

of work has found favor with our members, and is worth trying on any course having more than one set of tees. Our course has three, each set identified by the color of the markers. In my shop during spare time I cut stakes 30 inches long from scraps of 2 x 4 lumber, and sharpened one end. The stakes were then painted in colors to match the markers on the tees. I also made a reel that would measure three distances—150, 200 and 250 yards.

#### Helpful Distance Markers

Our short course is indicated by red tee markers, and 150 yards from the markers, on each side of the fairway, I placed red stakes. White stakes were placed 200 yards from the white markers on the medium tees, and blue stakes 250 yards from the blue markers on the championship tees. The purpose was to give players a reasonable mark at which to shoot when playing the tees their golfing abilities justify. As color indicates distance, yardage figures were not painted on the stakes. Honesty compels the admission there was some confusion for a few days after the stakes were put in place, but after a short time the members found them helpful and expressed considerable satisfaction.

#### Brighten the Pro Shop

Another piece of advice from my merchant member, the benefits of which I saw in operation in his store and have copied, is well-worth passing on. **Clean up and light up your pro shop**, with emphasis on that portion used for the display and sale of golf goods. Painting walls and ceiling with bright and appropriate colors is not an expensive job. A strip of carpet in front of display case or counter will help a lot. Have plenty of light, fluorescent if possible, though you turn them on only to wait on a customer. To quote my adviser, "Most people, and certainly the class of people you golf pros cater to, are accustomed to buying personal merchandise in attractive surroundings. If you hope to obtain their maximum patronage you must make your shops equally inviting."

#### Birds Interest Members

My experience with birds—not birdies—started as a "no cost" project. How it has grown, and where it may end, is another story. Three years ago I knocked together—and knocked is the correct word—a few bird houses from small scraps of lumber. Please note I knew nothing about birds or the kind of habitations they prefer. Evidently the housing shortage extended to the feathered kingdom because my make-shift affairs were fully occupied shortly after being hung in trees around my shop. Many of the club members shared my pleasure in watching the daily life and antics of the inhabitants. One member, who has made a comprehensive study of birds, conducted informal classes that were

very interesting. In the fall he gave me a book containing plans for houses for various kinds of birds.

The following winter I made a few more small houses, this time according to plans, and in the spring they were promptly tenanted. Interest of the members increased with the expansion of the housing project, and it was decided we not only needed more, but also larger, houses. At this point we very definitely departed from the "no cost" category. Encouraged and assisted by the members I have just completed, for 1946 spring occupancy, a bird house to end all bird houses—until I see plans for a better one. It contains "apartments" for 108 families of martins, and will go through the door of my shop, but hoisting it to the top of the pole where it is to rest may require the service of a competent engineer.

The officers and directors of our club have prepared plans for extensive improvements to buildings and grounds, and funds are available. However, as this is written it appears certain material and labor for any purpose other than the erection of small homes is at least 2 or 3 years away. Anxious to continue low cost improvements until the more costly one can be undertaken, I have run out of ideas. More to the point, so has my merchant adviser. That brings us back to the matter discussed in the first paragraph. In future editions of *GOLFDOM* I expect to learn—and copy—ideas my fellow pros have used with success under existing conditions.

#### WALTER McCALLUM, DIES

Walter R. McCallum, 52, widely known golf writer for *Washington Star* died at Sibley hospital, Washington, D. C., following a 5 weeks illness. McCallum was born in Boston. His family moved to Chicago and he graduated from the University of Chicago. He was public courts tennis champion of Chicago and active in that city's golf tournaments prior to moving to Washington where he became a member of the *Star's* sports staff in 1916. He was active in golf competition in Washington and at one time was champion of the Washington Golf & Tennis club. He covered most major tournaments and was prized as a friend by many of the nation's amateurs and pros and sportswriters. All considered him exceptionally competent. He became a war correspondent for the *Star* in 1943 and waded ashore on D-day in Normandy. He remained in France until the Yanks captured Cherbourg peninsula, then came home on a brief leave. He returned to be with the 101st Airborne division for a year, staying with them through the Battle of the Bulge.

Walter is survived by his widow, Mrs. Helen McCallum and his daughter, Mrs. Helen Jane Boggs.