

in constant use. The record for one day is 468 pails of balls used, with 36 balls in each pail.

Hardt believes in promoting golf at all times. A professional himself, he arranges for Twin City pros such as Gunard Johnson and Joe Coria to give free lesson tips, various nights of the week. And a highlight of the entire season's golf program in the Twin Cities last year was a

Hardt-sponsored demonstration given by Johnny Bulla and attended by close to 2,000 fans.

One of the equipment items at the place is the ball-picking machine. Complete with motor inside of it, it allows an attendant to ride around in the middle of the field and pick up balls without danger of being hurt. It is built like a turtle, and a heavy mesh wire over the contraption protects the driver (of the turtle).



From Chaos To "In The Black"

That's what happened to the Stanislaus Club after Gordon Brunton took over just a year ago.

By D. SCOTT CHISHOLM

THE name of Gordon Brunton has been well and favorably known in California for quite a number of years. A while back he left his comfortable pro job at the Victoria GC, Riverside, Calif., to take over a similar position at the Stanislaus G&CC in central California.

I haven't heard much about this club since back in 1926 when I took Abe Mitchell and George Duncan up there to play an 18-hole exhibition match. When I ran into Brunton during the California Open at Fresno I fired a few questions at him and what he told me opened my optics not a little. Uppermost was what he had to say about his bringing the condition of his club from that of chaos and despondency to one of vigor and power.

Stanislaus Club was organized in 1920 and did O. K. during the boom of the twenties. Came the depression. Mem-

bers resigned right and left. For several years the club tottered on the brink of failure. The wolves of bankruptcy were howling at its doors. The bank sold the mortgage and it changed hands more than once. The club lost money in hunks for each owner. Brunton heard about all this and began to figure what could be done about it. He had friends at St. Stanislaus and he was given a hearing by the powers that were. They offered the Victoria a lease with option to purchase. He couldn't afford to buy so he leased it and before he did very much about his bargain he studied conditions in and around and about the club property for months, showing the lad has a good head on his shoulders.

He exercised his option after he thoroughly satisfied himself that there were fine possibilities ahead if the job was gone about in a business-like manner. That's just what he did.

Fifteen years of pro experience at several high-class clubs in California had given him a solid understanding of what was what so he took on the double job of pro-greenkeeper. He had fine experience in turf culture. He started out on his new job by carefully studying operating costs to fit income without sacrificing the standard of upkeep of the course itself and clubhouse.

He went over the records of the club for over three years and obtained the



Gordon Brunton



View of Stanislaus clubhouse from entrance to club grounds. Note swimming pool in left foreground.

names and addresses of all those who had resigned from the club during that time. Thus fortified, he made a personal call on each and every one of them, either at their places of business or at their homes. Carefully he listed the reasons given for leaving the club together with any criticisms and suggestions for improvements.

In this way he came across some very interesting and rather amazing things—things that would seldom occur to a club manager, or that seemed very trivial. But Brunton concluded that trivial or not, they were keeping potential members away and if they kept members away they must be eliminated pronto.

This later proved to be the best selling point the new membership campaign had because when you removed a man's pet peeve there wasn't much reason left why he shouldn't join up again. This Brunton lad didn't miss any sales angle as he made his calls on former disgruntled ones. He learned that the fact they were to receive personal attention made prospective members feel they were part of the Stanislaus Club and not selected as suppliers of enough money to give the club another start. He outlined a program of much-needed improvements which soon showed very definite results and made a big hit with the members.

While Brunton was putting on his membership drive with marked success, the members themselves suggested they put one on. Imagine that. They insisted they go ahead in this direction but Brunton told them to hold off until the conditions of the golf course, the clubhouse and its service be improved to such an extent that they would be proud to show it to their friends. This was done and when the work was accomplished and the golf course was at its very best old members began to return in a hurry.

During the months of promotional work the importance of the professional to the scheme of things in a golf club that was at low ebb was very forcibly brought home. Most people join a golf club to play golf and that at once puts the golf pro and his shop in focus for reception and service. The impression a new member is accorded by the pro, thinks Brunton, gives him the immediate impression of the whole club and for that reason a club cannot exercise too much care in the selection of its professional representative. The pro's ability to make new friends and make them feel at home, to arrange games for them when it is possible and to see they meet the rest of the membership is just as important to a club as his ability to teach well and play sound tournament golf. His willingness and ability to work with all committees determines to a large extent the enthusiasm with which the committees will function. Fortunately Brunton fully recognized these important factors of success long before he took over Stanislaus.

During all the period of reconstruction the social activities of the club have not been neglected. The regular program of activities in dances, dinners, get-togethers and pitching-and-putting contests has gone on with much enthusiasm, all of which markedly increased the "gate" receipts. Stanislaus has a dining room that no longer is in the red. It's helped in no small degree by the cocktail lounge.

The proof of the soundness of Brunton's theories and his unquestioned ability to carry them out are emphasized by the very results they have produced and ought to interest no little many clubs throughout the country at this momentous time. Less than a year ago when he took over, the membership was exactly 83 in number.

Today it stands at 146. And it's growing every day. By the end of this summer the bold lessee hopes to have it at 175.

All of which, it appears to us, bears out the fact that in spite of our wars and the rationing of tires, people will play golf and it is the golf clubs that are giving their members their money's worth that will carry on. For the duration, Brunton feels, there will not be as much cash spent in the clubhouses as heretofore and to offset the reduced revenue there must be a very careful cooperation between the various club departments so as not to lower the standards of the club. This, he claims, is possible even in the dark days ahead and he is preparing for such eventualities with the same thoroughness as he did with the preliminaries.

Brunton's careful catering to and solicitations of women's business has resulted in a desultory and disinterested women's membership of 12 being increased to 38 while the two junior members he found at the club when he opened up his barrage has leaped up to 18 husky lads. Rehabilitation of greens and fairways has put them in the finest condition for play in the club's history. The tees have been lengthened, new traps put in with scientific thought and old ones eliminated entirely. All this has been accomplished within a year and at the present rate of improvement, the new manager-progreenkeeper feels his golf course will be the best groomed in central California.

Carlisle CC Features War Service in '42 Program

CARLISLE (PA.) CC has put into operation a wartime policy that exhibits brightly how a golf club makes itself highly valuable to its community and its country during the war.

The club's opening dance had as guests officers at Carlisle Barracks. This pleasant start set in motion a program that includes:

(1) Planning for making the clubhouse available as an emergency hospital in case of air raids.

(2) Planting of wheat on a 40-acre tract east of the course.

(3) Conducting a crowded tournament and exhibition program, net proceeds of which are divided between Red Cross and Army and Navy Relief.

(4) The \$50 clubhouse rental charge to

be waived to organizations holding dances at the Carlisle clubhouse when net proceeds of the dances go to the Red Cross or Army or Navy Relief.

(5) Reduced guest fees for soldiers in uniform who are guests from Carlisle Barracks.

(6) Use of the main dining room of the club extended to non-member officers from Carlisle Barracks.

(7) Women's committee in Red Cross co-op program for sewing, etc.

(8) Patriotic dances featured on club entertainment program, net proceeds divided between Red Cross, Navy and Army Relief.

The Carlisle club, headed this year by Dr. W. R. Shearer who was its green-chairman for 14 years, is determined to have the most active year in its history in demonstrating that a golf club can do a stand-out job of war service.

John T. Doyle, Spalding Vice President, Dies

JOHN T. DOYLE, long president of American Sports Publishing Co., publisher of Spalding sport guides, died May 20 at the St. Clare Hospital, New York, after a brief illness. Mr. Doyle at the time of his death was vice president of A. G. Spalding & Bros. He was 71 years old.

Mr. Doyle joined A. G. Spalding & Bros. 50 years ago. Since 1893 until the discontinuance of the Spalding Sports Library in 1941, he was a leading figure behind the publication of sport guides on many games.

Mr. Doyle was born in New Jersey in 1870 but came to New York as a youth, working in a printing office adjoining Printing House Square, being then the center of the American newspaper world. As a young man he worked on the *Sporting Times* until its demise.

After joining A. G. Spalding & Bros. in 1892, he worked with James E. Sullivan who, at that time, was president of American Sports Publishing Company. On the death of Mr. Sullivan in 1914 he was appointed to succeed the latter as head of the American Sports Publishing Co., the Spalding publishing subsidiary.

Mr. Doyle leaves his wife and two children, John M. Doyle, now of the United States Army, and Mrs. Geraldine M. Doyle Koch.