



Harry Pressler, pro at San Gabriel (Calif.) CC, had this movable lesson shelter made for comfort and privacy in instruction. Note the interesting use of leaves to keep out blistering sun without stopping circulation of air.

not being presented in the right light to their members. It was suggested that each one should be introduced at the start of a golfing season in a get-together affair so members could get acquainted with the department heads and understand some of their problems. Or, a small book or leaflet could be sent the members early in the spring giving a resume of department heads' experiences at that club or other clubs they have served, so the members may know their men know their business. Members at clubs often are inclined to consider a manager just a steward, a pro just a man who gives lessons at high prices, and the superintendent just a farmer out on the course, instead of giving these men their merited ratings as executives.

On the matter of meetings of committees at the clubs it seems to be the practice for directors to make out their programs for the year for the manager, pro and superintendent, then not giving out any information on what transpired at the meeting. Then the officials come out in a few days and expect department heads to know what happened at the meeting.

On the budget question it has been found that by checking the members and then taking out all taxes and other fixed charges the club gets a good idea of how much money it has spent; then each department is told when that's gone there is no more.

The caddie problem is serious. With defense programs in full swing, older caddies, are being drafted, enlisting, or working in factories. Some clubs have successfully experimented with installing work shops for caddies and buying them tools to keep them busy and interested when not on the course.

Prof. Proulx made the pointed statement that what clubs need today are activities that will bring in more revenue. Bowling alleys for winter use have been profitable. The president of one of Detroit's prominent clubs relates that when the swimming pool at his club became idle, it was covered and six bowling alleys installed. He states their bar is doing seven times as much business as it formerly did and restaurant business has doubled. They paid for their alleys in three years. The pro is in charge of the alleys, thus giving him a year around job.

"There seems to be a great demand now for year around activity at the golf clubs," Prof. Proulx said, "and here I list the program for winter sports for this winter at my own club, the Birmingham GC. Trapshooting, tobogganing, sleigh riding, skating, bowling, badminton, keno parties, ping pong, and parties which include dancing, with an instructor from Henry Ford's Greenfield Village giving instruction in old time and modern dances.

There is also a lot of talk about cliques at golf clubs, which is bad, especially when new members are coming in. Often members say to club employees, "What do you have to do to get someone to play with you if you come out without some friends of yours?"

At this Detroit club operation conference it was agreed that more consideration should be given the public courses, cradles of golfers who later join private clubs. The idea of free golf lessons at high schools, with a P.G.A. instructor in charge, was noted as needing continuous push. Another suggestion advanced was that clubs have an 'open house' day and let invited people play the course, use the clubhouse, and see what you have.

Wilshire Announces New

Junior Term Memberships

WILSHIRE CC (Los Angeles district) in announcing to its members a new class of Junior Term memberships, tells of this type of membership for eligibles within the 21 to 28 age limit having "contributed very considerably" to activities at clubs having such memberships.

After making a study of other clubs' successful employment of the Junior Term, Wilshire's board voted to accept 50 Junior Term members, proposed and voted for in the usual manner. The new membership

Three Styles of One-Color Score Cards

of Excellent Quality are

Priced \$21 to \$26 for 5,000

*Produced by a New Process they
are complete and of correct size.*

**Samples of these and higher priced
2-color cards to clubs on request.**

JOHN H. VESTAL CO., Printers
703 South La Salle Street - - - Chicago

provides for a \$25 (plus tax) admission fee and monthly dues of \$10 (plus tax). Upon the Junior Term member attaining the age of 29 his membership shall terminate and he shall have the right to convert the Junior Term membership into a Regular or Associate membership by payment of the then fixed membership fee, less a credit of the fee paid as a Junior Term member, and shall thenceforth pay the then established dues of such Regular or Associate membership.

Of the new Junior Term membership Wilshire's president L. J. Soracco tells the club's members:

"It is found that the older and established clubs—those having large real estate holdings, because of the operation expense and particularly the large tax burden, have monthly membership dues averaging from \$18.00 to \$25.00 per month. In such clubs it was observed that very few, if any, members were between the age limits of 21 and 29 years. It therefore is quite apparent that the younger professional man or business man during these times has found it economically difficult to belong to the private club.

"The burden of the dues is a bit more than the younger man, who is just out of college or who is starting in his business or profession, can undertake—but it is necessary that the club, to perpetuate itself, have younger men. Wilshire has only one member at present who is within this age limit.

"A prominent club in San Francisco, and a number of clubs on the East Coast, in recognizing this situation have determined that it is for the best interests of their particular club to create this class of membership within the approximate age limit of 21 to 29 years, and all clubs that have provided for this type of membership have a waiting list."

February, 1942

1942 IS OUR 20th YEAR SERVING —

NEW ENGLAND CLUBS

SUPPLYING THEIR REQUIREMENTS OF—

TORO MOWERS

MILORGANITE FERTILIZER

BUCKNER SPRINKLERS

BUCKEYE ANTUBE

LEWIS BALL WASHERS

AND HUNDREDS OF OTHER NEEDS

NEW ENGLAND TORO COMPANY

1121 WASHINGTON STREET

West Newton, Mass.

WHAT'S NEW

Winners in the Dunlop "Break 100-90-80 Drive For Better Golf" contest from May 1 to September 10, 1941, have been named and given their prizes.

In the first group with club memberships of 200 and over first prize of \$100 went to Henry Bontempo of the Franconia GC, Springfield, Mass. Second prize of \$75 was awarded to Arthur Jackson, Lincoln Park GC, Oklahoma City, Okla. Third prize of \$50 in this same group was won by Clayton Sweeney, Riverside GC, Portland, Maine.

In the group of clubs with membership less than 200, Floyd Farley of the Woodlawn GC, Oklahoma City, Okla. won the first prize of \$100. Roy Bearson, Santa Anita GC, Arcadia Calif. was awarded

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf ... that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. All sizes for all purposes.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORD-SON WHEELS, ETC.



CADDIE BADGES—We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.