

Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 8

MAY, 1934

No. 5

News Items Forecast Great Golf Year

By HERB GRAFFIS

THIS SHOULD be one of the greatest years golf has had.

The only doubt in my mind was removed when Emma Goldman, the veteran regent queen of the American Reds said the other day there wouldn't be a warlike revolution in the United States.

With Emma's statement assuring us we can spend our spare time this year knocking the ball around instead of each other's heads off, I settled down to reading the bushel of clippings dumped into the compost pile on my desk.

From a snappy survey of these clippings I'll try to give you the picture of things as they are in the golf business.

First of all, the volume of clippings is about three times that of any previous year. Vastly increased newspaper publicity given to golf is one of the surest signs of busy times.

Now for the news with some comment in italics:

Chicago, Ill.—Chicago Daily Fee pros have meetings to determine uniform policy of simplified and effective instruction for classes in Tribune-Daily Fee free golf school. *Last year the school attracted 17,000 pupils. This year more are expected. Standardized instruction of big groups will bring many more into golf.*

Ridgewood, N. J.—George Jacobus, PGA president, in Associated Press story advises pros to increase attention being given to youngsters' golf instruction. *GOLFDOM*

has repeatedly pointed out there are 6,500,000 kids between 16 and 21 going to school in urban districts and at no time have there been more than 3,000,000 golfers in the United States. Pro build-up of kid golfers means big boost to golf.

All Over, U. S.—Lot of changes in pro jobs. Clubs are beginning to pick qualified, active pros to develop members' interest. *Some signs of bettering pro earning power to keep solid, experienced men in the game and attract right type of future pro material.*

All Over, U. S.—Volume of golf news in March and early April indicates greater early season activity than for years previous.

Paris, Ky.—Reorganization meeting of Bourbon CC called at local bank building. Enthusiasts expect to sign up new members for re-establishment of club and to hire a pro.

Wabasha, Minn.—Women's Golf Ass'n elects officials. *In all sizes of communities women's golf interest continues to increase and be one of the liveliest spots of the game.*

Denville, N. J.—Rockaway River CC members plan building of new clubhouse designed by Clifford C. Wendehack, noted clubhouse architect. *There's far more new clubhouse building and rehabilitation than at any other time since 1928. Simple, sufficient clubhouses are being considered.*

Independence, Kan. — Edgewood fee course sold at mortgage sale. *Low rates,*

inadequate sales promotion, heavy fixed charges and tough times have given fee course owners a hell of a session. Putting some of the courses through the wringer will help only if the buyers at bankrupt prices don't continue to wreck the business by offering playing privileges deeply under cost of production for average of courses in the vicinity.

Marshall, Tex.—Marshall CC host to East Texas Golf Ass'n. *Tournament activities of sectional groups in smaller communities has proved pleasant, thoroughly successful way of increasing golf interest.*

Portland, Ore.—Mayor Carson makes official statement opening Oregon public links season. *Eleven pay-play courses have special events for opening. Public official interest in golf is helping to popularize the game.*

Tama, Ia.—New clubhouse planned by Tama-Toledo club and membership drive in surrounding towns benefits from prospect of new building. *Course and clubhouse building and remodeling in smaller towns is more extensive now, according to the clippings, than the writer has noticed at any other time during the last 8 years.*

Boston, Mass.—Herbert Jaques, pres. of USGA, and George Jacobus, PGA president, appear at Boston PGA meeting and discuss with pros plans for pro-official cooperation in increasing golf.

Danville, Va.—Petition signed by 460 favoring 9-hole munny course as PWA project is presented to city council.

Elmira, N. Y.—Extensive improvements made on Mark Twain public course by Bentley Post, American Legion, which has successfully operated course for last two years after city funds for recreation were inadequate.

St. Cloud, Minn.—Litchfield GC takes mail ballot on taking out club license for sale of beer. *Did you ever play at St. Cloud in the summer and try to cool off with that Minnesota corn?*

Crookston, Minn.—Petition of 140 for munny course has been presented to local park board. *Why hasn't the golf business some facilities for helping these petitioners get their course and begin its operation along right lines?*

Montevideo, Minn.—Municipality rental of private course bringing in playing fees sufficient to warrant plans for purchase of the course by the city.

Atwood, Kan.—Munny course to be built at Atwood Lake.

Northwood, Ia.—Reduction of individual

annual dues to \$5; member's wife, \$2.50 and member's minor child, \$2.50, brings big boost in Northwood CC membership, over 75 new members being quickly signed. *Is golf a rich man's game?*

Eldorado, Kan.—Many course and clubhouse improvements made by local CC. Social memberships authorized for \$10 a year without golf privileges. *The social membership deal is being adopted by many smaller community clubs in making the clubhouse center of community's social life.*

Iowa City, Ia.—University of Iowa's new course opens. Charles Kennett, pro, expects 2,000 different students and 250 faculty members will use course and clubhouse during the season. He will have 500 men and women physical education students in his golf instruction classes. *Here is golf promotion that is real promotion.*

Pueblo, Col.—Ed Orazem, sports editor of the *Chieftain*, writes. "Since the first of the year 20 new names have been added to the membership roster of the Country club. If the financial editor will pardon us, we'd like to come forth with the opinion this announcement can be interpreted as an indication of an improvement in business in Pueblo."

Spokane, Wash.—Indian Canyon munny golf course to be completed with proceeds from \$55,000 bond sale.

New York City—At least one of the three additional 18-hole courses at Bethpage (Long Island) state park will be completed this fall.

Monticello, Ia.—Don Young, Monticello CC pro, and club officials are near success in their drive for 150 members. Clubhouse remodeled and Young is supervising clubhouse service.

York, Pa.—Outdoor club builds new clubhouse to replace one destroyed by fire. Hires new pro. Expect club's liveliest season.

Enterprise, Ore.—Charles A. Bingaman builds new 9-hole course for Wallowa Lake guests.

Athens, Tenn.—Spring Brook course permits play from March 9 to April 2 free, to interest prospective members.

Decorah, Ia.—Forty local golfers band and buy a course.

Hamilton, Mont.—An 80-acre tract has been offered to Hamilton GC, rent free, for building an all-grass course.

Duluth, Minn.—Duluth Auto club plans to enlarge course to 18 holes.

Laredo, Tex.—Casa Blanca CC, \$65,000



One of the reasons why 1934 will bring those with "the new leisure" to golf courses; natural beauty at the Oak Hills daily fee course.

club in financial difficulties, taken over and operated by the city.

David City, Neb.—Remodeling golf course. City council backs enterprise as civic attraction.

San Benito, Tex.—New municipal course, seventh in lower Rio Grande valley, is opened.

Logan, O.—New 9-hole course to be opened July 4.

Red Lodge, Mont.—City has taken 10-year option on Red Lodge G & CC; will build clubhouse and operate entire plant as municipal attraction.

Chamberlain, S. D.—Theodore (Pete) Steen, local barber, has been awarded contract for course maintenance by local golf club.

West Point, Neb.—New course to be built. "Lease on the pasture where the course has been the last several years has expired."

Cortland, N. Y.—Cortland CC, hitherto strictly private, will accept public greens fee play.

North Baltimore, O.—Local golfers campaign for \$4,000 fund to build course.

Kimball, Neb.—Local golf club in excellent financial shape, arranges schedule of matches with neighboring clubs.

Cambridge, O.—Cambridge CC directors approved 18 applications for membership; largest number to come before board meeting since club was established.

Bennington, Vt.—Mount Anthony CC members busy with plans to make club community center for summer and winter sports.

Vancouver, Wash.—Clubhouse to be re-

built and fairway watering system installed by Evergreen GC.

Sioux City, Ia.—Extensive remodeling of Sioux City CC course has been completed.

Fayetteville, Tenn.—Organization of a Junior golf club among the sons and daughters of the Fayetteville GC members, youngsters to be officials of the new group, has been approved by the adult officers.

Dillon, Mont.—Members of the Dillon CC have started to do their own course improving.

Hamilton, O.—Potter Park many course in best condition of its history, due to CWA work last fall and winter.

Topeka, Kan.—Topeka CC women set their biggest schedule; 37 events being slated from April 3 to Oct. 9.

Schlenburg, Tex.—Built new golf course to "bring new people into our town, to get us better acquainted and make new friends and boosters for us."

Austin, Minn.—Plan to build new many course. Present course adjoins city disposal plant. Stink of garbage disposal together with that of players' games makes present course uninviting.

Antioch, Calif.—City officials plan to prevent overcrowding of many course soon to be opened.

Eatonton, Ga.—H. H. Howard offers use of land for 9-hole course being planned by local golfers.

Emporia, Kan.—Fifty students at College of Emporia are building 9-hole course on campus.

Guthrie Center, Ia.—Local newspaper starts a golf column.

Loup City, Neb.—Loup City GC organized.

Deadwood, S. Dak.—Golf course being built at Sawyer park.

Falfurrias, Tex.—Falfurrias CC organized.

Worland, Wyo.—Building many 9-hole course.

Fargo, N. D.—Begin construction on Fargo CC new clubhouse.

All Over, U. S.—Usual number of clubhouse winter fires, giving insurance companies excuse to keep rate high on good risk clubhouses.

Wamego, Kan.—Wamego *Times* notes: "Bobby Jones didn't invite any of the local talent to his invitation tournament."

New York City—Robert S. Moses, Park Commissioner, writes of plans to add 5 golf courses in 4 boroughs of New York, exclusive of Manhattan.

Columbus, O.—York Temple CC begins construction of new clubhouse.

Binghamton, N. Y.—Nine-hole course and clubhouse being built by CCC labor at Chenango Valley State Park.

San Diego, Calif.—CWA labor builds new many golf clubhouse. Material cost, paid by city; \$20,000.

Flint, Mich.—Eighteen-hole many course construction approved for Kearsley Lake.

Fort Yates, N. D.—CWA workers building new course at cost of \$900.

Bellingham, Wash.—Orcas Island to have its first golf course; \$50,000 project.

Waterbury, Conn.—Government loan finances completion of many golf course second 9 holes.

Raymondsville, Tex.—Mowers and other equipment arrive for town's first golf course.

New Albany, Ind.—Petition bearing 225 names favoring municipal golf course presented to the City Board of Recreation.

Hay Springs, Neb.—Municipal golf course players warn, in local newspaper, against letting stock graze on the course. Cattle have damaged layout. Mowers and other equipment have been ordered. "*Git along little dogie, git along!*"

Steele, Mo.—Lifters' club sponsors a golf club here.

How's that picture of activity in the golf field look to you?

From where we sit the evidence indicates that the players themselves are raring to go and if the club officials, pros and manufacturers do smart jobs this year, 1934 will see the return of the prosperity of the good old days.

ACT IF YOU WANT TO SAVE MIDWEST GARDEN

Sectional association response has been slow to the appeal for funds to continue operation of the Midwest Turf Garden, main central states USGA Green Section station and source of many findings that have been of great value to greenkeeping in central states.

Chicago District Golf Association has authorized \$500; Illinois Professional G. A., \$500; Iowa Greenkeepers' Assn., \$25; Women's Western GA, \$10 and C. G. Yarn, sec. of the Iowa Greenkeepers' Assn. and owner of the Woodside fee course at Des Moines, \$10. Yarn, with his contribution, said: "I already have received 50 times the value of my check in information from the Green Sections Garden." A number of other associations, clubs and individuals have made promises but haven't followed through with the actual cash which must be had quickly for the station's continuance.

Action of the Iowa Greenkeepers' association in the matter is especially significant and exemplary. The greenkeepers' income in Iowa, as in other states, is so low that the fact these men have recognized the practical value of the Midwest Garden by kicking it out of their scanty, hard-earned funds, should stir other golf associations to immediate action.

There is no club in the Central States, it can be safely said, that doesn't benefit annually in actual cash saving, considerably more than \$25 a year from the Midwest garden's work under the active management of the USGA Green Section.

Clubs, whether daily fee or private, are implored to act immediately on the desperate need of the Midwest garden for operating funds.

Harry Radix, president of the Chicago District Golf Assn., 55 East Washington St., Chicago, has consented to act as treasurer of the fund and remittances should be sent to him without delay.

To Please Players, Don't Neglect These Maintenance Details

By T. H. RIGGS-MILLER

IMPORTANT among the problems of the hour which beset green-chairmen, is that of drawing up a budget that will insure satisfactory playing conditions for 1934 and at the same time enable a club to operate within its income.

A survey of golf club expenditures made by the George D. Fish Co. of New York, covering some twenty-odd clubs in the Metropolitan district, showed a reduction of approximately 50 per cent for seven months of 1932 over that of 1930. Analysis of the figures shows that wages and salaries constituted but 52 per cent of the total golf course expenditures, whereas for the previous year comparative figures gave an average of over 70 per cent.

We give these figures as indicating a healthy condition in face of reduced expenses, as they show that machinery and fertilization are not being neglected. The worst thing that can happen to a golf course at any time is to be over-manned, and under-fed. A small but experienced crew, even at a slightly higher wage, is preferable to a large, low-priced, inexperienced gang whose every move and action demands constant and direct supervision.

It will be a wise club and a wise green-chairman that decides to forego for the time being plans that will cause the player unnecessary expenses. At the same time every effort and sacrifice should be made to make sure that the golf course is kept in the best possible shape with a proper attention to fundamental green-keeping principles, so that its future well-being be not impaired.

Budgets Still Restricted

It would seem therefore that the problem again confronting the greenkeeper will be that of providing for the player the best playing conditions possible under a restricted budget. In doing this, the surprising thing is the amount of strictly upkeep work that can be accomplished at a cost undreamed of during those "hectic days" when the playing condition of a golf

course was judged by the amount of money spent, as shown by the club's annual statement.

By strictly upkeep work we mean the faithful carrying out by the greenkeeper and his men of that maintenance work which governs the ordinary playing conditions of a golf course such as the player expects to find when he starts out to play a round of golf. The complaints and grumbings of the average golfer—when registered—are of the simple kind, and concern matters which the greenkeeper has overlooked or forgotten, rather than dealing with some of those intricate problems, the solution of which, seems for the moment, to lie beyond our ken. Our concern then, is to try and eliminate the little inconsequential things that so often upset the nerves, and spoil the day of men who have come to the golf course for exercise and relaxation.

As a ready example, I would say that a prompt and impartial allotment of caddies and their punctual appearance with the club at the first tee will go a long way towards getting your players off to a good start. Contrari-wise, any sign of favoritism, whether it points in the direction of the player or the caddie yard will destroy the morale and discipline of the boys, and be the cause of endless discontent, grumbling, and delay among the members of your club.

Proper Placing of Tee Markers

The first contact that the player has with the golf course, and on each hole is on the teeing ground. The front of each teeing ground—the rule reads—shall be indicated by two markers, and the teeing ground shall include a rectangular space of the depth of two club lengths directly behind the line indicated by the two marks. Under this definition you will note that the teeing grounds extend backward for two club lengths, so that in placing your markers there should always be a space of not less than approximately seven and a half feet between the front line of

the tee markers and the back of the teeing ground.

I draw your attention to this careful placing of the markers because they so often face in the wrong direction, and in important tournaments, are sometimes set so far back that it is difficult for the competitors to swing their clubs, because of rough ground, a rising bank or an overhanging branch from a nearby tree.

Markers should be changed daily, alternating from front to back, on the odd, and from back to front on the even numbered holes. The following week you should change over and reverse the process, thereby maintaining an average playing distance for the eighteen holes at all times. This will insure a fair handicapping of your players, as most of the low scores on which the handicap is based are usually made when all the markers are on the extreme front tees.

I would recommend to the powers that be that the two club-length distance ahead of the back of the teeing ground should constitute the official yardage of a golf hole, and on this—allowing however for the estimated playing distance on some holes—the true par of a course, should be determined.

Before leaving the tee, we will say that the average golfer as well as the good player prefers his teeing surface firm, rather than soft. Above all mow them more than once a week for no golfer cares to tee his ball from a surface that resembles a hay field.

Hints on Boundary Lines

From the tee, the concern of the player is to drive his ball far and straight down the fairway, but somewhere it has been said that "The best laid schemes of mice and men gang aft a-glee" and so with golf balls. That which was intended for far and sure, goes off to right or left, and more often than not—out beyond the boundary line.

Greenkeepers cannot be too careful in placing out-of-bounds stakes. When doing so they should pay particular attention to the inward curves of the club property, or out-of-bounds line. On such curves, the stakes should be placed so that none of the out-of-bounds territory extends inwardly, between any two stakes. Lack of detail, especially where the boundary follows sinuous lines, is often the cause of much argument as well as untoward criticism on the part of visitors whose only guidance is the boundary stake.

Moving on from tee to rough, we find that long and unkempt grass has become a thing of the past—with the exception, I might say, of golf courses where major championships are scheduled to be played—but outside of this purposeful long growth there has been a desirable tendency to avoid leaving the rough at such a length or thickness where the player would easily lose his ball. Now that we have become accustomed to this improved condition the greenkeeper will be well advised—in spite of a reduced budget to keep the rough bordering the fairway, and in front of the tee, at a length which will not try the temper, or prolong the game.

Trap Care Partly Up to Members

The easy living conditions that prevailed in this country from the close of the war up to and beyond the break of 1929 were reflected in the demand made by golfers generally that bunkers be kept free from footprints and niblick gouges. The more painstaking the greenkeeper became in trying to provide this always smooth condition the less careful and the more indifferent the players were in smoothing out the marks they made when playing strokes. Some clubs placed rakes at certain traps, and others provided the caddie with a small rake to try and offset the carelessness and thoughtlessness of the players. The burden however, of making possible the ideal bunker conditions is placed on the back of the greenkeeper and it is only fair to him that the green-chairman should suggest to the membership of his club a more diligent application of the "Golden Rule" in smoothing out, as best they can, the scars made on fairway and in traps. It will not only help avoid "high blood pressure" conditions, but will also go a long way keeping upkeep expenses within budget requirements.

Greens Must Be Kept Up

Putting green upkeep presents a field where angels fear to tread when a reduction of expense is a dire necessity. We believe that curtailment of certain upkeep operations will not seriously affect the health or quality of the turf or the playing condition of its surface; on the contrary, a reduction of mowing hours per week—where greens have been cut daily—will tend to encourage root growth and help make the grasses more resistant to disease.

When golfers start out to play they will

expect a putting surface of even regularity—be they fast or slow—and it will be advisable for the greenkeeper who is short-handed, to bend every energy toward finishing his mowing operations as early in the day as possible, and only under extreme circumstances, should they be carried over into the afternoon.

Watering is an upkeep operation, which is an important factor in determining the playing quality of the turf. Sometimes watering is neglected, more often it is overdone. Neglected greens are usually the far ones on the course, soggy ones are found nearby. Here again the player seeks a sameness of playing conditions, and also demands that your sprinkling operations be carried out with the least possible interference to his game, by reason of unnecessary puddles, or obstructing hose.

Topdressing is another important job which tends to annoy players. The laudable desire of the greenkeeper to finish as many greens as he possibly can sometimes leads him to move from one green to another before rubbing in his material. Putting under such conditions is largely a matter of luck and spoils the touch of the player on the remaining untreated greens.

To sum up, each season demands of the greenkeeper more vigilance, more planning, and more hard work. His plans, however, must be of an elastic nature, in that they must in no way interfere with the pleasure and recreation of the player, nor in the least way disturb his concentration, especially in competition.

In this respect I will make a special plea for the ladies. Their mid-week and very often early forenoon activities on the links are the cause of delaying the workmen in their maintenance work. Here a more intimate touch with the tournament schedule of the club, will save the greenkeeper much unnecessary worry.

The players on their part, while they will expect much and demand more must consider the times through which (I trust) we are passing and like the good sportmen—which all golfers believe they are—be content to play the course as they find it and the ball as it lies.

On the greenkeeper—in no small measure—rests the responsibility of helping clubs pull through. His intelligence, skill, economy, and hard work are vital to the full recovery of golf clubs.

Green Fee-Travel Ticket Builds Fee Course Play

GOLFERS IN LARGE metropolitan areas, who do not have or desire to use automobiles in journeying from their homes to a course, seldom have privileges which are offered to the clientele of the Main Line Open golf course of Wayne, Pa., located in the picturesque suburban section of Philadelphia. These privileges make it possible for the Philadelphia golfer of average means to be transported to the very tee of the golf links without any cost other than that of the green-fee, as that amount includes round trip transportation to the course.

The management of the Main Line Open golf club, believing that its business would be increased if it could provide economical transportation for many of the residents of Philadelphia, affected an arrangement with the Philadelphia & Western Railway Co., whereby the golfer buys a combination ticket at the 69th Street, Philadelphia, ticket office of the railway company, which ticket provides round trip transportation to the Radnor Station of the Philadelphia & Western and a green-fee ticket for the Main Line Open Golf Course. The golfer pays no greater amount for this combination ticket than he would otherwise pay for his green-fee ticket at the golf course.

The transportation company is able to provide a special rate for this character of transportation, inasmuch as otherwise these golfing patrons would not be secured; while the management of the golf course gains, since these individuals would not be inclined to pay frequently the regular transportation fare necessary to travel from their homes to the golf course, for when this amount is added to the green-fee, it would create quite an expense.

It is a unique merchandising feature and has been beneficial to both the transportation and the golf course management.

Buddy Poppy Sale During Week of Memorial Day

BUDDY POPPIES, made by disabled and needy ex-service men, again will be on sale during the week in which Memorial Day falls. Entire proceeds of the sale are devoted to relief and welfare work among veterans and their families.

Here's What Women's Army Expects at Golf Clubs

By BETTY BURTON

THE ARMY of women golfers is increasing each year and is fast outnumbering the male addicts to the game. This means more business for the professional, as these club swinging recruits are conscious of the fact that to do anything well there must be a right beginning. That is half of the battle. So they go to the pro for instruction.

At the beginning of the 1933 season many pros announced that on Ladies' day, when those who have already established a handicap are playing in the club events, they would take a group of beginners for a few weeks and teach them the rudiments of the game. Some women are diffident about taking lessons alone but when they see a number of other beginners struggling to learn the swing, fear vanishes and they join the group.

Women were encouraged to play on other days. This increased golfing activities on days when the course might have been comparatively idle. Pros were subtle in stressing the benefit of golf to the health and figures of women players. The pros added that learning the game made the women more interesting to their golfer husbands. After the women experienced the thrill of giving the ball a good wallop and were able to understand husbands' enthusiasm. It's always good policy for the pro to inquire about their women members' games. Any of these games may be 130, but if special interest is shown it most probably will mean appointments on the lesson book.

From what I have seen of women golfers at their clubs I would advise the pros not to hesitate to suggest the kind of equipment for the women to buy. It is the pro's business to sell it to them. A full set of irons and woods is frequently bewildering to the novice, and it may be advisable to start them out with a few clubs of the right weight or to give them some advice and lessons about the use of their new sets. Many women make the mistake of buying clubs too heavy to control easily, thereby making this difficult game more

difficult. Glenna Collett Vare's woods weigh 12½ ounces and her little slammer spoon is a favorite club with which she gets out of much trouble.

School Them in Rules

The professional might explain some of the most important rules to this group of beginners, and if he has a supply of U. S. G. A. rule books available, the women will gladly buy them from him. Fewer misunderstandings will occur to disrupt the harmony of the club if members are familiar with the rules. Players should be urged to turn in 5 cards to establish a handicap even if it is a large one.

Make an effort to know all the women members, call them by name if possible, so they will feel free to come into your shop. A casual look about by a member who had not intended to make a purchase might result in a sale if you have your merchandise arranged so as to attract her attention. Try to learn the buying power of the members so that you may urge those who can afford it to purchase your merchandise. The duties of a modern pro have advanced from those of the old-time clubmaker to a business man, who tries to supply his members with the things they need. In 1933 pros certainly learned it is more profitable to sell their stock while there is a fresh and keen interest in the game, than to have a lot on hand at the end of the season and try to dispose of it by cutting the prices.

A word more for the professional. He should have a caddie master upon whom he can rely to properly instruct the caddies with respect to women's requirements. The caddy must be interested in his player even though she has a high handicap.

Women Helped by Greenkeepers

Beginners who are occupied with the mechanics of making their shots do not, as a rule, notice that the tee plates are not always placed at right angles to the hole. So in order to afford these struggling players more pleasure, with less likelihood of finding the rough or catching a trap placed



Iowa Greenkeepers' Assn. at first outdoor meet; April 17 at Waveland municipal course, Des Moines. CWA labor is building the course under supervision of Paul Sandahl of the City Park Commission.

The Iowa greenkeepers discussed new turf garden at Waukonda CC, Des Moines, also voted financial support of the USGA Green Section's Midwest station.

for the unwary, it would be well on Ladies' day to point both tee markers in the direction of the hole.

And for this day they should be near the front of the tees as the ladies enjoy scoring well, though they cannot wallop the ball for a long drive. The cups should be moved to less strategic spots on the green than they occupied over the weekend when the men played. Another suggestion that would appeal to many women is to cut a path through the rough in front of the tee twice the width of the mower so a topped shot that has the right direction will have a chance to escape the clutches of vicious rough.

The beginner should be encouraged, for there is nothing more fatiguing than to register a miserably high score and even novices are sensitive about a large one.

Expect Immaculate House

Women are especially exacting about good housekeeping at their clubs. Crumbs on the floor, whether in the grill or main dining room, should not be tolerated. Careless servants should be dismissed.

Many club members who are not golfers attend club functions and are particular about the linens in their homes and consequently expect that same spotless covering when they are at their club.

To encourage golfing members to remain for meals, a wholesome luncheon at a reasonable price should be served. The tea room prices established competition for the clubs. Many clubs have moderate priced luncheons. However, at an event for women at one of the north shore clubs in Chicago last summer the luncheon was \$1.45, with no a la carte service. A certain west side club eclipsed this by charg-

ing \$1.65 for buffet luncheon and by the time the last players struggled in at 3 o'clock there was only a remnant of the once pretty table, with very few things to select from. There was no alternative as the players were informed no a la carte service would be given that day. Though this great display of rich food heaped upon the tables is delectable, many women have told me that they did not care for that sort of food after a game of golf in the summer and preferred rather to order wholesome food to their liking. Men golfers would complain if they were not allowed to order what they wish, and a la carte service should also be offered the women.

The manager of a smaller club on the near west side in Chicago wonders why its members do not patronize the dining room more frequently. One of the women members who is a teetotaler invited a guest of the same variety to play golf one morning. After nine holes they stopped on the veranda for an orange drink and a ginger ale which were served to them from small bottles. The bill was seventy cents. That was enough to drive them to strong drink, but instead it caused them to seek another place for luncheon. After eighteen holes they drove into town to a popular tea room where they were served wholesome food at a reasonable rate. At many places the same drinks could have been bought for 25 or 30 cents at the most, but this club by taxing its members so much had really driven them away.

It is the little things that may seem unimportant to professional, greenkeeper, and manager that affect the women club members and if attention is paid to these better co-patronage is assured.

Junior C. of C. Puts Over Macon's First Municipal Course

THE LAST glow of twilight sifted through the tall pines on the triumphantly gay group seated around a rough board table, heavily laden with all the delicious indigestibles that make up a Southern barbecue supper. The Junior Chamber of Commerce of Macon, Georgia, was celebrating the completion of the city's first public golf course, a project for which they had been planning three years.

An exhibition match by four of the city's best golfers, a blind bogey tournament, and the official gift of the course to the mayor for the city had been the day's program. It was most appropriate that the speech of presentation be made by the president of the group, for he had also served as chairman of the golf committee since the plan had first been suggested by him several years before.

He had been a one-man committee until the foundation work had been finished six months before this date; for he was the dreamer who had first visualized the need of a municipal golf course in this city of 50,000 and had "set his hand to the plough" to make this vision a reality. He had seen every acre of cleared land as a potential fairway and every creek and thicket as a hazard. He had negotiated with private individuals, trustees and corporations, owning 17 different locations, before he finally found an 85-acre plot which could be leased for a certain length of time for one dollar a year, with the provision that it should remain a public course after it reverted to the owner.

This spot is ideally located, only nine minutes from the center of town, and just across a paved highway from a popular recreation lake. In addition, the topography of the land forms a natural course.

By feeling the public pulse it was decided that \$10,000 was all that could possibly be raised in Macon for golf. The problem was to hold the cost of the proposed links within this amount, in spite of the estimates which showed that it would take at least \$20,000 to construct the simplest course.

But these figures did not take into account the sales ability of the Golf Com-

mittee chairman. He started work on the theory that all that could not be bought must be given; but it finally evolved so that all that someone could not possibly be prevailed upon to donate was bought.

It was surprising the available talent found within the promoting organization itself—a construction engineer, a golf pro, an architect, and visiting aviators. All of these gave their services not only freely but enthusiastically.

On the basis of the fact that it was a civic project the young salesman did not hesitate to request the use of tractors, scraping machines and men from both the city engineering department and the county road board.

Fertilizer was given by a circus manager who winters his animals in a Macon park. In fact, each additional thing that was needed in the construction, such as tile, brick, sand, and even benches, was referred to "the Chairman" and in a few days he appeared with the necessary material donated. Of course, each gift was acknowledged through the newspapers, which was good advertising for the donor.

How Fund Was Raised

Thus on a re-estimate it was found that \$10,000 would easily cover the cost of those things which had to be paid for.

This amount was raised by the sale of charter memberships at \$10 each, entitling the holders to play for a 25c green-fee over a period of two years; the non-member fee being 50c. The owner of the lake front across the road offered, as an additional inducement, free admission to his park to the holders of these membership cards.

The Junior Chamber of Commerce put on a three-day campaign which rivaled in enthusiasm the Liberty Loan drives of the World War. Employers allowed them a holiday from their various jobs and they went out by teams to put over this, the biggest project they had ever undertaken. At the end of the time they had more than the amount needed. A newspaper editorial lauded them for having put on the only financial campaign in recent years