



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.