



A high ceiling, good lighting and attractive paneling in the Johnson Park shop provide better conditions for good selling display than there are in many private club shops. Customers get to see what they want to buy for greater enjoyment of golf.

like the Milwaukee Country Club or Blue Mound!"

And you know what that spreading talk means to the reputation of Racine as a desirable and well-run place for enjoying life. It's civic advertising worth thousands of dollars.

That also puts it up to me to be constantly at work thinking and doing something for the improvement of service to Racine's golfers. They must get demonstrations of first-class city service from me and my staff — demonstrations that will give a good strong hunch about the city administration's eagerness to have every phase of its operations conducted in a modern, competent manner for complete and pleasant service to the taxpayers.

I am confident that the Johnson Park operation has proved to the citizens, the mayor and the aldermen that Carlson, Gabbey and I have made Johnson Park's golf course an extremely valuable asset to the city. The citizens' recognition of this effort, and the par we think we have established for municipal golf course operations, have

had a definite effect on those few who at times past have considered switching the operating policy of Racine's public courses away from the high standard of pro department service that compares very favorably with that received by members of exclusive country clubs.

George Lamphear Southern California Supts.' Chief

Southern California Golf Course Supts. Assn. elected George Lamphear, Riviera CC supt., president to succeed Wm. Stewart of Hillcrest, at their annual meeting. Jack Baker of Valley Club, Santa Barbara, was elected vp, and Don Foelger, Alondra Park GC, sec.-treas.

Directors elected were Wm. H. Johnson, E. B. Marzolf, Wm. Beresford, L. Foss, C. Hollingsworth and Allen McDonald. Committee chmn. also were appointed.

Following the annual election the Turf Advisory committee meeting was held with Charles Wilson, USGA Green section and Robt. M. Hagan, associate professor of irrigation at Davis college, as speakers.