



Youngsters' class at Lincoln, where Emil Beck (at right) and F. V. Mulqueeny (left) tutor future greats.

Kid Lessons Give Publicity Boost to Alert Pros

By CARL KOHL

NOT ONLY is this business of giving free golf lessons to the kids good business for the pros but it's the best sort of smart advertising a smart pro can get.

Looking over the extensive development in youngsters' free class lessons by pros this year one is bound to acquire fullest confidence in the future of the game. Probably half of the live pros this season gave lessons to groups of kids without cost and the enthusiasm and persistence of the boy and girl pupils plainly showed that the golf market is going to expand tremendously when today's youngsters grow up to have some buying power. From evidence supplied by the kids' class instructors it is certain that the pro who has not given class lessons to children during the school vacation of the past summer has plenty of reason for lamenting his error of omission.

Plenty has been said in these columns about the profitable effect these class lessons have on the shop business of the youngsters' parents, but only slight reference has been made to the publicity value of the sessions.

Emil Beck, able and hustling young business man, who is pro at Eastridge club,

Lincoln, Neb., and his neighbor, F. V. Mulqueeny, pro at the Antelope C. C., have been conducting free golf classes to which any youngster in the city is eligible. A local newspaper, the Lincoln State Journal, sponsored the classes and pushed the affair with lots of publicity. Beck and Mulqueeny donated their services. The State Journal is the largest newspaper in the state so the play it gave these lessons and the pros did the two bright pro operators considerable good. The first turnout of the kids brought more than a hundred, and right along during the schedule of six weekly lessons the youngsters were present in droves. The photograph shows the fine looking character of the classes, but in numbers it is not indicative of the class popularity. Many of the youngsters were wilder about playing golf when they had the chance than they were about getting their pictures taken. Nothing stronger could be said about the lure of the game so far as the kids are concerned.

Any pros who can make a newspaper publicity tie-up like these boys made has assured himself of a good spot in the territory and the esteem of his club, as well as that of the parents of the pupils he has tutored.

Boosts Club with Kid Event

Jimmy Fogertey, pro at Osage C. C., Kirkwood, Mo., reaped a bumper harvest of publicity for his club and himself by conducting a real tournament competition for the youngsters in his class. All of the kids were under 15 years. The publicity ran three pictures and a half-page story in the St. Louis Star; stories in the St. Louis Times, the St. Louis Globe-Democrat and the Watchman-Advocate magazine. One of the picture services took a number of shots during Jim's kindergarden tournament and these pictures appeared in papers all over the country. John Harrington, KWK radio announcer, spoke of the tournament during five evening programs.

Next year Fogertey plans to have a tournament at Osage open to all St. Louis children under 15 years of age, probably running the event in two classes: one a 10- to 13-year class and the other 13 to 15 years. Jim overlooked only one publicity bet and that was tipping off the movie news reel services to the kid tournament. He confesses that he had no idea of the widespread interest that would be aroused by the advent of the Osage papooses on the tournament calendar, but he doesn't intend to let this legitimate opportunity for publicity slip when the St. Louis kids' event is conducted at Osage next year.

The pros who are playing up this kid business are assuring a great future for the golf business as prior to a couple of years ago attention to the development of juvenile golfers was principally restricted to individual cases.

With the future of the women's market certain and the youngsters now getting class attention from the pros there is only one more class of potential golfers that requires some special nursing. That is the artisan class, and the fee and public courses that have good pros are developing material of near-champion character from the carpenters, bricklayers, plumbers, truck-drivers and others who really employ muscles in making a living. The occupational identification of the contestants in the recent public course national tournament at St. Paul gave evidence of the significant market development work the pros are doing in the artisan field.

It will be a good thing for the pros when their vital work as developers of the golf market, as shown in the cases of women, children and artisans, is fully recognized by the powers in golf association and golf goods manufacturing work.

Ask for State U Help in Illinois Maintenance

GOLF COURSE superintendents and officials in Illinois are planning to make a formal request of the University of Illinois for an extension of the state institution's work to include course maintenance problems. Suggestion of this extension was made by Frank Murray, manager of the Ravisloe C. C. (Chicago district), in a letter to Guy M. Peters, chairman, green committee, Chicago District G. A. In responding to Peters' circular letter of inquiry about conditions at Chicago district courses during the recent severe siege of trouble, Murray wrote, in part:

"I would like to suggest to you, as chairman of the Chicago district green committee, that the subject of golf course maintenance needs a scientific study close at hand, studying conditions under our own central western climate and soil conditions. It should be quickly available to a greenkeeper in need of assistance. What better equipped organization is there for undertaking this work than the agricultural experiment station of the University of Illinois?"

"If a farmer in McLean County has a sick grain growth, or a fruit grower in Williamson County a new bug on his trees, or a dairy farmer in Kane County a sick herd, or a Rock River lowland farmer's corn grows only three feet high, or a Cook County truck gardener's onions are not doing so well, what do they do? The progressive man calls on the University of Illinois and he gets help.

"I am certain that if a committee of club officials and greenkeepers present this matter to President Chase and Dean Mumford of the University of Illinois they will receive immediate co-operation. Other state universities render this service. Why not Illinois?"

"It might be well to consider the advisability of increasing the dues of member clubs of the Chicago District Golf association to cover the first few years' expense of a chair at the university for this work. Financial assistance from the U. S. G. A. Green section might be obtainable."

Officials of the Midwest Greenkeepers' association were advised of the intention and their co-operation solicited. Preliminary discussions with state officials, the greenkeeping fraternity and club officials indicate that definite action along the lines proposed by Murray will be taken this fall.

Manager's Present Code of Ethics Anchor of Able Men

*(Preliminary Report on Code of Ethics for Managers Submitted by
Committee of Club Managers' Association)*

CLUB management, as it is conducted at present, is on as high a plane as that of any profession and its standards are constantly being pressed to higher levels. The young man who starts out today to learn club management should feel that he is entering upon a field in which he will find unlimited opportunity for self-expression in rendering service. Club management entails serious obligations, and any person who enters the business with the sole idea of self and money is utterly unworthy. No amount of education, no preparation, no amount of spiritual development is too great for the activities of this basic function of our every-day life.

The main working rule for those who engage in any basic enterprise must be "Service," which may be defined as a successful effort continually to keep up supply, raise quality, and reduce cost. In the long run, promotions and wages are earned, and should be received by any of us, only in the measure that we serve. Earnings through service are responsible for management. When a business does not pay fair wages for work and for capital, the fault is usually with management. If management is hampered by rules of government, of committees, and of labor, this is a condition which must be met and dealt with, and is not an excuse for failure. We must respect and reward the task and service of management.

The club manager and heads of all departments must know and have faith in one another. In each club there should be a committee or other body of representatives chosen by the club manager from the various departments to meet with the manager. These councils should confer on questions as to wages, working and business conditions, and service. They should meet regularly and often, to prevent disputes, increase knowledge, and build the fellowship of club management.

We should consider our vocations worthy and as affording a distinct opportunity to serve our clubs, improve ourselves, increase

our efficiency, and enlarge our service, and by so doing to attest our faith in the fundamental principles of club management.

We agree to maintain the highest standards of ethical and moral practices throughout the conduct of our business, so as to give our clubs the best service and reflect credit on our association and industry.

We shall keep our clubhouses and premises at all times as clean and sanitary as is humanly possible, and welcome inspection at all times. We shall expect of our employees what the club authorities have a right to expect of us, and keep ourselves morally and physically clean.

We believe that all club managers should be members of a local or state association in their respective localities. We believe that first we should strive to live up to the code of ethics of the national association; and, second, to apply ourselves to educational matters concerning our profession.

We believe that all unfair competitive practices are detrimental to club management. We, therefore, approve of any effort to control or stop such practices. We believe that the service which we may render as a club manager is of vital importance to the life and well-being of our profession.

We shall patronize our local merchants whenever possible, that the community in which we live may share in our prosperity.

Mutual Benefit Is Factor

When a new member becomes a neighbor, we shall welcome him, and help him with information and assistance that will enable him to fulfill the obligations to his club. It should be our duty and pleasure to assist a fellow member in every way.

We shall not induce an employee to leave another club without his employer's consent.

It is the belief of our Association that no manager should permit himself to be subsidized by any interest with whom he is doing business, in behalf of his club, and that his compensation should be received only from legitimate sources.

No member of the Association should confer or correspond with the officers or members of another manager's club, concerning its conduct, operation, or management, except with the permission and co-operation of the manager of that club.

The Association is definitely opposed to indiscriminate solicitations by personnel agencies and placement bureaus of clubs employing managers, whose services are proving satisfactory and where no indication has been given of termination of the connection by the manager or by the club itself. All such personnel agencies or placement bureaus should make inquiry of our Association as to whether or not the manager of a club which they wish to solicit is a member of our Association. We believe that such circularizing of clubs for the placement of managers is unethical and unfair to those employed in such positions.

Realizing, as we do, that we are the custodians of the health, well-being, happiness, and comfort of the members and guests of the clubs which we manage, and appreciating our responsibility, it should be our aim at all times to maintain our establishments so as to accomplish these ends.

No member of the Association should apply for the position occupied by any other member until he has proved to himself beyond any doubt that such manager has resigned his position or that the club has terminated his services.

We shall so conduct our affairs that we shall always maintain the confidence of those we meet in the various spheres of our activities.

We shall not make false and disparaging statements, either written or oral, or circulate harmful rumors respecting a member's character, with the intent of securing said member's position.

Whenever possible, all disputes and misunderstandings between managers should be submitted to a local chapter for arbitration.

We are opposed to the selection of managers or employees on the basis of religion or race.

The Golden Rule, "Do unto others as ye would that they do unto you," rightly interpreted, is the most complete of ethical standards.

them at joint conferences and at the national meetings of the various associations. As their liaison officials the associations have made the following appointments:

National Association of Greenkeepers—John MacGregor of Chicago Golf Club and Robert J. Hayes of Pelham C. C.

Professional Golfers' association—Charles Hall, Country Club of Birmingham, and Alex Pirie of Old Elm.

Club Managers' association—C. G. Holden of Olympia Fields and Henry Dutton of Boston City club to contact P. G. A., and Frank Murray of Ravisloe C. C. and Dutton to handle relations between the club managers' and greenkeepers' organizations.

Plans were made for the appointment of these representatives when the officials of the various associations of department heads gathered prior to the Club Managers' convention at Pittsburgh early this year. At the initial conference much was done to clear the road for mutual progress of the department heads and the clubs. It is expected that the new arrangement, permitting closer teamwork and understanding, will be of decided, specific benefit in the business operation of golf clubs.

"**B**USINESS is good and I am not cutting prices." Eddie Garre, pro at La Grange C. C. (Chicago district), is the gent who makes that statement.

Ed trades in old clubs for new sets and makes his members a good allowance, but one that leaves him plenty of leeway for a profit and the expense of disposing of the clubs that are taken in. He keeps banging away at the trade-in deal with letters to his members. He runs ads in the LaGrange papers about his bargains in pro-reconditioned clubs and unloads them fast to public course players, beginners and school kids.

The ball price-cutters are not bringing any gray hairs to Garre either. He keeps informing his members by letters, signs and word of mouth that if they want balls at three for a dollar, he will supply them at the shop and the balls will be a lot better than the false alarm bargains they might get trimmed for downtown. Garre says that some of the members at any club always are price buyers regardless of the times, and he always has found that to let them know that the pro has just what the customer wants at the price he wants to pay is a policy that pays.

Associations Name Liaison Officers

GREENKEEPERS, professionals and club managers have named members of their respective groups to represent

Budget Studies Reveal Need of Foresight in Spending

By JAY M. HEALD

Grounds Supt., Country Club of Greenfield (Mass.)

(Continuation of M. A. C.-GOLFDOM Maintenance Cost Research Analysis)

OF THE 208 questionnaires returned from GOLFDOM's canvass for information concerning the distribution of labor on golf courses, 35 furnished additional data from which studies could be made regarding maintenance expenditures other than labor. While it is fully recognized that reports from only 35 clubs should not be regarded as a sufficient number from which to draw definite conclusions, there is enough similarity in the reports to cause comment and discussion.

included in the above averages. However, it appears that the only varying items would be a decrease in water systems, with a corresponding increase in labor.

Detailed analysis of these reports showed two distinct groups in the percentage of the budget expended for the various items. One group contained what appeared to be normal annual expenditures; the other, unusually large percentages due to the fact that a piece of major equipment was purchased, or the fertilizer program had been more extensive than normal.

TABLE I.

Table Showing How 1930 Budget Was Expended.

	18-hole.	27-hole.
Labor	71.0%	71.0%
Upkeep material.....	12.4	12.3
Machinery operation...	7.0	7.0
Water systems and drainage	2.8	4.3
New equipment.....	3.8	3.8
Miscellaneous	3.0	1.6
	100.0%	100.0%

Stabilize Equipment Budget

From the above table it is quite obvious that a club that does not carry over the maintenance appropriation or budget from year to year, finds itself obliged to spend in one year from 5% to 15% of its total budget for some pieces of major equipment. Also, if repairs are not kept at normal, this item appears very large for one year. Suppose that a club finds it necessary to purchase a new tractor and mowing equipment costing 10% of the budget. The effect on the course maintenance is an obviously lowered maintenance standard unless a special levy is made for the equipment.

The range of total expenditures was from \$9,000 to \$34,000 for the 18-hole courses and from \$21,000 to \$35,000 for the 27-hole courses. Unfortunately, no 9-hole courses reported a sufficient number of items to be

From Table III it appears that major equipment bought without a machinery fund that carries over from year to year, costs about 5.5% of the budget or approxi-

TABLE II

Items Included in Classifications Reported in Table I.

Material.	Machinery	Water System	New Equipment.
Upkeep	Operation.	and Drainage.	Major equipment
Fertilizers	Gasoline	Repairs	Small tools
Chemicals	Oil	Tile	
Soil	Repairs	Power	
Seed		Light	
Stolons		Water	
Sand		Pumps	

TABLE III

Variation Between Average Annual Expenditures and Unusual Expenditures. Showing Percentage of Total Expenditures.

	Normal maintenance.		Unusual expenditures		Diff. betw. unusual and normal.
	Av.	Range.	Av.	Range.	
Seed	1.8%	0.5-3.5	5.0%	4.8- 5.2	3.2%
Fertilizers	3.3	0.5-5.0	8.5	7.5-11.0	5.2
Chemicals	2.6	0.5-5.0
Gas and oil.....	3.5	1.5-6.0
Machinery repairs.....	2.7	1.0-5.0	8.0	6.0- 9.0	5.3
New large equipment.....	1.8	0.5-4.0	7.3	4.5-17.0	5.5

mately 1.1% annually over five years. If the normal annual equipment expenditure is 1.8%, why not budget annually 2.9% for new equipment and carry any unexpended balance over, thus having available sufficient funds to purchase the equipment without lowering the standard of maintenance?

From the studies made, a \$15,000 budget should be divided approximately as follows, if the expenditures and maintenance standards are average:

The above budget should not be consid-

ered as the correct distribution for a \$15,000 budget. It is the way a \$15,000 budget would be broken up if the club was spending as the average reporting 18-hole golf club does.

There remains an opportunity for much more study of the normal expenditures. Such a study can be made possible if golf clubs will send in their distribution of expenditures. The value of such studies will be great, as it will furnish a practical guide for the apportionment of maintenance funds.

TABLE IV

Approximate Division of \$15,000 Budget, Assuming Average Expenditures and Maintenance Standards.

Labor	71.0%		\$10,650
Upkeep Material	12.4		
Seed	1.7%	\$262.50	
Fertilizer	4.4	660.00	
Chemicals	2.3	390.00	
Balance	3.7	547.50	1,860
Machinery Operation	7.0		
Gas and oil.....	3.5	\$525.00	
Repairs*	3.5	525.00	1,050
Water System and Drainage.....	2.8		420
New Equipment	3.8		
Major*	2.9	\$435.00	
Small	0.9	135.00	570
Miscellaneous	3.0		450
	100.0%		\$15,000

*Includes a sinking fund to carry over each year in the case of repairs and major equipment, and a 1.1% increase over normal fertilizer expenditures to make "big fertilizer years" unnecessary.

THE AMOUNT of water to use and the frequency of application can be determined only by careful observation of each green from day to day. Drainage, soil-

character and turf thickness are rarely exactly the same on any two greens; consequently, the amount of water required is different.



One-shot greens of design that would be intriguing on a championship course, make the illuminated establishment one that is not a freak playground. This view shows the first green, taken from halfway down the fairway. Note evenness of illumination all over the course.

Fine Par Three Holes Make Lighted Course Draw

By HERB GRAFFIS

ILLUMINATED NIGHT play, the feature that has restored minor league baseball to the money-making class by making possible the patronage of the multitudes who take jabs at time clocks, has registered its most pronounced scientific success in the installation of the West Wilmette illuminated golf course. This nine-hole course, measuring 1,065 yards in length, is on Lake street three miles west of Wilmette and adjoins the Wilmette G. C. 18-hole full size course. Wilmette is about the center of the string of Chicago's north shore suburbs. In the territory handy to the West Wilmette illuminated establishment are 24 private, public and fee courses. Thus the site of the lighted course is strategically selected with respect to the player market.

The West Wilmette course has been in play for a month and although the greens are still on the bumpy side and the fairways are not in finished condition, due to late sowing, the course is in fairly good playable condition. Business to date has been very satisfactory with every promise that the play is on a steady basis without the element of novelty inflating the returns

beyond what might be expected as a routine income.

Greens, fairways and tees are stolons, with the tees already showing such signs of wear that sod boxes or some other tee surface, probably composition material, probably will be employed.

Design of the holes makes the course a real test of play rather than a freak proposition. The holes are smartly trapped and it takes deft and intelligent shooting to score. For that reason the play of the course is heaviest among the golfers who shoot reasonably good games. One of the problems in handling traffic at the course is the play of the dubs, but that is solving itself by the rates charged for play, the difficulty the dubs have with the course and the duffers' reluctance to reveal their games to their own embarrassment.

Lighting Is Engineering Feat

Although rather flat, the West Wilmette site is heavily wooded, and contending with the light and shadow factors for which the trees are responsible, gave the illuminating engineers plenty of grief.

Proposals have been made to the own-



Trees presented difficult problem in lighting of West Wilmette illuminated course but this picture shows how the job was handled so effectively that it's harder to lose a ball on this course by night than on the average course in daylight.

ers of the West Wilmette illuminated course, R. D. Cunningham and Joe Roseman, to make the establishment a private club. Those who have advanced this proposition are members of some of the private clubs in the adjacent territory who don't get enough chance to work down their golf fever during the day. To determine the wisdom of this change, the course owners are furnishing application cards for those who would be interested in joining a private club if 300 members can be secured. These prospective members are entitled to a privilege card for the balance of the 1931 season at the following rates:

Individual (with tax)	\$38.50
Self and wife (with tax)	55.00

Management of the course is exercising strict supervision over the character of play and promptly and expertly easing out any of the visitors who do not conduct themselves in accordance with the etiquette at the snootiest private club. That policy is promoting the private club atmosphere at the illuminated course.

An interesting and valuable by-product of the lighting is its advertising value. Enough of a glow diffuses above the course and out into the road fronting the site to attract the attention of people a considerable distance away.

Of course all holes on the course are par three, with the yardage of the holes running 150, 135, 95, 90, 75, 110, 140, 105, 165. The third, fourth and fifth holes are not handicapped. The six holes on which handicap strokes are given are in the fol-

lowing handicap order: ninth, first, seventh, second, sixth and eighth.

The guest book of the course shows an international registry. Many prominent golfers and golf course architects have made special trips from distant points to inspect the establishment.

One of the many attractive features of the place is a clubhouse with locker-room, club rental and refreshment counter and a roomy porch with tables for refreshment service.

There are 125 thousand-watt lamps supplying the lights for the course. These lamps are mounted on nine steel standards with the lowest battery of lights being 55 feet above the ground and the highest 75 feet. A special design of steel tower that is neat, compact and strong enough to withstand a gale of 120 miles an hour is used on the job. Specially designed mirror reflectors are used with each light. A transformer station that houses \$1,200 worth of electrical equipment is a feature of the installation. All electrical cable supplying the lighting towers is specially built and is installed underground. High location of the lights also helps to keep the bugs away from the players.

The course is kept in play all day with the lighting running from about 8:30 p. m. to 12:30 p. m. At the low rate of 2.1 cents a kilowatt an evening's lighting bill runs around \$20. Charges at the course are:

Week day, per round, 75 cents (day).

Week day, per round, \$1.00 (night).

Saturdays, Sundays and holidays (day and night), \$1.00.

No complaint has been registered against the charges and from the volume of play it seems that the customers agree that the charges are correct. Possibly one reason why the folks have put their O.K. on the prices is the thoughtful distribution of an explanatory card to all players registering at the course. Under the heading, "What would you charge?" some figures on the operation are given. The data run:

INVESTMENT

Land value	\$100,000.00
Course construction	10,000.00
Bent grass	2,000.00
Electrical installation	32,000.00
House, equipment and hedge...	8,000.00
Underground water system.....	2,000.00
Mowing equipment, etc.....	2,000.00
	<hr/>
	\$156,000.00

YEARLY MAINTENANCE

Course labor and material.....	\$ 10,000.00
Electricity	3,000.00
Lamp replacements	600.00
House labor	2,500.00
Insurance and taxes.....	1,200.00
Water	300.00
4% interest on investment.....	6,240.00
10% depreciation on equipment.	4,260.00
	<hr/>
	\$ 28,100.00

Maximum capacity players per hour...	36
Possible players per day, average.....	200
Maximum number playing days.....	150
<i>This course was built for golf players who wish to improve their "game" and lower their scores. It is not a cheap novelty amusement park.</i>	

Figures Show Big Field for Golf Competitive Events

RECENT SURVEY of municipal playground activities made by the National Recreation association reported 241,766 players in baseball teams competing in reported playground league games during 1930. A gross participation of 7,520,000 was recorded at the reporting municipal golf courses during the same period. Baseball was foremost in popularity among municipal league sports, with playground ball coming second. All sports reported showed an increase over 1929.

The figures necessarily were far short of indicating the vast use of municipal sport facilities due to the usual failure of municipalities to report. However, the

data show a field for more competitive events on the municipal golf course schedules. The baseball leagues indicate that league matches between various golf teams would contribute further zest to the use of the public courses.

Unfortunately many of the municipal golf courses do not have pro services although the cost of competent pro service, when shop concessions are granted, would not mean an expense to the community other than some nominal guarantee that would be fully warranted by the pro's work as a member of the staff of the municipal playground director. Get live pros on these municipal courses and tournament schedules will spring up in a way that is certain to give the tax-paying golfers more interest and pleasure from their pastiming.

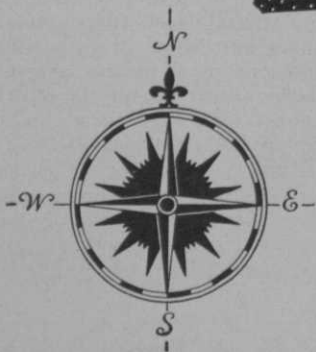
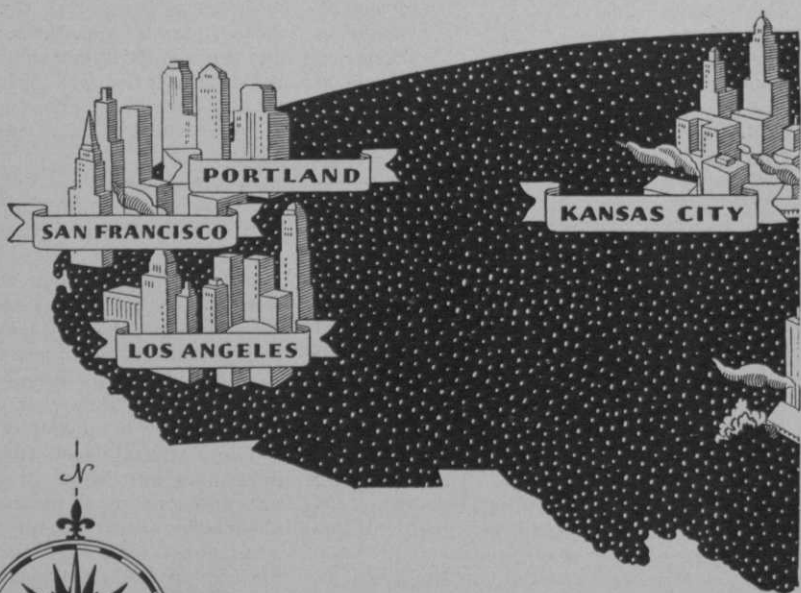
In the majority of cases the municipal golf courses not only are self-supporting but return surpluses that may go for improvements or justify the removal of the public property from the tax lists. In some cases the surplus has served to rather speedily amortize the cost of the land and course construction costs. Just why golf should be the one municipal play activity expected to support itself is a question that has not been satisfactorily answered.

The National Recreation association has done excellent work in advancing municipal golf and it is to be hoped that the association will extend its efforts to see what substantial benefits a competent and active professional brings to a public course and its players. The association issues a helpful book on municipal golf course operation which may be secured by writing the organization at 315 Fourth avenue, New York City, and enclosing 50 cents.

U. S. G. A. Pushes Play by Rules with New Book

RULES of golf as approved by the R. & A. and amended by the U. S. G. A., together with special rules for various competitions and interpretations of the rules by the U. S. G. A. and R. & A. have been issued in 1931 form by the United States Golf Association, 110 E. 42nd St., New York. The booklet consists of 80 pages and a substantial cover and is bound in small size for convenient carrying in the pocket or golf bag. The price of the booklet in quantities of 1 to 25 is 10c each, with the prices scaled down to sell at 8½c each.

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