



The Juniata Valley C. C. swimming pool is built on a plateau sloping away from the clubhouse, so excavation and fill costs were cut down

with two toilets, three urinals and several lavatories. The men are now ready to pass up to the swimming pool. Each room that we have inspected so far is on either side of the entrance and is a room about 15 feet wide and 85 feet long.

Now, before we pass up to the concourse floor, let us inspect some more of the features which this pool has under the concourse floor at the rear. Lackawanna Park is very apt to have competing teams for football or track meets or what not. These competing teams must have sanitary, resting, changing and bathing or washing facilities. These accommodations have been very nicely provided.

First, to the rear of the men's toilet room we find a rest room for the men public, having two toilets, three stall urinals and two lavatories. And similarly on the women's side we have a rest room for the women public, comprising three toilets and two lavatories. Each one of these rooms is practically 12x15 feet. By passing on now more to the rear we enter the so-called team rooms. First, in order to keep all of the sanitary facilities together, we enter into a room given over to showers and sanitary facilities for each team. There are two of these rooms, one each at the rear of each public rest room on either side. Each room has four showers, two stall urinals, two lavatories and a drinking fountain and is practically 15x20 feet. Immediately adjacent to these rooms on the rear corners of the project are the two large team rooms, which will be supplied with such tables, chairs and massaging equipment as necessary, each room being

practically 30x20 feet. Between the two team rooms at the absolute rear of the structure is an equipment room for such pumping equipment, storage of park supplies, electrical control, etc., which may be needed, this room being 20x25 feet.

We have now inspected a large area, comprising the entrance room, first-aid room, office, women's locker room, men's locker room, shower room, four toilet rooms, two combination toilet and shower rooms, two large team rooms and an equipment room. These form a room having an area of 6,518 square feet net, or an equivalent to a building 30x235 feet. Outside of a few seats and dressing rooms you have not seen one stick of wood in the entire structure. In fact, the entire pool and bath house has no wood, except doors and frames. Notice that it has all been nicely painted with a delicate shade of cream paint on the ceiling and upper sides, and a dark brown paint five feet up from the floor on the lower part of the wall with a neat little black band separating the two colors. Keep all that on your mind while we pass inspection on the pool proper.

Let us now pass up onto the concourse floor. We enter the spectators' section, having dimensions approximately 12x90 feet. There is another area just like it on the other side. The entire project lies before us. As mentioned above, the pool is 45x105 feet rectangular, or 15 yards wide and 35 yards long. The pool has an area of 4,719.6 square feet and a volume equivalent to 201,000 gallons of water. It varies in depth from 3 to 9 feet with over 65 per

cent of the pool wadable, that is, from 3 to 5 feet deep. On either side toward the rear are the stairways coming up from the bathroom area, one for the men and one for the women. Note the 4-foot high railing surrounding the entire concourse floor, composed of 2½-inch galvanized pipe top and bottom rails with heavy wire mesh in between. There is a 2-inch ball-joint, two-line, galvanized pipe railing in or on a 6x6-inch concrete curb separating the bathers and spectators. Take a look at the seven-board high dive, varying in height from 2 to 10 feet and also the regulation meter high springboard.

Children's Pool

Now, take a walk toward the rear of the pool and look at the wading pool. It has an enclosed area all its own of over 1,000 square feet. The children's pool in itself is 10x30 feet, depth of 6 to 18 inches, with ample area on each end for sand boxes and other play equipment if desired. The railing all the way around the children's pool is the same as the main pool railing, so that they cannot get away or have egress and ingress to main pool.

The pool is lighted with four 2,000-watt flood lights which make the pool as light as day when night comes on. This entire concourse floor has an area of 7,280 square feet. There is a continuous floor drain in the locker room so that it can be flushed out at any time and kept immaculately clean. There are drainage systems under the floors and a complete sewer system to take care of all of the sanitary facilities. You have probably noted that it is all reinforced concrete construction with brick and concrete outside curtain walls. Not a bit of wood in the pool or bathhouse anywhere. Proper drains are provided to drain the spectators' area on the concourse floor. A small concrete curb separates the spectators from the bathers. This keeps the dirt and water from this area from getting into the bathers' area or floor.

Thirty-six 100-watt lights and twenty-eight 60-watt lights are in the bathroom and special rooms, all with appropriate glass or enameled fixtures. Proper expansion joints all over so that expansion and contraction does not cause unsightly and devastating cracks. Drinking fountains are at the rear of the pool, and two at the front to serve for both the bathers and spectators. A scum gutter surrounds the entire pool.

The pool has been marked off into lanes for swimming. A 700-foot 8-inch well was

drilled to supply the water for this pool. It is artesian and reaches the surface at about 75° F.; just right for a wonderful cool plunge and swim. There are guard rope and floats to keep folks from swimming from the shallow end into the deep water. Proper ladders, water depth signs and dozens of special signs around the entire project give instructions to bathers and spectators in regard to their direction and conduct.

In short, it can be said that no expense has been spared to make this entire project absolutely and positively permanent in every way and manner.

Cost Is Moderate

Now, you probably have an idea that this project cost about \$50,000.00. If you built a sunken pool and bath house of equal size and permanence it would easily cost that amount, but here are the actual figures on this project:

1 General Contract (except 7-19 below)	\$15,207.00
7 Plumbing	4,070.00
8 Lighting	1,012.00
9 Highdive, Springboard, Floats, etc.	299.00
10 Railing, outside edge of concourse and around children's wading pool	1,095.00
12 Light Standards	249.00
13 Floor Drain Tops	377.00
14 Turnstiles	110.00
15 Lockers, 440—12"x15"x42".	1,496.78
16 Steel Sash, glass, etc.....	360.00
17 Pipe railings, ladders, etc..	742.00
18 Changing and toilet room partitions, counter, shelving and benches	739.00
19 Painting, wood and concrete, signs	990.00
Extras (By Building Inspector, ½%)	136.40

Total Const. and Equip.

cost \$26,883.18

SCOTT HAS BULLETIN ON TURF DISEASES

Marysville, O.—O. M. Scott & Sons Co. has issued a helpful special bulletin summarizing recent findings as to causes and control of turf diseases. The bulletin treats of scald, brown patch and snow mold. It is one of the most concise and practical pamphlets a greenkeeper could desire and Scotts are to be congratulated on their policy in presenting it.

A copy of the bulletin will be sent free upon request.

ONE MAN'S ENERGY *and* EFFORT PUT

Small Town Fee-Course

ON PROFIT PRODUCING BASIS

L YING about eighty miles north of Detroit, as the crow flies, in the "thumb" of the lower Michigan peninsula, is the little town of Caro with a population of around 3,000. From the standpoint of the readers of GOLFDOM, Caro is of interest because it has as successful and popular a nine-hole daily fee course as can be found in the state. The course was conceived, planned and built last season by one man, F. L. Clark, who as a real estate broker picked up at a bargain the land on which the course was laid out. In a letter recently received by GOLFDOM, Mr. Clark recounts his experiences while putting the new course "over the top."

"My only reason," says Clark, "for buying the 93 acres in the first place was the attractive price at which it was being offered. Adjacent to the city limits and on the main trunk line M-81, it also borders on Cass River, a stream about 50 yards wide and six feet deep, very desirable for boating and fishing. The only available timber and location for a city park and playgrounds are on this tract of land."

After the sale was consummated I thought of platting and selling off that portion of the property fronting on the river and along a most beautiful timbered ravine. This has a boiling spring with the finest drinking water one could care for and with sufficient water to supply two hundred homes. Our town is small and after giving the project careful consideration I decided to give it up for the present and instead build a golf course laid out so that I can sell homesites later and not interfere with the course. It is possible our city may want the layout for a closed club.

The soil on this property was considered very poor, being blow sand and quack grass. This land lies about 80 feet above the river and is quite level except for several ravines extending across it which add to the course's attractiveness.

All the old farm buildings on the place were wrecked with the exception of the



Remodeling an existing building gave the Caro course an adequate and inviting clubhouse at low cost

house, such a good frame structure that we decided to remodel it and use it for a clubhouse.

Financing was the hard thing to put over in a small town like Caro. I went to a friend banker of mine and laid my cards before him. He offered to make me the loan I asked for, but on such rigid terms I could not consent; then I went to a nearby town, Cass City, and got the amount asked for on my own terms.

I tried to get a golf architect. Most of them were busy that time of the year and those who were not engaged wanted as high as \$3,000. I could not afford this, as I only had a limited amount of funds; so I had to do the job myself.

We did not expend any great amount on the old farm house that we use for a clubhouse, except to remove a partition that gave us a large lobby. This is furnished with wicker furniture. We installed a hot water heating system, lockers and showers for men and a ladies' shower and rest room. A large porch overlooking the ninth green was added.

The "Wigwam," a rustic structure located opposite the first tee and ninth green about 25 yards from the clubhouse, is an eating place for the public open day and night. Light lunches, toasted sandwiches and soda fountain service are given there. We are just adding a private dining room and enlarging our kitchen, where full course dinners will be served. This is run under the management of the



The ninth green of the Caro course shows how the layout provides for good conditioning at low maintenance expense

club. Eighty per cent of the business is from the golfers, but the convenient location from the city makes it fairly good business in the evening, for they can dine and dance. The place has an automatic phonograph that plays twelve records.

The interior of the "Wigwam" is of rustic design, the walls are solid white birch bark, the back bar is of birch poles, chairs are birch bar finish with a hand-painted landscape picture of different design on the back of each chair. The tables are made of birch poles with a birch bark top covered with plate glass.

Our fences, sand boxes and all settees are rustic, also the pros' house. We have two large rustic bridges, one in particular which spans a ravine 90 feet wide and 25 feet above water. This bridge is located at the edge of the river.

The greens are of Washington bent and are practically perfect. The fairways as stated are of sandy soil but we have a wonderful catch of fescue and blue grass on them. We did considerable top-dressing with barn-yard fertilizer and clay and it is my opinion that sandy soil is superior to any other for fairways.

This is a semi-public course. The club was formed and run in this way.

On June 1, 1927, I circulated an agreement in our city with the understanding that if 40 signers were secured at \$75.00 annual dues each, I would agree to construct a nine hole course on the present site and open not later than May 30, 1928. I committed myself in this agreement to refund the money collected if I failed to open on that date for any reason of mine. This I fulfilled and in addition to giving these members nine holes of golf I gave them locker, shower, and clubhouse privileges. The result was I sold about 125 resident and non-resident memberships before the season was over.

We were open in exactly four and a half months, green fees practically paid for the upkeep of the course during the season. That left the membership dues for interest on the investment, taxes, construction, etc.

I didn't have a greenkeeper and was disappointed on our professional but secured a pro later in the season. I took complete charge of the greens myself and want to say with the aid of the green section and GOLFDOM articles I got along exceptionally fine. From this experience I do not believe three men are necessary for all nine hole courses, as two handle this course, including watering.

Our membership dues range as follows.

(1) resident, \$75.00, which includes a man, his wife and children from 15 to 21 years; a locker, shower, and full privileges of the clubhouse for entertainment are included. (2) individual membership for single men at \$45.00; this does not include locker or showers. (3) non-resident members are on a zoned system according to distance and range from \$25.00 to \$45.00. We make no distinction between a single or married man in the case of their membership. Green fees are \$1.50 Sundays and holidays and \$1.00 week days. We have student rates of 20 plays for \$17.50, good any day.

I might state we can show net earnings of about 15 per cent on the investment.

Greenkeepers Hold Local Exhibitions

SEPTEMBER 9 the Midwest Greenkeepers' association held its annual outdoor equipment demonstration at Sunset Valley, Highland Park (Ill.). The event was well attended by equipment men and about 40 greenkeepers. Various standard items of golf course equipment and supplies were demonstrated.

On the same date the New England Service Bureau and Greenkeepers' club of New England staged their annual outdoor exhibition. A two-hour discussion on golf course maintenance problems featured the luncheon intermission in the demonstration program. September 8 the New Englanders representing some 20 clubs met at the Charles River C. C. experimental plots. Dr. John Monteith, Jr. of the Green Section and F. H. Wilson, Jr., greenkeeper for the club, explained the work and pointed out the results at the station.

"General Manager" Is NOT Miracle Man for Average Conditions

Says J. C. BURNS
Manager, Evansville (Ind.) Country Club

THERE has been much discussion, pro and con, relative to the general manager plan of golf club operation. Some advocate a general manager over all departments and I want to say in my opinion it is unwise in many respects, as a universal operating policy.

In most cases the house manager is changed quite often because it is a hard job—you may please nearly all the members and the one that you don't please is made chairman of house committee and he puts the skids under you promptly. The pro has the better job on this account. Providing he can teach well, can play a good game of golf—and has brains enough not to meddle in the house affairs—he will stay on the job several years. Every once in a while one gets the idea he can run the whole shebang and the consequences are that the club is operated wrong in all departments. A pro knows clubs, balls, stance and sometimes golf course maintenance, but when he tries to divide his time between greens and house both are neglected, and same applies to house manager. Some of us may be hasty enough to think because we find some idle time to stroll around the golf course that we can make a bid for a general manager berth. When we do we but show our ignorance.

Depends on Able Aids

If one checks up carefully on the general managers one will find that they cannot take any one department and manage it right, without help. The general manager has an assistant who operates the house and three out of four times this man knows more about food and club member comfort than the general manager. The unqualified general manager is put over the greenkeeper and the pro and both greenkeeper and pro have forgotten more than he knows about golf course maintenance.

Look at ——. Since their original manager left and they adopted the general manager plan they have had three house managers. Why? Simply because the pro

now is general manager and although I consider him a splendid professional, he is lost when he tries to tell the house manager who has devoted his whole life to clubhouse management, how to operate the house, when he should be out on No. 1 tee and seeing that a new member gets a game instead of sitting like a bump on a log watching the other members drive off.

My idea of operating a club right is to put the general manager on the bench. Hire a man to manage the house, one who knows food, a man who knows how to make people comfortable, and preferably one that does not play much golf, nor have

Evansville Country Club MENU A LA CARTE			
BOORS D'OUVERES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
RELISHES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
SOUPS			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
EGGS			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
FISH			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
STEAKS AND CHOPS			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
POULTRY			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
COLD BUFFET AND SALADS			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
VEGETABLES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
POTATOES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
SANDWICHES AND TOAST			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
FRUITS AND PASTRIES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
RARETIES AND CHEESE			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
SPECIAL			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
BEVERAGES			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
4-Course Regular			
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75
CHICKEN CUCURBIT 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75	ROASTED CHICKEN 75

This revision of the old menu gave Evans
a big increase in house business
at Evansville

an inclination to stand around the locker-room and discuss golf. His game should be good eats and service. Let him understand right off the reel that he is king of the house and will be held responsible—and whereas he should be friendly with the pro, he should not in any way stick his nose in the pro's business. Same applies to the pro.

Pro-Greenkeeper Tie-Up

Then let the club engage a pro who not only knows how to sell clubs, balls, teach golf and make money—but one who can take charge of the course, if the club's activities allow him time and he is competent. He is the logical man if things go wrong. He hears about it from the members and has to look up the greenkeeper and report or advance suggestions. Let the greenkeeper work with the pro and the pro in turn have but one boss—the chairman of the greens committee, and the house manager but one boss—the chairman of house committee. If a club is operated in this manner, each department head or manager will be accountable to only the chairman of the committee that controls his department and the committee chairman in turn be accountable to only the president of the club. The club will run successfully, the directors of the club will have honorary and helpfully advisory positions, instead of a lot of grief. Last but not least, let the president of the club place confidence in the ability of the committee chairmen he has chosen and not go over their heads and issue orders without consulting them. At one club I know a president was in office who had the entire organization in an uproar simply because he had a stool-pigeon in the office who would report every little trivial thing to him, and he, as president, would act without consulting any committee head or department manager. I have often seen this same president walking around, like Atlas with the world on his shoulders, snooping into closets, walking into the kitchen on tiptoes and ever alert for trouble. Believe me, he found plenty.

A golf club is designed and organized for pleasure. If the officials are right, and if the club departments are managed right by 3 men (1) the house manager, (2) the professional, and (3) the greenkeeper, the institution will deliver pleasure 100 per cent to all of its members. All departments will operate well under their budgets because they will be working in harmony.

Trapshooting in Vogue as Golf Club Event

TRAPSHOOTING is coming prominently into the country club picture as a pastime that keeps the members together when the golfing season is over. So many of the clubs in the central, northern and eastern states are situated in ideal locations for winter trapshooting that the sport, which took on with golf clubs but a few years ago, now has attained such popularity than in many territories there are trapshooting leagues having teams from various neighboring golf clubs.

The trapshooting league in the Chicago District has had two very successful winter seasons, putting on their shoots each Sunday morning. At the Comargo club in the Cincinnati district, one of the country's finest establishments, trapshooting is firmly fixed in the sports calendar. On the Pacific coast the golf clubs are adding trapshooting to their schedules and finding that it makes a hit with their members. The coast has contributed to the sport a compact magazine trap that holds 43 three-inch clay discs which can be fired faster than a disc per second. The trap throws the clay birds about 100 feet. The clay discs cost about a half a cent apiece or may be made in the mold which is furnished with the trap.

One factor responsible for the lively popularity being attained by trapshooting in the golf field undoubtedly is that the sport is akin to golf in its demand for precise co-ordination of mind and muscle. Many of the star pros and amateurs are adepts with the gun. The Haig is a crack shot, Bob Jones is a mean hand with the gun, "Red Bill" Jackson, the Comargo pro figures as a highly rated contestant in the big time shooting tournaments and scores of other pros in the country are dead shots as the decimated flocks of ducks who finally reach the southland can testify.

With the new outfit, which brings the cost of trapshooting facilities to the club down to a very low figure and the maintenance expenses and trouble practically nothing, it is expected that trapshooting this winter will attain considerable additional prominence on the golf club calendar.

RUTH LAKE C. C., Hinsdale, Ill. has on the top of its letterhead a line that should be given wide circulation: "The champion of this club is he who champions the club."

Pros to Be Honored as Partners in the Cause by U. S. G. A.?

By HERB GRAFFIS



A. D. Lasker, Chicago capitalist, and Alex Pirie talk over prospects of a tournament on Lasker's private course next year for first 30 qualifiers in the National Open

INTERESTING rumors begin to circulate concerning the prospects of the pros being glorified by the title of "Mister," or at least being granted deserved recognition to the extent that there will be none of the somewhat laughable mock distinction that is a throw-back to those jolly days when the serfs were casually but soundly larruped across the bunkers by feudal barons, and minstrels were inclined to sing of an English king. But this is the U. S. A. and 1929.

You can pay your money and have your guess on what has been responsible for golf's growth to acknowledged leadership as the American sport. One of the contributory factors, according to our belief, has been the U. S. G. A. It has not been immune to human frailties, but beyond all question has identified itself as the ranking governing body in popular American sports by its knowledge of conditions in golf and its earnest devotion to advancement of the game. However, in those two respects the P. G. A. splits 50-50 with the U. S. G. A.

Acting in advisory capacities P. G. A. officials often have been called into conference with various U. S. G. A. committees and officers. Doubtless the pros' intimacy with the playing of the game qualified their representatives to supply the U. S. G. A. valuable assistance. Unofficial recognition of the pros' services to the game have abounded, but wouldn't it be a gracious and logical act for the game's advancement to have a representative of the P. G. A. on the executive committee of the U. S. G. A.?

The pros have demonstrated their un-

ceasing and able faithfulness to the game. Their achievement as business men also entitles them to official recognition by the U. S. G. A. The big business men who are high in its councils willingly concede no small degree of business ability to men who have put a new business on a good solid basis in ten years as the pros have done.

Much use could be made of pro help in the smooth management of such events as the National Open and in various other important activities of the U. S. G. A. In the manner in which golf is governed and conducted in this country it seems to be entirely reasonable and right that there be a close and mutually helpful official liaison between the U. S. G. A. and the P. G. A.

Some of the professionals' best friends are high and active officials of the U. S. G. A. so it may be that the rumor of intended pro recognition is not as groundless as a lot of the other stories that crop up in golf.

Pros Plan Atlanta Action

Sectional bodies of the P. G. A. are electing their two delegates each to the annual meeting of the organization which will be held in Atlanta during the first week in November. There are 24 of the sections of the P. G. A. of America whose representatives will be confronted at their annual conclave with the necessity of decision on many vitally important matters.

As in the activities of all organizations it is difficult to get the issues and plans sharply defined, but the pros are going

at the task with intense earnestness. The matter of collective buying, nationally or by sections, continues to be in the pro headlines. Just how this is to be handled is still, apparently, a dilemma to the pro chiefs although several plans that are interesting and sound in many details have been proposed.

The Atlanta meeting probably will be unusually productive in definite action for the golf club, and manufacturers will be holding sessions of their own while the pros are in conclave. The opportunity for both factors going into a huddle and coming out with the signal for the right play never has been afforded before. It is the main plank in the pro platform that since they do the majority of the country's golf business they can't see why they can't get their buying arranged in some way that gives them an even break with the store buyers who may buy in larger quantities individually, but who are decidedly in the minority when the totals on golf goods sales are added up.

It is high time that each pro who has any problem that he believes is in line for action at the Atlanta meeting so advise the representatives of his section. GOLFDOM will be glad to devote all editorial space necessary to putting forth pro ideas in order that they will get the benefit of the entire field's thought prior to the session at Atlanta.

Boys, if you have an idea for the good of the cause or something to get off your chest, now is the time to bring it before your fellow workers.

Ironing Out a Credit Matter

In the course of a year we do a lot of business with pros. A good part of the business is in the shape of classified advertising for fellows who are looking for jobs. A man out of a job might be considered a bum credit risk but GOLFDOM'S losses in this respect during the magazine's entire history have been less than the cost of a box of cigars. We cite that fact in nailing the lid on the coffin of the dead dope that the pro is a questionable credit risk.

We are actually sold on the idea that the average pro is immeasurably a better credit risk than any other class of small business operator that can be called to mind. For this we take some of the credit along with the P. G. A., as we have con-

stantly been pounding away on the importance of good credit to the pro.

The manufacturers have some plain duties in helping the pros make the credit situation as near 100 per cent perfect as humanly possible. The other night at a pro meeting a young pro, a good, bright, ambitious one, delivered himself of this statement:

"Why pick on pros about credit when we hear tales of manufacturers who help a pro who is into them get a good job so he can square up his account? The fellow who keeps his bills discounted doesn't get a fair deal, so what incentive has he to be A1 credit?"

We doubt that anything like this has happened for some few years past, but the evil that men do lives after them, etc., and it's strictly up to all manufacturers to make their positions in this respect perfectly clear to the pros.

* * *

Here's a stunt that it wouldn't hurt pros to adopt. The idea has good merchandise advertising value and in addition, for the pro, the more of his members he can get practicing, the more of them he will get for instruction. The idea shows how anxious stores are to get business that should be the pros'.

The premium idea, as set forth by *Sporting Goods Dealer*, is set forth thus.

"An inexpensive stunt which has pulled in sales for Volk's, Inc., a sporting goods firm of Miami, Fla., is the distribution of 300 golf ball bags. These were attractive canvas sacks, seamed at the sides and made nine by six inches in size. They were closed by a draw-string at the top. These bags were made by an awning company in Miami at a cost of 15 cents each.

"The bags were not given out at the store. Instead, they were distributed to every member of the Miami G. & C. C., thus reaching many prospects who might not come into the store.

"The little bags were stenciled by O. C. York, partner in Volk's, Inc., with a cartoon figure of a golfer making a bad drive and a caption, 'Improve your drive.' Then, in an unobtrusive way which in no wise destroyed the attractiveness of the bag, the name 'Volk's' was stenciled in.

"The bags are especially handy in practice as they hold two dozen golf balls and the golfer can bring them up to a tee and empty them there while he practices. The bags also were useful to hold the balls in a locker. They keep the balls together and save the annoyance of balls rolling off



Bobby Jones
called him **The First Doctor of Golf**

Wilson
GOLF EQUIPMENT

Wilson-Western Sporting Goods Co., Inc. 1000 Market Street, San Francisco, California



Barefoot Boys
added Years to the Lives of
3,000,000
American People

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New Year's Golf
APRIL 1901?

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GETTING RESULTS FOR THE PRO

Throughout the entire season, full-page Wilson-Western advertisements have been telling the people of America about the pro . . . what he has done for the game of golf . . . how he can help them . . . why they should give him a fair share of their business.

As a further aid, Wilson-Western introduced a specially designed line of clubs to be handled exclusively by pros. These clubs can be stamped so that they carry only the pro's name or insignia . . . making them distinctly his own, establishing his identity, adding to his reputation.

This campaign brought gratifying results . . . and will continue next season. A striking example of Wilson's policy in supporting the pro.

Wilson
GOLF EQUIPMENT

WILSON-WESTERN
SPORTING GOODS CO.

New York Chicago
San Francisco



GOLFDOM goes only to the golf club "buying powers."

and becoming lost.

"Because the bags were so useful they were constantly in evidence at the country club all during the golf season and Volk's noticed an increased business from country club members."

* * *

Joe Roseman, a past president of the Illinois P. G. A., handed out a good bit of advice to the boys at a recent meeting of that organization when he counseled the pros to exercise more care in the replacement of divots. Joe pointed out that clubs are not as cordial toward tournaments as they used to be, and advanced as a leading reason for this ice on the welcome mat the indifference of many pros and star amateurs to the preservation of good course condition.

The pro, Joe maintained, should set the example for all the rest of the players for he has more of an interest in the excellence of course condition. The admonition was received with lively applause by the pros, many of whom frankly acknowledged the impeachment.

* * *

Editor and Publisher, the business journal that goes to newspaper men, hands out the following idea to editors. It's something that gives pros a tip on how they can get some good publicity for their clubs and members. The hunch says:

"Golf is rapidly becoming our national pastime. Considering the interest taken in the game and the number who participate in it, I don't think that most sport pages give it enough attention. Why not arrange with the pro or manager at each course in your section to notify you once a week as to the best score made that week and the name of the player? It would make an interesting feature."—Don J. Wellenkamp.

Flop of "Trojan Horse" Worries Its Rider

DISCLAIMING that the ambition is to take the golf goods business away from the pro and have it go to the sporting goods dealer, *Sporting Goods Illustrated*, whose attack on the pro as "a dirty competitor" was commented on in last month's *GOLFDOM*, now comes to the tee with the statement that the *Illustrated's* story had the object of bringing outfitters and pros into closer harmony.

May be so, but if references to the pro as a "dirty competitor," who "is kept poor

by gambling" and who "must drink with every member," are friendly words and give evidence of a noble intent of a rosy future planned for the pros, then we are all wrong in our understanding of English.

The *Illustrated* headlines its comment on *GOLFDOM's* defense of the professionals "Pro Paper Objects to Co-Operative Plan." Then follows a second-deck head, "Brands Dealers Price-Cutters; Says Pros Are Best Credit Risk," to which it adds the display comment, "Other Humorous Claims."

Let *GOLFDOM* again make itself perfectly clear in this matter. We are suspicious of any attempt to work the old Trojan horse trick on the pros, and that's what the *Illustrated's* suggestion amounted to. Why shouldn't the dealers want the pros to go out of the golf goods market, as the pros have made and control this market right now and are getting stronger all the time? Why shouldn't anyone desire to lure a commanding competitor out of his rightful business and leave it to the man who didn't build it? We can't blame the dealers for wanting to do this, for it is elemental human nature. But just as long as we are speaking for the vast majority of the really representative professionals we are going to warn against this invitation to give up the shop profits and become content only with what a pro gets out of instruction. If that is co-operation, as the *Illustrated* plainly maintained it so considered such a surrender, then it looks like the thinking professionals can't be expected to co-operate.

Pro's Pride in Course Pays Greenkeeper

CO-OPERATION between the pro and the greenkeeper is very essential. The pro, with his usual superior knowledge of how the course plays, is usually able to give many suggestions of help to the greenkeeper, and wise is the greenkeeper who can take these suggestions and appreciate them. Too often does the greenkeeper act as if he thinks the pro is attempting to "boss." Too little does he realize that all good pros are proud of the courses with which they are connected, and desire to have them free from criticism. The best greenkeepers are true diplomats, and can listen with interest to all suggestions and advice and use what is helpful, with thanks for the giver.—New England Greenkeepers' Newsletter.