



In the spirit of pure cussedness, San Gabriel C. C. officials believe, some motoring vandal recently drove a car onto this green and deliberately ruined the putting surface, as shown. A fence has been erected to prevent further forays.

able that more definite and helpful information may be forthcoming at any moment.

Avert Water Disaster

Last December the action of one course benefited every course in the Los Angeles district—an area, incidentally, closely akin in size to that of a European state. Early last year these golf links, all purchasing water from the City of the Angels, were deprived of the irrigation rate which they had been paying for years and were placed upon the domestic list, which made a difference of several thousand dollars on the gloomy side of the ledger for all courses involved. No real justification was revealed for the change in water schedules. Came the time for deciding the venue of the 1933 Los Angeles Open Golf Tournament, an annual event promoted by the Junior Chamber of Commerce. For a time there was doubt that the event would be played this year because of financial straits. After considerable debate it was decided to continue with reduced prize money, it being argued successfully once more that the accruing advertising would attract the attention of throngs to the existence of Los Angeles as a place to distribute their wealth. But—and here was the catch—the affair would be played only if the course of the Wilshire C. C. were available; this because it was of championship caliber, was well

located within the heart of a golf-interested populace, and was equipped with an impregnable fence withal. Thus would adequate return be assured. However:

“Sorry,” said some Wilshire genius, “we couldn’t think of accommodating you this year, water rates being what they are—”

This gave the Junior Chamberites pause to think, and thinking in this case being tantamount to action, gentle but firm pressure was applied to the appropriate spots with such good effect that the city fathers reconsidered and decided that golf course irrigation was a legitimate low rate enterprise. Now all greenkeepers in the Metropolitan area are considering erecting a statue to Wilshire’s greenkeeper, Bob Greenfield, believing that this canny Scot was in some way responsible for the expeditious change in schedule. Incidentally a most successful tournament was held, one noted for its universal lack of complaint in regard to the condition of the course.

Smart Use of Models

Another scheme to forestall the depression in some measure is being tried at the Oakmont C. C. of Glendale, where Superintendent Lester Gould is in a process of reconstructing a number of his greens with an eye to improving their quality, increasing play, and lowering upkeep costs. Unfortunately, Gould discovered, unless a

recognized and consequently high-priced expert was called into consultation in regard to the remodeling, difficulty was experienced in getting the members to come to some unanimity of agreement in regard to just what constituted an improvement. As everyone in the business knows there are just as many opinions in regard to how a green should be constructed as there are players, and most of the ideas are impractical. The great advantage of retaining an expert is that his word is taken as gospel, if only because he charges so much.

So Gould is now trying a method of circumventing any kickbacks from the Oakmont players after the reconstructed greens have reached maturity. This is the construction of a model of each green as it will be in its completed form, not a new idea in itself, but the Oakmont greenkeeper goes ahead one more step and places the facsimile for all to view and invites everyone's criticism. The miniature green being carefully made of modeling clay, hand-painted, and complete in every detail of drainage, contours, traps, and pipe lines, is bound to attract attention. In this manner the club officials are enabled to get a fair cross section of opinion from those who will suffer or enjoy the projected changes.

Another use for working models has been revealed by C. W. Hazlett of the Bel-Air C. C. He found, as have many others, that teamsters, being non-golfers, frequently were lost when they were hired to do construction on a golf course. They had difficulty in understanding just what they were expected to build, not knowing a green from the Athenian Acropolis. When construction time comes around Hazlett therefore has a pile of earth about 12 feet in diameter placed near the projected grading work. In this he shapes a model of the finished job. Then he tells the teamsters to get busy and build him something like this according to specifications. All of which enables the work to go ahead without the necessity of the greenkeeper being present to direct the placing of each scoop.

Mystery in Dirty Work

Among other events on California golf courses this season is one for the amateur detective and one which has the constabulary of the little town of San Gabriel considerably perplexed. Recently on two

nights one week apart some individual or individuals drove a car on the grounds of the San Gabriel C. C. and with malice aforethought charged across greens, slamming on the brakes and skidding the wheels. The damage wrought on the moist turf can be imagined; the sod was torn and rolled, leaving long ugly scars. No motive has been discovered; no employees had been discharged just prior to the disfigurement; and no one can imagine a person having a sufficient mad at the club to perform such a trick. Whatever the cause the Mission City course is now barricaded by a substantial fence, thus putting it in the championship class.

The most cheerful news that has come before Southern California greenkeepers in many moons arrived a short time ago with the announcement that the Southern California G. A., with Norman Macbeth as the leading light, is promoting the establishment of a turf experimental station in the Pacific Southwest by the U. S. G. A. This has been a crying need for years inasmuch as the thickest populated spot west of Chicago as far as golf is concerned has never received the benefits of such a station. This lack has not been without its consolation because it has made the local greenkeepers more self reliant, greenkeeping practices obtaining in other sections being of scant use here. Nevertheless there has been a feeling that such a station in the hands of grass experts and plant pathologists would be the means of saving Southern California golfers thousands of dollars in course maintenance. For some time Los Angeles greenkeepers had considered establishing an experimental plant of their own, but economic conditions brought this idea to a halt. With the establishment of a station by the golf association, local course superintendents are looking forward to a rosier future.

If you want your members to get **GOLFING**, the National Players' Magazine, mailed to them free, rush their names and addresses.

GOLFING,
205 W. Wacker, Chicago.

Why Must Membership Chairman Have a Lone-Wolf Job?

By JACK FULTON, JR.

THE MEMBERSHIP chairman is a lone wolf. His is the key job in the club, because there must be members or there can't be a club. If he falls down on his duties and fails to round up as large a mess of active enthusiastic new members as his predecessor in office did, he's a rotten chairman. And if he's successful in his efforts and through super salesmanship and much sacrifice of time from his own business manages to keep the roster at the level it boasted when he took office, well, what the heck was he elected for!

That's the attitude most chairmen discover to be the reward of their office. Club members take it as a matter of course that without any particular cooperation on their part, prospects will be dug up, followed up and signed up in more or less automatic fashion. It's a rare member who voluntarily bothers to look around among his friends for possible clubmates. And scarcer still is the man who, having recommended a friend for membership in the club, bothers to cooperate with the chairman in seeing that the prospect is sold into the organization. That's up to the membership committee, which by the way, is generally a one-man *working* body, alas! That's what the committee is, for, ain't it? Hand in a prospect's name, then forget it.

So the poor chairman pursues his lone-wolf ways, frequently spending his own good money entertaining prospects at the club, playing golf with them, introducing them to the fellows in the locker-room, making them feel so at home and welcome that they join the club. The chairman would much prefer to be out playing two-bit syndicates with his regular foursome, but—no-can-do—he's the membership chairman—just another way of saying he's the goat.

No Helpers Needed, Say Clubs

As a matter of fact, this prevailing belief that the chairmanship of the membership committee is a one-man, lone-wolf proposition is reflected in the way the committee is set up in most club's organization. Take other important jobs on the Board

of Governors. The secretary and the treasurer have the great bulk of their routine duties handled by the manager or some other *salaried* employee. The green-chairman, if he's smart, leaves the maintenance worries to his active *paid* assistant, the greenkeeper. The chairman of the house-committee leaves things pretty much to the manager's good judgment. And the golf committee falls back on the club pro when anything need be done in that department.

But the poor lone-wolf membership chairman . . . who can he call on for help? The answer, if you'll think a moment, is NOBODY. If a prospect should be phoned, the chairman does it. If a prospect must be interviewed, the chairman does it. And if there are letters to be written or investigations to be made, it's the chairman's job.

A Harder Job Than Formerly

It's all wrong, mates, it's all wrong! The custom of expecting the membership chairman to get along without a paid assistant was all right back in the good old days when all a membership committee had to do was pick the next name out of the waiting-list file, call the man on the phone and tell him the club had finally got around to him and if he would please send check, ho-hum, the Board of Governors at its next meeting would admit him to membership.

Things are very different today. Clubs have lost members in excess of the ten per cent which is considered normal turnover. Waiting lists are now classified as phenomena. Moreover, it's a whale of a lot harder to find prospects these days than it used to be. Then, is it fair to ask the membership chairman, alone and unaided, to work harder than ever was required before? Obviously not; and the only way these added demands on the membership chairman's time can be kept within reason is to hire for him some assistant who can take over all the added duties changed conditions have brought about.

What sort of a man should this assistant be? Well, first of all, in appearance, educa-

tion, breeding and what not, he should pass as a regular member of the club. He should be a fair golfer and a good mixer. As far as the general run of the membership need know and certainly as far as any prospect for membership need suspect his work should appear to be the voluntary effort of a member of the club who is on the membership committee. An ideal man for the job is some former member who has had to give up the club because of financial difficulties.

How should this man be paid? This is a matter to be worked out by the individual club, although general practice where such an employee has been hired is to give him his golf privileges without charge, grant him a small drawing account and absorb into membership expense any house-bills he may run up while entertaining prospects.

The drawing account is charged against a flat commission paid on each membership sold by the man. A good persuasive worker can sign up at least one to three memberships a week during the spring and early summer. If you want good results his commission should be not less than \$25 on the average metropolitan membership. This may seem like too much commission, but remember it takes a pretty smooth and experienced salesman to do the job justice and such men are not satisfied with bell-pushers' wages.

The duties of a membership solicitor are fairly definite. Operating as far as the members know as a straight and unpaid representative of the membership committee, he obtains from the members of the club names of friends who might be interested in joining. Some golfers are reluctant to cooperate in this respect, fearing they will be called upon to help sell the prospect, so it is a good idea for the solicitor to get across the thought, "Just give me his name, Bill. You won't have to do any work unless you want to; the committee will contact him."

Women an Important Aid

The experienced membership salesman is careful not to overlook the women; often they are more helpful in supplying names of Grade A-1 prospects than the men. Many a man has joined a club because his wife wanted the social contacts its activities offered. So the salesman talks frequently to the wives of the members, asks which of their friends have husbands who are golfers but do not belong to a club,

and enlists their cooperation in selling the club to this couple.

There are other sources of names. Large corporations with branch offices frequently shift important officials to other cities. These men are golfers with a keen desire to join a club in their new home-town, but they have no intimate acquaintances to invite them into the ranks. A live membership solicitor keeps posted on such transfers and makes a point of contacting these men. If they are golfers, they are particularly responsive to his interest.

The club's green-fee register is a fertile source of prospects. Many a member brings friends to the club for a day of golf but hesitates to ask them to join because it looks as though he has acted as host with that ulterior motive in mind. It sounds silly, but it is only too true. The membership salesman can drop around to see such men a few days after they were entertained at the club and, introducing himself as one of the membership committee, put considerable pressure on them to join up.

Chairman Still Has Duties

All this discussion about the advantages a club can reasonably expect from employing a membership solicitor doesn't mean that the chairman of the membership committee is relieved of all responsibility. On the contrary, it is still his duty to pass on the desirability of prospects, to O. K. any terms and time-payments the prospect may request on his investment, and to work closely with the salesman when final selling pressure is called for.

But the great mass of detail connected with securing new members is taken from the chairman's shoulders and placed upon a paid assistant's willing back, where it belongs—at least to the extent other committee heads are permitted to unload duties of office onto paid shoulders.

MUNICIPAL courses ten years ago rarely made a practice of charging for playing privileges. Today the opposite is true and it is the general feeling that municipal courses should be self-maintaining or nearly so. The Civic Development department of the U. S. Chamber of Commerce reports that, in 1920, thirty-four out of a total of 50 municipal courses reported their courses open to play by the public without charge, while today only nine of 276 municipal links permit free play.

FIRST CHOICE

of MANY
FINE
CLUBS



AN important and much appreciated item of equipment in many fine clubs the country over is Goodyear Emerald Cord Hose.

It has no equal, is without a question the finest hose on the market, and considering its inbuilt capacity to give extra long service is to be classed as one of the most economical, too.

Goodyear Emerald Cord is built up of double-double cords, enclosed and meshed in specially compounded Goodyear rubber. It has an extra

strong body to hold the pressures, an extra strong ribbed cover to withstand scuffing, and it lies flat and kinkless.

Its bright emerald color and flat-rib design make it a new standard in good hose looks.

Let us refer you to users of Goodyear Emerald Cord, or send you specifications and other information about Goodyear Hose for Golf Clubs direct on your request to Goodyear, Akron, Ohio, or Los Angeles, California.

GOODYEAR

THE GREATEST NAME IN RUBBER

Better Teachers in Pro Jobs Will Bring Golf Revival

By N. N. R.

IT'S THE DEPRESSION! It is very easy these days, and quite the proper attitude to blame all our troubles on the universally maligned "Old Man Depression." In fact, one feels hesitant now about suggesting that any other condition or combination of circumstances could possibly be responsible for the decline or failure of anything, for fear of being thought "queer," to say the least.

However, a few contrary views on the subject may not be amiss.

The golf profession, and golf business in general, having suffered a set-back these past few years, in company with practically all other professions, businesses and the arts, the simplest expedient has been to blame it on the depression and let it go at that.

Being interested chiefly in the teaching end of the game I have lately given much thought to the decline in patronage experienced by most teaching professionals throughout the country and while I am willing to concede that the depression has been the cause of many golfers cutting expenses and declining to take lessons until such time as their incomes somewhat approximate former proportions, still I am convinced that only a portion of the blame for our "retarded" condition can be attributed to this depression.

The customary explanation apart from the depression excuse would be for the professionals to blame the golfing public and the golfers, in turn, to blame the professionals. I think they would both be justified, to a certain extent only, as neither faction can be held blameless.

To get at the beginning of our difficulties let us start at the height of our "up-swing" right after the war, and "follow through" to the present day.

Whether or not it was a reaction from the war hysteria, I am not prepared to say, but the fact remains that the three or four years following that conflict constituted a period of unalloyed happiness and prosperity from a golfing standpoint.

This suggestion for bringing a revival to golf should interest every club official as it must every professional.

One has only to consider the remarkable growth of women's golf during the depression and the relation of this growth to the fact that almost 70% of lessons are given to women and you see that this author probably isn't far wrong in suggesting much stronger emphasis on golf instruction.

This writer, by the way, is out of a job. If his hunch on competent instruction as an enlivening factor in golf club progress appeals to an official whose club's pro job now is vacant, we'll furnish his name and address.—H. G.

The game had taken on a sudden glamor and interest. The outstanding topic of conversation on the street and in the offices centered about stances, slices, new clubs, putting form, etc., etc. Bankers, milkmen, stenographers, doctors, tradesmen—everybody seemed to find the necessary time and money to take a fling at golf.

The new country clubs and public links rapidly sprang into existence to care for the ever-increasing number of golf addicts. The winter seasons in California and Florida showed an unusual amount of activity, due to their winter golfing climate.

This unprecedented interest in the game created a situation whereby the limited number of experienced and qualified golf professionals were literally swept off their feet in an endeavor to satisfy the demands for their services. I recall vividly seeing, upon certain occasions, at a popular country club in Pasadena, approximately a dozen professionals, mostly new ones, all teaching there at the same time, and they were busy from early morning till darkness set in each day, too.

I had just arrived from Scotland and was not only astounded at this display of interest in the game, but was heartbroken that my war disability did not then permit me to share in the golden harvest that the teachers were reaping.

Ask yourself this one question

“Why should I sell golf clubs of lesser quality — of lesser prestige — with fewer selling advantages than Hagen clubs? Knowing that the 1933 Hagen club price range starts at \$2, and realizing that the accepted superior quality of Hagen merchandise makes it far easier to sell — shouldn't I sell Hagen clubs and balls this year and recommend them to my customers?”

Pros in past years might have offered a few negative answers to that question. But the Hagen lines of past years didn't have as many outstanding selling advantages as now. With the new line, we can't think of a single reason why you should sell clubs of lesser quality or lesser prestige. The Walter Hagen name stands for superior quality. It is accepted by your customers as superior quality. And now the price range is complete. There are clubs and balls to meet every requirement and every pocket. Familiarize yourself with every detail of the Hagen line. Learn its advantages and then ask yourself why you should sell any line of clubs but the Hagen line.

THE L. A. YOUNG GOLF CO., DETROIT

Hagen Products

HAGEN CLUBS: \$2 UP. HAGEN BALLS: 65c-50c-35c-25c

It was inevitable that there should develop from the swarm of young fellows playing the game regularly a number of high class players. Scores of these young fellows, many from the caddie ranks, did develop very rapidly and in an incredibly short time were able to match strokes with most of the more experienced professionals.

Golf's Students Succeed

True, most of them could not have told you how or why they attained their results, but the fact remains that they burned up the courses with low scores and soon were besieged by enthusiastic admirers to give them lessons. Sensing the big money to be made they readily consented and for a time this group constituted the larger number of the professionals.

Among these, and included in those mentioned as having been seen in Pasadena, were Leo Diegel and Eddie Loos, then just starting upon careers which have since brought them into national prominence. These are only two of several who have risen from the caddie ranks to high places, amongst others being Gene Sarazen, Olin Dutra, Lewis Scott, Fred Morrison and several others of lesser renown.

But here is the point: These comparatively few who have risen to the top and stayed there were, at the outset, or soon became, students of the game. They delved into the fundamentals; found out the whys and the wherefores of it; read and practiced what the old masters had to say about the game, and in every way displayed a serious and conscientious attitude toward their newly chosen profession.

Unfortunately, a great many others, influenced as well by the unusual enthusiasm of the public, turned professional with no more thought than to take in as much money as possible, as quickly as possible.

That they didn't know their business did not bother them. The pupils generally knew less and they "got by." Their certificate from the professional association (which, by the way, is obtainable without examination even yet) was the magic key which opened the door to sudden affluence.

What Ruined Teaching Income

Many of them are still with us, and many more of the same type have joined the ranks throughout the country each year since. The attitude of this class of professional has undoubtedly soured a large number of golfers on golf teachers in general, to the detriment of the game as a whole.

"Class will tell" is an old saying and it is equally true that lack of class will tell—even more quickly. It was just a matter of time till our earlier enthusiasts, after spending much time and money on several of these self-styled teachers, came to realize that they had received nothing in return. And they still feel that way about all instructors.

This, of course, is most unfortunate and presents a serious, unfair handicap to the more experienced and studious element in the professional ranks. There are many excellent teachers, the problem being merely one of exercising the same care in making the selection as one would in choosing a doctor, a dentist, a lawyer or a music teacher.

In allowing their ranks to become cluttered up with any number of incompetents the pros themselves must bear responsibility for a portion at least of the decline of interest in what they have to offer.

But, please note, I said a "portion" of the responsibility. From remarks I hear now and again it is evident that many golfers are of the opinion that all golfing woes, including their own private ones, are traceable to the professionals; which, I rise to remark, is very far from true. In fact, a generous slice of the blame properly rests on the golfing public itself and should be borne by it.

Here is an angle which bears me out:

The larger majority of those who decide to take golf lessons have been playing the game for some little time; they have arrived at the point where they play fairly well, what knowledge they have acquired being gathered from various sources—experience in play and self-analysis; discussions with friends; printed articles on the game, etc. Their ideas on what constitutes proper form are pretty definite. In due course, however, they run into trouble with certain type or shots or certain clubs and decide to take a few lessons. Then the real trouble for the pro at least, commences.

Dubs Know It All

Instead of coming to the pro with the innocence of a new-born babe and leaving the matter of finding the fault and correcting it entirely in his hands, a large majority will proceed to instruct the pro as to what they are doing incorrectly. They will talk so much and so positively that the poor pro hasn't a chance to put

GOLFERS LOVE TO BE SEDUCED

... by a *different* golf ball. And this new Burke Forespot has more than *performance*, it has LURE! Its large recess marking makes it something new in balls—it becomes immediately the outstanding ball in your show case—its novel appearance holds forth the hope of new and better scoring results, and ... well, let repeat sales and greater profits speak for themselves.

Golfers this Spring will respond to the lure of "something different" by buying

BURKE *Forespots*

Stock FORESPOTS now—attract new ball profits from the start.



THE
BURKE GOLF CO.,
NEWARK, OHIO

his own system of determining and correcting the trouble into operation.

This is a major fault with innumerable golfers who go for lessons and is one of the most difficult that the teacher has to contend with. It destroys his effectiveness and naturally minimizes the results obtained by the pupils. The latter can obviously learn little if he comes to instruct the teacher, rather than to be taught.

Can you imagine what would happen were you to get up in class at school or college and attempt to give the teacher your opinions on the subject under discussion without being asked for them?

Naturally you would be put in your place very promptly; yet this is virtually what is taking place in the conduct of many a golf lesson, as any of my brother professionals can verify, except for this difference; the golf teacher is at a tremendous disadvantage as compared to the school teacher, in view of the fact that the golf pupil cannot be disciplined as promptly and effectively. Pupils are scarce and the dollars represented by those lessons are greatly needed. Hence the pro pockets his pride and struggles through the lessons as best he can by becoming a "yes" man.

But he has not given full value for his money and he knows it and regrets it. He has not been permitted to; yet he will unquestionably get the full blame for any failure on his part to improve the game of his well-meaning but hampering pupil.

Need Confidence in Teacher

I have tried to analyze just why some people should approach a teacher with this attitude. I am satisfied that in every case it is done quite unconsciously; for surely no one with confidence enough in a teacher to spend money for lessons from him would purposely hinder or embarrass the instructor to his own loss.

It may possibly be due to the fact that many of those who take lessons are members of prominent clubs. They are, usually, well-to-do business men, or have been, as such, by virtue of training and experience are more used to giving orders than to receiving them. They just naturally take the offensive and because they are paying for something assume the right to dictate what they shall receive for it.

At any rate this remains a serious problem for the instructor to combat and constitutes an excellent reason why some pupils do not obtain the best results from the lessons

So, it seems to me that what the present situation requires, more than anything else, is a restoration of confidence on the part of the golfing public that worthwhile results may be obtained from the prevailing teaching element. And to all you golfers who have become disgusted, or even luke-warm in your attitude toward the game, I say to take a more tolerant view of the situation and maintain your interest.

Golf is not an easy game to play well—that is why it is so worthwhile. There is no challenge to your mettle in anything that is simple and I can assure you that the better you play the more keenly will you enjoy the thrill of it.

Learn to play the game properly by selecting a teacher of experience and known ability—one who has a reputation for producing results. When you go to him do so in complete confidence, after first having looked up the meaning of the word "pupil" in the dictionary. Let him conduct the lessons in his own manner, without interruption, and if you will practice faithfully and follow his instructions you are absolutely assured of obtaining surprisingly good results. In fact, in no other way can you expect good results.

If you complain that you have previously taken lessons from this teacher and that one and have never seemed to get anywhere with them, an impartial analysis will reveal that either one, or both, of these essential factors was missing: you did not select a good teacher, or you did not give him 100 per cent co-operation. In both of which cases you would, yourself, be at fault.

Then, having gone about it in the right way and having received satisfactory results, boost the worthy instructor to your friends. Tell them how you accomplished what you have, so that they, too, may obtain the maximum benefit. It is surprising what a little boosting and enthusiasm will do in your club.

The healthy interest thus created will also have a salutary effect on the teacher. His enthusiasm will increase accordingly and he will do better work. Your club will soon gain a reputation for supporting its instructor and the position will become so attractive that the very best of the teachers will be clamoring for it. That is inevitable.

To sum it up, the game can be lifted out of the doldrums, depression or no depression; but only by the combined efforts of