



Add club spirit to the allure of a clubhouse like this and you have Lakeside's success formula.

## WHERE SPIRIT IS **TOPS**

By D. SCOTT  
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**I**N country club life we can always use a little of the milk of human kindness. Some clubs have considerable of it while on the other hand, many are dry. It costs so little and at the same time, helps the credit side of things. Many locker-rooms are as frigid and dismal as an Eskimo's igloo in mid-winter. The very air is permeated with a coldness and, at times, an unfriendliness that scares away members and their visiting friends. That's a bad situation. But it's not so bad that it cannot be rectified by the club officials. Locker-room help may be at fault. The officials themselves may be at the bottom of it—and they may not realize it.

Courtesy at one's club is a priceless thing. Many a club member has only his club as his recreation home. He lives, moves and has his very being within his club environments. Club life, I believe, should be about as hospitable and as congenial as home life. Personal attention from club employees pays tremendous dividends and this fact ought to be forcibly carried home to club officials. Let me tell you of how one club I happen to know a good deal about came out of the depression doldrums in a mighty short space of time to reach the very pinnacle of its 14 years' existence. It's the Lakeside Golf club, located some 10 minutes from the heart of Hollywood, in Los Angeles.

The golf course is skirted for a consid-

erable part of the second nine holes by the Los Angeles river. It is by no means impressive in its volume of water except when in flood. During the dry summer months a couple of cows could drink it dry in one afternoon.

Three or less years ago Lakeside, like many adjoining clubs, was sore pressed for sufficient members to keep things going. They needed a hundred or more so as to get the monthly income up. New blood was transfused into the club directorship, new officials were elected and many other changes were made. Lakeside was off to a new start. Gradually, the membership began to grow. A rare spirit of club loyalty began to flow in the veins of the old-time members and they worked hard and long to inveigle their golfing friends to join. Courtesy and personal service were powerfully installed in all departments by the board of directors.

**Fine Job  
by Club Host**

A prominent and very courteous member of long standing, Huntly Gordon, was appointed club host. His appointment was an immediate success because Gordon was not a figurehead in his position—he was and is today a hard worker. Comradery was made the Lakeside theme song and the club roster began to grow with leaps and bounds. Go visit Lakeside as a

Students of the Beverly Hills (Calif.) high school wanted golf as a part of the athletic curriculum, with a pro being added to the faculty. The county counsel's office ruled against the students' request.

Manager Walter Grego of the Bayside (L. I.) golf links, advances the interesting argument that municipalities should reduce taxes on private golf clubs located within city limits, in order that the grounds the courses occupy do not fall into the hands of real estate developers, but rather may be preserved as possible sites for future parks.

stranger and the moment you pop your face into the locker-room, Huntly Gordon is upon you in a second with an extended hand of friendship. "Welcome to Lakeside. What is the name, please? My name is Huntly Gordon. Let me get you a locker. You're a stranger here, are you not? May I ask whose guest you are today? It's mighty nice to have you visit us and if there is anything you want while at the club, be good enough to let me know."

#### The 100% Glad Hand

That's the sort of welcome to hand out to a fellow golfer. I watched Huntly go through this very thing when an ordinary sort of a chap entered the locker-room with a small, torn canvas bag with 7 clubs in it. I knew who he was. He was the father of one of the most brilliant young women golfers the West has ever produced. And he was given the same treatment at Lakeside as would a millionaire with two attendants by his side. Such delightful treatment helps to make one feel kindly towards such a club.

Lakeside, to my way of thinking, is unique in American club life. When a special meeting of the members is called, or a dinner dance is announced, the attendance is truly amazing. And real, deep-seated enthusiasm and profound interest is manifest on all occasions. When Lakeside decided they needed an outdoor swimming pool, President Maurie Luxford had no difficulty in raising the needed amount among the members. It cost the club funds not a penny and hard-working Luxford had the amount required before you could say Jack Robinson. Now the Lakeside pool is a meeting place for the best-looking and most talented feminine stars of the screen. The moment it was finished a flock of new members applied for admittance—but it was too late. The membership was filled up—a waiting list of 50 or more came first.

The locker-room spirit is the finest I've ever found in any club in this country—or any country for that matter. (British golf clubs lack a great deal of what Lake-

side has.) There are many card parties taking place in the specially designed card rooms. They sit in and take a hand with friends after they play a round. I have noticed that every one of the boys who plays cards also plays golf. I would not be far wrong if I stated that 98% of the membership at Lakeside are enthusiastic golfers. If you want golf or cards, Huntly Gordon is the gent to fix things up for you even if you are a stranger within their gates. Gambling, if any, it at a minimum, notwithstanding the fact that the chap playing cards next to you may be a motion picture star making three or four thousand bucks per week. It is all in a delightful spirit of good fellowship.

The Lakeside course, designed by Max Behr, is a rare test of golf, especially from the back tees. Behr eliminated all hill climbing with the result that one can play 36 holes in a day without any feeling of tiredness.

There is no rough at Lakeside—at least none worth speaking about. Yet Lakeside is a mighty stiff test of golf once the player gets off line. Max Behr saw to that. Drive off the center of any fairway and you'll find the entrance to the green closed to you. That, I think, is as it ought to be and exemplifies, in my mind, the true spirit of golf course construction.

**Salt Lake Follows Open**—After the National Open championship at Denver golfers will have a chance to compete in a \$1,000 Open event at the Salt Lake (Utah) CC, June 17 to 19. Officials of the Utah Golf association hope to attract the majority of the pros traveling west after the National and elaborate plans are being made for the event. The Salt Lake Country club is one of the most beautiful courses in the west.

Last year, Al Zimmerman of Alderwood club, Portland, Oregon, won the Utah crown. Al and his brother, Emery Zimmerman, who finished in a tie for second with George Schneider, are expected to be on hand for the 1938 meet.

The Utah Golf association extends an invitation to any professional to compete in the Salt Lake Meet.

One of the oldest junior golf tournaments in the United States is that of the Des Moines (Ia.) Register and Leader, which has passed its 20th year.

The tourney also stands up as one of the oldest of newspaper sports promotions in the country.