

from  $\frac{1}{2}$  to  $\frac{3}{4}$  of an acre of ground per player devoted to golf and Tom Jones, veteran manager of the Harvard Club of Boston, together with S. G. Sleeper, manager of The Country Club at Brookline, were the headliners on the club managers' section.

The greenkeepers were given a program of practical value. These addresses will appear in GOLFDOM as space permits. Dickinson had mustered such authorities as C. A. Hollister, Guy West, A. P. Dachnoski-Stokes, Prof. H. F. North, Casper McCullough, Walter Hatch, Dr. Ernest Herman, Paul Wanberg and Wm. Perkins on his program.

Herb Graffis, GOLFDOM's editor, also spoke, giving the happy news that clubs are due for a brutal hike in course maintenance costs this year because of the increased wage scale they would have to pay on account of competition for labor with national and state government work scales. The Graffis address is printed in this issue, not because the GOLFDOM mouthpiece is enraptured with his evangelism, but because the greenkeepers at Amherst requested that chairmen and other officials be acquainted with the fact that a greenkeeper can't compete on a 35c scale for labor with Roosevelt who pays 50c.

Notes taken on this Amherst session would fill the Congressional Library, so instead of trying to give the laddies the complete box score, we'll have to hit only a few of the high spots.

\* \* \*

"We asked golf architects, greenkeepers, green-chairman, pro and amateur stars, high handicap players and landscape men what they observed about greens. In varying order they answered:

"Speed, grain, color, roll, kind and vigor of grass, color, purity, effects of treatment, length of cut, weeds, wearing of turf around cup, trap grooming, landscape frame of green picture, physical condition."  
—C. A. Sawyer.

\* \* \*

"Golf is intricate enough in its mechanics to confound the experts.

"The automobile's enlargement of area available for golf courses was the biggest single factor in the growth of the game.

"Golf should take on new vigor; it's now so easy for the unattached golfer to find a club home.

"Caddies get from \$5,000 to \$20,000 an-

nual income from golf in comparatively small metropolitan communities.

The 208 men concerned with determining the PGA platform on fundamental principles and mechanics of the golf stroke won't find that there is a 'secret something' in the stroke, but they will end the confusion brought about by so many instructors saying his way is the only way."

—Jack Mackie.

\* \* \*

"Get the public interested in any legislation for the sound development of recreation and the legislators will act."

—S. A. York.

## Golf Main "New Leisure" Sport

"Golf is the leader in public recreation programs because the self-liquidating possibilities of public golf courses can help to reduce the tax rates and bring benefits of 'the new leisure' to the public.

"You can't take the recreation business away from Massachusetts like the shoe, textile and farming business can be taken away."

—Harris A. Reynolds.

\* \* \*

"If you have several sites for a golf course, don't be misled into buying the cheapest simply because it is the cheapest."

—Walter B. Hatch.

\* \* \*

"Solve the social problems or look for revolt or dictatorship.

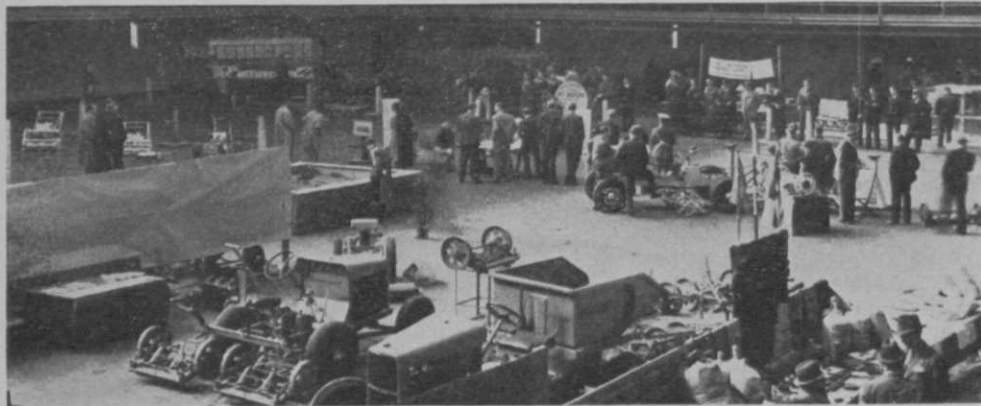
"The cuddled manner of living in the winter has undermined vasomotor efficiency and has been responsible for many diseases preventable by participation in outdoor winter sports.

"The finest contribution golf can make to the social life of the country is in making the clubhouses available for year 'round use on programs that will prevent the trend toward the break-up of homes.

"The husband goes off to play golf and leaves his family to shift for themselves in the hunt for recreation. (*The speaker evidently was unaware of the large number of husbands who have to muscle off the lids of cans for dinner while their wives are playing golf.*)

"Golf is the greatest moral game we have.

"Golf is a comparatively simple sport with a large number of skilled illiterates among the golfers. (*Whereupon Jack Mackie, Alec Lindsay and other pros in attendance, giggled softly.*)



The "Cage" at MAC provides a great location for exhibition of course maintenance equipment.

"The professionals' opportunities are constantly growing. In the future he will not only be a golf pro as we recognize these gentlemen now, but will be a recreational director."

—Dr. Ernest Herman.

\* \* \*

"This was the best winter we ever had for winter sports.

"We have a sliding scale of winter sport membership rates, dependent on the number of days skating and coasting are available.

"Winter sports are not expensive and they enable the greenkeeper to keep key-men of his crew instead of having to train new men at the start of the golfing season."

—Paul Wanberg.

\* \* \*

"I now show you a chart that will prove to any official or greenkeeper the lowering in condition of a course that is inevitable when budgets are reduced at well-managed courses.

"Fairway watering increases mowing costs 10% to 12%."

—Prof. Lawrence Dickinson.

\* \* \*

"In every sport maintenance of the field is blamed for the loss of games, but the schedule makers never consider the weather and its effect on turf in setting the events.

"The football field with its huge surrounding stadium radiating heat and cutting off circulation of air, is the baffling problem in turf maintenance."

—William Perkins, Supt. Yale University sports fields.

"Fairway watering caused the members to kick about lessened distance, but you don't hear elderly men complaining about being tired after they have played around over watered fairways."

—Frank Wilson.

\* \* \*

"The reason for medal play in the National Open is that it's a case of each pro playing against the field; in match play for amateurs, it's each man playing against his opponent.

"The increased use of club property at Brookline this winter was a bright sign for the extension of golf clubs usefulness and attractiveness.

"There were 115 members actively engaged in curling this winter at Brookline.

"Profit on the sale of shells to the trapshooters at our weekly competitions made an appropriation for shooting facilities unnecessary.

"Merchandise sales have shown increases when the package design is made more attractive; that indicates the play of golf will be increased by the attention greenkeepers are devoting to making their courses more attractive."

"We are recovering from the headaches given us by the unreasonable large house investments we made at our clubs. Golf will have a good year with its 1934 model because national psychology now is such that people believe they might as well have some fun for their money.

"We all can rejoice that the business principles of 1929 didn't sink us."

—Herbert Jaques.

# Volume Membership Sales Probable This Spring

By JACK FULTON, JR.

**A**S FAR AS northern golf clubs are concerned, the period of greatest membership committee activity extends from April first through early June. True enough, many clubs in recent years have established the practice of initiating high-pressure membership campaigns almost as soon as the season is over in the fall, using ammunition such as "join now before prices rise," "only a limited number of memberships at this figure," "sign up now; dues start May 1st," but more often than not such campaigns have dragged through the winter and into the spring selling period before any real results have been shown.

The reason, of course, lies in the fact that the average golfer, looking for a club to join, sees little reason to plank down his money for a membership several months earlier than he can expect to get any return from it. So he waits until the first few warm days of spring put thoughts of golf in his head before he becomes receptive to membership invitations.

## Membership Sales Should Increase

With respect to the present 1934 selling season, all indications point to much more satisfactory results than has been the case for several years. A number of factors combine to bring this note of optimism into the membership selling picture.

Primarily, people are feeling better about the future. There is widespread confidence that incomes reached their nadir several months ago and that from now on times are going to get better. This makes membership selling a much easier task—the prospect whose income today will justify or almost justify his joining a private club is far less cautious about taking the step than he was a year ago when the spectre of financial uncertainty lurked in the background.

A second influence toward easier membership selling lies in the so-called new leisure. Many a golfer who heretofore has refused to join a private club because his only time for golf was Sundays (he worked full days the rest of the week) will be on

a five-day week this season. He will have all of Saturday as well as Sunday for his golf. Under this new set-up he will be able to play about twice as much golf; therefore each round will cost, dues alone considered, only half as much as in former years. Previously it was cheaper for this man to pay some daily fee layout by the round; under the new leisure he can save money by paying monthly dues at a private club.

## Here a Prospect Source

Thousands of golfers will have an extra day for golf this season, as the result of the new leisure. It will pay membership chairmen to check up on the various industries and concerns in their communities, and discover which of these will be closed on Saturdays this summer. Among the major and minor executive personnels of these businesses will be found many golfers who are even today wondering what they're going to do with their Saturdays. It has probably not occurred to the golfers among these men that it will be cheaper to join the local private club on a dues basis than to pay the daily fee every time they golf. It is a common sense, convincing argument for any membership chairman to present to a golfer who has always played the fee-courses and now has new leisure.

A third factor which will aid in membership selling this spring is the rock-bottom price of memberships today. The day when a club could maintain an artificial value on its memberships has passed. Equities mean very little—the book value of an equity membership in a given club may be close to \$1,000, real-estate and improvements considered, but since a solvent club rarely disbands there is no way to realize on that equity.

Only one thing determines the price of a private club membership—what figure will fill the roster. Ordinarily in the past clubs have made the mistake of attempting to get a price for their memberships somewhat above the market. After a time, when it becomes apparent that memberships will not move in volume at the figure

set by the club, the governing board authorizes a reduction. But meanwhile the market drops and the club is still high.

The old thought that a club loses exclusiveness and allure if its memberships sell too cheap has today almost universal realization that it doesn't greatly matter what a man pays for his membership—it's the regular dues and house account coming from him month after month, once he is a member, that determines whether the annual statement will be footed with red or black figures.

Hundreds of clubs in the past year have given away full equity memberships to acceptable golfers who would agree to pay the regular dues. By this means many clubs have succeeded in filling their rosters, which in turn brought about full-time patronage of the various departments of the club and permitted these departments to show substantial profits.

### The Tramps Are Out!

Perhaps as important as any of the other factors that are expected to make membership selling easier this spring is the recent awakening of clubs, especially those in metropolitan districts, to the tramp-golfer evil and the determination of these clubs to end the lax regulations which have made owning a membership and paying dues economically unsound.

Last month, GOLFDOM discussed the tramp golfer problem at length, pointing out that the clubs had only themselves to blame if certain golfers, not affiliated with any private club, played all the golf they cared to over private links by the simple expedient of playing frequently with friends who happened to hold membership cards. Ordinarily, these friends saw no harm in having frequent rounds with their "tramp" friends; wasn't the club eager to collect all the green fees it could to help along its income, and weren't they doing their part by bringing guests out? The members overlooked the fact that many of these tramp friends were perfectly good prospects for membership, but would hardly care to join and start paying dues so long as they could visit the club regularly upon payments of modest green-fees.

The whole trouble, of course, lay in the lax guest privilege regulations in force during the past year or so.

This season, if early dope can be believed, the tramp golfers are not going to find it so easy to play private layouts at pleasure. Nearly all metropolitan districts have taken cognizance of the tramp golfer

evil and have requested local clubs to tighten up on guest regulations. The theory is—and it sounds exceedingly practical—that while the clubs will undoubtedly lose some green-fee income by refusing to permit the same non-member to play more than, say, three times a season, they will more than make this up by forcing these men to join the club and contributing more than just occasional green-fees to the club's support.

Of course, not all clubs have been totally ignorant of the tramp golfer evil. Many of them began combating it several seasons ago. For example, read what Louis F. Rosenberg, president of Ledgemont CC (W. Warwick, R. I.) has to say about his club's solution of the problem:

"Here is the manner in which our club not only got rid of the tramp golfer pest, but also gave us an increased membership, for some of these so-called "tramps" were possible prospects and only refrained from joining a club because they found a method of playing on good courses without having to take out memberships.

"Following is the rule that we have had in force for the past 3 years and it has worked out very well.

*Any person who is not a member of a golf club associated with the Rhode Island Golf Assoc. is permitted to use the course upon payment of greens fees and proper introduction only once every three months.*

*Any person who is a member of a golf club that is affiliated with the R. I. G. A. is permitted the use of the course upon payment of greens fees and proper introduction as often as they so desire.*

"Our reason for the last paragraph is that we do not expect people to belong to two golf clubs at the same time, owing to the expense, and we often find that people who like our course are sometimes weened away and become members of our club.

"This rule keeps the tramp golfer away and I don't mean maybe. So as not to have any friction with our members who hesitate to ask their guests whether they have played our club within the allowed period, our clerk in charge is instructed to invariably call attention to the notice posted alongside the guest register. We keep a card system of all guests at the registration desk at all times."

All in all, it looks like a good spring for membership sales. People are feeling better, they're going to have more time for golf, the clubs have rock-bottom prices.

# Managers Testify Repeal Is Booming Clubs

**L**IQUOR AND code bewilderment were the two big acts put on at the Club Managers' Association eighth annual convention held at Kansas City, Mo., March 5-7.

A plan to take in club officials as associate members of the organization and thus to bring them into closer connection with the manager and his problems was laid aside for a year. Main objections to the plan were that the club officials because of short terms of office had no chance of becoming deeply interested in details of managers' work and the risk of the club officials bossing the organization, instead of the managers, if they did come in.

On the code, the managers approved the action of their association in trying to get definite information on private club status under the NRA. Although some clubs paid expenses of their managers to the convention in an effort to learn possibilities of coming under code control and the effect of code operation on costs, the score on the code at the convention's conclusion was still nothing to nothing.

Paul Simon of Horwath and Horwath, leading hotel accounting organization, told the managers he didn't think that they would get a specific code. The trend, said Simon, was toward only a few basic codes and in the event the clubs came under a hotel and restaurant code, their main problem would be that of hours as the wages now paid by most clubs were slightly higher than hotel and restaurant wage averages because of the better grade of help required in maintaining club standards of service.

He reminded the managers that the main idea of the code was to increase purchasing power by increasing wages and that they might as well get set for wage increases.

Simon, a smart hombre in the hotel and club business, keynoted the policy of club operation in saying that a club should be operated as an extension of each member's home.

Liquor sales before prohibition were 1 to 3 in ratio to food sales, said Simon.

Experience since repeal has shown almost a 1 to 1 ratio, principally because of prices of liquor are higher now. Liquor now is approximately 3 times higher than it was before prohibition. Taxation makes up a good part of the hike.

Liquor cost averages 40 per cent of the selling price at hotels and clubs now, according to Simon's observation at well-run establishments. He presented an address on a liquor accounting system for clubs in a valuable address that will appear in GOLFDOM.

Julius Kahn of Otto Schmidt Products Co. gave the managers some expert insides on wine selection and service. He told in detail of the German wines and of government supervision and inspection of these wines. Regardless of this authoritative control, Kahn said, labels are faked to the extent that the careful club manager's greatest safeguard is in buying from a reliable importer.

Kahn also said that the California wine people would get results, in time, putting their product on a basis of first grade imported wine.

## Liquor Helps Clubs

In the exhibits at the convention greatest prominence was given to displays of bars, furnishing and merchandise. Portable cocktail bars came in for considerable attention.

As an example of what repeal has done for clubs, Russell Miller, manager of the Medinah CC (Chicago district) said that since repeal his club's business had increased 50 per cent over corresponding months last year. He encouraged cash sales in the bar because members won't run wild on accounts and acquire edges with such dispatch.

Better times at golf clubs also were revealed by Miller, who said that his club had netted \$6,000 last year. Medinah's membership increased greatly in 1933 and has continued to increase during the winter. The club has a big plant and to handle its overhead takes tournament business, having had as many as 7 tournaments in one day. Medinah in one day

has handled 4,000 people. Miller has a tough problem with Saturday night late parties, which frequently keep him on the job supervising the clean-up and preparations for Sunday to the extent that the luxury of 3 hours' sleep over the week-end makes him feel like he has been loafing.

### Architects Cost Clubs 30%

Architectural mistakes in the clubhouse account for about a 30 per cent excess in operating costs at many plants, according to H. J. Foerster. The clubhouse should centralize around the locker-room, he advised. Inconvenient locations of parking spaces and grill rooms and costly mistakes in locating boiler rooms added to the managers' burdens at a golf club, he added. Foerster also spoke of golf club laundry operation and started a lively discussion on this subject, with the experiences of various managers not pointing to any definite decision as to whether, or when, it was advisable for a club to have its own laundry.

Tom Gallagher of the Peoples Gas Light & Coke Co., Chicago, in talking on the use of gas in club kitchens, said the gas companies were having a hard time trying to teach chefs to use gas efficiently. He warned against inexpert adjustment of the burners, saying that every gas company would gladly send one of its experts to care for this matter. Neglect of daily meter reading at clubs and other commercialized kitchens was responsible for great wastes in gas, he said.

"If I were a club manager I first would make my peace with the Almighty," decided Edwin T. Mahood, president of the Hills CC, in talking on "If I Were a Club Manager." He mentioned as a manager's essentials a perfect disposition and a talent for learning what the members want and reconciling it to what they can afford. It would ease managers' worries, he said, if they would keep members informed of what's going on and why.

### Summarizes President's Policy

Frank Murray, secretary of the Managers' association, spoke on "If I Were a Club President" and summed up his advice by quoting Arthur Brisbane: "Organize, deputize, supervise." Murray advocated smaller boards of directors. He also recommended a presidential practice of endeavoring to route all complaints through committee chairmen.

Golf club membership drives get most

members during the winter season, observed P. E. Burton, membership specialist. Burton said the success with recent membership drives is a sure indication times are getting better. He said one of the big sources of membership were young fellows who are now able to join clubs but who never have been asked. Burton strongly advised against the employment of professional solicitors in membership drives, saying they took away the element of sociability that was the basis of clubs. He also ruled out prizes. A membership drive should be 2 or 3 weeks in preparation and not more than 2 weeks in actual operation, according to Burton. No membership drive luncheon should run over an hour, he stated.

A. C. Statt advised club managers to become better acquainted with course problems because the course, in his observation, far outweighed the clubhouse in interest to members.

A wide range of problems was covered during the convention, but most of them had some reference to the effect of repeal. Cash sales to help finance the heavy purchases of liquor, pricing and control of liquor inventories, local sales legislation and the performances and salaries of bartenders were a few of the liquor phases discussed.

Managers agreed that there were far fewer drunks at clubs and a noticeable improvement in club members' attitude since repeal.

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**O**NE OF the answers to the question of golf clubs' inability to meet restaurant prices was brought out in the survey of New York City restaurants made by *Restaurant Management*. In a representative year the mortality rate of these restaurants was 33.2%. Even the restaurant chains had a high percentage of established closed in a year. Other figures show New York restaurants do 41% of total food sales in all boroughs.

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**N**O MATTER how much care is taken, pieces of china and silverware find their way into the garbage. It is good economy to offer the man who has charge of hauling away the garbage 5c for each piece he finds and returns. But watch out for collusion between this man and some kitchen employe.

# How I Cut Costs and Kept Course Standard High

By WILHELM J. PETERS

**A**T THE time I started supervising Mission Hills a lot of the members thought we should get the course in first class condition in a short time. This was impossible. Mission Hills, in existence about 18 years, has been trying to grow good greens and in all these years they've made very little headway. I so often hear a member ask "Why haven't we good greens like so and so?" If the greens had been built correctly it would be quite easy to keep them in good condition. There is a considerable amount of clover in our greens; we are killing this clover slowly with Tonagren. If we don't do this we would have to rebuild the greens at a big cost and then eventually clover would creep in.

When the ground has a fahrenheit temperature of 75, no grass will grow. Then the hot nights with high humidity will turn the grass yellow and may kill it. At times a whole green is lost because of one night's heat. There's nothing to do for it.

I've heard members say when we put water on the greens during hot days, "They're scalding the grass!" This is not so. When the sun shines so hot on the green, the grass would be burned if we

didn't water them. Often we water greens 2 or 3 times in a day because it cools and refreshes them.

Brownpatch is always a danger. If we don't spray the greens at the right time with a correct mixture of chemicals we stand to lose some parts of the greens.

The last two years we have had to contend with webworms. In 1931 six of my green were damaged by this pest. Last year we sprayed the greens in time to save them from the webworms.

We have some water-logged greens. This happens when a green is not built the proper way. When the greens are sprinkled, the water stays on the greens and doesn't sink into the subsoil. Then the hot sun scalds the grass. Then we have to take spike rollers and open up the greens to allow the water to seep down into the subsoil and permit air to reach the roots.

Where we use city water we have what is termed "gassed greens." In the summer Kansas City uses a great deal of chlorine and lime in its water and these chemicals are bad for the greens. If this chlorine goes in the ground and can not escape it will injure the grass. To rem-

## MISSION HILLS COUNTRY CLUB. MAINTENANCE EXPENSES FOR THE YEARS 1930-33.

	1930	1931	1932	1933
Labor .....	\$10,947.00	\$ 9,954.70	\$ 8,862.33	\$ 7,104.88
Repairs, renewals .....	2,505.65	1,287.44	419.25	281.12
Miscellaneous .....	235.81	191.60	869.73	542.45
Fertilizer, seed, chemicals, sand .....	1,893.74	1,348.89	405.05	895.39
Improvements .....		399.30	607.85	761.34
Salaries .....	3,814.80	3,520.80	3,225.00	3,060.00
Equipment .....	356.09	1,017.82	449.69	277.03
Board .....	484.50	498.00	358.00	362.00
Insurance .....	156.00	210.87	259.23	250.00
Taxes .....	1,500.00	1,500.00	1,409.41	1,500.00
Electric .....			38.20	55.00
Telephone .....	48.00	48.00		
Laundry .....			57.13	22.59
Extra Help .....			25.98	
Pay Asst. Caddy Master .....				52.50
Water .....	587.04	435.84	583.88	559.06
<b>Total .....</b>	<b>\$22,544.43</b>	<b>\$20,413.26</b>	<b>\$17,571.73</b>	<b>\$15,743.74</b>

edy this we have to spikeroll greens to let the gas escape.

Overwatering greens makes them stale. There is more damage done by indiscreet watering of greens than any other thing done. The correct watering of grass is the heart of a golf course.

There are three essential things a superintendent has to know: the correct feeding of greens, how to mow them, and the knowledge of correct chemicals, how much to use and when to use to prevent the many different grass diseases. If the above mentioned requisites are used there is little fear of losing greens.

When I was given supervision of Mission Hills CC in January, 1932, my biggest task was improving the condition of the course with less expenditure than formerly. In looking the grounds and greens over I realized that it took too many men to water the greens and tees. I immediately extended all water lines closer to the greens and tees. This required 3,500 feet of pipe and cost about \$450. After doing this I required one man less on the a force; he would have drawn about \$825 in one year's salary. This was a saving of \$375 the first year, and \$825 thereafter.

Much time had been wasted in cutting tees by hand. It took 4 men every week about 60 hours. I installed one man and a tractor, which completes the same work in about 5 hours weekly.

We now have a better sprinkling system. Formerly it took 7 to 8 settings to a green; I use 4 to 5. This means the man has to walk around the course 3 to 4 times less, which saves time and money.

We water greens and tees at night to save time and it is much better for the grass. We water 9 greens one night and the other 9 the next.

I use one man and one tractor to cut the fairways, roughs and tees. Formerly it took 2½ men to do the same amount of work, and I use ½ the amount of gas and oil. Wherever possible, we always try to use a machine because it is cheaper and faster than hand labor.

In spike-rolling the old way they used 2 men to pull the roller and it took about ½ an hour to do one green. I built my own roller which is pulled by gasoline and it requires one man 10 minutes to spike a green. This is not hard on the man either. I could mention many other ways of using machines and shortening the labor. Because of this policy I am able to run my course with 8 men where

formerly it took 18.

Before my time the greens were full of wormcasts in the spring and fall, causing great inconvenience to the players. It took a man 5 hours a day on the greens to make them playable. I use a certain chemical to kill these worms and there were no wormcasts last year. On this alone I saved at least \$250 in labor, besides making the greens playable at all times.

My policy is "For every dollar spent there must be a dollar's return." This is my secret of running a course in good condition on so little.

## Oakley CC Slates Sectional Intercollegiate Tourney

**O**AKLEY CC, Watertown, Mass., has written the athletic directors of 28 colleges in New England inviting the colleges to enter teams and individuals in a tournament to be played at Oakley, May 2. State handicap cards will be accepted or handicaps worked out at the tee in the handicap event.

Team prize is the Oakley Intercollegiate trophy, a \$600 cup presented by Frank Whitcher, an Oakley member. It will be competed for on a gross basis and will be held for one year by the winning team.

The idea is one that does credit to the Oakley club and which should be widely adopted by other clubs aware of the wisdom and sportsmanship associated with energetic promotion of intercollegiate and interscholastic golf.

## Iowa Greensmen to Meet at Course Under Construction

**I**OWA Greenkeepers' assn. will hold its April meeting at Waveland G. Cse., Des Moines, April 17. What makes the meeting unusual is the fact that this course is only partially built and those who attend will have an opportunity to see and discuss the latest methods of construction and planting.

According to C. G. Yarn, secy. of the assn., Iowa is looking forward to a great golfing year and the greenkeepers of that state are planning frequent meetings to keep posted on all advances in course maintenance. Members of the organization have been asked to bring someone else interested in turf culture to each of the various meetings to be held during the season.



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o' them all!"**



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Everett Leonard teaches high school girl golf classes as part of their physical training study.

# Winter Group Classes Make Fond du Lac Golf-Minded

By DON W. HOOD

**B**RIEFLY, THIS IS the story of a golf pro who didn't go south for the winter and a club which quadrupled its membership before the snow was off the ground.

The city of Fond du Lac has two courses. The Town and Country club owns and operates an attractive nine-hole course for its members while the rest of the city's golfers play on the Takodah Springs 18-hole course.

For a city of 26,000 population, Fond du Lac has been below par in the number of regular golfers. The reason for this low figure is hardly explainable but it cannot be denied that efforts have been made to stimulate an interest in the sport of chasing the little white pellet.

Things looked dark last fall when golf clubs were hung away for the winter. Even Everett Leonard, jovial Takodah Springs pro, was a little depressed when the days grew shorter and leaves blanketed the course. It was the beginning of fall and after fall comes plenty of winter in Wisconsin.

Phil Greenwald, Town and Country club pro, packed his belongings, bid good bye to

another of Wisconsin's winters and started for the balmy south. Leonard, stayed on, intending to erect an indoor driving net. Leonard's idea, however, was received with lukewarm enthusiasm and he forgot about it.

However, something did happen, unexpectedly, of course, which tended to cause a complete change in the attitude of non-golfers and occasional golfers in the city. The remarkable thing of it all is the fact that sporting goods dealers and course operators were quite unaware of the novel stunt which was to be undertaken and the benefit they were to receive as a result.

## Teaching to 1,200 Kids.

It's what would have been called a locker-room conference during the season, the suggestion was made, "why not teach golf in the high school?" The idea took at once and school officials were interviewed. The result was on a cold Monday morning, Leonard showed up at the Senior high school, loaded down with clubs and equipment, ready to start the task of teaching 1,200 boys and girls the elemental principles of golf.

Leonard worked in cooperation with the