

GOLF COMES FIRST

By JOHN
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This Kansas club has plenty of social activity, but golf's demands are met first. The result — a successful club from all angles.

“GOLF comes first with our members,” says Harry Robb, pro-supt. at Milburn CC (Kansas City district), “then comes the social! We don’t neglect the social side of our club life by any manner of means, but we are principally a playing club.”

Robb can speak with authority about most everything around the club for he has been with the club since its inauguration in 1917. He assisted W. B. Langford, Chicago course architect, in laying out the course. Through these years, Robb says, the club has operated on a full schedule of activity without ever making an assessment or suffering a red figure.

This speaks well of Milburn’s pay-as-you-go budget plan. The finance chairman explains that the club is not and has not experienced a deficit chiefly because it makes a practice of paying as it goes and of budgeting the club on slightly fewer members than it actually has.

In playing a round at this rolling, and generously timbered course, one is impressed with the evident care it receives. Already lavishly supplied with wooded holes, the club is contemplating a five-year tree-planting program to follow the planting of 300 trees during the past two years.

Milburn’s charm lies in its variety. Two small lakes, something very rare in inland

central state courses, offer water shots which add materially to the beauty and scoring tests of the layout.

Three or four of the drinking fountains over the course are iced. The water comes through coils in underground boxes, which are iced each day. Convenient rakes are placed at each trap.

Milburn has one of the few putting clocks lighted for night play in the Kansas City section. Every two weeks during the warm weather, the club conducts night putting tournaments on the lighted clock. Usually 100 or more of the 290 active members enter the contests, with perhaps as many wives, children and interested friends on the sidelines.

The putting tournaments are popular because they give the members and their families and friends some incentive to drive into the country away from the sweltering city. Prizes heighten the interest for both players and spectators. Usually the low individual score, the low twosome, the low mixed twosome, the low foursome and the low mixed foursome receive prizes.

The putting clock naturally receives the



Here's Milburn's lineup of course maintenance equipment, which includes power and hand mowers, 3 tractors, rollers and watering equipment. Harry Robb, pro-supt., is budgeted \$11,000 yearly to spend on the course, and he puts \$7,500 of this into employing 8 to 11 men during the playing season, plus two year-round employees.

utmost in care of fertilizing, seeding, and watering.

The club's tournament schedule calls for a men's match play tournament of 13 flights with 16 members each, practically 100% of the masculine membership, which gives a cue to the type of club Milburn is. Winners of the 13 flights have a match-play tournament to determine the club handicap champion, whose name is engraved on the handsome match play cup and who also is awarded an individual cup. It requires about two months for this tournament to be played.

Toward the end of the season when everyone has progressed about as far as he hopes to, a match play tournament is held to determine the club champion.

About one-third of the membership is made up of members' wives, who hold a 3-day medal play tournament every year

in mid July. Robb is credited with developing a women's national champion. He brought Miriam Burns up through local, state, and sectional tournaments to the national championship in 1927.

He encourages his members, men and women, to enter the local and sectional tournaments, with the result that Milburn is always well represented, and high interest is maintained.

The caddie house is located about 200-yards from the clubhouse to eliminate the usual caddie house confusion around the club. A phone connects the caddie-master's office with the caddie-house. The caddie-house yard is equipped with horseshoes and a softball diamond to keep the boys occupied while waiting for calls.

Course Budget Runs \$11,000

Robb spends approximately \$11,000 a year on the course. Ordinarily \$7,500 is invested in labor, with the remaining \$3,500 spent on water, fertilizing, seeding, trees, spraying and mower equipment.

He works from 8 to 11 men full time during the playing season and retains two men for early spring course and green overhauling.

The large clubhouse porch is a delightful place for shuffle board, popular with Milburn guests and members who seem to relish the less strenuous game after a round or two of golf, a shower, and dinner.

A portion of the club porch overlooking

Parke Carroll, sports editor of the Kansas City Journal-Post, and the Midwest PGA, co-operated in arranging a 10-man team match between pros and amateurs of Kansas City district, on Aug. 14. The match drew the biggest golf gallery ever seen in that section, some 4,000 fans watching the amateurs defeat the pros 6 to 14 at the Swope Park course. Members of the winning team were presented with silver tie clasps by the Journal-Post.

The pro-amateur team competitions go over in great shape everywhere they're put on. Texas pioneered in this type of competition as an annual affair.

the course is not entirely canopied with the long roof and provides a beautiful setting for bi-weekly Milburn supper dances.

Charles Fatino is spending his first year as club manager. He assisted the late manager, B. C. Bonnell, with buying and records for eight years.

Profits Run \$3,000 Monthly

Fatino attributes his popularity with the members and his appointment last year to the fact that he treats each member the same regardless of his office in the club or his personal wealth or station in life. He is an advocate of the policy of buying only the finest foodstuffs and meats. There is more economy in quality foods because of a minimum of waste, he maintains, and under such a policy there are no complaints about food. During the playing season (from April to October), Fatino shows an average black figure of \$3,000 a month. It is an amazingly large profit and is accounted for by an unusually heavy restaurant business for a club of this size.

A good profit comes from the grill where luncheons as inexpensive as 50c are served. Evening dinners are 75c to \$1.25. Fruit plates and fresh vegetables with sandwiches is the usual luncheon fare. Evening meals run to the more elaborate dishes common to high class restaurants, advises Fatino.

The dining room accommodates 285 diners and a small party room can serve 30 conveniently. The women use these

Another healthy sign of the amateur revival in golf comes from Joe Devany, pro at Grosse Ile G&CC (Detroit district). Joe says that his club's second annual amateur invitation tournament, which will not be played until Sept. 23-25, already has received acceptances from numerous prominent midwestern amateurs. Those amateur events are something for the pros to work on, hard. Remember how the pro dough used to be more plentiful in the days when Ouimet, Evans and Jones had a lot of amateur interest and play stirred up for pro handling?

rooms more than the men. Stag parties are usually served in the grill.

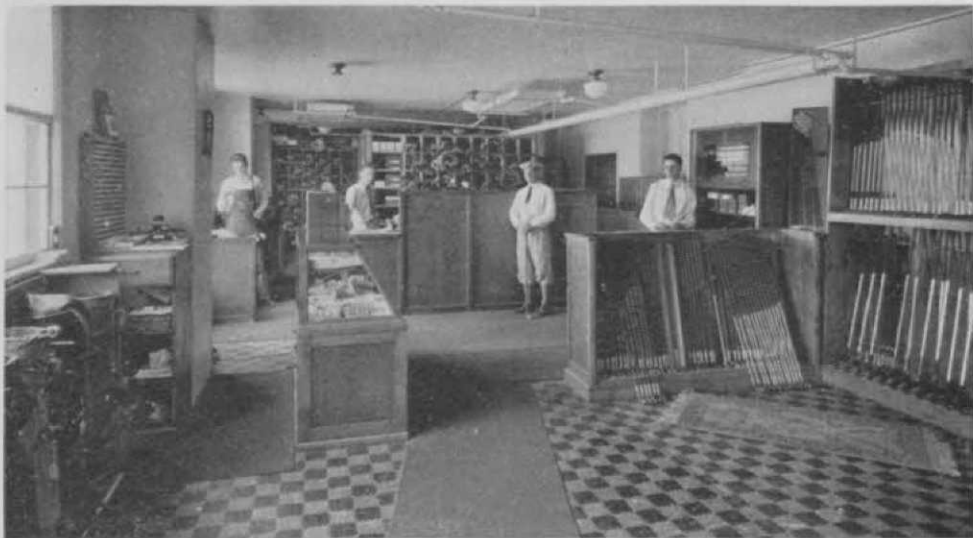
The club's policy allows Fatino to take one local business-house tournament a week, sponsored by a club member or group of members.

"I always have my kitchen open for inspection of the members. I keep it and our serving rooms spotless. Nothing will bring justifiable complaints as quickly as an unclean or untidy kitchen and dining room," says Fatino. He continues: "We found that more than 50% more members and their guests attended the late supper dances with the supper being served a la carte. Food of their own choosing is what they seem to like best. The most popular dishes at these dances are sandwiches—steak, fried chicken, grilled sardine, toasted cheese with bacon and assorted meats."

Fatino announces the dances will be held from 9:30 p. m. until 2:00 a. m., but hires the orchestra from 10:00 until 2:30. Dancers don't arrive until 10:00 anyway



You'll not find a tidier, cleaner kitchen than the one Charles Fatino, manager, maintains for Milburn's members, and which is kept open for inspection at all times. Fatino buys only the finest of foodstuffs, and has plenty of the best on hand at all times. One look at the kind of business he does, a \$3,000 monthly profit, lets you know what the members think of the way Fatino runs their restaurant.



Prospective customers never have the feeling of being cramped, nor are they ever hurried into a sale in Robb's pro-shop. Robb keeps at least one assistant and two shop boys around to handle any rush load that may come up. Clubs are in the open for handling, and stocks are never allowed to become low. Neatness is maintained at all times by Robb, who has succeeded in giving the place the appearance of a smart retail establishment.

and are always pleased when the orchestra plays right on until 2:30.

The dance fee is \$2.00 a couple, with a la carte service extra. There usually are 180 to 200 in attendance. There are 332 members at Milburn including 30 socials.

The club is across the Missouri line in the dry state of Kansas—dry so far as rain and liquor are concerned—and nothing

stronger than 3.2 beer is legally salable. However, a nice volume of soft drink sales overcomes a large portion of this handicap.

An elected Board of governors consisting of president, vice-president, secretary, treasurer, and five active chairmen: house, tournament, greens, entertainment and finance, directs the club's business and operation, policy and activity.

Managers Are Best Channel for Putting Liquor Brands Across

THAT "Red" McGuinn, Seagram's whisky representative to the club managers in California, put over a bright stunt when he had signs made up advertising the broadcast of the Canadian Open and placed these signs in Northern California clubhouses. The tie-up was cute because the Seagram cup is awarded the winner of the Canadian, and with Snead and Cooper tying at the end of the regulation route, it made a swell broadcast.

"Red" is the smart young man who worked with the managers and pros in getting Seagram's into clubs into the Chicago district; and when he was transferred to Northern California, got himself adopted by the managers and pros in that section, and as a result, got his stuff into 85% of the clubs in that territory.

Whisky and beer people are awakening to the club managers being about the most

important compact group in putting across a brand. Bill Evans, formerly prominent in club management, went with Pabst this year and by pushing Pabst on the basis of knowing what the score is with managers, got that beer a huge increase in club sales and in domestic and commercial bar demand by country club members.

Dewar's Scotch focussed a drive on club managers this year and saw sales hike. Managers' endorsement and push carried through with their members' demands outside the club.

Jack Redmond, trick shot pro, working for King's Ransom whisky, got in with club managers and helped run up a goodly volume despite the absence of a strong national advertising campaign.

It all goes to show that wise merchandisers' keenness in winning the club managers and through them a strong and wide sales influence, tips off the managers' standing as authorities on good eating and drinking.