

a champagne appetite with a beer income. That is the first line of defense for the incoming chairman. His position must be made clear to members and employees alike. He can't afford a superintendent who is qualified to handle a course in the first class unless he is extremely lucky. If he has such man, that individual is unlucky because he ought to be in charge of a club of the first class. There are, however, many of these unlucky individuals in the game today, and if our lucky chairman is supported by an unlucky superintendent, he may follow the rules laid down for the first class clubs and spend his spare time hoping the fellow won't get a better job.

His next best bet is to get the best man available for the job. He is now ready for more headaches. He must determine what the members of his club want most, and endeavor to get it for them. Putting greens usually take top position in the minds of the players, so he must attempt to get those greens in the best possible condition. He lacks money and technical assistance in accomplishing that job, and his head will ache more as time goes on. The boys don't want to play winter rules all the time, so some of the flighty dollars must be spent on the fairways. At this type of club the members cannot afford to lose balls, so the rough has to be kept short. More headache.

We cannot help the chairman in the second class clubs, but we salute them as nature's noblemen and congratulate them on their ability to take it. We give them moral support in suggesting that they convince their members that golf is a lot of fun regardless.

A final suggestion may be in order for the day. With modern transportation the golfer can travel 50 miles more easily than his grandfather could travel 5. In rural sections one course of the first class in a centralized location is better than five courses of the second class. Yet we must never overlook the true fortitude of thousands of golfers who play courses of the second class, and we again salute the incoming chairman of those clubs.

**GSA Tourney at Beverly CC, Oct. 2—** Annual tournament of the Greenkeeping Supts. Assn. will be played at Beverly CC (Chicago district) Oct. 2. It is expected that teams representing affiliated locals of the national association will compete.

Present GSA champion is Ernie Jacobs of the Castle Shannon GC, Pittsburgh. Greenkeepers have some excellent golfers in their profession.

## Successful Party Has Something to Offer Each Member

Last month GOLFDOM asked several club managers to tell what is being done at their clubs to attract business during the hot, humid days, and also to tell of any stand-out parties that annually highlight the club calendar. In the following piece, Peter Hodgkinson, mgr.-pro at the South Bend (Ind.) CC, tells of his club's unusually successful Fourth of July program, from which celebration each club member and guest departs thinking every bit of the entertainment was planned with him particularly in mind.

**O**UR Fourth-of-July celebration is one of the high spots in entertainment at our club. It can hardly be called a "party." It is more in the nature of a three ring circus, with something going on all the time to appeal to the varying tastes of all the members. Golf, of course, opens the day — and closes it too, for those members who want golf and lots of it. Prizes are awarded for 9, 18, 27 and 36 holes of play.

If dad has promised to be with the family in the afternoon, he can join his favorite foursome for at least 18 holes in the morning. Or, if he manages to persuade the family that they will have more fun without him, he can go on for another 18 holes after lunch. In any event, he is eligible for a prize—even if he stops at the end of the first nine.

Women and children begin to put in their appearance about noon and the parade of incoming members continues all day. It makes no difference when they arrive. The club restaurants remain open every minute. From the chef's standpoint, Fourth-of-July is just a continuous feast. The downstairs cafeteria is particularly popular. There is no hour of the day when it is unoccupied. Meals are served table d'hote and a la carte in the upstairs dining rooms.

While golfers are busy on the course, others are enjoying the swimming pool. By staging a swimming meet for children, the pool has been made a definite center of attraction. Dozens of youngsters, all of whom have pointed for this day, compete for ribbons, while the pool and adjoining lawn is banked with interested spectators. The addition of an exhibition diving event at the conclusion of the youngster's meet, has proved so popular that it even entices