

For Guidance: ASK 'Em

BECAUSE the idea is one that can be used to the advantage of so many

Do you mind clover on the fairways?.....
 Do all our tees face right?..... Which ones do not?.....
 State holes where you think approaches are too hard?..... soft?.....
 Do you find you lose more balls on our course than on others?.....
 Where is your pet place to lose balls?.....
 Has the condition of the traps been good?..... Fair?..... Bad?.....
 What is the next improvement you would like to see made to the course?

This questionnaire idea can be applied at many clubs where officials and department heads want to make sure that operations are directed according to the members' desires. Even where there are no general expressions of criticism or of differences in opinion, the questionnaire method is not a bad one to show the members that club operation is in the hands of men who are extremely anxious to please, and who are very much on the job.

The idea probably wouldn't work at an ultra-snooty club, although even at such places there are enough definite opinions among the members on the subject of course maintenance to warrant bringing the ideas out in the open.

Pros might adopt the Mohawk idea by sending questions of the following character to their members.

What is your principal trouble with your game?.....

What time would suit you best for getting lessons?.....

What length of time do you prefer for lessons? 30 min?..... 15 min?.....

Are your clubs properly cleaned and have minor repairs been made when you receive them from our club storage?.....

What suggestions have you for special tournament events?.....

Are you interested in any items of new golf equipment?..... What items?..... Approx. price?.....

Would you want me to conduct FREE class lessons for members' children between ages of 9 and 16, Saturday mornings?..... How many children from your family would enter?.....

Would you be interested in an evening lecture and discussion on the rules of the club, to be held at the club?.....

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(It, of course, is understood that any answers do not, in the slightest way, obligate members to purchasing lessons or playing equipment. The pro dept. simply wants this information to help it get prepared for service members may desire.)

Other questions that apply to the situation at the club where the questionnaire is being used, will occur to the pro, or will come up when he discusses the matter with his officials.

House operation has so many different problems of operation and member re-

quirements that any questionnaire sent out over the manager's signature would have to be entirely applicable to the club's own situation, rather than suggest replies that might eventually bring complaints from those who made suggestions, but whose suggestions couldn't be adopted for certain definite reasons. However, in such cases, the members could be advised, in detail, for the inability to adopt the suggestions, and handled tactfully so that each member would know that the manager is trying his level best to run the club for the complete satisfaction of every member.

Despite the general belief that golf club resignations are caused mainly by members leaving town or suffering sharp reductions in incomes, careful investigations by representative clubs have determined that the majority of resignations result from some dissatisfaction with club operations.

Inasmuch as each member represents a considerable amount of annual income for the average club, it plainly is unwise to let the points of dissatisfaction develop. The questionnaire method not only gives the officials and department heads a clear picture of what the members are thinking about the club, but shows each member that he is regarded as one who has an important part in determining the club's operation policies and methods.

Youngstown Increases Open Purse— Purse for this season's playing of the Youngstown Open has been increased from \$250 to \$1,000. Jack Miskell, pro at the 9-hole Poland Golf course where the tournament is held, reports that the first Open, held last year, did so well that

tournament officials decided to put the event on a larger, and an annual basis. Youngstown lies between Pittsburgh, Cleveland and Akron, and last year drew heavily from these districts, both in players and gallery attendance.

Ted Luther, Churchill Valley CC pro, won the 1938 event with a score of 137 for the 36 holes. Sam Parks, former National Open champion, and Al Espinosa, Akron, were also included in the field. Miskell says many additional "name" stars have already indicated they will take part in this year's meet, which will be held July 24-25.

New York Caddies Are Under Unemployment Rules

ACCORDING to a decision of the New York Unemployment Insurance Appeal Board, made March 8, caddies in that state are employees of clubs, and the clubs are liable for payment of unemployment insurance contributions based on the caddies' earnings. The decision said earnings included all amounts paid to caddies,

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