

duties of a pro, unless such a registration list as we maintain is before the pro as a guide and reminder.

Service Data on Members

I carefully record and frequently study data on my own members which helps in giving them sales service.

My card record for each member shows name, home and business addresses and telephone numbers, and sizes of sox, shoes, slacks, shirts, gloves and hats. On the card also are "important dates" for the member and his wife. These are birthdays and wedding anniversaries. Those records have enabled me to solve gift shopping problems for many members.

One thing that the pro often reminds himself when he gets a good shop is that every detail of his operations has to be up to the standard of the shop appearance. His merchandise selection must be thoughtfully made and his records and business promotion paper, and personal work must be of Grade A business standard. Otherwise the finest shop architecture and fittings won't increase his sales volume and satisfaction to his members.

However, it's my observation that the personal qualifications and operations of professionals at better clubs generally is far ahead of the shop facilities provided. The club handicaps itself more than it does its pro when it hasn't a properly located and designed shop.

New Facilities Plan Book Great Community Aid

The popularity of golf as America's greatest outdoor participants' game for all ages places the golf club in the unique position of fast becoming an important asset to complete the social and recreational facilities of the smaller community. It's an asset that provides the needed attraction to hold the younger people who are being brought into the game through high school and college instruction and the middle aged men and women with a recreation facility they will appreciate and sponsor and support financially.

Organizing, planning, building and maintaining a golf club are the big problems confronting any group who are assigned or undertake the responsibility of creating this addition to the recreational facilities of the community. To help solve these problems and to assist individuals

and groups in that work, the National Golf Foundation has published a beautiful new 80-page comprehensive guide that gives the answers to about every question that may arise.

Experienced club officials, golf course and clubhouse architects, greenkeepers, engineers, golf professionals and manufac-



turers have collaborated in the preparation of the book, edited by Herb Graffis, making available a volume of practical, detailed information, simply told and generously illustrated.

Contents of the book cover in detail the following general subjects: Organizing and Financing, Getting Publicity, Membership Drive, Planning and Building the Course, Watering the Course, Keeping Records, Golf Course Budget, Landscaping Course and Clubhouse, Keeping Course Well Groomed, Sand Green Construction, Bermuda Grass Maintenance, Planning the Golf Clubhouse, Planning the Golf Professional's Shop, Caddy Management, Model By-Laws and Service Helps. Illustrations include numerous photographs with informative captions, design map for community center, green and approach contours, preliminary sketches, grading, drainage, seeding and planting plans and green construction details.

This volume is available to those who want to establish a golf course, especially in the smaller towns where the need is recognized and financial limitations are a consideration. A copy of the book which carries the title "Golf Facilities" may be obtained by sending \$2.00 directly to the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Ill.