

active members of the committee safely past this perilous period.

Order Supplies in Time

When special dishes, glassware, linen, silverware and other furnishing items of special design and character are ordered, the orders usually are placed four to six weeks short of the time it takes the manufacturer to deliver them. This causes a lot of anxiety and trouble and disappointment when a big splash is looked forward to on the opening day.

I have noticed cases where the architect and manager are at loggerheads to the extent that the club is caused considerable expense and the work is greatly delayed. One very valuable piece of advice to the manager on his relations with the architect is to be diplomatic. Of all persons, get in well with your architect. In most instances you will find him liberal in thought and harmonious in temperament. He is just as anxious to make the job reflect creditably to him as you are.

At least five days prior to the opening of the new clubhouse, which usually is going to be the biggest event of the season, get in your whole personnel and have everything in as near perfect working order as possible for there are many details that will be overlooked, postponed or forgotten by your staff, as well as by the men who have been at work on the building. After these five days have passed in training for the opening there will be very little that will have passed your notice. Then if some detail springs up to demand your attention, you will not have to be in ten parts of the building at the same time.

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Houston's Big Culvert Is Seen Coming Out Under the Levee Into the Bayou

Houston Ends Flood Ravages

BATTLING floods gives many golf clubs problems that frequently call for so much of an outlay in construction that the decision generally is to make the best of a necessary evil and become reconciled to loss of play and course damage.

The Houston Country club, one of the deluxe southern layouts, has triumphed over a poorly drained section by engineering work that gives every assurance of permanently eliminating the flood peril.

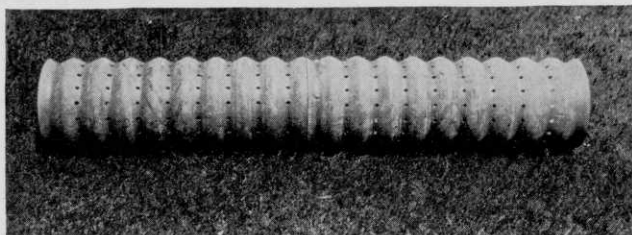
The land lying around the fairway of hole No. 18, directly in front of the clubhouse, is traversed by Slaughter Pen Bayou, which in turn empties into Brays Bayou. During the wet seasons the water in Brays Bayou backs up into Slaughter Pen Bayou and overflows the banks of the latter. This condition makes it impossible to play the 18th hole during flood stage and results in a deposit of silt which is disagreeable to play across until dried out.

To eliminate this condition the directors of the club had surveys run and an engineer's estimate of cost prepared for con-

structing a levee along the bank of Brays Bayou adjacent to the Country Club, between high points, a total distance of approximately 1,100 feet. The levee was designed by R. G. Hamaker, chief engineer of the Humble Oil Company. The amount of earth embankment in the levee is 10,000 cubic yards. The crown is 10 feet in width, with slopes $1\frac{1}{2}$ to 1. The greatest height of the levee is 22 feet.

The levee crosses Slaughter Pen Bayou at right angles, which necessitated a culvert structure through the levee to drain this bayou. A 72-inch diameter No. 10 gauge Armco corrugated culvert was selected. Attached to this pipe is a Calco automatic drainage gate, which operates as a valve and permits the water to run out from Slaughter Pen Bayou before the Brays Bayou water rises perceptibly. When the water level in Brays Bayou reaches an elevation greater than the water level in Slaughter Pen Bayou the gate closes automatically, preventing backflow into the bayou and eliminating the overflow.

This long-lived iron drainage pipe is making itself popular in course construction.



North's Season Dawns at Golf Show, March 21-26

THE second international Golf Show and Country Clubs Sports exposition curtain rolls up at Hotel Sherman, Chicago March 21. This annual affair promises to place a great deal of emphasis on course and clubhouse construction and operation themes during its six-day life. Last year's exposition found the course and clubhouse equipment getting into the spotlight of the show quite as strongly as the details that were simply of player interest.

Advance information on the equipment to be shown at the exposition gives evidence of careful study on the part of manufacturers. Construction and maintenance equipment reveals greater sturdiness and simplicity. The factors of hard outdoor use and possibility of use by unskilled laborers have been taken into full consideration by the men who are building the equipment.

During the exposition there will be held the annual meeting of the National Greenkeepers association. This is expected to draw a large number of greenkeepers and greens chairmen to Chicago for an expert

clinic on their problems. The Mid-West Greenkeepers association is making a drive to have a big representation of its active and associate members in attendance during the National session as many of the Mid-West's men are allied with the national body.

There will be exhibits staged by the foremost makers and handlers of equipment for course, clubhouse and pro shop. One of the features of the exposition will be a concerted drive on the part of the manufacturers interested in the professional business to awaken the pros to their opportunities as aggressive merchandisers. Many of the merchandising ideas that have proved their effectiveness in selling through other retail outlets are to be put up to the professional so he will adopt them in promoting the sale of golf merchandise through his shop.

Throughout the exposition the business element of golf is to be given a strong play and it is confidently expected that the event will register in a highly profitable manner with the operating officials.

In detailing the value of the exposition an important stopping point for the club executive on his spring buying tour, the

"Trifles Make Perfection But Perfection Is No Trifle"

MICHAEL ANGELO may as well have been talking about cleaning grass seed for it is the trifles, deemed non-essential by most seedsmen that give some seed its superior quality. "Trifles" are considered in the selection and cleaning of Scott's Seed. As a result it is practically free from weeds and waste matter. One out of every five clubs sow it. Ask for quotations.

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weeds
out of
Golf

Sow
Scott's
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impresario of the golf show, Spearman Lewis, says:

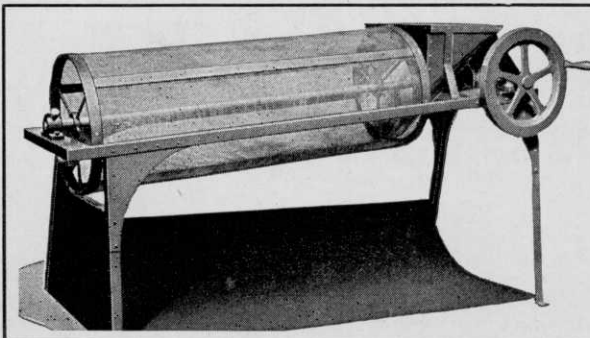
"One thousand new golf and country clubs are reported for 1926. They will spend approximately \$138,000,000 during their first year in real estate, course construction and club buildings. They will add \$32,000,000 for new sprinkling systems, locker, bath, kitchen and dining room supplies. The one thousand new clubs will expend \$15,000,000 in their first year for salaries, seeding, awards, improvements and entertainment.

"The four thousand golf clubs already in existence, plus the one thousand new ones, will spend approximately \$50,000,000 for dining room service and miscellaneous supplies.

"To meet these demands, the golf industry, which crossed the billion dollar mark early in 1926, is stabilizing its standard output and, where twelve months ago golf was regarded as an epidemic inviting any kind of cure, equipment for 1927 will be rational and simplified, the exposition's survey shows.

Holden Heads Club Manager Association

CHICAGO, Ill.—Col. C. G. Holden, general manager of Olympia Fields Country Club, Homewood, Ill., was elected president of the National Association of Club Managers at the organization's first annual meeting, held at Hotel Sherman here. More than a hundred club managers attended the affair and took part in the lively discussions which followed the array of practical addresses on club management. A number of manufacturers of clubhouse equipment exhibited in convention displays. Other officers elected: J. W. Palise, Bob o' Link Golf club, Highland Park, Ill., first vice president; T. P. Jones, Harvard club, Boston, second vice president; H. J. Foerster, Oklahoma club, Oklahoma City, third vice president; C. L. Whiteman, Minikahda Golf club, fourth vice president; F. L. Woods, Denver Athletic club, fifth vice president; F. H. Murray, Ravisloe Country club, Flossmoor, Ill., secretary, and Wm. Bohnhoff, Bryn Mawr Country club, Chicago, treasurer.



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Members of the Bunker Hill Golf Club must walk past this attractive display of golf goods when travelling between the locker-room and the course. Its location increases business.

Pro as Master of His Destiny

ARE golf pros looking into the future? Are the golf club directors giving thought right now which might effect the future of the pro insofar as his livelihood is concerned? Are the pros' salaries tending upward or downward? Are the pros keeping up with the procession in a business sense or do they expect the golf clubs to carry them as a necessary evil? Are the pros making themselves invaluable to the golf club or are they creating in the minds of the players the question, "Is the Pro Necessary?" Shall the pro hold a distinct and enviable position at the golf club or will his entity and identity be lost in the coming years?

Except for the resort and fee courses, golf clubs do not require advertising. More than one thousand of our four thousand golf clubs are so well known that they can advertise the pro rather than the pro advertise the club and since golf has made such great strides that it appears sure of becoming our favorite national sport, the pro has the greatest opportunity ever presented to the professional sporting class. Today there are more than 500,000 people who have the time and want to play golf. They will take lessons from the pro. They will buy clubs, balls, bags and patronize

the pro continually—providing he knows how to get their business.

When the pro takes a position with a golf club he is given a place of business rent free and has from three hundred to four hundred customers waiting at his door. To some he will sell \$10.00 in the first thirty days; to others \$100.00 worth of merchandise or service; the amount of sales depends upon the pro and the re-sales depend upon the pro but in the average club the pro has a potential and permanent business of from \$14,000 to \$30,000 staring him in the face if he but has the business instinct and desire to accommodate the wishes of those club members.

The Prize Pro

To secure the maximum business, to make himself indispensable, the pro must be:

First—A merchant.

Second—A diplomat.

Third—A good golf player.

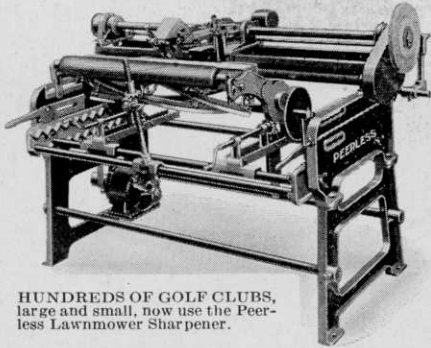
Fourth—A golf teacher.

Fifth—A friend of every member and above all must cultivate a pleasant, sunny disposition.

He must first be a merchant in that he knows the quality of goods to buy, the

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manner in which to display his goods, how to operate his shop, have sufficient sales knowledge to know how to approach his customer, and, having made his sale maintain his interest in the customer to the end that the customer returns to re-purchase. Just as service is worth more than discounts, the pro will sell good goods at established prices and the service he renders will be worth more to the club member than any discount possible for the member to obtain elsewhere. Having established the right point of contact with his club members, the good pro will pay his bills at the wholesalers on or before the due date in order that he may enjoy the same reputation with the manufacturers that he should build up at his club. Given a year or two to accrue a bank balance, the good pro will order his supplies on a C. O. D. basis to secure the lowest wholesale prices and the special service offered by all manufacturers to good customers. The good pro shop will be clean, orderly, businesslike, atmosphere pleasant and a feeling of service-above-self will permeate the entire establishment so that the members of the club will consider it so great a pleasure to do business at the pro shop they will not think of department stores or friends who can obtain wholesale prices.

The good pro, the successful pro, will be a diplomat in every sense of the word, realizing that he has three hundred and fifty to four hundred members and some six to ten thousand guests at his club that are just so many individualities, personalities and idiosyncrasies with which to match his ability as a merchant, employe, teacher and friend. When Bill Smith loses a golf club or misplaces one or leaves it at the 19th hole, it was without doubt taken out of the bag in the cleaning shop so it is up to the pro to locate this stick or at least use his powers to satisfy Bill Smith and send him out happy. Within five minutes Jim Jones will return with a perfectly good ball having a perfectly lovely smile across its face caused by the sharp edge of a mashie, mid-iron or niblick. Jim says he should get another ball gratis because this one is defective and Mr. Pro, if he is a good pro, will agree with him at least for the first two or three balls he returns in this condition and give him a new ball although he realizes the manufacturer would laugh if he were to present Jim Jones' claim. In other words, the good pro will know the customer is

always right and a little gift now and then to a member who knows he is taking undue advantage of his pro will result in only one thing, that is ultimate profit, good-will and consideration for the pro. Most pros do not agree with this paragraph but 95 per cent of the successful business men will agree because the business man deals only with those customers he earns and he does not have a Board of Directors who attempt to coax four hundred customers into his store.

I reiterate that the pro must be a diplomat. In his merchandising the good pro will not become a gold-digger such as we find at some resort courses where the transient trade is preyed upon by the pros who tell you your clubs do not harmonize with your swing, your pro does not know his business and you need a new golf bag or you cannot expect to reduce your score until he has sold you \$50.00 worth of clubs and has given you another \$50.00 worth of lessons while you spend a week or two at his resort.

The Playing Part

The good pro must necessarily be a good golf player, else what is the purpose of the pro? If he cannot play the course under 80, how can he teach the members to play? And yet, the good pro will not spend all of his time out on the golf course because he didn't come there and expect to get a salary from his club just to play golf on the course. The good pro will be out on the course between seven and nine o'clock in the morning either practicing or playing to perfect his game, providing he does not have this time taken in giving lessons. If his club members wish early morning lessons, the pro will do his own practicing after dinner. He will be a good teacher in that he is able to study and ascertain the peculiarities of each member to the point that he can improve his game for him by short lessons and the recommendation of much practice on the part of the member to get the particular swing the pro teaches.

It will be the duty of the good pro to so interest himself in the other fellow that he will lose his own identity as it were, while teaching and make it his one and only aim to produce a good player from each and every student. We have seen so many pros stand up on the tee for thirty minutes and allow the student to hit ball after ball with the same impossible swing without getting down to the fundamental trouble which shows that either the pro does not know

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how to explain or does not care so long as he receives his pay from the student. While writing I am thinking of one particular, nationally-known golf player; thousands and thousands of men and women are proud to say they received lessons from this man and the reason is that in giving lessons he forgot himself entirely, devoting all his ability, all his ingenuity and all his knowledge to the end that his student learned the easiest, most adaptable and most correct swing possible with the native ability or rhythm in his physical body. This teacher gave himself completely to the making of the master out of the material available and so won the confidence and friendship of his student that he gave perfect satisfaction.

The good pro who is going to build himself into the club as a fixture of the club must so forget himself, his own likes and dislikes, his own partialities and oddities that he will seep into and become a part of the desirable quantities and qualifications of his club among the club members. Beneath his skin he may have dislikes but they will never appear above the surface insofar as a member is concerned. He will like all the members; he will be pleasant to all. The cheaper the member, the meaner the member, the more the pro will be called upon to banish his own desires to the end that he becomes a friend of everybody. He will never enter into an argument between members, he will never take sides, he will be a diplomat when it comes to an argument, he will show his equilibrium and sunny disposition to build up friendship, to build up his business, to work out his problems and become the favorite of all men at the club. He will be looked up to as a golf player, to be bragged of as a teacher and above all display a character beyond reproach. When the good pro has accomplished these things he is then building on a foundation securing his own future as a pro and will permanently combat the idea of having the golf club itself control the privileges of the pro shop or the proposition of the clubs hiring a mediocre man to teach on a salary basis while the club or some one else in the club manages the caddy department and the concessions as they relate to the course.

There is, perhaps, one thing I have forgotten and that is the pro's connection with the caddy master and the caddies themselves. In the good pro, the caddies, each and every one of them finds a friend—

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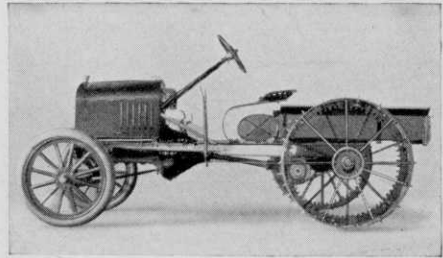
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CHICAGO

the man who will teach them the game, rules and swing and with the good pro there will be no partialities as between caddies because he must see the weak spots in the various caddies and help them improve themselves. He will not usurp the authority of the caddy master but all caddies will be his friends and they will help him build a reputation among the members to the end that the pro becomes as necessary as the club itself.

The pro has another angle which is of much concern. The golf course is just as much an institution as the clubhouse and if the pro is to become popular, if he is to become a fixture, if he is to remain indispensable, he will make himself a devoted friend of the house manager and the greenkeeper. The pro will not cut out divots without having them replaced immediately and he will not try to lord it over the greenkeeper. He will assist the greenkeeper where possible and by no means will he ever complain of the greenkeeper's work to anyone else any more than will he find fault with the food or the services in the operation of the grill.

It is the pro's duty as the pro to build up a state of harmony throughout the entire club.



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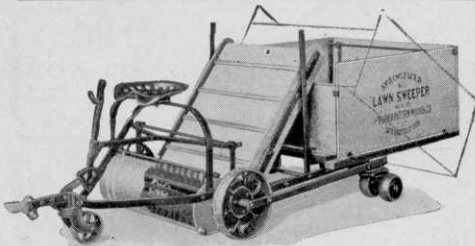
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Protecting Caddies Important Phase of Ball Marking

MORE general acquaintance with the rules of golf and the enforcement of these rules is putting the spotlight on properly identified balls from a technical angle, but the advocates of 100% identification of ownership of golf balls also are making a strong play as an ethical point. They point out that an unmarked golf ball subjects the caddie to considerable temptation. The ready salability of a used golf ball is not seriously slackened by the rules that forbid members of any club from buying balls from the caddies because there are too many casual and unattached players who are encouraging ball bootlegging by the caddies to give much hope of eradication of the evil by any method other than that of plain and proper proof of ownership on the ball.

This ball marking, when carried out by all of a club's membership, removes temptation from the caddies. Though a committeeman and player may argue to his heart's content that such a simple method will not get at the basic detail of the stolen ball problem, dishonesty, it still remains obvious that the marked ball makes theft and re-sale open to so much suspicion that the boys are not going to take a chance readily. Like the gentleman said when asked to have a drink, "I can resist everything except temptation," the caddie is not to be eternally damned for yielding to a temptation that is placed before him frequently and is so easily and profitably yielded to when the ball in his possession is unmarked.

Looking at the matter solely from the caddie welfare standpoint the club and its players are taking the right course when they insist on marked balls, best qualified students of this situation state.

Forms for the March issue of
GOLFDOM, close Feb. 25th.

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