

problem, and no two organizations will find conditions alike. The following suggestions, however, based on a considerable study of the question, may indicate that the solution is not difficult.

### These House Attractions Needed

The clubhouse itself must, of course, be adequate. Most of them are—few clubhouses are taxed to more than 20 per cent capacity, even on week ends. Provision must be made for cards and dancing. A children's playground should be furnished. A swimming pool, forming the greatest attraction to young people from whom your future members must be recruited, is almost a necessity. Tennis, already furnished in many ranking golf clubs, should be included. If winter sports are to be indulged in, a toboggan slide and skating area are desirable.

As to costs, swimming pools with modern filtration systems can now be installed for from \$10,000 to \$25,000, according to size, complete with showers, under-water lighting, lockers, dryers, landscaping and complete equipment. You can spend as much more than the amount necessary just as you did on your clubhouse if you so desire.

A children's playground can be installed and equipped for a few hundred dollars.

An excellent four-net tennis court can be built for \$2,000 to \$3,500.

If the club building can spare only a limited area for dancing, an outdoor platform can be constructed at anywhere from \$1,000 to \$5,000. They are much in vogue and very popular during fine summer evenings.

### Food Departments Okay As Is

As to dining space and kitchen equipment, you will recall how that far-sighted and big-hearted architect insisted on providing dining facilities for the "peak load" when he planned your clubhouse, and how since that time you have had only two peak loads per season—one at the annual Harvest Home dinner, and again when you meet to pass on the size of the assessment. Well, don't worry if you have peak loads several times a week, because all the world loves a crowd, if composed of the right people; and the first concrete evidence of profitable club operations will come when it is necessary for the members to make reservations in advance. Crowds beget crowds—only the aged desire calm and quiet; and, at that, many of the old boys prefer their quiet in a comfortable

seat along the side lines on dance nights where the light is right.

A vast majority of modern clubhouses are too large—and that is one of the reasons why it costs several times as much to play golf as it did a decade or so ago.

In selling the idea of auxiliary memberships to your own club members, it is well to bear constantly in mind that the golfer wants his golf course, his locker room and his quick lunch from the grill; and he will object only when these facilities are encroached upon. On the other hand, the golfer is demanding some change in policy calculated to reduce the expense of the game.

A few members may occasionally want to dine more or less formally with their families or friends; but we have yet to locate a modern clubhouse that does not more resemble a morgue than a scene of social activities and enjoyment during the five week days.

It is suggested that these clubs, having already an investment from a quarter to half a million dollars, can in many cases convert their present hybrid clubs into real country clubs, double their dues income, increase house patronage and reduce the annual burden on the active golfers—all by an additional capital investment of five to ten per cent.

### New Members Buy Improvements

This investment can be amortized in a very few years through increased dues receipts, but the method of raising the money presents a problem somewhat difficult with most clubs—already struggling for a more placid financial existence.

Assessments are not to be thought of, because like major operations in the emergency ward, they make the patient who is already sick, still weaker. Besides which most patients, if still alive, already carry the scars of too many such operations. Popular subscriptions, donations and debenture note issues are not likely to interest the members under present financial conditions.

In our opinion there is a much easier way and a method that can be employed without the club increasing its current liabilities. Sell your social memberships on a contract with the buyer to provide the added attractions, setting up all or part of the initiation fee as a special fund for that purpose. Sell enough memberships to provide the necessary funds on a carefully pre-determined budget for improvements.

Investigation discloses that social memberships in country clubs are unquestionably easy to dispose of if proper care is exercised in selecting only the most desirable prospects—much easier than equity golf memberships.

The question of permitting social members to play golf on payment of green fees, such play being limited to week days only, is one that each club must determine for itself. The income thus brought in appears at least preferable to granting tournament privileges, and makes it possible to realize a more constant flow of income from operations.

If anyone believes it is easier to maintain a full membership in the present economically unsound club organizations—with the cost of golf mounting and the membership price declining—than it is to sell a supporting number of auxiliary memberships, we fear he has not a clear vision of the present trend. Some road must be discovered to reduce cost of golf and through this reduction the financial emancipation of modern golf clubs.

If yours is a ranking club its facilities can be made salable to ranking people, thousands of whom desire a spot in the country where family and guests can dine, dance or swim in the atmosphere of country club life among their social equals.

### Greenkeepers, Pros, Managers in Joint Meeting Nov. 16

**R**EPRESENTATIVES of the greenkeepers', pros' and managers' associations will meet at Boston, November 16, in the first formal session of the joint committee on club operation formed at the conference officials of the three associations held at Long Vue club, Pittsburgh, Pa., Feb. 24. The P. G. A. of America annual meeting will start on that date, and the National Association of Greenkeepers will have their executive committee meeting at Hotel Statler, Boston, November 16 and 17.

Assured presence of the entire committee indicates that the club operating heads will make a concerted effort to pass on to club officials definite facts and figures on the lessons of 1931 operation. This year's problems were severe for all departments of golf club operation and by handling them successfully the operating executives learned much of value in club policies. Just what specific lessons were most important will be decided by the joint committee and a report of its findings and rec-

ommendations probably will be sent to the president of each American golf club.

One of the major ambitions of the committee meeting is to promote closer cooperation between the department heads. Lack of informed and harmonious contact between some department heads is deplored as a detriment to profitable club operation and to the increase in earning power of each of the department heads involved. The initial meeting at Pittsburgh did much to clarify the atmosphere of suspicion. Causes of conflict were considered frankly and to such excellent general effect that a number of clubs may attribute their satisfactory operating and financial showing this season to a better understanding between their operating bosses.

Attention will be given at the Boston meeting to operating statements of representative golf clubs with a view to making comment and recommendations based on the analysis of experts in the course, house and pro departments.

### Golf Is Busy, Paying Business at Public Parks

**P**USH IS GIVEN to the extension of golf in public parks by the authoritative figures for 1930 appearing in the 1931 *Yearbook* of the National Recreation ass'n, 315 Fourth ave., New York city. A total of 233 municipalities report 312 golf courses, of which 160 are 18-hole courses and 152 nine-hole. Income from the nine-hole courses reporting is \$781,343.38, which exceeds the operating costs by \$192,056.94. Income from the reporting 18-hole courses is \$2,544,200.43, which exceeds the operating cost by \$769,720.12. This excess is not to be pro-rated as 67 courses reported income and 63 reported cost of operation.

Participants per season at the 65 18-hole courses giving this information were 5,110,142, an average of 78,617 rounds per reporting course. Average length of season at the 18-hole courses was nine months and three weeks.

At the 55 nine-hole courses reporting the amount of play, there were 2,410,409 rounds, an average of 43,825 rounds per course during a season reported as averaging 8.27 months. There were 87,668 fewer baseball participants than golf participants, although 4,322 baseball diamonds were reported.

Golf courses and stadiums were the only public recreation plants having income exceeding operating cost.

# Knox Points Out Value of Greens Knowledge to Young Pros

By JACK FULTON, Jr.

**T**HERE'D BE MUCH less pro unemployment if the younger pros would form a working acquaintance with greenkeeping. So says George Knox, pro and course superintendent at Calumet C. C. (Chicago district). George is no maiden at this golf business, as he was born near the old Leith links, now out of commission, but in its time the playground of king and commoner. Knox can do some talking with authority this year especially, as his course was almost free from the blight that fell alike on the just and unjust during the recent season. He takes no particular credit for this escape, for, with commendable modesty, he points out that at many courses where the ability, thoroughness and industry of the superintendents marked them as aces of their field, the visitation of misery was as serious as it was mysterious.

Now let George do the talking:

"The laddies who shoot good games and have kept a watchful eye on the instruction methods and selling work of their bosses as training for pro jobs, would do wisely to watch the work of the greenkeepers on their courses and talk things over with these men. In my own work I had only the groundwork of soil, seed, sand and fertilizer. With the advances that have come out of the schools and other expert investigators, the greenkeeper today is furnished with a jump on the mastery of his business. There is a much better attitude of the elders toward the youngsters than there used to be in the old days, when the men who were experts in course maintenance were very jealous of their knowledge.

"Probably one of the hardest spots in this work, so far as the younger fellow is concerned, is getting out of bed not later than 6 o'clock, and often earlier, when brown-patch is expected. In the morning the young man should go over his course thoroughly, inspecting the greens, tees, fairways and rough, and give his foreman a list of the work that must be done. In the afternoon, a playing round, or a quick, but complete, inspection tour will enable the pro-greenkeeper to check up.

George Knox, pro at Calumet C. C., Chicago, who gives here some sage advice to aspiring junior pros.



"There's a lot to be learned out of books on greenkeeping now, but the young pro who is getting his bearings in this department should never forget a common sense parallel between grass and humans. Forcing of growth is seldom necessary and often injurious. Grass does very well with food, sanitation and air, just as humans do.

"From what I see of most of the smaller town courses, a young fellow who is pro and greenkeeper at most of these places can make himself a reputation by paying more attention to the tees. Large tees, close to the ground for easier maintenance, are not hard to keep in good shape at low cost.

"I have seen some very successful young men in pro-greenkeeping at the smaller towns, start their good work by getting the farmer who is to be foreman really interested in having the course better than any of the other courses his players visit. The young fellows tactfully get it across to their foremen that course maintenance is different from farming and help their men get good foundation for their work by loaning them greenkeeping books, GOLFDOM, and other printed matter concerning golf course work."

George says one of the great pleasures he gets out of his work is to have some young pro greenkeeper from a smaller town visit Calumet with a foreman to whom the sight and operating details of a metropolitan district course may be entirely new. In the Calumet veteran's opinion the best advice he can give any of these inexperienced visitors is to not get stampeded when course trouble appears. "Experiment some before you jump into any operation that you're not reasonably sure of." George counsels the newcomers who seek information from him.

He particularly tells the youngsters to go easy on drastic revisions in course architecture.

It is Knox's deep conviction that the development of more competent young pro-greenkeepers is one of the most important jobs the P. G. A. and the National Association of Greenkeepers can do in promoting the growth of the game.

"At many ambitious smaller clubs," so Knox comments, "the finances do not permit hiring a pro and a greenkeeper. A good young combination man can be afforded, though, and by his ability to make the course a more inviting spot, can create enough pro shop business to make himself a nice income. Then, when he graduates into some metropolitan club position, he is of positive value to his club. If the big club has a greenkeeper, a young pro with greenkeeping interest and training is going to make things much easier for his associate and contribute his share of teamwork that will make both men worth more to the establishment."

### Illinois Pros Busy in Relief Fund Play

**M**EMBERS OF the Illinois P. G. A. have brought themselves a lot of publicity of the sort that advances the pro cause with officials and members, by activities in the Cook County Emergency Relief fund work this fall. Two of the biggest team matches ever presented in the Chicago district represented the pro contribution. A match between teams of the northern and southern sections of the Illinois P. G. A. was played at Glen Flora C. C., Monday, Oct. 19. Seven mixed foursomes of Illinois P. G. A. members and women sharpshooters of the Chicago district played for the fund at Jackson Park public course Oct. 25. Although the Monday event was an off day for the gate and the mixed foursome event

was played where a good part of the gallery was of unemployed people, the pro effort resulted in approximately \$500 for the fund. The boys contributed their entry fees in the team match and took out no dough.

Relief fund officials, many of whom are big shot business men and golf club officials, have made considerable favorable comment on the pro volunteer efforts. Some comment has been of a frankly confessional nature, the officials stating that if they had been as much on the job as the pros, and arranged convenient dates and clubs for the galaxy of talent the pros assembled, the events would have been biggest exhibition money-makers in Chicago golf history.

Star pro talent of Chicago district eagerly volunteered. Pres. Jim Wilson and the Illinois P. G. A. busy and capable secretary, Ed Newkirk, devoted much time to arranging the events. Newkirk's telephone bill in arranging the mixed foursome event was \$10.85 in tolls from Blue Island. Most of it was spent for calling up the gals to get them to play. This is a new high in pro persistence.

### Rental Idea Makes Good for Bright Lads

**S**OME OF the smart pros this year make good pieces of change in using demonstration set of a prominent manufacturer's line as the ace rental set. The sets were loaned out at a dollar a time and in one case earned over \$100 for a pro during the season on rental income alone, in addition to putting on the works for several outright sales of sets.

Apparently the rental idea has been muffed by pros who have been providing only a sorry assortment of old, rusty clubs in a ragged bag. Good looking rental outfits can be used as a selling factor for the pro.

One manufacturer who has investigated rental possibilities among private and public course pros is figuring on offering the boys spiked overshoes for rental during wet weather.

**M**ANY PROS have plenty of trouble with the "buy it wholesale" yen of members. Some good slants on combating this evil are given in Montague Glass' story, "Something for Nothing," in the October 31 *Saturday Evening Post*.

# P. G. A. Annual Session Has Weighty Matters to Handle

By HERB GRAFFIS

**N**OVEMBER 16, 17 AND 18, delegates from 25 sectional P. G. A. bodies will meet at Statler hotel, Boston, for sessions that probably will be the most important in pro business history. The past year has been one of action among the pros and definite reports of the P. G. A. responsibility in the proceedings will be submitted to the pro representatives for appraisal.

During the past year membership in the P. G. A. has increased approximately 20 per cent and the functioning of the sectional membership committees has been such that the association now can boast of a substantial majority of the well rated men who are attached to clubs in professional capacities. The membership committees of the sectional bodies have made credit standing with the manufacturers an important factor in determining fitness for P. G. A. rating as a Class A pro and for this reason the pro group now qualifies as the ranking power in the distribution of golf merchandise. Consequently relations with the manufacturers will get considerable attention from the meeting.

President Charles Hall of the P. G. A. has been giving much thought to association policies that will advance the proposition in merchandising. He figures that the 1932 season may be rather a tough one for golf goods manufacturers and wants to see that his forces are prepared to set themselves in solid as major elements in distribution by ample and intelligent preparation. Hall is of the opinion that the association has done well during the past three years, especially, in bringing pro credit ranking up to a high point as compared with the credit rating of other small retailing units. Furthermore, he believes that the P. G. A. could use informed team-work from the manufacturers in helping the pros whose payments are slow, often for reasons beyond their control. Hall's expression on this matter at the P. G. A. convention probably will be a reminder to the manufacturers that credit is primarily a matter under the control

of the seller, and that if the manufacturers will agree on a credit policy considerate of pro situations, further advance in the credit matter will be forthcoming promptly.

## Merchandisers Make Bow

The merchandising committee of the P. G. A. will receive instructions for its operations during the coming year. The committee's work since its formation the middle of the 1931 season was directed mainly toward getting manufacturers to adopt policies that would give the pros an even break with the stores. Judging from the 1932 policies of manufacturers as tentatively announced, the committee's first effort has been successful.

Business administrator Albert Gates will tell the pro delegates the details of the club and ball P. G. A. contracts, and inform the conference on details of the clubs contracts for 1932 already arranged with Spalding, MacGregor and Vulcan. Gates also will have a lot to tell the boys about the successful operation of the life, fire, and theft insurance arrangements that have been in operation this year.

Playing professionals who have been asking for stronger voice in the P. G. A. meetings will have their inning this year. Gene Sarazen has been named as representative of the big-time performers. Tom Armour was the original appointee, but was unable to accept the appointment due to prior demands on his time. The playing part of the field, stating its function to be the advertising department of golf, is anxious for a development of the enterprise that has been so successfully in evidence during this generally tough year.

The P. G. A. championship this year, due to excellent promotion by the Providence people and Bob Harlow, P. G. A. tournament bureau chief, grossed slightly over \$22,000. The P. G. A. had a \$12,000 guarantee, the largest in the association's history, and a 50-50 split on all over \$12,000 after Wanamoisett expenses were deducted. The P. G. A. and Scioto split 50-50 on the \$13,000 gate at the Ryder cup matches. The

P. G. A. championship drew only \$2,000 less than the National Open, by far the best comparative gate performance it ever registered.

Thus the boys had, this year, a sample of the sort of pro promoting genius that steeréd Hagen and Horton Smith into the tall dough class. Harlow's schedule for the winter troupers is a great job of selling showmanship for the pros, in view of the undeniable fact that folks are not tumbling over themselves to put up money for Open tournaments. The playing pros' case to the other boys is that Harlow is able to sell the performances, bringing money into P. G. A. members' pockets, and show the Open sponsors, if needs be, how they can make a profit out of their shows. On the account, the players believe that the tournament players and bureau represents a profit to all members of the association that calls for thorough and enthusiastic support.

## If You Haven't Heeded This Call, Get Busy

To the State, Sectional, and District Golf Associations:

The suggestion has come to us from the National Committee on Mobilization of Relief Resources that the golf clubs of the country be requested to conduct one-day competitions with nominal entry fees, and that the entry fees so received be forwarded by each club to some local relief fund as a contribution.

In war time, golf clubs through competitions of this kind gave substantial amounts to various relief agencies. The emergency is even greater at the present time, and we believe that the golfers of the country are willing to help now as they have in the past.

We urge that you suggest the idea to your member clubs, bearing in mind that this is not an attempt to raise a national fund, but that each club should be requested to forward the amounts received to some local relief agency.

Yours very truly,

H. H. RAMSAY,

President,

United States Golf Association.

## Golf Work Gives Jobs to Unemployed

**N**UMEROUS INSTANCES of golf course work having a part in local unemployment relief are reported. At Flint, Mich., a new municipal golf course was constructed mostly by labor of relief labor. At Braeburn C. C., West Newton, Mass., relief labor was used to clean up woods bordering fairways. At Louisville, Ky., much relief labor is being employed on municipal courses, one of which is to be the venue of the 1932 public parks championship.

Other cities in which relief labor is being used on municipal golf courses work include Hartford, Conn., Pontiac, Mich., Los Angeles, Calif., Birmingham, Ala., Detroit, Mich., Grand Rapids, Mich., Lansing, Mich., and Muskegon, Mich.

Wages paid the men are equivalent to what would have been paid the unemployed through city charity departments. Study being given to the relation of municipal golf course and park construction and maintenance to the unemployment problem indicates considerable expansion in municipal golf course facilities unless general business improves.

## Melbourne, Fla., Invites Pro Winter Residence

**F**RANK KENNETT, pro at Kalamazoo (Mich.) C. C. during the summer and at Melbourne (Fla.) C. C. in the winter, has made a move that probably will bring a number of pros and their families to Melbourne as winter residents.

Frank has secured from the Melbourne board of directors permission to extend use of the course to visiting master professionals of recognized clubs at no charge. Any pro with these qualifications will be permitted to play the course all season long if he so desires. The course is an 18-hole Donald Ross layout, with fine greens. It is a great place, says Frank, for the fellows to tune up for the winter championships. Melbourne is about in the center of the state on the east coast. Good roads extend to all major spots in the state. Living expenses are reasonable and Frank will dig up the dope on accommodations for any interested professional.

The Melbourne course courtesy offer is no go for the vags who pretend to be pros and whose brassy deadheading has put the pro courtesy privileges out at many clubs.

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# Music Colony Golfers Get Model Home for \$15,000

By HOWARD A. GOODSPEED

Architect

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Here are plans and description of a \$15,000 clubhouse admirably designed to satisfy the demands of a small town country club of the type where social activities are as important as golf.

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**T**HIRTY YEARS ago a group of golf enthusiasts at Peterborough, N. H., amused themselves by knocking the ball around a meadow field on one of the farms of the town. A small tent was erected and on Thursday afternoons the ladies would come out, serve refreshments and enjoy a social time. One of this group of enthusiasts was Edward McDowell, the famous American composer and head of the music department of Columbia university.

So much enthusiasm was awakened that Professor McDowell purchased, out of his own pocket, a piece of land adjacent to what is now the Edward McDowell Memorial Musical colony, devoted each summer to the encouragement of creative art. This land he deeded to a group of men to be held by them, in trust, for the benefit of the citizens of the town of Peterborough who wished to enjoy golf and kindred sports.

Other generously inclined people joined in the movement and soon a nine hole golf course was laid out and constructed and a small but attractive clubhouse erected.

## Social Events Crowd Calendar

During the thirty years of its existence, the Peterborough Golf Club has grown to a membership of over 300. Golf, tennis, archery, bowling and winter sports are enjoyed. Social gatherings are held Thursday afternoons in summer, at which the townspeople and summer residents join in listening to programs of unusual interest. Talks by well known people, musical programs by members of the McDowell col-

ony, skits and exhibitions by the Sargent School Camp of Boston university and by other summer colonies in the vicinity have added greatly to the enjoyment of club members and to the attractive life of this beautiful community of the New Hampshire hills.

Inasmuch as it was the idea of the donor of the land to make the club a community affair rather than an exclusive organization, he stipulated that fees should be kept within the reach of all. Originally the dues were \$3.00 a year, then \$5.00 and now full privileges may be had for only \$7.50 for the season.

## New Clubhouse Replaces Burned One

This season has marked a great transition in the club's existence. In July the clubhouse burned and, as it was imperative that a new and larger building be erected, a committee was appointed to secure plans. Three days later, at the regular Thursday meeting, sketches were submitted and members and friends were invited to contribute the necessary funds.

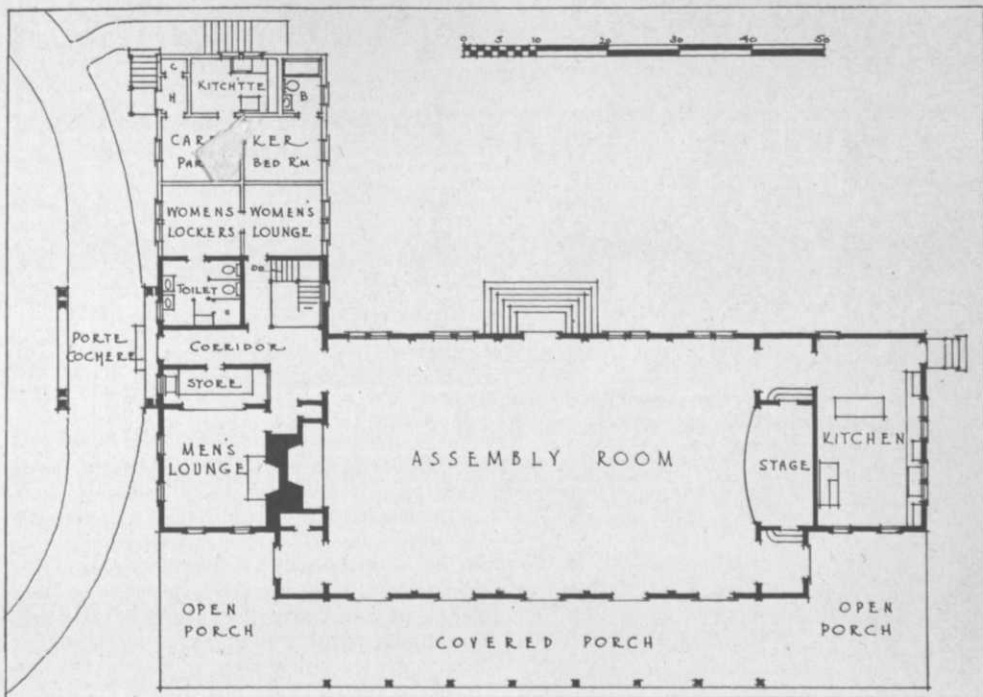
The accompanying plans and picture show the building as it will be when fully completed. At the present time only the portions on the plans in solid black will be built, but it is hoped that the wing at the rear can be added at no distant date. The present contract calls for an expenditure of approximately \$15,000 and work on the building has already been started.

Standing among the pines and facing Mt. Monadnock, the location of the building at the crest of a hill commands a view for forty miles up and down the Contoocook River Valley.

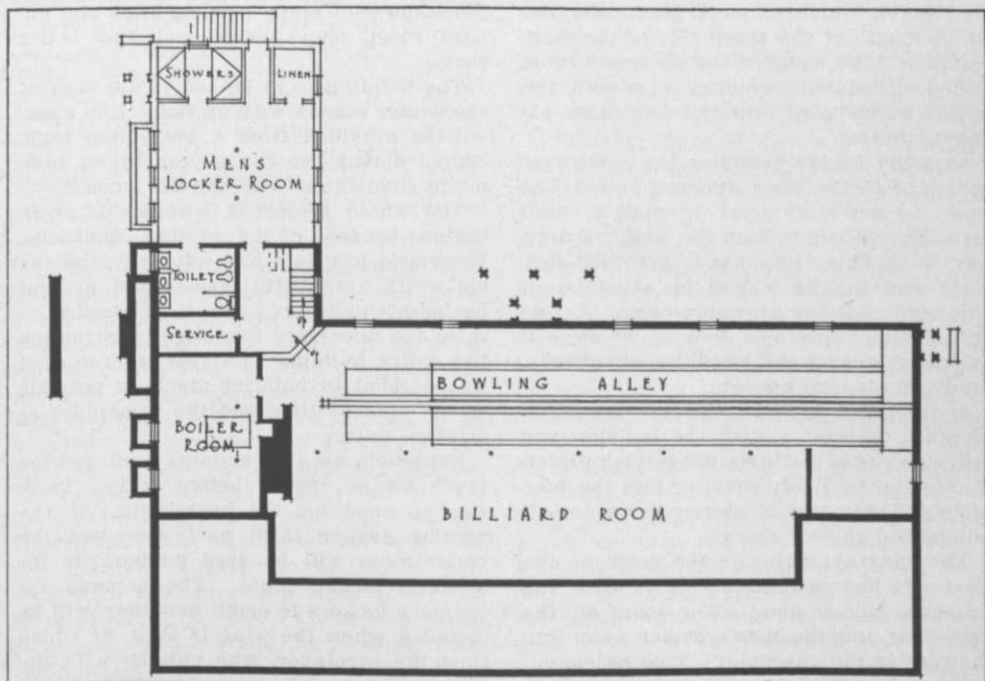
## Assembly Room Is Central Feature

The approach, over a winding driveway, leads to the port cochere on the west side where the entrance door opens into a corridor which leads to the assembly room, the central feature of the building. This room, 35 ft. wide by 60 ft. long, has a large fireplace in an alcove at one end and a small stage at the opposite end. French





First floor (above) and basement (below) of Peterborough's new \$15,000 clubhouse. The wing not drawn in solid black will be added later when club finances permit.





Architect's preliminary sketch shows how the Peterborough clubhouse will look when finished.

doors on the south lead to the wide covered porch which extends practically the entire length of the south side of the main building. The walls of the assembly room are sheathed with country pine and the ceiling extends up into the roof and exposed trusses.

A men's lounge occupies the southwest corner of the building and can be reached from the assembly room through a small corridor or directly from the west entrance corridor. This room has a generous fireplace and the walls will be sheathed in pine similar to the assembly room. At one end of this room is a bar, at which will be sold the usual golf supplies, soft drinks, candy, cards, smokes, etc.

A combined kitchen and serving room occupies the east end of the building and provides ample facilities for serving directly into the assembly room or into the pine grove. This room is plastered, as are all toilets and shower rooms.

The wing extending to the north on the west side houses the caretaker's suite, the women's lounge and locker room on the first floor and the men's locker room and showers in the basement. This basement, reached by stairs from the west corridor,

provides, in addition to the men's locker room and showers, a bowling alley and billiard room, men's toilet and the boiler room.

The building is to be heated throughout the winter season with oil fuel. Hot water will be provided from a 200 gallon tank, heated during the entire year by an automatic connection with the oil burner.

The whole project is a rather interesting one because of the unusual conditions. Extremely low dues had, naturally, left the club with very little surplus and present business conditions made it impossible to raise the necessary funds for constructing the entire building this year, therefore it was decided to build as much as possible at the present time and the remainder at a future date.

Inasmuch as the building will not be ready for occupancy before spring, there was no need for the installation of the heating system until next year and the boiler room will be used temporarily for a men's locker room. The demand for women's lockers is small and they will be installed when the wing is built, at which time the caretaker, who now lives in the town, will be taken care of in the building.