criticized when members make suggestions that would really prove helpful around the club. Many a fine idea has gone to waste by some timid soul around the club not wishing to be put in the light of a chronic kicker and thus keeps his thoughts to himself. Suggestions should be welcomed always; but contributors should be reasonably sure of the practicability of their suggestions for better service for the most people. One secretary of the club answered every letter that he received and gave it serious consideration. If it was just a plain knock it was treated with the utmost respect and consideration. In no time the more persistent critics soon came around to the other way of thinking.

Unless there is some way to change human nature, members (and this goes for all clubs, town or country) are going to have their say around the club and wise officials will profit by these airings. There are lots of smart things to do around a country club that no one has yet unearthed. They always need not be economical suggestions but something that will help the rank and file to more golf enjoyment and to more fun around the clubhouse.

**Hold Field Day**—Indiana Greenkeepers Assn. held a field day on May 16 of golf course equipment at Meridian Hills CC, Indianapolis. A great turn-out of club presidents, green-chairmen, greenkeepers and park superintendents witnessed tractors, mowers, spikers, sprinklers, sprayers and other equipment demonstrated by over 20 representative manufacturers and supply firms.

Least superstitious hole-in-one of the year: Charles E. Ray on the Coquillard course at South Bend, Ind., at the 161-yard 13th on Friday, May 13.