



This bell, which was rung in the 1900s to warn of the departure of the last streetcar from the Atlantic City CC, now is at the club entrance.

closets, and two windows (four in the corner rooms) in each room, which are fitted with storm windows and built-in screens.

One side of the building faces a putting clock and the pitch and putt course, which are lighted at night, and the other side faces the bay and Atlantic City's skyline.

#### Bucks Resort Competition

Fraser hit on the notion of decorating every room differently in order to buck the stiff competition of nearby Atlantic City.

The resort has some of the finest hotels in the world with facilities for 70,000 people. By comparison: Cleveland has only 4,000 rooms, Baltimore just 2000. Consequently, Fraser sank an average of \$875 worth of furnishings into each room.

Every room has matching draperies and bed spreads, twin beds, three chairs, a large and a medium-sized bureau, formica-finished coffee and end tables, a bridge table, a radio, a baggage rack, lamps, pictures, mirrors, wooden coat hangers, water pitchers, over-size towels, bath mats, tub mats, decorative shower

curtains, individually wrapped drinking glasses, shoe bags, shoe cleaners, shoe horns, a bottle opener, Kleenex, a memo pad, a scorecard, and a telephone.

Fraser has discovered that maintenance costs have been less than he had anticipated. Country club people simply take better care of things than the average hotel guest. As a result, he has needed only one maid. He estimates his hot-water heating bill at \$500 yearly.

#### Figures Costs Smartly

In building the bare structure for \$55,000, Fraser saved expenses by placing all baths back to back and side by side, so that basic plumbing serves four baths instead of only one. This brought his cost per unit to \$2300, including wallpaper, different in each room. Added to this is the aforementioned \$875 for furnishings per unit and roughly \$5000 for landscaping and minor embellishments.

Fraser maintains the same rates all four seasons, although Atlantic City is known chiefly as a summer resort. He charges \$8 for members (many of whom are from out of town) for a single room, \$10 for double. For guests of members, the rates are two dollars per person higher.

Most of his business has come as a result of professionals arranging visits of their members.

To further promote his annex, Fraser holds several tournaments a year which attract out-of-town amateurs. Every Fall he offers the facilities of the club to the Philadelphia PGA, of which he is vice-president, for their annual meeting, throwing in a \$1200 pro-amateur event for good measure. Fraser catches Pinehurst and Florida vacationers from the north. "Play Golf Year Round" is his slogan, and he plugs it in all his ads and on his stationery.

#### Pro's Picture of Teamwork of Department Heads

By JAMES D. FOGERTY

Sunset Country Club, Sappington, Mo.  
(At GCSA convention)

**M**Y JOB as professional at a first class country club requires me to work at least twelve hours a day and six days per week, but it usually is a seven day week. I know nothing about grass, the various types, or how good turf can be produced, and I assure you — I am not interested in knowing all about grass — because we have a first class golf course superintendent



The course-view side of the Atlantic City CC clubhouse.

ent. I do know, however, when the golf course is in good playing condition and when a course is well groomed, because of my long years at various golf clubs throughout this country.

The pro and the superintendent must work in harmony and as a team, so that their combined knowledge of the golf course can be used to the best advantage of their club.

I would like you people to know that at Sunset CC, where I am the professional, we have an excellent golf course superintendent and a man who I am pleased to call my friend, Fred Lohenrich—

We do not always see eye to eye, but we never interfere with each other and are always willing to assist each other when help or advice is needed. This brings up the next topic — what can we do for each other?

First: I should try to educate the golfers why the greens men are doing certain jobs. Also point out the golf course superintendent and tell them his name. I should encourage the golfers to compliment him and his men on their good course and to give the boss a pat on the back when ever they see him.

Second: I should, when I hear a player grumbling about the course, try to find out what is wrong and advise him that I will tell the superintendent about it. This makes the golfer feel better — (usually the golfer who is complaining has played poorly) — and to satisfy his ego, he blames the golf course and not his poor shot-making.

#### Train Caddies in Course Care

Third: My caddie trainer must teach caddies how to repair ball marks on the green, replace turf, how to walk on greens and give them proper instructions on where caddie carts are permitted near the putting surface. They should be instructed that it is their duty to pick up loose paper or trash and deposit it in baskets which are usually found on several tees around the course. They should be instructed to report any destruction to the course—such as broken flags, ball washers, fences or boundary posts, because it is impossible for the superintendent to see all of the course every day.

Fourth: I should advise the superintendent of any tournaments or special golf events so that he will be prepared for them — help in advising pin placement and placing of tee markers.

The course superintendent can help the professional by—

First: Telling him whenever the caddies are doing something wrong on the course. In this way, proper discipline can be given them through the caddiemaster, and this keeps the boys from having hard feelings with the superintendent.

Second: Periodically see that the trash accumulation around the caddy yard is taken away and that when minor repairs are needed around the caddie house he sends a man over to repair it when he can spare him.

Third: Try to keep the practice area in the best shape possible under various conditions. Such as, keeping the grass cut and seeing that the tee is well watered so that practice will be a pleasure.

Fourth: When major improvements are being made, tell the professional so that he will be able to enlighten the golfers who ask about what is going on.

This cooperation exists between Fred Lohenrich and myself at our club.

May I say we who play golf are indeed greatly in debt to the course superintendents who supply us with the best

## IMPORTANT

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conditioned golf course possible under the existing weather conditions.

I believe it would be a very sound idea — if once a month it would be compulsory that the manager, course superintendent and professional sit together at lunch and discuss our problems and seek the advice of each other on solving our various problems. I feel that all of us would be drawn closer together and in turn, we would do a better job of helping each other. And when we help solve each others problems; then we are really doing a fine job for our club.

The "big three" of any club should, when they hear any grumbling about the other departments, report these grumbings to the department head as soon as possible so that this department will be aware of what is going on, and in this way, we will all do a good job of working as a unit.

### Northern Calif. Supts. to Watch Greens at Open

**M**EMBERS of the Golf Course Superintendents' Assn. of Northern Calif. will serve as greens marshals during the National Open this June at the Olympic Club.

Pres. Paul Paulsen and sec.-treas. Walter R. Boysen have announced that a clinic will be held at every course where the association holds its monthly meetings. Starting at 10:30 a.m. the host supt. will conduct a tour of his course so other supts. may see his problems as well as his achievements.

The clinics will not be confined to turf but will include shop and maintenance equipment, shrubs, trees, flowers and all other items pertaining to course maintenance.

### Late Starters Learn Golf Fast

**B**ILL Lynch, asst. pro at Crestmont CC, West Orange, N. J., has been teaching group classes at the North Newark Adult school and the Weiguahic Adult school during winter and early spring evenings.

Lynch says "There's something about the learning attitude of night school pupils that often shows amazingly fast results in golf. The main idea, of course, was to get them into the classes for entertaining exercise and as an opener to a very pleasant phase of social life. But a lot of these people, even when not especially apt physically, are so intensely

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