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				809373	

Fig. 6. Treacy's record for income tax purposes. This record, like all of the other specimens herewith, is filled in just as a typical example of the use of the system. Consequently there probably are items, such as insurance payments, that have been omitted from this summary of the business done and the cost of doing business.

The system is working very satisfactorily for Treacy and for other professionals who have adopted it, but Doc is willing to admit that there is room for improvement in it.

GOLFDOM will welcome comment on his form from pros who are aware of the necessity of properly kept business records, as well as specimens of other systems professionals have found practical.

Try Name Contest to Publicize New Fee Course

IT IS DIFFICULT to overdo pre-opening publicity for a new golf course. This is especially true of daily-fee courses because, while the layout's natural features will in time attract a good volume of play, it is generally desirable to build this volume as rapidly as possible in order that the promoters of the fee-course can begin to realize on their investment.

A publicity stunt that is almost sure-fire, not too expensive, and suitable for local newspaper co-operation is to announce a cash-prize contest to select a fitting name for the new layout. This was done recently at Fort Wayne, Ind., where a local

syndicate was about to open an 18-hole daily-fee course. Local publicity for the contest must have been thorough, because there were over 2,000 letters received by the judges of the contest. First prize was \$15 and second money \$10.

"Brookwood" was the name selected by the judges, who were the sports editors of two Fort Wayne newspapers and Chester Nelson, pro at the Fort Wayne Country Club. "Brookview" took second, and "Brookview Hills" came third. Over 200 contestants suggested "Meadowbrook."

All persons submitting names received tickets entitling them to a free round on the course, which in itself was a smart publicity move; it meant some 2,000 boosters right at the starting gun.

Traylor for Pres. Dept.

MELVIN TRAYLOR, Kentucky farm boy who made good in big town, is being mentioned as a prospective Democratic presidential nominee. Consideration of Traylor is gratifying to the nation's golfers. Although our hero never played golf until he was 36, he advanced rapidly in the game. He was president of the United States Golf association in 1928. In 1923 and 1924 he was vice-president of the Western Golf association. For a number of years he has been an active and valuable member of U. S. G. A. committees.

In 1921 and 1922 Traylor was president of Midlothian C. C. (Chicago district) and during his regime the club was practically rebuilt. As a result, the problems of international and domestic finance now laid before him become simple problems in the light of his experience as a golf club president.

The only thing that the Democratic Warwicks have been able to drag out to divert talk of Traylor being selected as the party's standard bearer is that he is a banker. He is, and a most admirable one. He adds 2 and 2 and doesn't make it come out 19% for the bank and one for the party of the second part. Consequently, when there are bank jams at home or abroad, the Traylor gentleman is called in as a trustworthy genius.

Politically, Traylor is a citizen of triple talent on anybody's All-American team. When Chicago organized to perform the miracle of restoring civic virtue, Melvin A. Traylor was called in on a citizen's committee as one the entire community knew to be capable, frank and tough. He is an organizer, a worker and a producer in his own business and in civic affairs.

Accordingly, this book declares for Mel. They'd better give our boy a break, and all sport writers who have covered golf will ride with us on this sentiment.

This department becomes a regular monthly feature of GOLFDOM, even if we have to throw out an ad to make room for it. That's intense patriotism.

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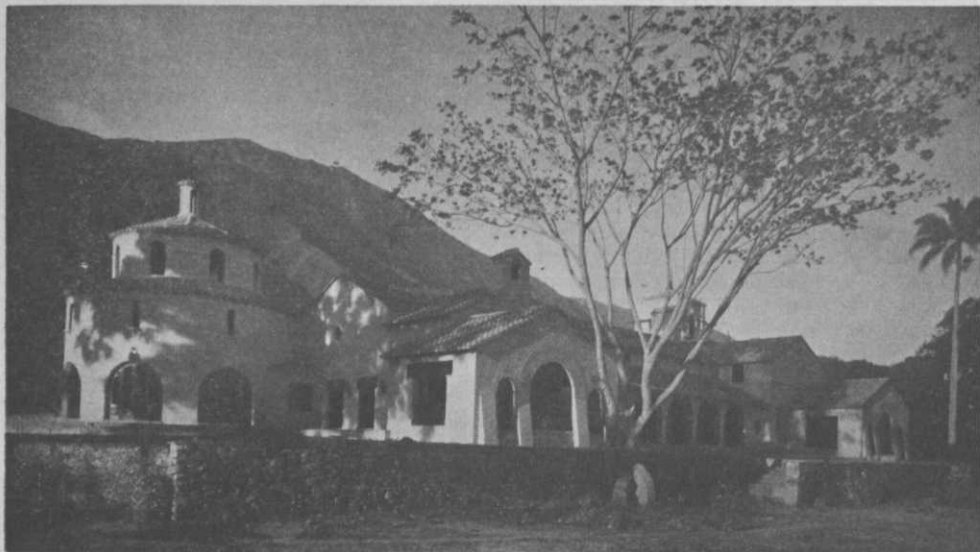


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HUMUS (decaying organic matter in the soil) has great water-holding properties. While 100 pounds of sand will hold only 25 pounds of water, and 100 pounds of clay 50 pounds of water, the same weight of humus will retain 190 pounds of water.

An effective means, therefore, of increasing the water-holding capacity of sandy soils and others deficient in organic matter is the addition of humus.



Recently completed Caracas (Venezuela) C. C. clubhouse, an outstanding example of modern efficient planning.

How Current Financial Status Affects Clubhouse Building

By CLIFFORD C. WENDEHACK, A. I. A.

IT IS unwise to dwell upon the depression which the world is now experiencing; and yet, one of the largest sporting industries in this country, called the business of golf, has in all probability felt, and will continue to feel, the effects of this depression.

Let us assume that incorporated clubs have definite obligations to each and all of their members in the same way that these members are obligated to the club organization; and that irrespective of present conditions, many clubs throughout the country in unprotected areas will suffer losses by fire, cyclone, or natural decay during the next few years.

It, therefore, is the duty of clubs subjected to these losses to realize the definite obligations to their members, to continue to furnish the facilities of club life and rebuild in accordance with the modern theories of efficient planning and operation.

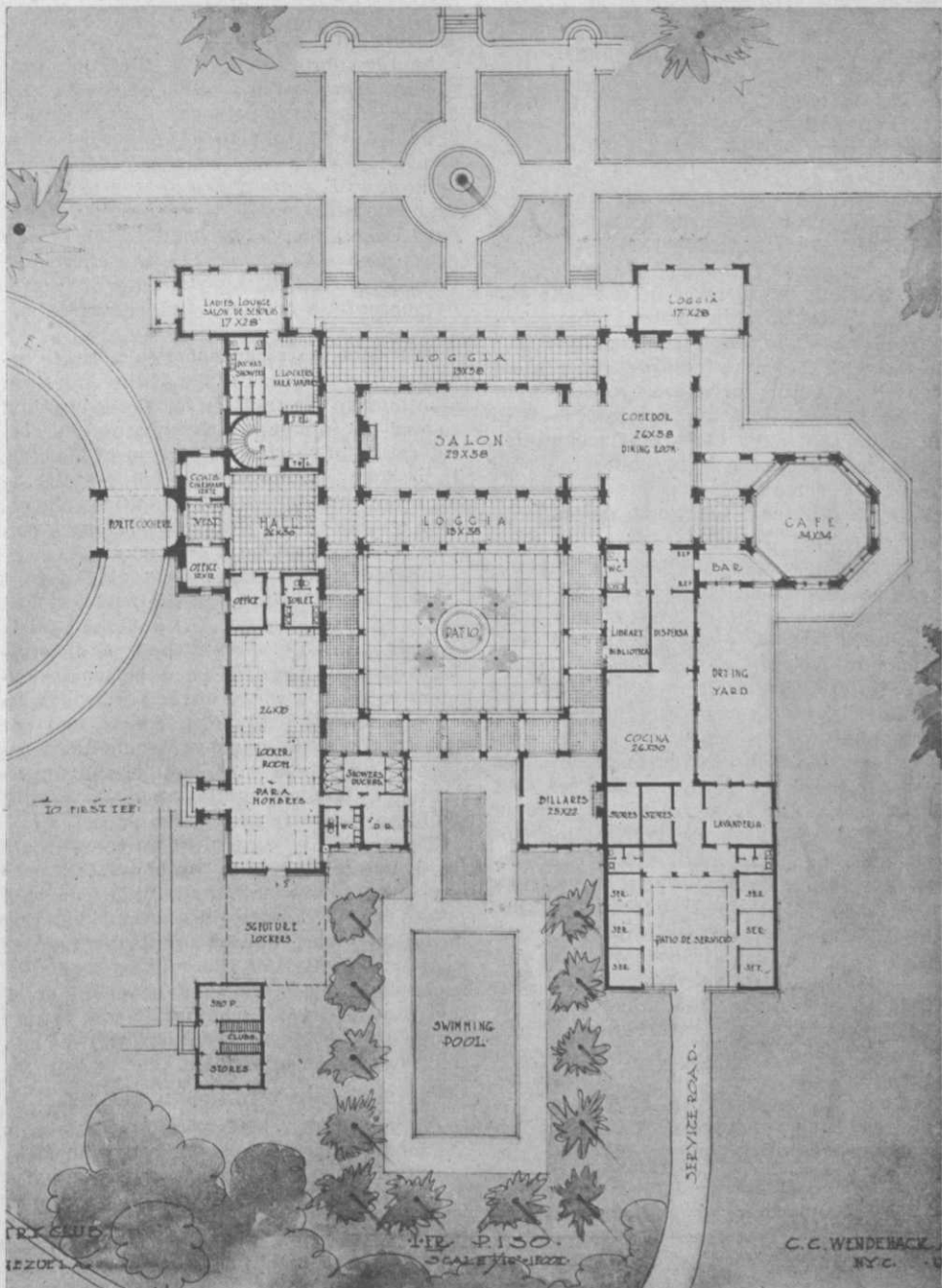
It is needless to state that the general panicky condition which seems to have

taken hold of the world in general is, in many sections of the country, acutely reflected in the resignations of club memberships and often a sacrifice of club holdings of bond and participation certificates in valuable real estate. On the other hand, there are actually many clubs which through wise management are gaining in memberships; perhaps, not the most costly, but those sufficiently moderate to appeal to the man of average means who appreciates the benefits of golf.

Pay Plenty for Indifference

A word to those organizations who are faced with these conditions, and the necessity of building today should be of particular value at this time: A clubhouse layout is an investment either for good or bad, and the future success of the clubs and all the industries which they support is dependent upon the economical operation of the golf course and the clubhouse.

This thought leads us to the methods which have, in the past, been employed in



Plan layout of the Caracas (Venezuela) C. C. Note how the men's locker room has been cleverly separated from other club departments by the central patio; the compactness of the service section of the building, and the large areas given over to common rooms.

the promotion of clubhouses and the selection of their architects. Favoritism, irrespective of qualifications, in the selection of an architect for the club building, causes the same amount of damage to the supporting members as occurs in political favoritism, which depletes the pocketbook of the taxpayer and wastes his hard-earned money.

The real reason why clubs and their building committees do not obtain the best advice and the widest experience available on the subject of club designing is the fact that the members at large do not take sufficient interest in club affairs. They view the meetings at which their officers are elected with the same indifference, as most of us view voting privileges for the election of our political administrators; with the result that most clubs that accomplish anything at all have been under the control of a few men who assume power and retain it—whether for good or bad influence—over a period of years.

Unfortunately, this indifference of members does not make those in power liable to criticism in the formative stages; and not until a later date when their mistakes become evident do the members take an active interest in what they have heretofore failed to realize as a part of their own responsibility.

Perhaps this is typical of extreme cases only; for there are many committees that do not realize the injustice they are doing their fellow members by their methods of procedure when promoting a clubhouse. However, the fact remains that the monies which good-intentioned but unthinking committees spend unwisely would often pay for a more efficient, more durable, and more beautiful building.

Seldom is it understood that faulty or experimental arrangement of rooms, lack of coordination between the service and managerial parts, or faulty mechanical equipment in a club can, within a few years, be the direct cause of levying assessments on every member. Whereas, the correct and workable layout, with efficient

management, can make a profit-producing machine of a club organization.

Building on Unit Plan

Another danger lies in the fact that worthy organizations which through mishap are forced at present to replace their buildings will turn to a temporary expedient and erect a clubhouse which they believe will serve for a few years only. Club statistics prove, however, that it will most likely have to be used for many years, and as soon as the present conditions improve will be viewed with regret because of its cramped and imperfect layout.

This is a most psychological time to appeal to the business sense of the American club man to plan wisely for the future and to lend his influence towards a careful consideration of the reconstruction of his club. If present conditions will not permit the properly carrying out of an entire scheme, then adhere to the policy of building a portion of the whole, be it ever so small.

Most club organizations would be in a paying condition today if their officers had followed this principle. If sufficient funds are not available to erect the type of structure desired it would be a better investment to erect a series of temporary shacks of knock-down buildings which may be bought for little, and by placing them together, use them in a simple and unpretentious manner until finances permit building correctly and permanently.

There may be an almost universal reply to these statements to the effect that only those who have unlimited funds can well afford to hold such ideals and building beautifully and durably; but facts prove that irrespective of the monies available, a durable, successful, and beautiful building can be erected whether it cost \$10,000 or \$100,000 if cleverly planned and the correct standards adhered to.

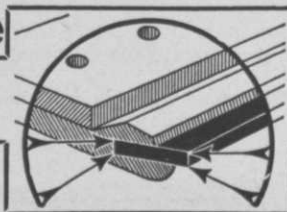
Warns Against Makeshifts

The designing and building of clubs in an inefficient and mediocre way, under the present limited conditions, will be one of

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the greatest extravagances that the business of golf has ever experienced, and possibly will retard much of the progress made in our investments in the past decade. Every building committee should consider these statements seriously before entering into any contract for emergency construction, and fully realize that it is better to do nothing at the present time than to do it badly or without the aid of an expert.

Those charged with the management and finances of the thousands of clubs in this country should realize the necessity of obtaining a workable unit with the minimum amount of upkeep and the maximum amount of efficiency, and entrusting these buildings with their courses and their purchasing power to a competent head with sufficient salary and interest in the club's business to make it worth while to save every dollar for the membership. An outstanding example of this modern method of running a club, is to be found at the Baltusrol club, Short Hills, New Jersey. There are many other examples of this method of handling the golf business today, combining the supervision of both the course and the clubhouse; and this type of control has proven conclusively to be the method which can put the club business on a paying basis.

Being modern in club design means: creating a building which is technically planned so that it may be operated in as efficient a manner as a first class hotel; employing materials which club practice has shown to be the most adaptable for this particular use and which will require the minimum upkeep. In addition to this, the character and size of the club rooms must be interchangeable and of the correct area to accommodate the various uses required by our modern living.

N. J. Fall Turf Meet Attended by 200

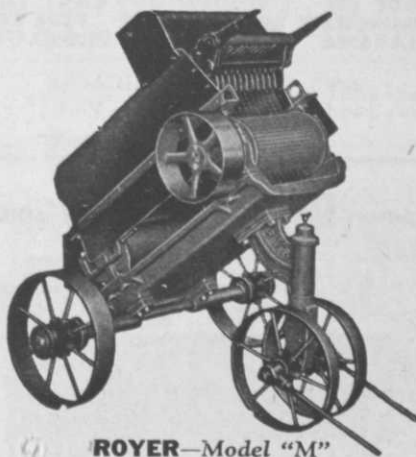
THE FALL meeting on the turf experimental plots in New Brunswick, New Jersey, held October 5, was attended by nearly 200 green-committee members, greenkeepers, commissioners and superintendents of public parks, representatives of airports, seed houses, and fertilizer and turf equipment concerns. Each of the several hundred plots was carefully labeled so that the visitors could draw their own conclusions as to the effect of the various treatments.

A discussion of the results obtained from

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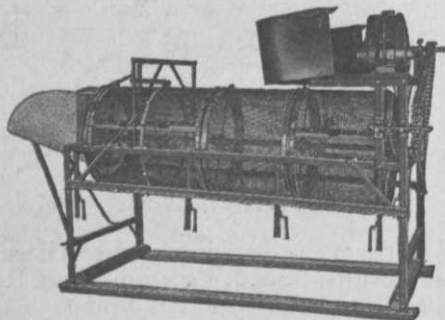
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these experiments was held on the plots during the course of the afternoon. Attention was called to the root development of various species of grass when cut at putting green and lawn lengths.

There was an excellent opportunity to observe that the system of fertilization on putting turf was effective in controlling the abundance of crab grass only as the desired turf grasses were made more vigorous. Wherever the treatment proved unfavorable for the growth of the bent grasses, crab grass was more abundant because of the greater opportunity for its establishment. On the other hand, broad leaf plantain seemed to be obviously injured by high soil acidity. On the acid plots, plantain was little in evidence, while those which were mildly acid or neutral in reaction, contained many more plants per square foot. Unfortunately, the degree of soil acidity which was sufficient to control broad leaf plantain, prevented the healthy growth of the turf grasses. Since the plantain was introduced in the turf largely through top soil containing the weed seed, it seems desirable to control the pest by preventing further introduction of seed, rather than by some system of fertilization.

Comparison of 10 kinds of grass for putting attracted much attention. Other experiments which were inspected during the course of the afternoon included the quality of turf on various types of soil imported from other parts of the state; the value of different types of organic matter additions for improving the physical condition of the soil; and mixtures of grasses for turf maintained at lawn and putting green length; fertilizers for fairways; the ability of various species of grasses to endure close mowing; and a comparison of soil mixtures in which the textures varied from sand to sandy loam, loam, and clay



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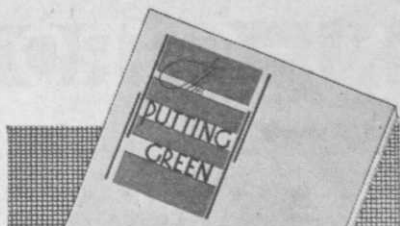
loam. The visitors also inspected the controlled experiments being conducted in the greenhouse on the effect of organic matter additions to the soil, and mulching with organic matter, on the water economy of turf plants. The belief was expressed that the type of information being obtained from these experiments would aid in deciding under what condition fairway watering becomes a necessity, and the principles which must be observed where watering systems are installed.

Tells of Root System

R. F. Arnott of the U. S. G. A., and the New Jersey Golf association, was in charge of the evening program. The first talk was by Dr. H. B. Sprague of the N. J. Agricultural Experiment station on the abundance of roots at different soil levels with various species of grass, and the relation of root growth to the amount of clippings removed. It was shown that cutting at $\frac{1}{4}$ -in. largely restricted root development to the upper 4 or 5 inches of soil, whereas mowing at $\frac{7}{8}$ -in. permitted the root system to extend 2 or 3 ins. deeper. In all cases, however, very few roots penetrated farther than 9 ins. This was apparently due to the fact that this soil, which had been under cultivation for many years previously, had been plowed no deeper than 6 or 8 ins. The greatest root development occurred in the plowed zone to which lime and fertilizer had been applied at some time during the past.

Attention also was drawn to the influence of fertilizer treatment on the development of roots where the type of grass was the same throughout. It was shown that acid soils prevent the decay of dead roots. There is an apparent increase in weight of roots on such plots, but in this case root weight does not serve as a satisfactory index of root activity. The treatments producing the most vigorous turf were those in which the soil was mildly acid, and this was accompanied with a marked development of roots extending to approximately the ninth inch. From the data presented, it was obvious that it will no longer be satisfactory to consider only the upper 2 or 3 ins. in caring for putting green turf.

Prof. J. W. White of Pennsylvania State college discussed fundamentals underlying fertilizer practice. He called attention to the necessity for using lime in preventing the accumulation of excessive acidity, and likewise the need for phosphates and pot-



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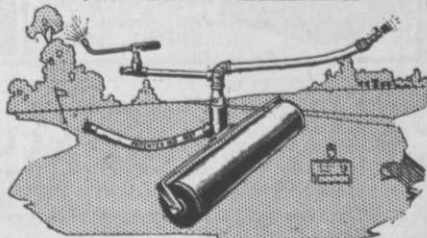
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ash on fairways. He recommended that nitrogen fertilization be restrained, particularly on putting greens, since heavy fertilization produces the type of turf which was likely to suffer from disease and mechanical injury. Prof. White also called attention to the need for further research on plant and soil problems.

Prof. H. B. Musser of Penn. State considered briefly the breeding work being conducted in an attempt to produce strains of turf grasses which are more resistant to disease and tolerant of soil conditions, than any strain now available.

John Anderson of Crestmont G. C. represented the National Greenkeepers' association, and conveyed a message from Colonel Morley.

Pittsburgh District Clubs Weather Tough Year

HARD-HIT SPOTS GET BY O. K.

MOST seriously affected by business depression are the golf clubs in territories where there is one predominant industry. Pittsburgh, dependent mainly on steel, and Detroit, the automobile capital, are two of the hardest hit golf club areas in the country.

John Camozzi, veteran manager in the Pittsburgh district, tells a bluntly honest tale of how Pittsburgh district house business was hit, but stoutly maintains the situation had some benefits, and is showing marked improvement.

TO DETERMINE the trend of country club operation during the season recently closed and to forecast its future is a tremendous task, even though one is recording observations for only one district. While one is tempted to be entirely

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