

lamented by the golfers but Joe says he will miss them and he's sorry Platte didn't get there to take a course in Wickenburg natural history.

They got plenty of water in a 300 ft. well. They've got about six miles of pipe in their watering system, 475 sprinkler heads, and Buckner equipment. The entire property is 170 acre piece and the way play has started under Platte's direction and encouragement the golf course is proving a boost to the ranch vacation business. Wickenburg has a number of notable establishments of the dude ranch type. Altitude is 2250 and winter climate is balmy most of the time.

A clubhouse and a fine pro shop for Platte are being constructed. The job that's been done in building a very attractive, finely turfed course on the apparently unpromising land for golf around Wickenburg indicates that with good men and water a good golf course can be installed almost anywhere.

STEERS THE DRIVE



---Noer photo

Art Hall's Victory Hill fee course is made easy to find by this attractive sign in colors, located where the road to Victory Hills joins the main traffic artery out of Kansas City, Ks. The sign always is kept in bright condition. That's a tip to other fee course operators whose signs often are battered and have faded paint. Possible customers, seeing such signs, may think the courses also are run-down.

WESTERN JUNIOR AT NOTRE DAME

Golf's oldest teen-age competition—the Western Golf Association's Junior Championship—will have its 33rd renewal this summer at the University of Notre Dame June 20-23. Dean Lind, Rockford (Ill.) youth who won the title last year will be attempting to retain his crown in the face of a tradition that has seen only two players win in successive years. Ben Downing of Louisiana State won in 1940 and repeated in 1941 and Fred Haas, Jr., turned the trick in 1934 and 1935.

It's On The House

By TOM REAM
Mgr., Westmoreland CC

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There is no substitute for experience, if that experience has been along practical lines.

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Know the mental reaction of your members and you can judge what to do when an emergency occurs.

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The first consideration in any and every club is cleanliness.

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When a crew has confidence in the boss, his presence is a steadying element; when it has not, he'd better stay away from the rush when it's happening.

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To be up-to-date in club operation one must be continually adjusting to meet new conditions.

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Electricity translated into light, heat, power and communications is the clubs' most useful servant.

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Notwithstanding the many mechanical services in modern club operation, the most important instrument is eye service.

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When you want something, you have to go and get it. But you have to go with something in your hand. If you can't deliver the goods, don't advertise them.

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A note to all club employees—good service must be forthcoming if salaries are to be forthcoming.

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Current advice to people in the club business: If you can't be very smart, at least be very pleasant.

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With all our atmosphere making, let's not neglect the atmosphere which only a cheery greeting to the members makes.

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A good club—one in which a member or guest is a long way from home and isn't conscious of the fact.

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Liquor will be an attraction at your club if it is an attractive place in which to drink it.

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It's the opportunities it affords for doing good deeds that makes the club business such a gratifying one to be in.

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Don't let's fool ourselves; members soon sense that they are in a club in which the employees make critical comments about them.

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In club business the trouble lies in making an attempt. We should make ten or a hundred of them.

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Every club that serves food can save food.