

# 90% of RFC Money Still Remains; How to Get It for Public Golf

By J. FRENCH PADDOCK

Much interest was aroused in the March GOLFDOM article by J. French Paddock on "How Public Courses May Qualify for RFC Loans."

Frankly, Paddock let us in for a mess of detail when he wrote that GOLFDOM would dig up any dope wanted by public courses hoping to employ some of the RFC money in the way this money is supposed to be employed.

There is an amazing but perfectly valid amount of information that must be supplied to the RFC authorities before the golf people can hope to borrow money.

Paddock tells of the major points of this necessary information in this follow-up story.—Editor.

**Q**UOTING from a radio address on "The Effect of Public Works in Promoting Trade Recovery," by Martin Dodge, representing The Banking and Industrial committee of the Second Federal Reserve district: "A billion and a half dollars was set aside for loans for self-liquidating projects, that is, projects which would be self-supporting and financially solvent, returning interest and amortization charges from their own revenues and independent of taxation, thereby laying no extra burden upon the taxpayer." This refers to the Reconstruction Finance corporation reservoir of public credit.

Quoting further, he says, "So far 56 projects in 22 states have been approved by the Reconstruction Finance corporation for loans totaling \$147,651,000, or about 10 per cent of the available fund. These results are obviously disappointing."

In March GOLFDOM, this writer took the liberty of calling the attention of those interested in the business of golf, that the construction of municipal swimming pools, golf courses, stadia, or other recreational

facilities, which will be paid for out of charges for their use, are eligible for R. F. C. loans. It is well to understand that the Reconstruction Finance corporation *wants to make these loans.*

Primarily, this fund is not available under the section for projects that have been completed, and that desire refinancing at lower rates of interest, or that provide little or no employment and use of new materials. New or partially completed projects that will use materials and employ labor, and that will constitute a positive asset to the community affected, are desired for serious consideration.

For many communities this is *the* chance to obtain the money at low interest rates for the construction of needed recreational centers. It will take less money to do more work at this particular time, and in the same cause the money expended will do more constructive good than at some time in the vague future.

Clouds of mystery seem to surround the ways and means of evolving needed self-liquidating projects. Fundamentally these requirements are simple.

In the March GOLFDOM article, the writer gave a definition of what constituted the "self-liquidating" clause. Since that time, amendments to the law have made the self-liquidating requirements less drastic, but they still retain self-liquidating qualities—that is, capable of self-liquidation under anything resembling normal circumstances.

The act further requires that all loans made by the corporation shall be fully and adequately secured. That no loans or advances may be made upon foreign securities or foreign acceptances as collateral. That the length of time for which the loan will be made, and the rates of interest or discount, and the terms and conditions, shall be determined by the Board of Directors of the corporation. In this respect, it is well in making the financial setup to allow 6% interest, and provide self-liquidation within ten years.

There are no printed forms for making

applications. There is, however, a required order in which information may be given. It is necessary to have plans, maps, specifications, and all other data and material necessary to a full examination of the project. In the case of a municipal golf course project, it would mean that the report of the appraiser covering the value of the land, the report of the golf course architect, the engineer, the attorney, the accountant, and other experts, would accompany the application. Only a knowledge of circumstances covering the particular project on which money is to be loaned can foretell in advance the possibilities of obtaining the loan.

### Apply to Determine Eligibility

There is only one way to find out finally and definitely whether or not your particular project is eligible for an R. F. C. loan, and that is to make a formal application in accordance with the requirements of the act. Pre-knowledge and understanding of the requirements can go far toward determining eligibility in advance, however. Time flies, and it is the purpose of my remarks in GOLFDOM to assist in dispensing and explaining the ramifications of the act, and the procedure necessarily involved.

Golf courses that have been started and left uncompleted for lack of funds may be eligible for a loan sufficient to complete and put in operation. You must have a topographical map of the property. You must have a plan of the layout prepared by competent consultants. You must have sufficient detail plans and specifications to explain definitely the character of work to be performed. If a clubhouse is to be included, you must have plans and specifications for the clubhouse. You must show that you are actually planning to build a definite project. You must have detail estimates of the cost of construction. The actual cost or the certified value of the land must be shown. You must predetermine and set the cost of promotion or management.

You must be able to show that the population in your district is sufficient to patronize your course; that it is economically feasible and needed. You must make an analysis of your competition, if any. You must state what your fees will be, what your cost of maintenance will be, and what net profit you anticipate. This information must be competently compiled and entirely unbiased. You must know how many men you will employ 30 hours per week, and the amount and cost of con-

struction materials that will be delivered on the work in each three month period. You must state known objections that have been made on the project.

Finally, the project must be authorized if it is municipal in character, and if the credit of the community is to be pledged as security for the loan, the condition of outstanding bond issues and rate of tax collections will enter the picture. The loan may be made either through purchase of your securities or indirectly. There is even room for new ideas.

*The Reconstruction Finance corporation wants to loan this money.*

The organization for dispensation of information regarding R. F. C. activities is the National Committee for Trade Recovery, New York City. This committee has established sub-committees in practically every state in the Union. Space does not permit the printing of this information, but inquiries addressed to GOLFDOM will be gladly answered. Your particular state committee passes on the form of your application and the general feasibility of the project contemplated, and transmits it with its recommendations to the R. F. C. But your state committee cannot in any way promote your project. Its function is purely advisory and supervisory insofar as the form of application and compliance with terms of the act in general are concerned.

### Get Busy Now

The local board will give you every assistance within its scope, but in the final analysis, it is up to those interested in the business of golf to evolve the project. If your community needs and wants new or additional golf facilities, including if you like, clubhouse, dining or other concessions, swimming pool, and other recreational facilities, get busy at once. Form your committee. Talk to those interested. Work up the *spirit*, as well as the fact of the proposed project. If it is positively self-liquidating in character, and security is available, you do not have to be timid about the cost. Only approximately 10% of R. F. C. money has been loaned, and time passes with unemployment on every side.

The following first 10 requirements summarize in order the general information required on the form of application for an R. F. C. loan. All other paragraphs and requirements are but expansions of these fundamental points:

- (1) Type of project and location.



What a setting for a clubhouse! It's the Oyster Harbors club on Cape Cod at Osterville, Mass. Able, genial John Fitzgerald is the manager there during the summer. In the winter he's at Mid Pines. A fellow has to be good to have a team of clubs like that, and Johnny is.

(2) Full legal title of applicant, address, law under which organized, and date of organization.

(3) Name, title, and address of the person with whom correspondence should be conducted, and name and address of counsel for the applicant and of consulting engineers, architects, etc.

(4) Summarized total cost of project, with subtotals showing:

- (a) Cost of construction,
- (b) Cost of land, rights of way, etc., and
- (c) Aggregate of other costs.

(5) Amount of loan applied for; proposed time or times of repayment.

(6) Brief statement as to nature and sources of revenue.

(7) Statement that loan will be fully and adequately secured.

(8) Time that will elapse after funds available, if loan granted, before:

- (a) Work can be commenced,
- (b) Project will be completed,
- (c) Project will become fully self-supporting, and

(d) Construction cost will be fully returned from net revenues.

(9) Condensed estimates of average number of men to be directly employed 30 hours per week and cost of construction materials to be delivered to the work during first three months after the loan is

made and for each succeeding quarterly period. Such data may be shown in further detail in the construction schedule.

(10) Statement as to all objections that are known to have been made in respect of the project or the application to the Reconstruction Finance Corporation, together with names and addresses of objectors; if no such objections, so state.

#### GOLF BALL MOVIE OFFERED FOR CLUB PROGRAMS

New York City.—“The Inside Story of Golf Balls,” a 16 millimeter silent film, will be made available for free use at golf clubs April 15, by the Motion Picture dept., United States Rubber Co., 1790 Broadway, New York City.

This film runs about an hour for all five reels. It is considered by experts one of the best industrial pictures ever shot. It tells the picture story of golf ball making from the United States Rubber Co.'s plantations in Sumatra clear through to the testing.

It is an instructive and entertaining picture for clubhouse showing and will provide entertainment committee chairmen and pros with valuable help in solving one of their problems.

Only cost attached to showing of the film is a small transportation charge. Prints of the film will be in lively demand so it is advisable to make reservations for the picture well in advance.

# Lytton (store head) Writes to "Pro-Shop Business Is Too

By JACK

**A** FEW YEARS AGO, The Hub, one of the biggest stores for men in the world, entered into arrangements with golf clubs in the Chicago district, whereby The Hub was to take over the pro-shop concessions and pay the club a commission on sales, generally around 10% of the gross.

This was a harpoon right into the hearts of the pros and at the time GOLFDOM handled the matter in several yarns forecasting that the Hub-club arrangement would be a disappointment to all concerned. It later turned out to be just that—again proving what child wonders we are.

The Hub formerly was run by a grand old guy named Henry Lytton and one of his stalwart sons, George. They sold out when the happy days of consolidations were on in this fair land. Lately they took back the old plant and have been stirring things up to the extent that the GOLFDOM gang is seriously considering buying its spring trousseau at the Chez Lytton.

Well, the other day, Papa Gates of the PGA got a letter from George Lytton that ought to bring some sunshine into pro hearts and remind them that if they play smart and keep on the job they are the king pins of golf merchandising. George wrote Albert:

I am very glad to inform you that The Hub is entirely out of the golf shop business.

At the time my father and I bought back The Hub last November, we decided that we would eliminate this phase of our business immediately. The factors that motivated our entrance in this field several years ago are unimportant now. The thing that you are interested in is the fact that we are out of the private clubs for all time.

We are anxious for the friendship of the professionals, of course, and we are making every attempt to promote golf as a sport in the Chicago district.

May I compliment you on the fine work

the P. G. A. is accomplishing and assure you of our friendship and cooperation.

Sincerely yours,

(Signed) GEORGE LYTTON.

During the time The Hub was operating pro-shops its golf business steadily dwindled. The best showing that was made on the club contracts was at Medinah where Tommy Armour, on his new contract, has the pro shop. At Medinah the sales of apparel under Hub operation were astounding, but the strictly golf business was a decided flop.

George and his daddy, two of the smartest merchandisers in this country, were unable to make pro-shops operate at a profit—so you get a hunch that pro-shop operation is no cinch—maybe you'll even get the idea that it takes one smart hombre as a pro business man to get much more than an even break running a pro-shop. Clubs that are operating their own shops will wake up eventually, but their awakening is held off for some time because of the trick bookkeeping methods so common at golf clubs.

The Lyttons figure on getting back into the golf business on their former strong basis by developing the daily-fee and public course business. For some reason, the operators of these public layouts seem to wince at the idea of hiring a pro on a basis that will attract a live, good man and permit him to make any money. The Hub will make plenty out of this trade and everyone will be happy, because the fee-course owners will not know they can get some pros who are real business getters and workers who can sell some clubs and balls and get some players if they have a chance to make some dough.

A lot of people in the golf business would be smart to follow the Lytton tip-off.

Pros who have been wondering what the so-and-so hell the PGA has been doing, will be impressed to learn that the Lytton decision to get out of the pro-shop business was the direct result of Papa Gates' work.

# Gates (pro's front-man) to Say "Tough for Us — We're Thru"

EULTON, JR.

The Hub is running a golf show early in April. Press agents for the show are a couple of bright space-chiseling kids who could steal a hot stove from a publishing office and then break a story in the paper featuring the name of the manufacturer of the stolen stove. These boys dropped into the GOLFDOM office asking about stunts on which stories could be hung. We tipped them off that the Ryder cup would make a great window display, but if they asked Gates for the trophy he would burn them plenty because of the Hub dealing itself a hand out of bounds in the pro business. And Gates did, frequent and tough. After Papa Gates and George Lytton had talked it over, the Hub signed off on the private club pro business, thus saving itself some jack and giving the clubs a chance to be private clubs, instead of substations for the Hub. The move also opened the gates for some good, busy pros to make a precarious profit from pro-shop operation.

The next move is up to the pros. Some of the brainy laddies will make the most of it. Others will speed their ways out and go back to carrying the hod. Personally, we suggest hod-carrying for the birds who come into the office and provoke a dialogue about like this:

*Pro—Get me a job, will ya, Pal?*

*Us—O. K. That makes 39 today. Whatcha leave the last spot for? Canned or what?*

*Pro—Naw; not canned. The tight sich-and-siches wouldn't give me the old contract and this year all they'll give me out of the spot is just what I can make.*

*Us—Well, what to hell do you think we make out of this racket outside of just what we can make. Let some guy give us a guarantee on getting out our book and you'll see us grab him right out of his shoes. The only exception to this "just what you can make rule" is the birds who are pro-greenkeepers or outstanding name players or instructors, who are so rare they deserve a guarantee and wouldn't be*

*getting it unless they were able to command it despite tough competition.*

If the boys who are just ordinary mine-run pros, like we are just ordinary mine-run reporters, would realize that all they can get out of their jobs is just what they can make, the pro business would be one of the richest businesses in the world. The opportunity is there.

**I**N A RECENT issue of the American *Mercury*, "Golf Is a Poor Man's Game," by Kenneth Payson Kempton, tells in interesting style of the way that golf grew up-stage and expensive.

Kempton makes some statements that possibly make a better story than accurate record although they undoubtedly hit in some cases. He tells about the young Scot pro his club hired when it was getting snooty, making out of the golf ball concession "two or three thousand a year" and after placing in the National Open demanding and getting a salary of \$10,000.

He tells with sobs about the uncertainties and losses of clubhouse restaurant business. Relating that the members looked with scorn on any member who carried his own clubs, he adds, "The system used by most of our caddies was to steal balls whenever possible, and move to other clubs if fees were higher, bags lighter."

One point he mentions tells a good part of the story of golf's major woe: "Our overhead swelled like a tidal wave: material, repairs, insurance, taxes and betterment fees—for our venture had raised property values over half a township."

The article concluded by advocating stark simplicity with caddies only for players over 70, closing the clubhouse, dividing the members into gangs for course maintenance work to be done one evening each week, taking over pro-shop concessions and dropping all thought of membership drives. Which, of course, is just as foolish and unnecessary as the extravagances responsible for the dilemma in which Mr. Kempton's club found itself.

# Thoroughness Is Vital in Building Perfect Greens

By HENRY McKEEN, JR.

**W**HAT ARE the essentials for a permanently good putting green? In order of importance in the writer's estimation they are: (1) Drainage, (2) Soil Structure, (3) Purity of grass strains, (4) Fertilization, (5) Care.

The best of grass will not keep a green perfect if the other four requirements are absent. Care, proper fertilization and good grass together can produce a fair surface for two or three years. Add a reasonably good soil structure and good playing conditions may be extended a few years longer. But without adequate drainage eventually the green will begin to go bad, maintenance costs will rise and sooner or later all or part of its grass will have to be replaced. If the fundamental trouble is not diagnosed and remedied it is only a matter of time before the same conditions are met again.

Let it be understood that drainage alone will not make a perfect green. Without the right kind of surface soil the best planned drainage system cannot fully function. Without good grass strain the ideal green can never exist on the best of soil. Without scientific fertilization and proper care even the best of grass will not attain and keep its greatest perfection though soil and drainage be excellent. All five stones are required for the perfect arch. Drainage is the keystone. Without it the edifice may stand for a period but will crumble eventually under the weight of constant play.

Proper drainage is a structural condition which effectively conducts from topsoil all unneeded moisture. Every amateur gardener knows that the hole in the bottom of a flower-pot is for just this purpose. Surface drainage usually presents little difficulty. A gentle slope, in two or three directions if possible, without depressions, will conduct a considerable portion of excess of water directly off the green. On established greens, low areas and general contour can gradually be built up by frequent topdressing applications. Deep

channels and abrupt changes in pitch should be avoided, thereby minimizing change of scald from concentration of fertilizers and fungicides therein by washing.

If green contour has a valley try to pitch crown of depression slightly away from the lower area whenever possible. Excessively high ridges, bumps or knobs are hard to keep adequately moist in dry season without excess water in lower levels. If such must appear it is usually better to slope these with surface soil only.

## Sub-Drainage Most Vital

Sub-drainage is the real problem and the more important one. In new construction it is simple work and provided for in plans of all reputable course architects. For those who "build their own" it is not impossible of accomplishment if the underlying principles are known. For the benefit of these let us sketch the requirements. Take first the simplest type for drainage, the green higher at all points of its periphery than the surrounding fairway and banked against the approach (higher in the back than in the front). If such a green has a permeable topsoil, usually no tile work is required provided back to front pitch is fairly sharp and even. It is necessary then only to arrange the subsoil base so that it has a constant and uninterrupted pitch from back high-point to front low-point. To help quick evacuation there should be also a slight subsurface pitch transversely from this center line to each side. This will then allow subsurface flow in three directions.

Nowhere should there be a hollow which will hold water. If there is to be a depression in finished green, shape subsoil accordingly. If raised portions are called for, construct them solely of topsoil material unless all sides of raised base will turn water without great in-

ruption. The lowest parts of sub-base must terminate above fairway, otherwise compact fairway soil may act as a dam. Topsoil cover can be extended and graded to fairway level if a flat approach is desired. The finished shape can be altered or contoured almost at will by the disposition of the covering topsoil, due care being observed for surface drainage. However, the subsoil base which supports the topsoil should drain clear in every possible direction.

### Tiling Requisites

If base pitch is not sharp enough in a practically constant angle or if a deep valley shows on green plan a single tile line may be sufficient. On practically flat greens or on those whose edges are all or largely on level with or below surrounding fairways, tile drainage to a greater or less degree is almost invariably called for. The one exception may be found on courses built on a very sandy soil where green topsoil is more compact than surrounding fairway and where excess water will be readily absorbed by underlying soil.

Tile drainage of established greens is a different and generally harder proposition. There the exact slope and contour of subsoil base is largely unknown, and impossible of change without removal of sod and topsoil. The condition of the grass gives the only clue to those portions most needing attention. The tiling must be planned primarily to reach these particular locations. Between alternate routes the expert can usually determine the best. But even the experienced cannot see and know all of the hidden bumps and hollows covered with topsoil and grass. Three or four lines must sometimes be laid where one would have done with a properly planned base.

Each green will produce its own drainage problem and consequently no general plan can be presented in an article such as this. Nevertheless an outline of the reason for and the theory and practice of tile draining may be of interest. All portions of the green must be reached in such a manner that any undue retardation of subsurface water flow will be eliminated and the excess passed quickly from the surface soil. Excess moisture remaining in the soil will prevent the penetration of needed air to root structure, retard and greatly diminish the bacterial ac-

tion required to change mineral constituents into forms which can be assimilated by the roots, and will gradually change the structure of the soil and its chemical properties. Fine grass growth thins out, sometimes being replaced by coarser grass or weeds, at other times remaining half bare in spots. A plug of soil from these areas will feel and seem lifeless, often slightly darker than surrounding soil and sometimes of a rather unpleasant odor. Resodding affected areas gives only temporary relief as long as the fundamental trouble remains.

### Laying Tile Properly

The so-called herringbone type of tiling is probably the most efficient and cheapest method of laying. Usually 1-in. inside round or hexagonal unglazed tile is sufficient except for main stems. The pitch from high to low points should be of a constant angle, pipes being laid on cinder or fine crushed stone well under sub-surface grade. These trenches must have no hollows or pockets on lower side. Joints should never be cemented, but it is advisable to cover top of joints with a strip of heavy tarpaper to prevent soil seepage during settling of topsoil. A small piece of slate at each end will prevent soil entry there. Trenches should then be filled with cinders or fine stone completely to subsoil base grade, wet down and tamped, care being taken not to break any of the tiling. The low point terminal can be led to a lower portion of fairway, to a side trap or to a rock-filled sump. Wire a coarse copper screen over discharge end of each line to prevent moles and rats from entering. This is important as otherwise discharge may be interrupted. Very careful study and planning is required for a successful layout and the amateur is advised against attempting it. It is economy to call in an expert to analyze the problem and to furnish working plans.

### Soil Structure is Necessary Adjunct

Unless the topsoil structure is correct the best planned drainage system will not function properly and grass growth will suffer. If the topsoil is too heavy, surface water cannot soak into and through. This will throw an added burden on surface drainage and tend to wash and roughen putting surface. A considerable loss in fungicides and fertilizers will result, as in solution they will be washed

off the surface rather than into it. Lower areas are bound to accumulate an excess from high points with risk of scald and certainly of undue concentration. Excess water must be given in dry periods to assure any permeation and, even then, little moisture will sink keep enough to form a future supply for root use by capillary attraction. Root growth will invariably be shallow as hard soil makes penetration difficult and free access of air almost impossible. Friendly bacterial functions will likewise suffer. Roots will naturally stay close to surface where air and water are more readily available. Sturdy natural growth is thereby hindered and excess water and chemicals are required to keep appearance. Added susceptibility to disease naturally follows.

If topsoil is too friable difficulties will again be met. Here water will pass too quickly and too completely through surface and off green via the tiles. Not enough will remain in suspension. Fertilizers will wash right through before complete transformation and absorption takes place. A greater degree of watering again will be required at the cost of water and labor. The danger of over-watering is not as great as on the heavy-soil green, but the expense is there. Too much water is often worse than too little, particularly in hot weather.

### What Soil Best?

It is therefore obvious that a proper soil medium must be provided not only for adequate drainage but for proper grass growth. The perfect soil is sand-loam with ample humus content. A sand-loam is a soil which will be solid and at the same time permeable; open enough to permit ready water and air absorption, compact enough to hold a portion of the water underneath and yet not show or hold foot-marks and other evidences of hard play.

A rough test can easily be made by picking up a handful of damp (not wet) soil and compressing firmly in the palm. Open and tap the hand gently. If the earth cracks and crumbles the consistency is approximately correct. If it remains in shape there is too much clay. If it falls too readily out of shape there is an excess of sand. There is still the question of humus content. Humus is required to promote bacterial growth and to function and aid in water holding and in keeping an open soil structure for root breathing.

If the topsoil comes from cultivated farm land which has been kept well fertilized with organic matter or from a properly made soil nursery, there is probably sufficient humus in it for initial use on a new green. For topdressing an addition is usually required to replenish supply on old green surface. Samples of soil from each green should be analyzed at regular intervals and tested for structure as well as for chemical composition. Each green will vary and topdressing proportions can be altered to best suit individual requirements.

To change soil structure on existing greens is at best a tedious job but one possible of accomplishment over a considerable period of time. It is always much quicker and often much cheaper to rebuild an entire green rather than attempt to change its structure through the only other method, continued topdressing. If the sod is fairly good it can be lifted, topsoil removed and mixed to proper consistency, sub-base corrected and tilted if necessary, in a surprisingly short time and at relatively small cost. I know of cases where such work has been done and play resumed in less than two weeks.

If correction is to be made from surface application only, a comprehensive plan must be worked out and followed over a period of several years. Frequent deep spikings and more frequent and more friable topdressings will hasten correction. Great care is required lest layers of different soil types be produced. Expert advice is required to assume final success.

ONE OF THE serious problems with which some of the metropolitan district clubs had to contend during 1932 was that of the so-called "tramp" golfer. This is the fellow who refuses to become interested in a club membership under any circumstances, but who will play around at private clubs, introducing himself as a guest of a member. Frequently the member is embarrassed by requests from the tramp golfer to be allowed guest privileges for even though the tramp golfer is willing to pay his own green-fees, he often plays the same course more days than many of the club's members.

Many clubs were compelled to post notices reminding their members of rigid enforcement of the usual rule that no guest could be extended privileges more than four times a year.



# Managers Differ on Beer Tide Being Golden at Clubs

**J**UST WHAT the return of beer is going to do to country club business is still an uncertainty so far as representative leading club managers are concerned.

Much attention is being paid to the service arrangements for beer at golf clubs. Instead of the old bars so popular when golf was a man's game, new facilities are going to be installed at practically every club in states where beer is a certainty. It is one of the spots where a club can spend money and be almost positive the investment will be amortized quickly, even though the beer revenue some optimists expect will not be forthcoming.

While the weight of expert opinion is that increased house revenue directly attributable to beer is going to help float away some of the heavy fixed charges, there are several experienced managers who warn that too much cannot be expected of the amber tide.

The manager of one of the country's most famous clubs (an eastern organization), expresses the following opinion:

"Golf clubs cannot fail to benefit from the return of beer. Money now being spent on bootleg liquor and alleged beer will be spent in the club. The majority of members will give up hard liquor when good beer is obtainable. The fact that the price of a bottle of bootleg scotch or rye will buy two good club dinners and plenty of beer is sure to result in more restaurant business."

Another famous club's manager tells GOLFDOM: "The sale of beer at country clubs will certainly increase cafe sales and I believe also will increase the sale of sandwiches, etc., thereby increasing restaurant revenue. It also will tend to foster a feeling of good fellowship among the members."

Not the least of the club managers' problems under prohibition has been the spirit of battle stirred up by the vicious bootleg beverages. A member carrying a burden of warfare hootch is transformed from a reasonable, quiet citizen into a whirling, loud talking demonstrator of assault and

battery. For some reason the club force seems to be the first line of attack. Practically all of the unpleasant situations in country club operation have had some element of alcohol as the fuse, according to most managers. With beer again available that spirit of good fellowship to which the previously quoted manager refers will become a substantial asset to club management.

## No Deluge

But, along with the questionable improvement resulting from the return of beer, it is not going to be a self-sufficient and complete answer to an important part of club financial problems.

After the first reaction has ended and people are reconciled to beer, it is going to dawn on a lot of clubs that beer will have to be sold instead of merely served. Such gluttonies and idiocies as the Brew Year's eve celebrations in many cities marking the return of beer are as completely unwarranted as the activities of the prohibition racketeers who knocked out beer. There is no substantial significance to a mob of merry-making guzzlers diving back into suds for the first few weeks. Beer as a drink for moderates should add a good volume to golf club revenue and it is on that basis that foresighted managers are proceeding.

## Beer, Women and Golf

What is changing the beer picture a whole lot from the bygone days at the golf club is the amount of women's play. Bar location, appearance and service now must take into cognizance the fact that women's patronage now is around 40% of the total at representative metropolitan district clubs. Chances are that women will go for beer despite the dire threats of blubbery welts around the middle of the human form divine, which have been broadcast to women by the dry forces. They can walk off the beer and open their pores and be ahead on the health score during a round of golf.

After several years during which caution has been pounded into club managers they are in a frame of mind that does not permit them to accept beer's return as the magical act that will make everything hotsy-totsy around the clubs.

The manager of one of the big eastern clubs hands out an opinion on beer's return that is worth considering. He tells GOLFDOM:

"Candidly, I cannot say that I am over enthusiastic, or very jubilant as to the results which the sale of this special commodity will bring about. As a matter of fact, I am inclined to feel that after the first 30 or 60 days' spasm is over, that the net returns and the improvement of business conditions expected will be very disappointing.

"As you particularly know, from your part of the country, the sale of beer will be nothing new. It will not be a novelty for any of us to step into a bar—put our foot on the rail—and order what we want, because we have been doing that anyway. In addition to that, I feel that the general character of the people has changed so within the last eight or ten years, that it will be quite some time before they are educated to appreciate and use this commodity as our 'old-timers' did. Further than that—considering the crises that we have been going through for the past three years, combined with the banking situation existing at the moment, the average man will have little money to spend. Even with the return of business, it will be a matter of some time before he has pulled himself out of the 'red,' and I mean by that—that he has relieved himself of personal debts, such as mortgages, bank loans and 'what-not.'

"We have all learned a lesson of frugality and economy in the past few years which is going to linger with us for no little time, and I believe that the average person will have in mind the idea of 'packing away a sock full of dough' before he begins to scatter it around in entertaining.

"In addition, I believe that when beer, or any other commodity of this type is thrown at us from all directions, as it undoubtedly will be, by grocery stores, delicatessens, and all sorts of restaurants, etc., that the desire for it will very soon be little or nothing.

"Don't get the idea that I am pessimistic, but I have been in this type of business for nearly twenty-five years, and have han-

dled this commodity under almost every condition, and I cannot see that the sale of beer will be a panacea for any of our important financial ills—at any rate, not for some little time.

"I believe the situation will be somewhat the same as that confronting the bottle manufacturers today—that the profits will go in the bung-hole and out of the spigot. In other words, they have felt that beer would have a tremendous increase in business, forgetting the fact that there might possibly be a tremendous decrease in the sale of mineral and sparkling waters."

Naturally one of the angles that is going to figure in determining country club beer profits is to what extent beer will cut down the ginger-ale and mineral water profits. Some of the managers who are experienced observers of human nature around the locker-rooms say that after a few drinks of beer the hard liquor drinkers will consider that they are not getting action quick enough and will go for the red and white stuff with set-ups. If so, it will be the answer to the problem brought forth by a manager at one of the deluxe midwestern clubs. He says:

"Beer alone will not increase your revenue very much, as it will not change the whiskey drinker. He will continue drinking his highballs. It will only affect those members who have been beer drinkers before prohibition and this is only about 15% of the membership. Then, take our club—we sold two different kinds of near beer, Kingsbury (light) and Atlas Muenchener (dark). One cost 8c, the other 10c per bottle. It was sold for 25c. With the return of beer you won't be able to charge more than 15c per bottle which will decrease your profits unless you can sell 35% more than you have been selling in the past. I have always favored selling ginger-ale or charged water, as profits on these items are high. For instance, I have been paying about 8c for a pint bottle of Canada Dry and been selling it for 30c which leaves a profit of 22c per bottle. Ordinary charged water is sold at the same price with the same profit so you can see for yourself if members are going to change over from highballs to beer it will actually decrease your profits instead of increasing them."

So the beer situation at country clubs simmers down to what the brewers are going to do to restore the business in a wholesale and innocent beverage.