

LURING WOMEN...

By FRED E.
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... to play golf often is distinctly
a pro's obligation to his club

THE average woman who plays golf, but not so much, plays a poor game. Explained Roland Mackenzie, pro at the Congressional Country Club in Washington, D. C., when recently interviewed by the rambling reporter. "To create more interest in golf and improve their game, and to get the women to know each other better, so they could have a game with each other more frequently, I started a woman's class at ten o'clock every Wednesday morning once a week.

"The thought behind it was to get the women to come out and get over the inferiority complex that they were apt to have about their game, and to see that there were other women that played just as poorly as they did.

"The object of the class was to help them with their golf game. I always took one point to work on and I gave instruction on that. I would show them what things they were doing wrong, or how I recommended it be done, and I would go around the class and close each grip, for example, and show them the different types of grips. I did not try to prove that they should use any definite type, but the one they liked best, and which seemed most comfortable.

Discussion of Rules Is Part of Session

"Then when I got through with that one item, I would throw the class open to questions and answers. These questions might cover the best way of playing a difficult shot or the rules governing a particular play that came up in the game they had recently played, or the correct way of scoring; anything they wanted to ask about. A discussion of rules became something that was quite popular. And the fact that they would bring up these rules made them a little more conscious of them.

"The class started off with fifteen and gradually grew in size, until the largest class totalled 57. As the class went on each week like that they were tremendously interested, but of course finally we had exhausted everything to talk about and then they wanted to play more, which was ex-

actly the purpose of the course in the first place. The course of instruction was free.

"One of the most popular things at the club is a ladies mixed party at the end of the golf season. It is really given by the ladies for the ladies, and is usually held after the women's championship tournament, for all the women golfers. At that party they donate the prizes for the whole year. And it is a successful affair, full of spirit, fun and enthusiasm.

"We call it the annual golf dinner for the ladies, and all the prizes are saved up which are won during the year, and they are all donated at one time. That is, when they win a prize they don't get it then, but they have to wait until the end of the year, and they are all given out at one time. For this affair each lady chooses her partner, and then takes them to dinner, and the party is all on the women folks.

Pro's Job Is More Than Just Selling

"You cannot be too aggressive with your business in the golf shop and the question is just what you can start and where you should stop. Your main way of getting business from the members is through your ability and service to them on other things such as getting golf games and obtaining their good will—any way you can help them to enjoy their golf game.

"I try to impress on the members that the merchandise in the golf shop is just as cheap as they can buy it downtown, and that they cannot get it any cheaper. The average member thinks that the golf club is more expensive than downtown (probably because of the hangover of the time when the club had been in the habit of charging more for all the services, and the members cannot forget it).

"I like the motion picture method of teaching golf. There is no question about it, to my mind, you can do more with a



Graham Ross has this new pro-shop at Glen Lakes CC, Dallas. The ball, apparel and accessory display case bangs the folks right in the eye, pleasantly, when they come into the shop. Club and bag displays are changed frequently, and the whole place is kept cleaner and brighter than a Dutch kitchen.

motion picture camera and having the picture presentation to show the member what he is doing wrong, right there in front of him on the picture.

"You can do fifty per cent more good than telling him about it. And he can compare it with a motion picture on the other hand with a man like Bobby Jones, showing what Jones does and what he doesn't do."

Use Questionnaire to Learn Members' Views on Club Matters

AN excellent job of keeping members informed on all details of club operations is done by the "News Bulletin," issued monthly in mimeographed form by the Charles River CC, Newton Center, Mass. At the top of the first sheet is an attractive printed heading giving the roster of club officials and the seal of the club.

Charles River, incidentally, makes use of questionnaires to the membership in really getting the right answers instead of depending entirely on officials' observation and opinions. It's something that should be done more at country clubs to keep lively interest in the club's activities and to protect the club officials against the charges of disgruntled minorities that officials run clubs to suit themselves.

Questionnaires can be mailed, often without added postage expense, in the monthly bills and always remind members that each one has a prorata part of the job of running the club.

P. J. A. BERCKMANS, internationally famed horticulturist and manager of the Augusta (Ga.) National golf club, died at an Augusta hospital, Feb. 2, at the age of 72.

His father established the plantation on which the Augusta National course was built and made the plantation noted for its extensive variety of domestic and foreign plants. In the construction of the National course, Mr. Berckmans personally attended to the transplanting of many rare shrubs in order to make room for the course layout.

History of Greenkeeping—John Morley, first president and organizer of the NAGA, has a scrapbook that is rich in pictorial and typed data on the progress and personnel of greenkeeping in the United States. The Colonel has very carefully preserved in this book letters, clippings and illustrations that are bound to touch off many hours of interesting reminiscence when greenkeepers meet.