

## Plandome Reports Healthy Year

ANY second-guesser in 1940 can tell you that 1930 was not the best time for launching a new golf club. But the Plandome Golf Club on Long Island, near New York City, opened up that year for the first time, and of course, ran into the usual depression problems that confronted most of the nation's golf clubs.

1940, however, was its most successful year. The membership is filled; the activities have been very much increased and the membership is far better satisfied.

Gil Tiffany, who was one of the founder-members, attributes much of the success of last season's activity to an enlightened program for membership classes and clubhouse activities.

The dues for full membership, including tax, are \$195 annually for the family, including junior members. Most of the 205 members are in this group. An additional membership for individual women is accepted at \$100 annual dues, with moderate restrictions of play on Saturdays and Sundays. That is, they can play only during certain hours on those days.

### Week Day Memberships

A further innovation which has attracted some members, is a "week-day membership," also at \$100. Such members have unlimited play on week-days, but pay the green-fees if they play on Saturdays and Sundays.

With this firm foundation of membership, several stunts have been put into effect to make the club more interesting to both the duffer and the class-A player. Prizes are offered every month during the regular season in three different classes. Each weekend, of course, there are the usual sweepstakes, but with this variation: that the member pays a dollar for his entry and receives a 75c ball. This system attracts a far greater number of entrants in the sweepstakes, with much less expense to the individual, but with just as large a sum to be divided in a pro-shop credit at the end of the day. It also boosts pro sales.

Another successful item in the program is a Sunday night buffet-supper between 6 and 8 o'clock.

Plandome is strictly a golf club. The course is kept in very fine condition, partly through its fairway sprinkler system, installed three years ago, and which has since been paid for by a 25c charge on each caddie fee. They have ample water from a deep well and sufficient pressure to irrigate 6 fairways and 6 greens at the same time, thus permitting watering of the entire course twice a week during the season.

### Metz' New Instruction Book Heavy on Picture Treatment

DICK METZ has done a grand job in his book, "The Secret to Par Golf", recently published by The Macmillan Co., New York. It is a big book, with 308 action pictures, many of them from unusual viewpoints. The copy is simply written. The book sells for \$2.

One of the very interesting, unique features of the book is in its illustrative and copy treatment of women's golf. Many pros have been making successful applications of the school teaching method of combining printed and verbal lessons, and this book Metz has made is an excellent text book to use in such programs.

Especially clarifying are the illustrations taken from above the player, and the accompanying copy. As Dr. Robert Dyer has pointed out in several PGA clinics, one of the factors that makes golf instruction difficult is so much of the swing taking place outside the field of vision. The pictures from above, in Metz' book, help the instructing pro to get his points definitely into the pupil's mind.

Some of the pictures were taken with Dick in bathing trunks. They give clear ideas of the correct body action. All types of shots are covered by picture and text in this book on which Dick has spent a couple of years preparing, discarding and revising material until the whole job finally registered satisfactorily with him, as it will with professionals and thousands of amateurs.

If your bookstore hasn't Metz' new book GOLFDOM will have it sent to you on receipt of its price, \$2.