



View of new clubhouse at Jackson (Miss.) CC. Women's lockers and lounge occupy entire second floor.

JACKSON CLUB OPENS **NEW** HOUSE

By THOMAS G. JAMES

ON APRIL 1, exactly one year after their former clubhouse was destroyed by fire, members of the Jackson, Miss., County Club dedicated a new clubhouse as the initial part of a projected \$40,000 development. Facing Clinton boulevard, a short distance east of the city limits of Jackson, the new clubhouse follows the slight roll of a knoll adjacent to the first tee of the 18-hole golf course. The building is nearly 200 feet long; and, being only one story high for the greater part, it achieves a rambling informality and easy charm very much in keeping with the country landscape about it. English in style, its soft grey and white tone blends gracefully with the green of trees and planted shrubbery.

The building destroyed last year had been erected in 1914, when the population of Jackson was but 18,000 as compared with the present figure of more than 60,000. The late Senator John Sharp Williams and Former Governor Earl Brewer participated in the first dedication ceremonies and were enthusiastic golfers.

House Designed for More Than Golf

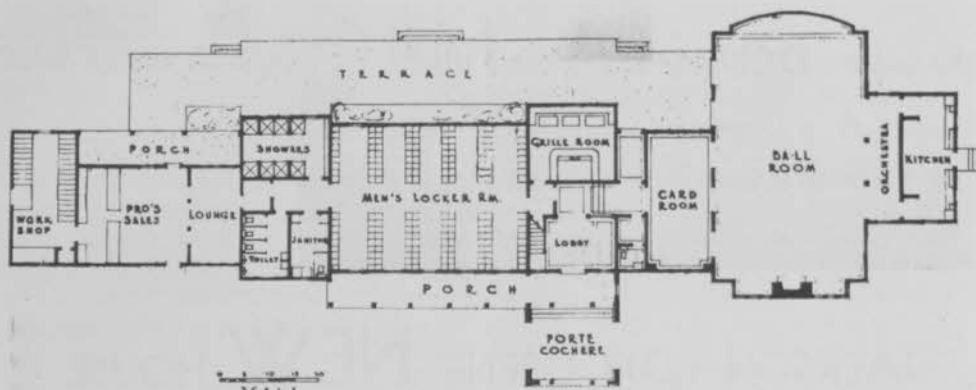
With the new home as a nucleus for their development program, members of the Jackson club hope to make the club's privileges appeal to a wider variety of interests than golf alone. The entire western wing of the new structure is built for the convenience of golfers. Exposed trusses and wood-paneled walls in the men's locker-room give it the appearance of a club room; the locker section is convenient to the pro-shop and supply

room as well as to shower and toilet facilities.

Emphasis in design, however, has been given to uses other than golf. In the words of architect James Canizaro, who in collaboration with the Jackson firm of Fort and White designed the structure, the clubhouse is planned so that it can be "in constant use by the greatest possible group of members." A well-equipped kitchen occupying the eastern end of the clubhouse will serve meals on the extensive terrace space along the northern side of the building, or indoors during inclement weather. The ballroom is equipped with an orchestra platform, and is big enough for almost any occasion; with proper equipment it can be used as conveniently for a game room as for dances. The entire second floor of the central section was purposely reserved for ladies' lockers and a lounge.

Country clubs in other communities will be particularly interested in the method used by the Jackson club to finance its building program. Like other clubs, the Jackson club experienced a decrease in member stockholders during the depression. From an active membership of 275 in 1929, the total had dropped to but 66 member stockholders at the time the building burned last year. How to finance the new construction with such a limited group of stockholders was a problem which the club has solved in a most interesting manner.

The estimated cost of the complete club-



Golf activities are at one end of the building, social facilities at the other. For large parties, tables may be set in the ballroom.

house was placed at \$23,000, with the added cost of a swimming pool set at another \$13,000. At the time the proposal was made, the club had no cash and no plans for the raising of funds. The sixty-six stockholders, however, voluntarily assessed themselves \$50 apiece, and authorized the sale of 84 additional shares of stock at \$150 a share. In addition to this new stock, the club voted to issue 150 convertible debentures at \$125 apiece, which, when converted into stock, would give the club a maximum membership of 300.

The interesting debenture plan, as outlined to club members and interested Jackson businessmen, was as follows: "The club proposes to issue and sell one hundred and fifty convertible debentures, at \$125 each, which will be non-interest bearing and mature in ten years. The debentures may be converted into stock at any time with the approval of the membership committee by payment of \$15 transfer tax and \$10 into the revolving fund for repurchase of stock by the club at \$100 per share. No dues will be paid by the holders and they will not be entitled to use the privileges of the club. The debentures will be callable at any time prior to maturity at \$125. However, the holders may at their option convert the debenture into stock for themselves or anyone they may designate, with the approval of the membership committee, when called, instead of surrendering for payment; thus giving protection to those who buy debentures to assure the purchase of stock in the club at a later date, at its present cost. No person may own over one share of stock. The club will not issue any new shares of stock until all debentures have been called and con-

verted. The call will be made by lots whenever the club has applications for stock.

"The present stockholders are asked to underwrite the entire issue of 150 debentures, which will produce the sum of \$18,750, so that plans may go forward immediately for the rebuilding of the entire clubhouse, enabling the building committee to make an appreciable saving in construction cost rather than construct the clubhouse in units.

"The proceeds from the sale of the debentures will be earmarked and kept in a separate fund for the specific purpose of building and erecting in the order named: 1—Complete swimming pool. 2 Bath House. 3—Completion of Club House. 4—Tennis courts."

The proposal was made in August of last year. By the end of September—one month after the plan was proposed—the entire group of debentures had been sold. At the present time a waiting list of applicants for membership stock is formed and growing.

The new building will be enhanced soon after its dedication by the addition of one of the finest swimming pools in Mississippi, to be placed on the site of the structure which served as temporary shelter for golfing members of the club.

Plans for the pool are being worked out in close cooperation with the Sanitary Engineering department of the Mississippi State Board of Health, and it will embody the latest construction knowledge and methods. The pool will measure 75x35, and it is hoped that a wading pool for small children can be added at one end. Bath house facilities, overhead and underwater lighting, and a modern filtration plant are to be part of the pool equipment.

GOLF DOMINATES MRC AT AMHERST

By KENT BRADLEY

APPROXIMATELY 175 greenkeepers and others interested in golf registered for the fifth annual Massachusetts Recreation conference held March 11-13 at Massachusetts State College, Amherst. This number very favorably compared with a total of 125 registered for other sports at the conference. Ninety attended the annual golf section banquet, and saw moving pictures shown by GSA member, Robert D. Pryde, Race Brook CC, Orange, Conn. The films were of Pryde's golf tour around the world.

To get things under way, Martin C. Higgins, Fall River CC, Fall River, Mass., read a paper, "The Grass and the Time of Mowing." Higgins cited the advantages of evening or night mowing, especially in hot weather. Less play interference, less loss of plant moisture due to bleeding, were the reasons cited. He said it required 3 to 5 hours of sunlight for grass to heal when cut during day. There is considerable loss of water, at a time when plant pores are closed. Turf cut in evening can carry through hot days better. Little if any noticeable growth occurs at night. Mentioned how well turf stood up in tournament play, when mowing was done in evening or night so as not to interfere with play.

Jack White, Stockbridge CC, Stockbridge, Mass., discussed, "Putting Greens and the Time of Watering." Early evening watering from 6 to 8 p. m. was lost by 4 p. m. the following day, in many cases, he said. He favored watering between 4:30 and 7:30 a. m., from the plant standpoint, and from the standpoint of cost. Carleton E. Treat, Supt. Montclair, CC, Montclair, N. J., and assistant to Prof. Lawrence S. Dickinson at the Winter School, charged the graduates, urging them to be

considerate of fellow greenkeepers and turf men's reputation—to be careful of methods, be thoughtful of their club, turf and self. Dr. Roland H. Verbeck, Director of Short Courses at MSC, presented the certificates to graduates of the Winter School. Director Verbeck's remarks dealt largely with the growth of golf in the past fifty years, and the great progress made in the past 15 years.

F. A. McLaughlin, seed analyst, Mass. Agr. Exp. Sta., discussed seed testing and laboratory findings. His remarks showed that there was little risk in seed purchasing when dealing with those who are fundamentally in this business, who do not deal in seed only as a side line. Failings of seed from unreliable sources were due to failure to properly label seed, according to law; old seed from carry-over stock; seed high in weed content; high in chaff and litter; seed not adapted to the locality where sold; greatest failing was seed of low germination power. Tips on seed buying given by McLaughlin were: investigate purity and germination and check the test date to see if it is recent. Consider price, multiply purity by germi-



Arthur Anderson, Braeburn CC (left) and Jack Gormley, Wolfert's Roost CC, inspect the GSA booth at the conference.

nation percentages and divide total by cost per pound. Check on the source of seed, where grown, the amount of weed seed present and the general viable and clean feel of seed. Weed seeds present in mixtures used to serve as clue to source where grown. New methods are a fluorescent glow test made in dark room with ultra violet and other lights.

C. W. Baker, F. H. Woodruff & Sons, Milford, Conn., spoke on grass seed from the commercial angle. Lauded suggestions on more stringent seed laws, made by McLaughlin. A seedsman is in a legitimate business for legitimate profit, margin of which is not as high as it would appear, after considering costs of selections and recleaning seed. Seedsmen are interested in seeing that purchaser buys seed for proper conditions where used. While legal obligation ceases when seed is delivered, a moral obligation exists and is met by seeing that customer gets the type of grass he expects. Creeping bents are not for the average homeowner, as the turf is not given the proper care. Stringent seed laws gives regular seedsmen a selling advantage.

A Quick Way to Make Compost

Robert D. Pryde spoke on his trip around the world. He said that in Singapore there were 70 employees on a 36-hole course. Men get 15c, women 10c a day, our money rate, and they feel well paid. In South Africa, he found a method of preparing breakdown of compost organics that was done in three months. At the bottom of a pit 2½ ft. deep, two rows of drains were installed. Alternate layers of manure, hay, weeds and other refuse were dusted with wood ashes to aid in fermentation. Material was kept wet every week, turned in 15 days, and then again. In two months material was re-piled and left to stand one month; then taken under shelter for storage and screening. Layers were packed lightly to permit air and water penetration. Should pile cool, fermentation has ceased, and needs water added. If pile smells too strong and flies gather, too much water has been used; aerate by turning pile between regular interval.

Lawrence S. Dickinson spoke on, "Let's Diagnose the Trouble." "I traveled some 9,000 miles last year chasing sick turf. In most cases greens came in good in the spring, and the trouble experienced on different places were coincidental rather

than just due to weather of July and Aug. The causes go back to the fall of '36, when ground went into winter too moist; then with mild and wet winter, combined with spring conditions, left greens in state for easy collapse in summer. Localized root system due to too much water, poor drainage and too close mowing in fall left plants with little stored vitality. While many greens eventually went under the plow, others that did not give trouble, may do so this year, with no reflection on the part of greenkeepers. With close mowing, raising height of cut only one-sixteenth of an inch will not effect play noticeably, but increase leaf strength one-third more than cutting at lower height."

Director Fred J. Seivers, Mass. Agr. Exp. Sta., talked on "The Opportunities of the Golfer." "Don't take things too seriously. Deliver us from those without a sense of humor," he said. "Lack of humor shows lack of sense of imagination. We need a sense of imagination these days. Minds lacking same, are easily led to believe anything said. Green-chairmen should expect greenkeepers to make some mistakes. Anyone that does anything is bound to make mistakes. The more one does, the better his percentage of success. Nothing is sure in the best laid greenkeeper's plans. There are too many factors beyond his control to make things 100% certain. Golfers know (or think so) all about how to run the course. Anyone that thinks he knows it all shows a lack of imagination. One who is terribly sure of every thing is the most difficult to get along with. Our problems depend on stop, look and listen. Keep golf a game, not a profession," he counseled pros.

The golf section of the conference was wound up with the showing by George McClure of movies on construction of the new Ohio State U. golf course. Exhibits at the conference besides those of golf equipment and supply dealers and manufacturers were crafts, sports, and education.

Olympia Pro Lauded—Chuck Tanis, pro at Olympia Fields CC, is the subject of two of the best tributes to a fine home-club pro we've read lately. Chuck's professional merits are written in the club magazine by Mrs. Frank Hammond, pres. of the Chicago Women's District GA, and by Wm. H. Townsend, a club official. Mrs. Hammond comments, "The great mistake most of us make is that we do not consult our pros often enough."

Here's one "SLICE" you'll be glad to develop!

GOODYEAR Emerald Cord Hose slices dollars from your up-keep budget—because it gives many *extra seasons* of trouble-free service.

It costs a bit more than ordinary hose to buy—but far less to use.

The tough, thick cover of this famous hose is made of a specially compounded rubber that resists hot sun without cracking or checking. Its wide, flat ribs provide armored protection against abrasion from trees, rocks and walks.

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IF YOUR EYES could peer right through the gleaming club-head of a Bobby Jones Iron, you'd realize instantly why we say—*there's far more to a Jones Club than appears on the surface!*

You'd see Cushion-Neck Construction—as pretty a piece of precision workmanship as a man is likely to find. You'd see just how that wall of live rubber between the club-head and the shaft absorbs shock and vibration.

But seeing isn't enough. Only ac-

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This year, Cushion-Neck is built into both the popular-priced Jones Autograph Sets and the famous Jones Registered Sets . . . in men's and women's models. Feature these fine sets and make 1938 a banner year for golf club sales!



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GOLF EQUIPMENT

MERCHANDISING

IS KEY TO SCOTT'S

SHOP PROFITS

By D. SCOTT CHISHOLM



PAUL
SCOTT

ONE of the keenest minds I've ever contacted in professional golf is Paul Scott. He has the shop at the three municipally owned and operated Griffith Park Courses in Los Angeles and he does a whale of a business in a very business-like way. To start with he's got as fine a display shop as one can ask for and it is so arranged that when the golfers head for the locker-room, they must needs go through Scott's shop. There is no other way that I know of. It is the type of shop that invites one to buy. His merchandise, like his floor and his walls and his counters and his windows, is as clean as a whistle and is constantly changed from one place to another with the result that everytime a customer enters Paul Scott's emporium it appears to him that it has been restocked with brand new goods.

"The more I move my stock around the more inviting it seems to look to my regulars—and to myself. Moving a couple of sets of clubs from one end of my salesroom to the other every other day or so makes more of a difference than one would think. I keep telling my assistants, of which I have 10, to make such changes every other day or so and it would surprise one to know how much this handling keeps the lads posted on just what we carry in stock. It refreshes their memories," said Scott to this writer when he cornered him behind his counter recently.

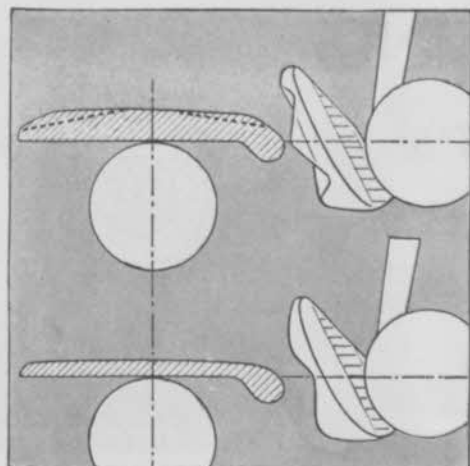
"My salesroom measures 18x30 ft. I wish it were a bit wider. I am a great believer in keeping lots of merchandise on hand. As you can see, I have over 100 matched sets of clubs on hand right now and well over five hundred clubs in

all. That's counting single ones that do not belong to any matched set. I carry all makes of clubs because I have calls for all makes. I had one fellow in here the other day asking for a Jim Braid jigger. Imagine that. The jigger was used by Braid over 20 years ago. I have clubs, both in sets and singles, for the milkman and for the millionaire. It does not matter what a customer asks for in the way of clubs or balls—I carry them all. I've got to. My clientele hail from all parts of the universe. I have customers come to me from almost every state in the Union, so you see, I must have a stock of merchandise on hand to meet all demands.

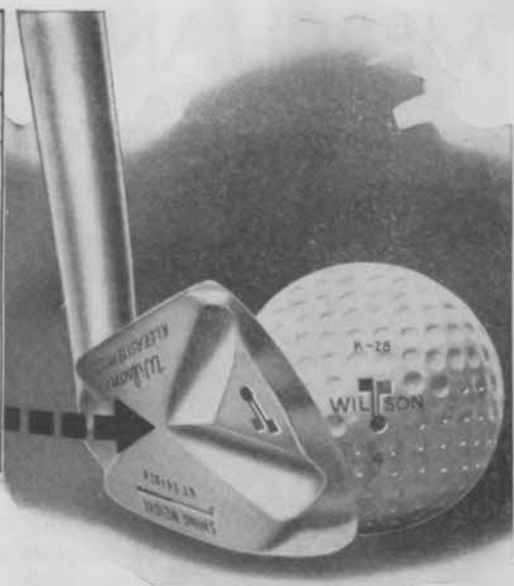
Anxious to know just how many makes of golf balls Scott carries on hand, I began by asking him, "How many gross of balls do you carry in stock, as a general thing?" Back came the answer, "Usually about 20 gross and about every make of ball is represented. I carry two-bit balls and many seventy-five centers. Because of my big turnover, all my golf balls are as fresh as a daisy and are never returned to me because of age. I will not carry any balls that are so old from lying in stock that they have lost their resiliency."

At this point I asked Paul to tell me all about his business and to eliminate my question asking. So here goes Paul Scott as he told me things in his own sales shop at Griffith Park in a very interesting way. Scott is a man of learning and for that reason he was easily interviewed.

"To properly conduct a business of this



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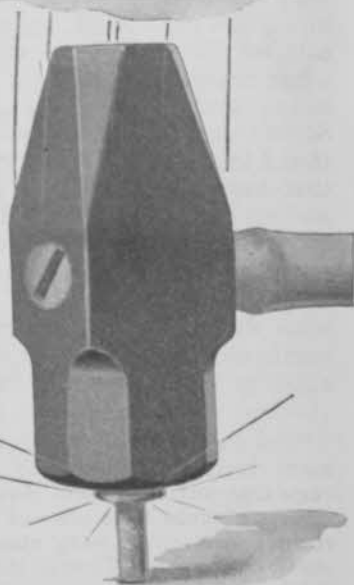


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This greater punch is due to concentration of weight back of the impact spot and to swing weight resulting from balanced design rather than weight plugging.

Boost sales with both these factors of shot control: Hol-Hi K-28, the more controllable ball; Kleersite Irons, the more controllable irons. The diagrams show how and why Kleersite design makes every shot more effective.



Wilson

GOLF EQUIPMENT

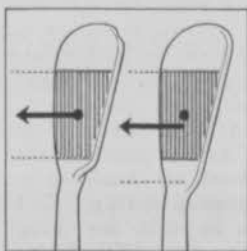
*"It pays
to play"*



*By this mark you
shall know fine
golf equipment*

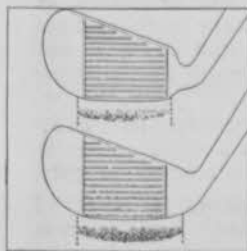
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Chicago, New York and
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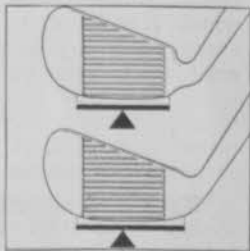
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Shorter divot taking edge of the Kleersite iron permits the power of the shot to follow through with less turf resistance.



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They may claim they will sacrifice a little distance to get toughness—and hence economy. And they even believe what they say themselves.

But hand them a tough ball to let them prove their assertion, and immediately they complain of the lack of distance.

So this Hagen 288 is built for the man who is only satisfied when his golf ball gives him all the distance he is capable of getting.

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