

pronounced a gem by professional experts in this line, as well as by members. Mrs. Bangs was on the scene all the time and was the talented individual responsible for this phase of the job.

Additional business has been produced by the new lounge to the extent that Manager Bangs estimates that its cost will be offset by profits on the business it has created.

Catastrophe Works to Club's Benefit

By Edward J. Butler

WHEN the hurricane of September 15, 1938, lashed the southern Rhode Island coast, taking a toll of 125 lives at the popular shore resorts of Watch Hill and Misquamicut, and wrecking over 300 summer homes, prospects for a successful 1939 season at the Winnapaug Hills GC in Westerly were far from favorable.

The 90 members of the club living in Westerly were all, to some extent, financially affected by the terrific storm, but their support in 1939 could be relied upon. The great loss would be the absence of summer residents, whose homes were destroyed, and without whose aid the club could not exist.

Greens Damaged Unnecessarily

Then there were further discouraging features, for extra funds would be needed in 1939 to repair damage done to the course by the storm. Wreckage of houses and tons of debris of every description had washed across to the meadow holes from the wiped-out resort that was Misquamicut. Relief workers assigned to the area after the catastrophe had no realization of the value of turf to a golf course and in some cases rubbish was piled on the greens, regarded by the agricultural department of Rhode Island State College as among the best in New England, and there burned.

It was a sorry situation and even the club professional, Don Vinton, one of the country's leading instructors, feeling the future jeopardized, sought another position at a Massachusetts club.

But with the traditional Yankee spirit, the directors, led by President James W. McCormick, descendant of the canny Scots, lost no time in planning repairs to the course and devising a novel membership campaign. The four meadow holes which were the repository for the destroyed beach houses, were re-seeded and Green-

keeper Oscar Chapman gave them his closest attention. The other 14 holes, all located in the rolling hills just north of Westerly's Shore Rd., had not been damaged and the club members were satisfied to confine their play to this area during the early spring, with the assurance that the full 18 holes would be available before the end of July.

The services of Del Kinney, pro at the Ledgesmont Club in Warwick, were secured for part time, and he opened his shop on Memorial Day.

How to increase the membership to make up for the loss of transient revenue in the summer was solved by a plan which actually made every member an active wheel in the campaign. The annual dues in 1938 were \$66, and as an incentive this fee was to be reduced to \$44, if the member could sign up a prospect.

And to make the proposition attractive for prospects, the first year dues were also set at \$44. Any member who failed to bring in a new member would have to pay the full \$66 fee.

More Revenue from More Members

Officials of the club were hopeful that through the plan, the membership would be nearly doubled and that although there would be a resultant decrease in individual dues, the total revenue would rise from the \$5,940 received in 1938, to around the \$7,500 mark. And a larger membership, they felt, would also tend to bring in more guests at the usual \$2 green-fee, while the sale of food and refreshments at the clubhouse would gain in proportion.

Happily, the faith of the directors has been vindicated. The membership roll has advanced to 140, and is certain to reach at least 170 before the summer ends. The hurricane-scarred meadow links have been nursed back to their original condition

and are now playable. And while 300 houses were destroyed in the September storm, over 300 which were not built on the sandy shore are still intact and are occupied by seasonal visitors who are lending their support to the club as never before.

So what looked like a catastrophe a few short months ago has in reality proved a benefit to the Winnapaug Hills Club. The course is in excellent physical condition, the membership is on the way to being doubled, income from greens fees and clubhouse sales has materially increased—and best of all, the members feel a more intense tie of comradeship binding them together after their remarkable recovery from the most serious economic blow ever dealt this section of New England by the elements.

Clubs Do Grand Job on Holiday Publicity

COUNTRY club publicity hit a new high in the announcements of Fourth of July week-end parties. Samples GOLF-DOM received showed distinction and smooth selling power to a greater extent than we've ever seen before in club party announcements.

Probably the classiest job done—without having any clashing note of circus—was the Lake Shore CC (Chicago district) folder. It was printed in red and blue with an Independence Day poster style drawing of the clubhouse from the lake front, on the cover.

Simple, but with a great amount of sock was the Bonnie Briar CC (New York Met. district) folder. Bonnie Briar consistently is a leader in country club publicity to its members.

200 Greensmen Attend Eastern Conference

FIRST Eastern Sectional Educational conference, held June 5 and 6, with headquarters at Canoe Brook CC, Summit, N. J., was a practical success, drawing approximately 200 course supts. Attendance represented courses in Ohio, Illinois, Pennsylvania, Maryland, and the New England states, as well as New Jersey and New York.

Field demonstration of parasitical Jap

beetle control methods, by H. B. Girth, N. J. Dept. of Agriculture, at Canoe Brook's course, and a field lecture on experiments in fertilizers and soil conditioning for golf course grasses, at the New Jersey experiment station, were high spots of the outdoor program, which included a tour of Jersey courses.

Prof. L. S. Dickinson of Massachusetts State college talked on "The Business of Manufacturing Pleasurable Golf" at the Monday evening session. Also on that program were Ernest N. Cory, University of Maryland entomologist, lecturing on turf insect pests, and Fred Grau of Penn State, pinch-hitting for H. B. Musser of that institution, prevented by illness from talking on fairway grasses. Bill



A highlight of the conference was the visit to the turf experimental plots at the N. J. Agricultural Experiment Station.

Richardson, golf editor, *New York Times*, was toastmaster. Club officials and green-chairmen were well represented. John Benson, of the Green Section staff, gave an illustrated lecture on strains of grasses on which the Green Section is working. Dr. John Monteith, Jr., was unable to attend due to illness. Carleton Treat, Mountclair (N. J.) GC supt., led a round-table discussion, following Tuesday's lunch at the Knoll CC, Boonton, N. J.

GREENKEEPERS and other turf managers are invited to Amherst, Mass., Thursday, July 27, for the all-day program on lawn culture which comes during the twenty-first annual Massachusetts State College Farm and Home Week.

The principal speakers on the program, which is planned to interest both the turf specialist and the home lawn owner, are Prof. George M. McClure of the Ohio State university agronomy dept., and Prof. Lawrence S. Dickinson of MSC. They will discuss fertilization, grass varieties, turf diseases, and pests and troubles.