

instances men were cutting grass with the old-fashioned scythe. In some towns the golf courses and the city parks are mowed every ten days or two weeks because it takes that amount of time to completely cover the property with the equipment they were using. In as many places I found the clubhouse employes carrying water for kitchen use from a well located from fifty to one hundred feet from the kitchen. In another case I found the drinking water delivered by tank wagons to the house. In hundreds of cases there was no watering system on the property so they must depend upon rainfall. I remember one place in particular when last summer at the height of the golf season the so-called pro had a stock of goods consisting of eighteen golf balls and two drivers, all of which evidently had been purchased some five or six years ago. I met up with perhaps five hundred or more clubs who did not have a pro and the greenkeeper was doing the best he could to learn the fundamentals of the game from magazine articles that he might some day control that position.

### **We're Trying Our Darndest.**

Is there not some way that your magazine, which as I stated, has the intense interest of these men, can help give them the true and unbiased information they so strongly desire?

Would it not be good business on your part that you offer to these inexperienced, all the information you can gather on their problems and in turn solicit their co-operation by asking that these men limit their purchases to the advertisers in your magazine since the advertisers as I understand are really making it possible for you to give to these men the information required for them to produce the results desired by the golfing public.

### **"Permanent Improvement Committee" Idea Grows**

**P**ERMANENT Improvement Committee," now working successfully for quite a few clubs, promises to add many more converts to the idea this year. The Minneapolis Golf club is to consider the establishment of such a committee at its next general meeting.

A bulletin announcing the meeting says:

"The meeting will also be asked to consider a provision for a committee to be known as the Permanent Improvement Committee. This would be a hold-over committee which would endeavor to maintain a more or less definite and consistent policy of improvements and give the incoming chairmen the benefit of the experience and mistakes of the previous administration. This idea is partly the result of the recent policy of the members of the board in declining to run for re-election causing a much more rapid turn-over in the personnel of the board than ever before."

### **Chicago District Probing Course Costs**

**C**HICAGO District Golf Association's Green Section of which Guy M. Peters of Olympia Fields is chairman, is circulating among Chicago District clubs a cost distribution sheet as the start of its study of Chicago District green costs.

The sheet, which has vertical columnar rulings for each month of the year, provides for expenses as show in the accompanying reproduction.

Mr. Peters, in circulating the sheets with the request that as many clubs as find it practicable keep their books on the basis outlined by the sheet, further says:

"The purpose is to secure for comparison purposes a standardized system of cost accounting among the clubs of the Chicago District. Heretofore there has been no uniformity of cost accounting and it has been impossible to obtain data for comparison purposes.

"This sheet is based on a cost accounting system worked out by several clubs in this District who have kept detailed cost of their operation. We believe it is not so detailed but what any greenkeeper with a little thought and practically no additional expense can keep his costs substantially as outlined on this sheet.

"From time to time a questionnaire will be sent out by our association and the data furnished will be correlated and analyzed and the results furnished to all clubs co-operating in the proposed cost accounting system. It is believed that the information thus obtained will be very helpful to the member clubs in organizing their work on the most economical basis."



Billy Gordon

# "Help Yourself"

*Is Successful Pro's  
Tip to the Climbers*

By W. C. GORDON, Professional, Rockford (Ill.) Country Club

**D**UE credit, I suspect, has not been given the ambitious pros who during the last five to ten years have become thinking, aggressive business men and whose actions, subconsciously, abound in business building details.

Few realize the effect that these pros have had on the younger generation in the profession whose number has so decidedly increased with the comparatively recent marked growth of golf. Probably these older pros themselves don't realize their importance as examples and our work for the good of the cause might be advanced did the veterans fully appreciate their power and responsibility for good.

Lots of the youngsters anxious to succeed copy the traits of the pros under whom they worked. The noteworthy ones of these boys are the fellows who have good jobs and flocks of friends because they settled down and made good on the jobs they had. The days when a pro was one year at this job and the next year at another one are past. Good permanent positions are desired by lots of fellows but are attained only by the fellow who first made good at some minor job.

## Analyze Your Job

A pro to make good must first analyze his own club. Ask yourself, "What do my members want of me?" Where is my source of revenue? Is it mainly from my playing—my teaching—my shop—or in a pretty even balance? Should I spend my spare moments practicing my own game or out watching some fellow who is practicing and doesn't know what he is doing?" These, and a number of other pertinent questions will occur to the pro who will subject himself to some valuable self-analysis.

The fellows who don't take lessons may be used as ads for building up more business. Give these members a few free tips in an encouraging tone of voice. Once set right they will tell all their friends about it. Lots of these fellows who pay

for lessons think the pro is fully paid by cash and don't always advertise as the pro would like even when the lessons plainly do a lot of good.

## Easy, Brother

The average player doesn't like to be told his swing is all wrong. He probably has played a number of years and thinks he has a good game, but not much luck. An old pro once told me not to be aggressive in instruction unless a pupil tries to over-run the instructor; in that case step on the gas. The easier way, however, to get the pupil into your way of doing is to undermine his incorrect swing. As an illustration, take a person with an over-swing. Try and get him to keep from breaking his left wrist at the top of the swing—a sure cure for a slice. The pro who makes friends and money on his lessons are the tactful ones.

## Figure Out Your Members

The members of your club are the successful business men of your community. If they were not, they couldn't get into the club and couldn't afford it.

Every town is the same. You'll run into cheap skates every now and then. Probably some places have more good fellows than other clubs. Maybe you have, or think you have, more "crabs" in your club than some other pro has. Figure out how to handle them. That's one thing you're getting paid for. Stop and think; "Suppose I were in a position to get a better job that had been offered to me. Would Mr. So-and-so give me a real reference that would show my prospective employer that I am a fellow who puts all his brains and his effort into his job?" So work that no matter how "crabby" a member might be, he couldn't do anything else honestly but give you a favorable reference.

## Handling Visitors

Visitors go all over the country to play golf. They are bound to compare your club

with others by the way they are handled in the pro shop. You are helping your member to show very pleasant hospitality when any of his guests come into your shop and get treatment that is every bit as business-like, expert and cordial, as you'd give your members.

Does your shop man address the customers with "Mister," "Missis" or "Miss," or hang around in a disinterested fashion until the prospective customer arouses him into action? Walk into a high class store and see how you are handled. Build your store on the same basis.

### Excel Competition

You fellows have it all over the stores when it comes to a good selling set-up. Free and authoritative tips on distance, grip and swing—explaining the importance of the weight and length of clubs—upright and flat lies, etc. Show them you know your business and do it in a way that will assure them buying with complete satisfaction.

Be on the job as you should be and strive to have your members pass judgment on your establishments as the best run pro shop of its kind in the world. Give them the merchandise and the service they're entitled to, and they'll come back for more. It may be a little slow in getting its message across to your members, but they're bound to notice it and very much to your profit, in the long run.

### Pay-Play Course Pushed by Good Advertising

G. W. DARLING, manager of the Rolling Hills fee course at Marshalltown, Iowa, is making good use of local newspaper advertising.

The Rolling Hills advertisement shown here refers to the opening of the second nine holes of the course and improvements on the original nine in making the layout more attractive.

A strong feature is made of the lowered cost of "quantity" play, which includes special 25 "privilege" tickets good for any member of the family. Free guest tickets for people playing their first games of golf and rain checks good when less than 9 holes have been played, are other features of the interesting advertisement.

The copy winds up with the statement

that there were only five families that spend \$20 or more at Rolling Hills during 1927, in refuting the idea that golf is an expensive game.

# GOLF

Pay as You Play

## "The National Pastime"

Now Rolling Hill Golf Course is open to the general public where the entire family can play for a small daily fee—or, if you prefer, buy a privilege ticket, it's cheaper

Golf within the reach of all in Marshalltown this year. With the addition of nine holes, Rolling Hills doubles its capacity. This will allow the enjoyment on busy days of play and will make it possible for everyone to play golf.

The second nine has larger greens, with smoother approaches and is laid out on gently rolling ground which will make the play much easier for those who find it difficult to climb steep or long grades. The length of this nine is 2,240 yards, par 36.

The original nine has had much work done on it since last season. It has been brightened 240 yards and has been greatly improved. No. 1 green has been drained, the bunk on the back has been smoothed and the approach widened. No. 2 green has been leveled, the bunk has been lowered fourteen inches, the bunk has been sloped and smoothed, the approach has been raised and smoothed. New greens have been made for 2, 3 and 5. New tees have been built for 2, 4, 6 and 8.

The prices have been adjusted to make it cheaper for those who like to play a lot of golf. Quantity play costs less than last year.

With the new arrangement we have kept in mind at all times the majority play and have worked out a plan that will make it possible for all to play in comfort at all times at a very reasonable rate.

### Twilight Ticket Good For 25 Privileges \$6.25

To accommodate those who are employed during the day we have issued a twilight ticket which entitles the holder or any member of his family to 25 privileges good after 4 p. m. on week days, for \$6.25.

Our regular ticket of 25 privileges good for all day including five Sundays or holidays is \$11.00. Should the Sundays or holidays be used before the balance of the ticket the holder may use it on Sundays or holidays by having a daily privilege punched and paying an additional 25 cents.

We also have a ticket for 25 privileges good for all day week days only, for \$10.00.

With this plan the purchase of two tickets entitles the holder to 25 all-day privileges and 25 evening privileges or 50 privileges for \$16.25 including Sundays and holidays for \$17.25. While last year 50 plays cost \$20.00.

Rain checks will be furnished those who have not been permitted to play nine holes on account of rain.

### Guest Tickets Free

Guest tickets will be furnished players desiring them to bring free a guest who has never played golf. These tickets will be good on week days only.

Non-resident ticket which entitles the holder or any member of his family to sixteen all-day privileges, including four holidays or Sundays, \$6.00. Should the holidays or Sundays be used before the balance of the ticket the holder may use it on holidays or Sundays by having a daily privilege punched and paying an additional 25 cents.

**Daily Play** (week days good for all day) . . 50c  
**Holidays and Sundays** (good for all day) . . 75c

Our records show that there were only five families that spent \$20.00 or more for golf at Rolling Hills during the year of 1927. This shows that golf is not an expensive game. At this rate the cost per family for a year is less than 5 cents a day. If you will figure the cost of operating your automobile you will find that one Sunday's trip will cost about as much as one year's golf.

GOLF CLUBS and BALLS FOR SALE—CLUBS FOR RENT AT ALL TIMES.

## Rolling Hills Golf Course

G. W. DARLING, Manager

This ad started season's stampede toward Iowa fee course

# "Keeping At It" Gives School Thrifty Golf

By BILL JEFFERSON

Professional, University Golf Club, Seattle, Wash.

THERE are two reasons why the University Golf club, a nine-hole course on the University of Washington campus at Seattle, Washington, has suddenly gained a place in the public eye as one of the most economically run semi-private courses in the country.

That is, there are exactly two reasons for the club's phenomenal success as I see it, and as the club's professional for the past seven years I feel that I have a fairly accurate perspective.

First, the University Golf club members do not believe it to the best interests of the club to change officers every twelve months. In the seven years that I have been here, the club has had but two presidents, the second one having been re-elected each year for the past six years. And in all that time we have had one and the same chairman of the greens committee.

In other words, members of the University Golf club have figured, and wisely so, that if big business does not change its officers and board of trustees every twelve months why should a golf club that is trying just as hard to make money.

And second, the University Golf club, when it hired me, stipulated that I was to be a non-playing professional; that I was to look after the course and the members, but that I was to forget about my own golf score.

It didn't sound so good at first. But now that I look back on the past seven years and view the results, I am satisfied with the wisdom of that decision. In seven years since I have been here I have not once played around the course. But I have walked around it a thousand times supervising the construction work and maintenance and seeing to it that the money of the club members is being spent wisely and frugally.

## A Crowded Schedule

When any member comes to our club and asks to see the professional he is not told that the pro is out having a little game. He is on the job twenty-four hours of the

day. And that is almost literally true, because right now a good share of my nights are taken up with laying plans for the following day.

When I first assumed the duties of professional here I was engaged by the University to devote a part of my time to the instruction of girl students who are given credit in the university for their progress in golf. In the beginning there were but three classes of twenty girls each. Today I have seven classes—a total of 140 co-eds whom I meet and instruct for fifty minutes twice each week. Seven classes twice a week with fifty minutes to each class keeps me busy twelve hours a week.

Just recently University authorities announced that beginning next summer boys' classes will be given me for instruction.

In my teaching I lay the greatest emphasis on the action of the shoulders. There has been altogether too much talk about keeping the head down and the eye on the ball. Keeping the head down is all well enough, but if it is emphasized that the shoulders must be kept down then the head can't do otherwise.

I am a strong believer in stressing the underneath action with both shoulders—that is, keeping the shoulders underneath the chin on the backswing and on the follow through. If a student's shoulders are working right underneath, his head is going to stay still. And if his right shoulder stays down underneath his chin on the follow through he can't come up on his toes. If I can keep my students balanced until they hit the ball, then let the club-head pull the body to the left so that the right shoulder will windup over the top of the left foot, then all is well.

As regards iron play, I am a great believer in shoving the head of the club toward the flag on the follow through.

## Club Is Unique

When the University of Washington was established on its present site on the shore of Lake Washington, a number of acres of the large campus were set aside for the express purpose of developing a golf course

for students and faculty. Dean Milnor Roberts of the University laid out the course, but it was a very much run down course when the world war came along as the University had not sufficient funds to maintain it.

When the United States entered the war the course was taken over by the government for the establishment of a naval training station. And after the war was over it was returned to the University golfers who with difficulty were able to recognize the scarred face of the borrowed child.

Realizing that money was needed to lay out the course anew—more money than the University was able to give—officials of the institution decided to invite the downtown business men of Seattle to go in "halvers" with them on the proposition. And this resulted in the unique position now held by the University Golf club among other golfing organizations of the country.

In eight years there has taken place a metamorphosis that even the most optimistic golfer in the University at the time of the war would not have dared to predict.

### Financial Set-Up

Now there are 220 downtown business men enrolled in the membership of the club, the maximum number set by the by-laws, and there are sixty-five on the waiting list. The initiation fee is but \$50 and the dues \$3.00 a month—the cheapest golf to be obtained at any semi-private club in the entire Northwest.

On top of this there are students and faculty members, the students of the University limited to 90, the faculty unlimited. On the board of trustees are five faculty members and four of the downtown business men, the faculty always having the deciding vote.

Faculty members are given their golf for the nominal sum of \$10 a year and the students approximately \$20 a year.

The students are divided into three classes. Thirty play three days a week for \$3.00 a school quarter which is equal to about 10 weeks. Another 30 play on the alternate three days in the week for a similar time and amount. The remaining 30 are allowed to play five and one-half days a week (Saturday afternoon and Sunday excepted) for \$5.00 a quarter. In this way the students are getting their golf at the rate of ten cents a day.

Besides this fall and spring champion-

ships are conducted by the students from which a ten-man varsity golf team is selected and these ten are allowed to play throughout the year with no expense.

Of course it can be seen readily that in a university of over 7,000 students many times 90 would like to take advantage of this unusual opportunity to get their golf at such a nominal cost. But with a nine-hole course a limit must be set somewhere and so the first 90 to sign up after school opens are the ones accepted.

But the Associated Students of the University through their graduate manager, Darwin Meisnest, are going to provide in the near future for those other 6,910 students—that is, the ones from that number who wish to satisfy their golfing desires.

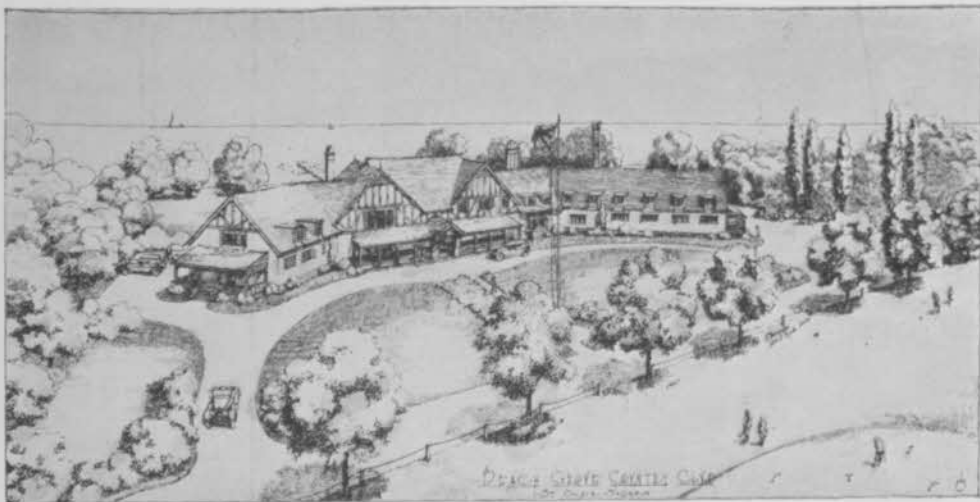
On the campus adjacent to the University Golf club and bordering on Lake Washington are a number of acres of swampy land which Mr. Meisnest has decided if drained would make a splendid course. By purchasing 20 additional acres the University now has room for twenty-seven more holes on the campus. Work of clearing has already commenced and by 1930 this institution will have a thirty-six hole course on its campus.

The University Golf club has a greens fee at present of fifty cents in the mornings, \$1 in the afternoons and \$2 on Saturdays and Sundays. Last year \$30,000 was spent on improvements to the clubhouse, construction and maintenance of the course. The normal outlay, however, is only about \$12,000 a year, while \$19,000 annually comes into the treasury. Of this amount \$11,000 is averaged from green fees, \$7,200 from the dues of downtown members and about \$810 from students.

McWane Cast Iron Pipe Co., Birmingham, Ala., has issued a new catalog on its precast joint cast iron pipe and fittings which will be sent on request to those concerned with golf course water supply.

### An Expert's Idea on a Moot Topic

“**P**ROPRIETARY remedies with the directions on the container are handy on a golf course or any other busy place, whereas buying the ingredients and mixing them yourself to save a little money does not pay in the long run.”



Architect's drawing of the new Beach Grove clubhouse

## Beach Grove Builds for Twelve Month Use

By GEORGE J. BLACKMORE

(Manager and Executive Secretary, Beach Grove Country Club)

THE new clubhouse being erected by the Beach Grove Country Club at St. Clair Beach, (Ont.) to replace the one destroyed by fire, has a number of year around clubhouse features worthy of study, as the accompanying illustrations show.

Every effort is being put forward to have a clubhouse which will fit in to the beautiful surroundings on which the previous building was located. These efforts have been most successfully carried out and the new clubhouse has been erected with very little damage to the previous landscaping, which was greatly admired by all who visited this beautiful spot. The Elizabethan style of architecture was chosen as being most suitable, and this scheme is being carried out throughout the entire interior of the club. The general contract will cost in the neighborhood of \$125,000.00 and the interior furnishings and fixtures will cost approximately another \$50,000.00.

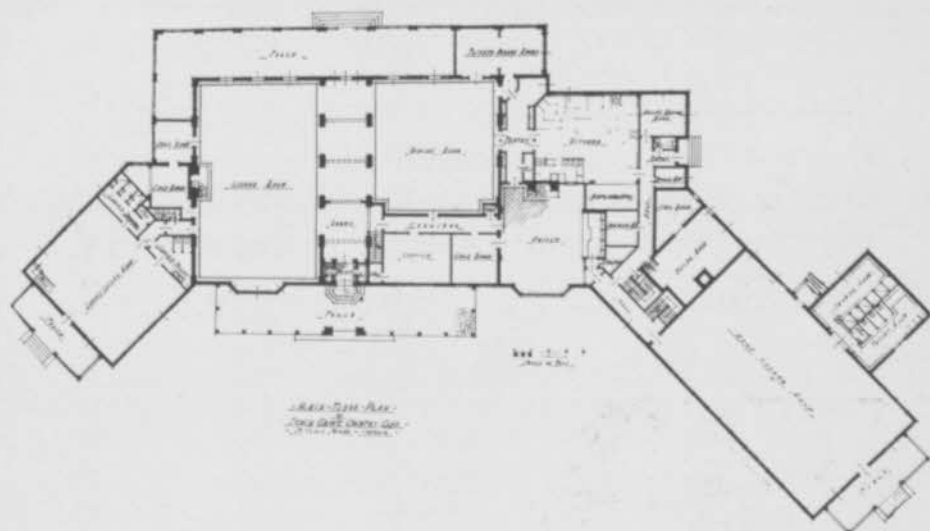
Pennington and Boyde of Windsor are the architects. Both of these gentlemen, being members of the club, are fully conversant with the requirements. Considerable credit is due to the contractors for the manner in which they are performing their work. They have so far success-

fully avoided creating an unsightly collection of debris and odds and ends which so often accompany building construction. The result being that the grounds in close proximity of the club are being utilized without interference. The writer would like to lay stress on this phase of the erection as I am sure that many club executives who have gone through this experience have found that it has been necessary to undertake complete revision of their landscaping after such an undertaking, thereby incurring greatly increased expenditure along these lines.

The construction of the new clubhouse was commenced August 1st and at the time of writing the walls of the building are all above the first story and the roof and shingling are nearing completion on both ends of the building, the object being to first of all complete the locker rooms so that they may be utilized while the center section of the building is being finished.

The membership of the club is limited to four hundred members and ample provision is being made for their accommodation. A large members' locker room and grill room have been provided. For dining purposes the general dining room,





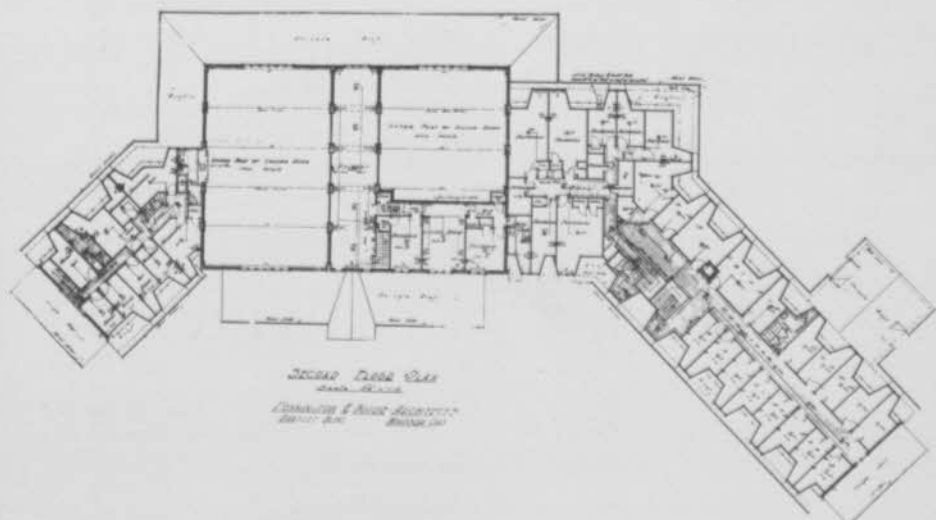
The complete separation of the men's and women's locker-rooms and the compactness of the diningroom-kitchen sector are features of the main floor

with two private dining rooms, in addition to which there is a long porch overlooking the water, which has always been a favorite dining place. It is located within twenty-five feet of the edge of Lake St. Clair, and provides a cool and delightful retreat after the day's enjoyment on the course. The lounge room of expansive proportions will undoubtedly be the scene of many happy gatherings, dances and bridge parties of large sizes. Three card rooms are provided for those who wish smaller private parties. These could also

be used as private dining rooms should the occasion demand.

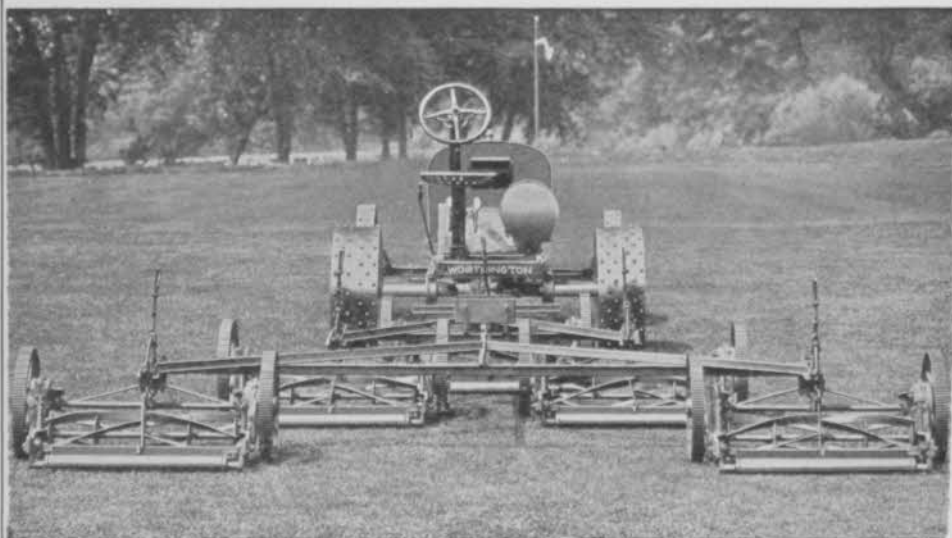
An innovation of the new clubhouse is the provision of bedrooms, a number of which are being set aside for such members who wish to take up permanent residence at the clubhouse, the balance being set aside for members who may wish to occupy these in a transient manner.

Refrigeration plant and kitchen equipment are being installed compatible with the anticipated requirements of the clubhouse as a complete unit.



The long wing style of clubhouse is better where an upstairs dormitory is planned

"All of the International Golf Championships in the United States and England as well as the Walker Cup matches in the year 1928, are to be held on Golf courses using Worthington fairway mowing equipment."



## WORTHINGTON LAWN TRACTOR and CONVERTIBLE QUINTUPLEX MOWER

*Cuts a swath nearly 12 feet wide*

and has become the standard type of mowing  
equipment throughout the golfing world.

## WORTHINGTON MOWER CO.

*Stroudsburg, Pennsylvania*

Chicago:  
517-21 So. Laflin Street

Montreal: 132 St. Peter Street

San Francisco:  
52 Beale Street

*Agencies in all Principal Cities*



## Keeping Check on Course Costs by Proved System

By T. H. RIGGS MILLER

MR. MILLER continues the explanation of his successful system which was begun in April GOLFDOM. The article has aroused wide comment. Some say it's too much bookkeeping, but they all agree it is one of the most practical cost keeping systems ever set up as a workable ideal for the metropolitan district clubs, and full of help for the smaller clubs.

The following is a notice I have posted in the barn. It is written in English and Italian and is self-explanatory.

## Notice

Every man employed by this Club is part of the organization and is covered by LIABILITY INSURANCE which is paid for by the Club. It is only by each one taking interest in his work and his willingness to help, that things will be done well.

*It is the duty of every employee to report immediately, any damage or breakage to machinery or equipment, or anything wrong with the Greens, Tees, Fairways or Rough. Make this report to the foreman, \_\_\_\_\_, or to the Superintendent, Mr. \_\_\_\_\_.*

The working week consists of fifty-one (51) hours, 9 hours on Monday, Tuesday, Wednesday, Thursday, and Friday.

starting at 7 a. m. until 12:00 noon, and from 12:30 p. m. until 4:30 p. m. On Saturday, the working day is 6 hours, which starts at 6 a. m. and finishes at 12:00 noon.

Pay is 54c an hour or a total of \$27.54 for 51 hours. Time lost away from work will be deducted at the same rate.

Overtime on weekdays will be paid at the rate of 54c an hour. The men who work on Sunday will begin at 6 a. m. and finish at 10 a. m. for which they will receive double time, \$4.32.

Signed \_\_\_\_\_  
Superintendent

There are two exceptions to the above rate: One, the foreman, whom I pay a straight salary; the other, the mechanic whom I pay extra. For instance, instead of altering the rate I pay him extra hours. That is to say he gets 56 hours pay for

[illegible]

Fig. 2—Order form is made out in triplicate.

# RICHMOND COUNTY COUNTRY CLUB

DONGAN HILLS, S. L. N. Y.

## SUMMARY

COPYRIGHT 1957 BY R. C. C. RICHMOND COUNTY COUNTRY CLUB

	FEEL	SAT	SUN	MON	TUES	WED	THURS	TOTAL HRS	WEEKLY AMOUNT	FEEL	SAT	SUN	MON	TUES	WED	THURS	TOTAL HRS	WEEKLY AMOUNT
POLE AND CUT CUT BANKS APPROACHES																		
WATER																		
FERTILIZING WORKING																		
SEEDING TOP DRESSING																		
SPRAYING BROWN PATCH																		
WEEDING REMOVING POLES																		
CUT TEES																		
WATER																		
SAND TOWELS MARKERS																		
RENOVATION																		
CUT FAIRWAYS																		
CUT BUNKER																		
WATER																		
FERTILIZING																		
RENOVATION																		
CUT BUNKERS																		
RAKE																		
RENOVATION																		
COMPOST 1																		
COMPOST 2																		
TRACTORS																		
WATER SYSTEM																		
EQUIPMENT																		
GREENS																		
TEES																		
BUNKERS																		
CLUB GROUND																		
TENNIS COURTS																		
PARKING SPACE																		
PATH ROADS																		
HAULING																		
PROFESSIONAL																		
GREENKEEPER																		
FOREMAN																		
CADDIE MASTER																		
TOTAL																		
GREENS																		
TEES																		
FAIRWAYS																		
BUNKERS																		
COMPOST																		
REPAIRS																		
CONSTRUCTION																		
MISCELLANEOUS																		
SALARIES																		
TOTAL FOR MONTH																		
									NUMBER OF MEN AND TIME CORRECT									TOTAL PURCHASES THIS MONTH
									GREENKEEPER									TOTAL FOR REPAIRS, HORSE SH
									RATES AND EXTENDING CORRECT									TOTAL FREIGHT AND EXPRESS S
									BOOKKEEPER									TOTAL WHITTEN OFF FROM B
									APPROVED									TOTAL
									CHAIRMAN GREENS COMMITTEE									

Fig. 5. Monthly summary made out by bookkeeper from