

We are most fortunate here at Catalina in having with us a young man (he's only 62) who has been with the Santa Catalina Island Company for 21 years and he is proud to say he never forgets a face or a name. His name is Clarence Fullbright.

'Tis said that Clarence personally knows more sports, theatrical, business or social celebrities than any other Negro lad in this country. Therefore, he has acquired a certain refreshing philosophy which is something to be cogitated these days.

He has proved most helpful and gracious in my short span here in Catalina, since he can and does greet everyone who appears at the club by their names, knows their home towns and often even has something of personal interest to contribute to the conversation.

That's why my entire staff is working on "memory courses." We have seen how pleased people are merely to be remembered.

One way which I have devised toward fostering good memories is to keep a visitor's record, which is complete to address, home town and club—and then to study that record each evening in an effort to recall each visitor. This makes for accurate recollection the next day, and next week or next month.

I advise a distinctive uniform, with neat appearance a necessity, for all attendants.

This makes for orderly attire of the official staff at the club, and enables the visitor to know the people who are there to serve them.

There are more beginners playing golf at a vacation area than at the average club, and for this reason I suggest that wherever possible the pro work toward establishment of a driving range or a pitch and putt course.

This will aid materially in the golf pleasure and instruction of the beginner, and in some cases will relieve the play-pressure of a beginner on a crowded course.

However, there's still the situation of a beginner being more willing to try something new, like playing golf, since, when they are out for vacation fun, they more readily agree to attempting the sport. In front of friends at home, they feel embarrassed. During a vacation, many realize that others are in the same boat, and feel less conspicuous.

I carry two grades of rent sets, one for the beginner at 50c all day, and the other for more advanced golfers at a dollar.

In Catalina, we have an all-day green fee of \$1.50, the idea being that the visitor will play more golf if he can spend the day

at it, than if he had to dig deep every time around.

Lockerroom rental, also, should be reasonable, as near as possible to the average of the visitor's home club price.

All of which boils down to the simple suggestion that if you make your visitor feel at home, he'll want to come back; if you don't over-charge him, he'll be grateful, because in so many places that's common practice. If you give one and all the same personal attention and service, it makes him feel pleased and if he's pleased, you can rest assured, he'll come back again.

RYDER CUP MATCHES NOV. 1 AND 2 AT PORTLAND (ORE.) GC

Ryder Cup matches between U. S. and British pros will be resumed Nov. 1 and 2 at Portland (Ore.) GC. Bob Hudson, Portland grocery magnate and golf official who promoted the highly successful 1946 PGA championship at the Portland GC and has been spark-plug of Portland open events on the tournament circuit got the event set after difficulty of U. S. and British pro officials in making mutually satisfactory arrangements.

The first postwar Ryder Cup matches will not have as team members the U. S. PGA champion, Jim Ferrier; or two of the top stars on the British pro summer circuit, Von Nida and Van Donck. Ferrier and Von Nida are Australians and Van Donck's a Belgian. Foreign-born players are ineligible to the U. S. and British teams.

Members of the U. S. team will be chosen on point system by PGA. This system awards points for performances in various tournaments on the circuit which appraises some of the competitions as second-rate affairs.

Method of British selection of customary team of 10 men of whom eight will play in the single and double matches has not yet been announced to the British or American golfing public. Up to the end of July Von Nida led British tournament players with an average of 72.28 for 36 rounds. Daly was second with 72.55, Cotton third with 72.75 and Dai Rees fourth with 73.09. Van Donck was fifth with 73.75.

The Ryder Cup matches will come in the gap between the end of the summer and start of the winter circuit. With the energetic, smart and liberal Hudson promoting the event will make money. British players who have good chances of making the team have signified their intention of staying in the U. S. after Ryder Cup play to get winter circuit experience and a crack at the purses.