

## Letter Reminds Members

### What Pro Is Up Against

**M**OST pros know fairly well in just what esteem they are held by the members. But acknowledging that the greater part of this opinion is based primarily on the pro's own efforts in doing a real job at the club, there are cases, probably plenty of them, where there is an apparent lack of realization of the pro's accomplishments at the club.

Members may like the pro, recognize him as an amiable person to do business with when they've been in a buying mood around the shop, appreciate his ability to regulate starting times, run tournaments, check handicaps, etc., and be anxious for his presence in a 'friendly foursome'; but what they don't seem to appreciate is that he has no greater magic in pulling food, clothing, etc., out of a hat, than themselves.

The following letter is a good example of presenting a pro's achievements to members. It was written by a club member, and was in turn okeyed and recommended for the consideration of the entire membership, by the board and committees of the club. The security a pro can establish for himself because of a job well done is certainly evident in this letter of cordial praise and wholesome reward for service rendered. It's a good bet that Lou Miller is not fighting the "buy it wholesale" problem to the extent he was a year ago, before this letter went out to the Rock Spring membership.

Dear Member:

The purpose of this letter is to explain the relationship between our capable golf professional and our club, and to request your consideration of him in certain matters.

Older members will recall the condition of the golf course when Lou Miller became our professional in 1936. Greens were practically gone, and fairways were little better. The clubhouse was run-down and badly in need of management as well as rejuvenation. Under such discouraging conditions Lou came to Rock Spring for a nominal salary, and the privilege of giving golf lessons and selling golf equipment.

By long hours of hard work, the study of grasses best suited to this climate, and at times even by prayer, he has improved our course to the point where it compares favorably

*Your PRO SHOP  
needs these items—*

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SPORTSWEAR**

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(Check items in which you  
are interested and mail)

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- Horton Smith Golf Jackets
- Jimmy Thomson Sport Shirts
- Gene Sarazen Rainbreakers
- Slacks
- Ladies' Sport Shirts
- Men's Sport Jackets  
( Reversible  Plain)
- Sweaters
- Spinnaker Shirts
- Men's Sport Shirts
- Golf Hats
- Golf Caps
- Golf Socks ( Men  Women)
- Shoes
- Golf Gloves
- Head Covers
- Forstner Belts (Spring Chain)
- Koroseal Belts
- Rain Jackets
- Neckties
- Underwear
- Spectator Seat Canes
- Golf Umbrellas
- CADDIE SHIRTS
- GOLF CARTS
- TROPHIES
- LUGGAGE

Pro's Name .....

Club .....

Address .....

Mail catalogue re:.....

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with that of any private club in this part of the country. In the spring of 1937, with funds donated by the members, the clubhouse was cleaned up and remodeled, and under his constant supervision those improvements have not been allowed to deteriorate. He has been both competent and faithful, and his efforts on the course and in the clubhouse have played no small part in attracting new and desirable members to Rock Spring.

Service such as he has rendered should be rewarded, but the close budget under which your club is being

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- In Columbus*  
**THE NEIL HOUSE**
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- In Corning, N. Y.*  
**BARON STEUBEN HOTEL**



**THE HOTELS THAT CHECK WITH EVERY TRAVEL STANDARD**

**THEODORE DeWITT R. F. MARSH**  
President V. P. & Gen. Mgr.

operated prohibits compensating him for what we feel he is worth without raising dues to cover the additional expense. There is a way, however, in which the members can show their appreciation and increase his income—and at no cost to themselves.

When you, or any member of your family, is in need of golf equipment, at least let Lou figure with you before buying elsewhere. Perhaps you are in a position to obtain the "discount" we all so dearly prize, but if given an opportunity Lou can probably meet your price for the same equipment, and make a small profit. An opportunity is all he asks. You will profit by obtaining equipment

*(Continued on Page 62)*

**A BIRDIE ON THE GREEN . . .**



*He'll Be Happy with*  
**McARTHUR GOLF TOWELS**

Please golfers with two-sided Super-Turk towels in the shower room . . . one side gives a vigorous, lively rub-down, the other a fluffy "pat-dry." Extra durable, highly absorbent McArthur golf towels give lasting quality service at low cost—favorites with schools and institutions for years! Long life and easy washability make them economical, practical. McArthur features a special embroidery name marking service. Write today! Get set for the summer golf season. Order McArthur Super-Turks, Grommet Tee Towels, and Hand Towels.

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Southwest Representative:  
**FRED VARNEY SPORTING GOODS**  
St. Louis County, Missouri

**... A SONGSTER IN THE SHOWER ROOM!**



An indoor golf school that was a standout from every angle was conducted in St. Louis this past winter by E. H. Duwe, pro at Forest Park GC, and Homer Herpel, Crystal Lake GC pro. The school was beautifully appointed for both men and women, with unusually attractive private teaching quarters. The school had ground floor space (at 4535 Delmar Blvd., St. Louis), thereby permitting passersby a 'look-see' at the activities.

New boiler and heating system.....	4,671
Furniture and fixtures.....	13,923
New caddie house .....	1,468
New implement shed.....	504
Converting Van Liew house into two houses and machine shop.....	500
New well and improvements to water system (6 years).....	7,694
Sweeney farm purchase.....	13,000
<b>Golf Course—</b>	
Bowling green .....	979
Improvements to grounds.....	1,056 2,036

"Of course is was inevitable that in the period under review there were times when a larger staff would have eliminated some criticism of lack of service. Some things which might have been done had to be omitted. Some suggestions involving expenditure of funds or loss of revenue could not be carried out. Someone had to attach a price tag to all new ideas and plug away 365 days of the year on the basis of 'what we could do without' and not 'what we could do with.' Nobody enjoys economy but everybody enjoys the results of it."

## Letter Reminds Members

(Continued from Page 58)

fitted to your individual requirements by an expert who knows your game, and a prompt adjustment if anything goes wrong with your purchase. Also give him the benefit of any golf lessons you may decide to take—he is a competent instructor and his charges are reasonable. Let's give him a fair chance at our golf business—he really deserves it.

Very truly yours,  
Rock Spring CC, Alton, Ill.

P. S. The above was composed and submitted by a club member with the suggestion that it be sent to each member of the club. Dozens of club members would be glad to have it sent over their signatures; therefore, we feel justified in sending it to you as a recommendation of members of the Board and Committees of the club.

**W**M. MACKIE, pro at Daniel Guggenheim's private course at Sands Point, L. I., died April 18 at Nassau hospital, Mineola, L. I., following a 2-week illness.

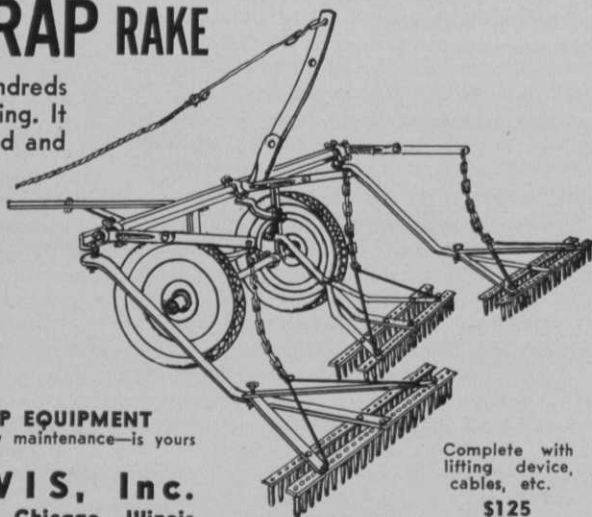
Mr. Mackie is survived by three brothers who are prominent in pro golf; Jack, Dan and Isaac. As a boy in Scotland, Mr. Mackie learned his golf. He came to the U. S. in 1916 and was pro to the late Isaac Guggenheim at Carola Farms, prior to designing and constructing the Daniel Guggenheim course.

His widow, two daughters, and a son also survive this estimable gentleman, whose fine character and conscientious service set a high standard in pro golf.

## TRACTOR SAND TRAP RAKE

Here is a new tool that saves hundreds of dollars per year over hand raking. It is the long sought answer to speed and economy in trap upkeep. Will do a perfect job of raking hard sand and will loosen to a depth of 4 inches.

Three 40-inch double-row rakes lifted from the driver's seat. Transported on pneumatic-tired frame; can be attached to any tractor.



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