

What A Starter Should Know

CIVIL SERVICE COMMISSIONERS of Los Angeles in announcing an open competitive examination for golf starter, describe the job and qualifications of candidates as follows:

Note: A valid automobile operator's license issued by the State of California must be presented before time of certification.

Sex: Male.

Minimum Age: 21 years.

Minimum Qualifications: Graduation from high school and at least two years of experience in work involving meeting and dealing with the public including some experience as a golf player or caddie. Each year of experience of the type specified in addition to the minimum may be substituted for a year of the required education.

Physical Requirements: Candidates will be required to pass a medical examination by the Examining Physician of the Civil Service Commission prior to appointment. They may be rejected for any deficiency, abnormality or disease that tends to impair health or usefulness such as uncorrected defects of vision, defects of hearing, impairment of spine or extremities, disease of nervous system, lung, heart or kidney; hernia, varicose veins, etc.

Duties: A golf starter collects fees from players and makes change; registers players and assigns them to courses; arranges and assigns starting times and starting numbers at designated intervals; sees that players start promptly from the first tee; sells monthly playing permits; announces starting time, number, or individual names over the public address system; answers telephone calls and makes reservations for play; interprets and quotes rules pertaining to golf and the conduct of players; keeps simple records of receipts and attendance and prepares reports thereon; keeps stock records of equipment and supplies on hand; receives money for locker-room rentals, assigns lockers, and maintains locker records; examines tickets of golf players before allowing them to go on the course; drives a station wagon or pick-up truck or walks in patrolling golf courses to see that play moves through the course at uniform speed; investigates and eliminates causes of delay; enforces park department rules; in case of accident renders first aid; examines qualifications of applicants for

positions as caddies; employs caddies, subject to review by a supervisor; supervises the conduct of caddies, and adjusts complaints; upon arrival of supervisor takes disciplinary action on caddies for infractions of rules of conduct; and does related work as required.

Scope of Examination: Candidates may be examined for a good knowledge of golf rules and golf etiquette; a good knowledge of golf playing equipment and its uses; a general knowledge of the maintenance requirements of golf courses; the ability to deal tactfully and effectively with caddies and the public in enforcing department rules and adjusting complaints; the ability to keep simple records and make simple reports; the ability to follow oral and written directions and instructions; and the ability to drive an automobile safely.

Relative Weights and Minimum Score Required:

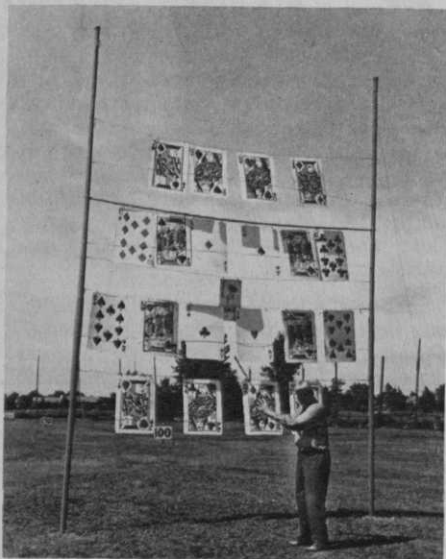
	Relative Weights	Minimum Required
1. Written Test	6
2. Evaluation of Training and Experience and General Qualifications (as determined from application and by oral interview)	4
Total	10	75%

Display of Cheaper Balls Boosts Clark's Profits

TOM CLARK, veteran pro at Blue Hills Club (Kansas City district) has a small glass bowl of 3-for-\$1 balls and one of 50 cent balls, both with prominent price signs, on his ball and accessory sales counter.

Considering that Blue Hills is such a highly desirable private membership club that it has a waiting list, we won-

Clubhouse or golf course faucets that drip one drop a second waste about 456 gallons on a yearly basis.—CKB.



Penoker, a combination of golf, pinochle and poker elements, is a new game for golf practice ranges, invented and made by Ted Lloyd, 222 S. First St., Geneva, Ill. Von Lengerke & Antoine, Chicago, are selling agents for the game.

Penoker consists of large steel sheets which are of playing card designs (20 cards and the joker). These cards are hung 50 yards from the practice tee. Object of the game is to fill a poker hand by hitting the steel cards with a golf ball. Fifteen balls are hit.

The first installation of Penoker has been highly successful in increasing practice range income.

dered at this display of lower-priced balls. Tom is a canny merchandiser, and here's his explanation for the lower-priced ball display:

"The pro at a good club has built his 75 cent ball market and the customers who want the best naturally come to him. So a small display of a few lower-priced balls doesn't interfere with the sale of first-grade balls, but does make a discreet bid for the business of junior members and women who (together with their husbands) may hesitate to invest 75 cents in a ball for a game that is in early stages of its development. (Tom is very tactful about that.)

"Also, I have found that guests who may come out for an afternoon, who haven't been playing much golf, who don't know the course and expect to lose several balls, appreciate having the opportunity to make their choice between 75 cent balls and others of lower price.

"It's been my observation that instead of trading down my sale of 75 cent balls in the slightest degree, the modest dis-

play of lower-priced balls has given me more of a percentage of the balls played at Blue Hills. A gentle reminder that "cheap is cheap", but that I can meet any reasonable price competition and service requirement, has proved to be good business and good service to my members and their guests."

Horter McVeigh Fatally Injured in Auto Accident

HORTER ("JOHNNY") McVEIGH, assistant to Mortie Dutra at Red Run GC (Detroit district), died July 23 at Royal Oak General Hospital, two hours after an automobile accident. The accident occurred when McVeigh and four other young men were returning from McVeigh's 21st birthday party.

The boy was one of the most promising prospects in pro tournament golf. Since the age of 13 he had been athletically proficient and was an all-around high school star. He turned down tryout offers as a pitcher with the Yankees and Cardinals. He played in only one amateur tournament; in the California amateur where he was runner-up at the age of 16. After that he turned pro and turned in very creditable performances in winter circuit tourneys.

He was pro at Breezy Point (Minn.) Lodge last year, and in the winter was at Woodland Hills, Hollywood. This year he failed to qualify for the National Open but was one of Michigan's 5 qualifiers for the PGA. At Denver he was ruled ineligible as a contestant due to not having served the 5-year period as a master pro. He took that disappointment like the fine, gracious stand-up young man he was in every respect. He didn't complain, snarl or pass the buck.

Father Widely Known in Golf

With him at Denver was his father, Blake McVeigh, publicity man for Paramount Pictures, and widely known to golfers. Horter had prevailed on his father to allow him to take up pro golf after graduation from high school instead of proceeding to college. The boy was one of the finest type of young men attracted to pro golf and his loss on the threshold of fame is lamented by the many who knew him and his parents.