

Freeman Bassett, and we can point proudly to the fact that whereas when we came to the club four years ago it had a large indebtedness, worn-out machinery on the course, the club house in need of repairs, and some outstanding bills, we now have a club which will very soon be completely out of debt, no outstanding bills, a substantial cash balance in the bank, good equipment on the golf course, one of the finest golf courses in the country in playing condition, a limit put on the membership and the initiation fee almost tripled.

Of course like many other pros throughout the country I am constantly looking for the member whose game may be sick. When a member resigns from a club or stops playing it is often due to the fact that his game is sour. Correct his trouble and he again becomes an enthusiastic, active member.

There should be a reasonable amount of golf events and social activities. We were provided that and will continue to do so in 1944.

I will say the key to keeping golf alive is to do everything to cause players to find happiness when they come to the golf course.

You take it from there. I had no intention of writing that much when I started and the doc would give me hell if he knew. He said "rest."

One of the main points in our 1943 success was in seeing that members were acquainted to promote good fellowship and so that they could get together and pool their cars. That is the toughest thing we have had to buck here and we expect it to get very much worse as the drive in the Pacific steps up. However, we are fortunate in that no matter how tough it gets we still have street car and bus service to our club entrance. Right now we make every effort to see that everyone has transportation.

Keep Members Hot for Golf and You'll Help Victory

By JERRY GLYNN
Pro, Park Ridge (Ill.) CC

AT Park Ridge, members have continued to play considerable golf during wartime, as the club is conveniently situated near the homes of many members who are intensely engaged in war work and need outdoor exercise and change of pace.

We have kept play up by seeing to it that golf interest has not been allowed to sag. I try to have a few soldiers and sailors playing at our busiest times, and to have a few WACS, WAVES, SPARS or Marine women playing on ladies' days so our members will be reminded that golf is legitimately and logically associated with war effort. I know that the presence of these people has a good ef-

fect on our members, as well as being hospitality keenly appreciated by the uniformed men and women.

Help has cost me more but I've made it worth more. A club-cleaner, for instance, cost me \$125 a month instead of the \$50 that used to be the usual price in the Chicago district. But I bought plenty of wax for the wooden clubs and saw to it that the members had better club-cleaning and maintenance service than they had in peacetime. If the members ever got out of the habit of keeping their clubs in the shop it might be hard for pros to re-educate them to this service, and the loss would be heavy to pros.

I never have hesitated about the price I've paid for balls and have been discreet but always on the job in collecting used balls, as I didn't want a member to get to feeling that because he happened to lose a few balls he might have to quit the game. I also worked the used ball trade-ins on the basis that if members ever get into the habit of using a ball until it is hacked to pieces and absolutely worn it may be hard to re-educate them to be frequent buyers of good balls, when peace returns.

I pushed the sales of golf apparel. That can still be secured and no pro's members can be said to be so smartly, comfortably and completely dressed for the game that pro shop apparel sales possibilities are diminished in wartime.

At Park Ridge we pushed war bonds and stamps as prizes on a lively competitive program. Our club also was high in the Dime-A-Round list of contributors in the Chicago district. In my opinion, it is very important to emphasize these war help affairs for the psychological effect in giving golfers assurance that their golf during wartime is not a run-out on war effort but is just as close and necessary association with war work as is the soldier and sailor recreation out of battle zones.

We have secured the Women's Western Open for June 19-25 and I am sure that this event will further enliven the interest and pleasure of our members in the game as wartime recreation.

The club is going to give its part of the gate to a war relief organization and hopes to establish a new record for Women's Western gates. We are going to invite servicemen as partners for the Women's Western contestants at the dinner dance the club will give during the Open.

My deep conviction is that our club, and any other alert and active club, demonstrates its value to war effort by helping to keep its members in better mental and physical shape by providing them with attractive club facilities, atmosphere and programs.