

Front Cover: This is the par 3, 200-yd. 10th hole of the West Course, Winged Foot Golf Club, Mamaroneck, N. Y., scene of the Walker Cup matches, August 19-20. With no fairway, only rough and the closely trapped green, it is recognized as the toughest hole on the course.

Making the Swing Around Golf.....	By Herb Graffis	3
PGA Urged to Take Stock of Pro Golfer Situation	By Louis Bertolone	25
Preventing Bent Damage During Hot Weather.....	By O. J. Noer	32
LA Opens Rancho, Saying It's "World's Best" Muny Plant.....		36
Summer Resort Pro Makes Golf Delightful Feature	By Robert Bailey	41
Park Ridge Scores With Long Range Planning.....	By Rex McMorris	45
Drives in '40 and '49 National Opens Compared	By Robert Trent Jones	53
News from the Manufacturers		64

Hillcrest Remodeling Brings Added Patronage, Revenue

Modernization of facilities is as important to the welfare of a golf club as that of any other thriving business. One has only to look about himself to observe what is being done by the aggressive businessman to maintain his present position and build for the future. Announcement of the opening of the new Hillcrest Golf and Country Club, Moravian Drive and Clinton River, Mt. Clemens, Mich., July 29-31 is a story that other club officials who have been operating under the handicap of outmoded and inefficient facilities may do well to review.

Officials of the Hillcrest G & CC started remodeling club house and course, March 19, and completed the job in three and one-half months. Major feature of work on the course was the installation of a watering system which provides water for tees, fairways and greens at the rate of 600 gpm.

The club house has been completely furnished with new furniture all the way through. The banquet room and dining room have been made spacious by broad picture windows overlooking the course. Colorful awnings keep out the summer sun and add to the beauty of the clubhouse inside as well as out. Locker-room facilities have been increased and furnishings have enhanced the atmosphere of the "19th hole", men's bar and grill room.

Professional Joel Bennett's golf shop is connected to the clubhouse with three entrances so that no matter which way the golfer comes in or goes out he must go through the pro shop. Bennett's shop has everything the golfer wants. He maintains a well controlled inventory of sufficient variety to prevent any loss of sales but at the same time does not overstock. Caddy carts are kept in A-1 condition by daily cleaning and maintenance. Revenue from caddy cart rental already has increased 20 per cent.

Hillcrest officials always have been alert to the advantages of advertising and publicity gained through the radio and newspapers. Now, with the opening of the new plant, they are taking advantage of the better medium of selling the club to the public by means of television. A seven minute ad takes the prospective customer through the clubhouse and out on the course. He not only hears or reads about the golf club but is able to see the facilities and services the club provides. Patronage has increased and bar and dining room revenue are up.

An increasing number of clubs are approaching their fiftieth year of operation. In most instances a preliminary survey of the existing plant will point up inadequacies and inefficiencies that can be remedied by a remodeling program similar to the Hillcrest job. If it means more business it's worth doing.