

"The club was a mile from town and someone had done a fair job of laying it out. The assets, however, stopped right there. The clubhouse was badly in need of repair, needing a new roof and about \$500.00 worth of paint for a starter. Caddies lounged all over the place, the caddie house having burned the year before. A sixteen year old boy was trying to run the layout. Out on the course the rough was knee high. The rough mower had broken down a month before and nobody had bothered about having it fixed. The greens were full of weeds and brown-patch, and what little maintenance machinery that would run was held together by the grace of God and baling wire. Four caddies and two women were playing golf. It was pitiful.

"We went back to the bank and Mr. Conrad got out the books. It was easy to see that the club at one time had been an active one, and prosperous from an activity standpoint. But the mortgage fell due the following January and the banker painted me a quite discouraging picture. I admitted the situation looked about hopeless. Mr. Conrad startled me by saying that very few situations were hopeless if the right man took hold of them. He suggested I give the matter 24 hours of thought and see him the next day.

"I went out of that bank feeling as low as a snake's belly. I had struck another dud and I was at the place where I couldn't afford another one. At a drug-store fountain I struck up a conversation with the druggist. Yes, he had been a member of that club but had resigned two years before. Too bad about the club, too. Had a lot of wonderful times out there. I finally got his version of the club's trouble and what he said sort of stirred my interest.

"I walked that town over from one end to the other. It was a pretty little place, busy, and right in the heart of a prosperous agricultural section. I called on another business man and got his story. By evening I had talked to six more. When I pooled their stories it was confusing. None of them had told the same story nor had the same ideas. There seemed no rhyme, reason or answer to the whole situation. But I had heard enough to get me fired up. I made up my mind that was my club and I'd run it or break my neck in the attempt.

"I sat in my hotel room that night and asked myself just what administrative policies I would pursue if it were my privilege to run a small private golf club as I chose. By 3:00 A. M. the next morning I had the answers down in black and white.

## Starts Members With Supply of Selected Balls

**JACK SEMPLE**, pro at Rock Spring club, West Orange, N. J., started off the season for his members with a thoughtful action that Rock Spring golfers appreciated so warmly they have spread the story of Semple's idea to members of other clubs.

When members came out to Rock Springs they found nine or 12 carefully selected balls in their lockers. It practically cleaned out the stock Jack had carefully nursed along since new ball manufacture was discontinued. The balls were of leading standard brands, made to retail for 75c and 60c. There were 1460 balls. Jack distributed them so balls of varying cover toughness and windings were properly placed according to the games of the players.

During late winter, Semple had taken the old balls except those in reasonably good condition out of the lockers and practice bags and kept a record of them. The job he did saved the members the trouble of turning in used balls for reprocessing and assured them that they'd get replacements of expertly reprocessed balls of quality comparable with that of the balls Semple had collected from them.

Jack says that the enthusiasm approval of his work by the members was far beyond what he expected. He adopted his plan because his experience with cheap reprocessed balls has embarrassed him, and because he wanted to avoid in a discreet way supplying guests with balls at the expense of members.

Encouraged by being supplied with balls Semple's members accounted for excellent business in the Rock Spring shop this spring. Although his inventory is comparatively low for him he still has 222 first grade clubs that are on the books at \$3,475.

The live look of Semple's shop is commented on very favorably by members, guests and pro golf salesmen.

## Western GA Caddie Plan in Demand

**WESTERN GOLF ASSN.** four-point program on how to get caddies, which tells of caddies quarters, sports and other recreation programs, victory gardens and caddie instruction, is being widely adopted by clubs.

The plan is outlined in a circular available from the association's headquarters at 111 W. Washington st., Chicago, Ill.