

# Yearbook Entertains and Informs Members

By **LENY CALDERWOOD**

Professional, St. Joseph (Mo.) Country Club

**T**HE idea of a country club yearbook first came to the attention of Bill Myers and Wayne Hadley of Myers & Co. of Topeka, Ks. and myself during the late spring of last year.

The entire 18 holes of the course was a scenic beauty with its well groomed fairways, sand traps, trees, flowers, and even hazards. We all thought that it would be wonderful, if these scenes were put into print and every member be able to obtain a copy.

Why not a yearbook for a country club? As far as we knew it had never been done before, but the popular school yearbook has always brought back to memory many pictures and happy hours spent with old friends. That was the answer, and it would not only record the beauty of the golf course, but would provide a permanent record of the many activities of the club and its members.

We could do it. Myers & Co. are a publishing company and I had had some experience with yearbooks in school.

Later I talked to our club manager and course superintendent. They both liked the idea and offered to give me their cooperation and help which they did, and without their support I could not have put the book out. I talked to a number of members. All not only encouraged me, but wanted to sign up for a copy.

In the next few days, the more I thought about it the more enthusiastic I became to put out a Yearbook for the St. Joseph CC. During the past number of years I had been asked many times about the course record, who the club champion was in some particular year, or was there ever an ace scored on this hole or that.

## Job of Getting Records

There were no records of this sort when I first came to the club, and none of the members were sure of most of these events. I was able to pick up quite a bit of information from a veteran golfer of the club who was our present champ, Nelson Thomas, but even with his good memory most of these records were uncertain.

With the help of Mr. Thomas, we started



Leny Calderwood (L) and Wayne Hadley, checking over the yearbook upon publication, are amused by picture in comic section.

to rummage over old scrap books of individual members and the sports pages of many years of the local newspapers on file. It took many hours, but a great deal of the material we were after was dug up.

I didn't have to start entirely from scratch, however, as over the past few years I had acquired a good many very good pictures of the golf course, the clubhouse, the swimming pool, and pictures of members participating in the various functions of the club. In fact some of these pictures had gotten away as I had loaned pictures to members who were going out of town and wanted to show friends some views of their home club. The Yearbook would serve this purpose well.

During the months to follow, I rounded up many pictures — pictures of the club and its activities that members had on hand as well as having pictures taken of the various occasions during the year. I snapped many pictures myself of golfers in action on the golf course. The idea, of course, was to try to get at least one picture of every member of the club.

But the big problem that concerned me most was how to defray the expense.

Our club, as does most country clubs, forbids any advertising. I finally settled upon the plan of making a charge of \$5 per copy which would cover the cost of printing as well as that spent to get taken the pictures that I would need. But I still would have to be sure before going to press just how many members would want the book or I might come out in the hole although the idea was not to make money. So I sent out a letter explaining just what the book would be and what it would include, and asked every member to get his subscription in before we went to press. I got a very good quick response.

Because of a heavy golf season, I had little time to do any actual work on the book itself until the latter part of September. In October I gathered all my material and headed for Myers & Co. For three days Hadley and myself worked to get the book set up. Its very good arrangement was due a great deal to Hadley's expert advice.

It came off the press a few hours before New Year's Eve, and we distributed it to the members at the annual New Year Eve party at the club.

The book's 58 pages are bound with a beautiful plastic padded cover. All the activities of the club are included, golf,

social, tennis, swimming, the gun club, and a membership roster. It is much the same as that of the school yearbook with the exception that most pictures are in action rather than posed.

It was enthusiastically accepted by the members. On the president's page, H. N. Stevenson wrote, "Best of all and most important to you and me are our friends, the members and their families whom we meet and play with, and our staff who work at their jobs and work together to make a good club and to keep us all happy. To remember all this and to enjoy over and over again the good times of the past is the purpose of this book. I am sure we all welcome it as another good feature of our club."

It will certainly serve as a permanent record, which alone, is an asset to any country club. Should any one be interested in putting out a similar book, I would suggest they contact Wayne Hadley, P. O. Box 795, Topeka, Ks., for further information as to just how to go about it over.

Although I spent quite a bit of time on the book myself, it could be put out very easy without much work from any one person. It could be done entirely by the club membership through various committees, each taking one phase.

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## Time for Change in Maintenance Policy

By HARRY MEUSEL

Supt., Yale Golf Course, New Haven, Conn.

In setting a policy for golf course maintenance work and solving our problems in the order of their importance we first have to consider the game of golf, the increasing number of golfers and the high costs we all are bucking.

Can we meet the demands of all the golfers, have a hacker's haven and a golfer's paradise at the same time? To me this is the biggest problem — to have a course where the good golfer finds a test, the high handicap golfer a haven, and yet be able to keep such a course within a budget.

The only way I can see of accomplishing this is to remodel and to reconstruct. This need not be a large scale operation. We must get rid of the many nooks and the like which have to be maintained by hand. The days of hand labor seem to be gone. Since this is a machine age, geared to the speed and economy of ma-

chines, how can golf courses keep up with the times and golfers' demands without this efficiency?

A prerequisite, naturally, is a course where machines can be used. Old hard-packed greens and the problems they present need not be tolerated. The sod can be lifted, and the soil and sub-soil rebuilt to the proper texture and specifications. For that matter, why can't new grasses be brought to the golf course — the show place of grass?

All rebuilding and reconstruction should be done with a thought for pleasant playing conditions for the golfer and speedy maintenance. It costs less to purchase one practical machine than to pay two men to do the same job and machines are not subject to the ebb and flow of the labor supply.

All this isn't done in short order. It takes time and money; but if one will compare the costs of innovations to long-term maintenance with hand labor he will see that it is time for a change. It will take study and time for the individual course but it will be time well spent.