



Aerial view of the Brooks CC layout. The course is nicely rolling, not nearly as flat as it appears here.

enabled us to become acquainted with the golfers in the surrounding country and to try to get their good-will. We did not follow this up with any kind of sales program but tried to make them feel that they were most welcome to play our course at all times. We did the same thing the following two seasons and found that a few of these tickets were being turned in occasionally. Golf was absolutely a dead issue in practically all of these towns. We did not have any local members until 1934 when a few of the regular players took out memberships. Today we have about 250 members from 16 surrounding towns, the farthest town being 42 miles distant from our golf course.

Free Lessons

Build for Future

We had our pro, Garfield Harker, give free lessons in the local high schools about four years ago. This year we gave free lessons to club members four nights a week during the whole month of May. We are now giving free golf lessons to over 40 caddies, who may someday be part of our membership. We are working on the theory that if we can improve the games of our members, it means that they will derive more enjoyment out of their golf; and will naturally be more pepped-up over the game, as well as more enthusiastic over our particular course. We find that this enthusiasm is very contagious and in many cases means new members for us.

It has been our experience that there is a natural barrier to the game of golf for a lot of people because they have not been approached or welcomed to learn about it. We have done everything we can to break down that barrier and to sell them on the idea that, even though they may be past middle-age, they will derive much enjoyment out of the game; and that we will gladly teach them how to play and do everything we can to improve their game. It has been a pleasant surprise to us to find that there were so many middle-aged people interested in learning to play. We find that they get equally as much enjoyment out of golf as anyone possibly could.

The summer players are mostly city people who have, of course, learned to play before coming up to our lake region. We try to keep the course in the best condition possible, and to give them a course that they can enjoy to the utmost. Our summer season is confined to a very short but active season of about ten weeks. The continued building up of local membership will enable us to keep the course in championship form and also to obtain enough revenue to take care of much of our overhead. There is no clash whatsoever between our summer and local players.

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Officials of the Winchester (Ky.) CC are on the warpath. It seems some unfeeling trespassers have been driving automobiles over the club's fairways at night, with considerable damage to the turf.

Chicago Park District awarded a contract recently to the A. L. Buckland Co. to fish all the lost balls from water holes on park courses. Company guarantees the Park District 1,000 balls a week for use at its practice driving course. The company gets to keep any balls it recovers over the first 1,000.

Summer players play almost entirely between the hours of 8:30 a. m. and 5 o'clock in the afternoon; while local players play either early in the morning or in the latter part of the afternoon and on Sundays. Our local membership has lengthened the season from ten weeks, so to speak, to a five month season.

This year we have put into operation a program we think is very sound as regards the Brooks' course. It is a long range setup that we feel will supply us with future members. We are keeping the clubhouse open until midnight every night during the summer season, so that our members can come and bring their guests and friends, play cards on the screened porches and dance in the lounge.

Clubhouse

Is Adequate

Our new modern designed clubhouse, while not elaborate, is quite adequate to meet all members' needs. A large dining room is kept open constantly and our meal service is considered excellent. An open stone fireplace in the main lobby is surrounded by lounge chairs for the comfort of guests. Balls, clubs, haberdashery and other golfing equipment are sold from space just to the right of the lobby. The Brooks CC also boasts one of the finest practice putting greens in the district.

We have a badminton court on the clubhouse lawn which is lighted at night, as well as the 9-hole practice green which is also flooded with lights for night use. There is no charge, of course, for these facilities. We are installing a night driving range on our golf course, are using the best of equipment, and we anticipate good results in a financial way. We also look upon it as being very helpful in creating future golfers for our course. In addition a tennis court that will be lighted at night is being constructed. There will, of course, be a charge on the night driving range and on the tennis court.

We are initiating a "guest star" program this year that we think will have good results. We will have Horton Smith and Jimmy Thomson through the courtesy

of A. G. Spalding Co., and as our guests for a few days, if not a week's time, Patty Berg of Minneapolis and Johnny Goodman of Omaha. We also are trying to obtain at least two nationally-known big time pros for one week each. An exhibition by Walter Hagen and Joe Kirkwood, as well as having Marian Miley of Lexington, Ky., for a week's time are other possibilities. There will be no gallery charge for any of these exhibitions.

It is our thought that, after giving members one month's free instruction, if we are able to bring in guest stars so they can see these stars in action, it will prove to them that the instruction they have been given during the month of May has been correct. By having a chance to see all of these stars play, it will not only increase our members' interest in golf, but will also improve their games, which as stated before, will result in added golf enjoyment."

Green Section Bulletin—Spring issue of the USGA Green Section "Bulletin" is in new form, an attractive 12-page booklet in which some of the subjects treated are: Service of the Green Section, Effect of Watering on Brown-patch, Spread of the Japanese Beetle, Use of Arsenate of Lead, and numerous practical Questions and Answers.

Dr. John Monteith, jr., technical head of the Green Section, did his customary competent job in compiling the publication. Green Section service continues to increase in value and represents to most clubs a decided profit on the \$30 annual investment in USGA membership.

Details regarding receipt of the Green Section Bulletin may be secured from Frank M. Hardt, chairman, USGA Green Section, 135 S. Broad st., Philadelphia.

Booklet Tells British Work—British Board of Greenkeeping Research has issued a 12-page booklet on its "establishment, aims and achievements," to be circulated among golf club members. The book presents convincing evidence of the value of the Board's services. Fourteen items of the Board's achievements are detailed. In the brief history given early in the booklet, credit is given to American pioneering in turf culture research.

The British Board held its annual greenkeepers' conference and equipment demonstration at St. Ives Research station, June 16.

HERE IS THE MOST IMPORTANT FOURSOME OF ALL

By
JOHN MONTEITH, Jr.

Fairway turf that has been injured by summer drought, affording poor playing conditions but not because of any neglect.



THE month when golf courses in most parts of the country are apt to appear at their worst is August. The various extreme climatic conditions of summer take severe toll among the turf grasses so that the resulting accumulated dead or injured turf is apt to be most conspicuous during this month. Common turf grasses grow more vigorously during the cooler nights of September than during the hot summer months.

August therefore is a month in which greenkeeping practices are apt to face the most severe criticism. It is the month when teamwork among those concerned with course operations is most essential. If there is some hearty cooperation between all parties concerned with course maintenance, many late summer ailments can be greatly minimized.

The foursome that governs the policies of course operations in the average American golf club consists of the greenkeeper, green-chairman, professional and club member.

The greenkeeper is the member of the foursome who finds the toughest going at any season, but particularly during the late summer. He may be caught in traps of drought or deluge, excessive heat, inadequate help or equipment, or by dozens of bits of rough going which the other members of the foursome are so little aware that they do not amount to even mental hazards. On altogether too many courses the greenkeeper has little contact with the other members of the foursome and so is unable to point out to them the extent to which these hazards may hamper his efforts.

Often, the greenkeeper has not made enough of an effort to master the best

technique for avoiding or playing out of these traps. In most cases, however, he is making a far greater effort to improve his game than is ever realized by the other members of this foursome.

Chairman Can Make 'or Break

The green-chairman in perhaps the big majority of instances has his name placed on the entry list but it is scratched before the game even starts. In many clubs the chairman really plays the game paired with the greenkeeper. Where he plays against the greenkeeper the results are usually disappointing. In a list of the golf club beatitudes this one should be near the top:

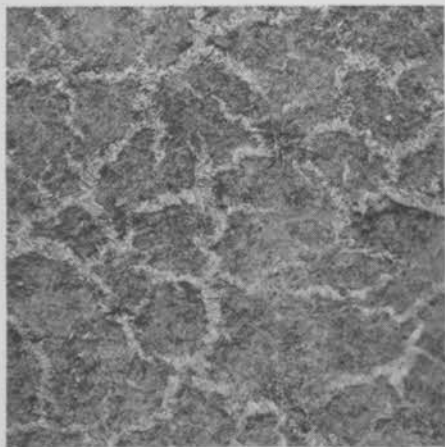
"Blessed is the club with a good green chairman—or none at all—for the course shall then be in satisfactory condition and there shall be peace among the members."

The professional is naturally very much interested in the welfare of the golf course. His income is definitely affected by the amount of play the golf course attracts. If anyone should be definitely a booster for his course it should be the professional. Unfortunately in some cases the pro seems to feel that in this foursome he should play against the greenkeeper. In other words, he seems to feel that the foursome should play a match within itself rather than as a club team. Where the pro takes this competitive attitude, the

Massachusetts greenkeepers look forward to one-day program on lawn culture during Farm and Home Week at Massachusetts State college, Amherst, July 28.

Main speakers are Lawrence S. Dickinson of Massachusetts State College, and Dr. James Tyson of Michigan State college. Subjects to be discussed during the day include: Management of Bent Grass Lawns; Lawn Grass Seed Mixtures; Seeding; Weed Control; Lawn Fertilizers, and Lawn Mowers.

odds are high that he knows little or nothing about course maintenance practices. However, if one took an actual census of clubs where the pro does have considerable information on turf maintenance, it no doubt would be found that with few exceptions he is cooperating fully with the greenkeeper and green-



A growth of black scum where a few weeks before there was a good turf of bent grass. This scum, plus the cracks and curls, makes a legitimate alibi for a missed putt.

chairman. He will offer criticism, it is true, but it is of the helpful type. He does not take an attitude of "knocking" the course and the greenkeeping methods.

The fourth member of the foursome, the club member, is that interesting individual with all the bright ideas about course maintenance. He is also the extremely useful person who pays all the bills. As a rule, he knows nothing about turf maintenance and doesn't even know he doesn't know it. As he plays around he usually cannot resist the temptation to explain his views as to the methods of improving each shot the other members of the foursome play. It is true he could not put these improvements into effect himself but nevertheless they usually appear to have real merit to him, and must

be considered with the utmost respect. Disturbing as these suggestions may be, they need not cause damage to the course if they are not taken too seriously.

If the members of the foursome give each other moral support as well as actual help by constructive criticism, they can turn in a good season's score for their course, even though they have a few bad rounds in August or any other time when the competition against them is too great.

During late summer when turf is showing scars from various causes, our four players naturally feel dissatisfied with the condition of the course. The most dissatisfied individual is the greenkeeper and he is usually doing his best to bring the turf back as rapidly as possible. Often the best method for accomplishing this purpose is to bring about a gradual improvement with a view to avoiding any likelihood of even more severe injury if unusually adverse weather conditions develop before the favorable fall growing weather arrives.

Members Mean Well, But . . .

Many of the miracle remedies proposed by impatient members will do more harm than good. A big steak with all the trimmings may provide the necessary energy to a healthy but fatigued man. However, that same kind of meal might have disastrous results if the same man ate it in a hospital while he was recovering from a serious ailment. Likewise, grass may thrive on a certain diet when it is in good condition and yet be ruined by that same diet when it is struggling to recover from various injuries at a season when temperature and other climatic conditions are distinctly not to the liking of grass.

In August the advance guard of the army of returning vacationists arrives at golf clubs. Every experienced greenkeeper and greenkeeper is prepared for the greeting, "This course looks terrible. You should see the course I have been playing up north! I took the trouble to find out what they do up there to keep the grass so green. They tell me they do so-and-so and they use so-and-so. The people up there say we should do this and that. We certainly ought to try it because they certainly have lovely turf up there."

Such reformers never seem able to realize that one good reason for their taking those trips up north is because climatic conditions are more favorable there during the summer than at home. Nevertheless



Remains of what once was a fine putting surface. Damage occurred under climatic conditions not found in Northern summer resort areas.

the grass on the course has to stay at home and take the weather as it comes.

What the greenkeeper needs on such occasions is the cooperation of the pro and the green-chairman in explaining to dissatisfied club members that the greenkeeper did not deliberately injure the grass and that he is taking suitable measures to get the grass back in good condition. It might also be explained to the members that sick grass, like sick golfers, usually requires a reasonable period in which to recover from serious ailments. It certainly doesn't aid in the recovery of turf to have the green-chairman pester the greenkeeper with a long list of remedies proposed by every Tom, Dick and Harry in the club and sometimes even outsiders.

Neither does it help the club spirit to have the pro on such occasions spread among the club members his theory that "nobody can putt on these _____ greens" or that every bad shot made on the course is due to the poor condition of the course. Such loose criticism simply serves to focus attention on the poorest areas on the course and it won't be long until the members start off at the first tee with the mental hazard that they will have a poor round due to the miserable condition of their course. Neither does it take long for such adverse criticism to reach the ears of prospective members or visitors, with the net result that the professional and the club itself are the victims.

On the other hand, helpful criticism may

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Walsenburg, Colo.—Golfers returning from the National Open championship in Denver found vandals had carried away cups, markers and all other equipment from their course.

serve a useful purpose under such conditions. If the greenkeeper, chairman of the green-committee, pro and members take a fair-minded attitude and try to get the best information for improving the turf or preventing similar injuries in the future, something may develop which may prove of permanent value to the club. Full cooperation also requires of the greenkeeper a willingness to consider worthwhile suggestions from dependable sources.

He and his club do not gain from experience if he takes a defensive attitude and upholds every maintenance practice in detail. The welfare of the course requires the challenging of every maintenance practice on occasions when the turf is badly damaged. The greenkeeper himself should lead in the search for fundamental causes of the injury. He should not blindly defend his practices.

Lake Placid Open, Aug. 26-28—Vic Ghezzi's record winning score of 277, set in 1937, is going to be a tough one for the boys to shoot at when the third annual Lake Placid Open fixture is staged over the Lake Placid G&CC course August 26-28 for prize money totalling \$3,000.

Ghezzi's 277 was made up of two sub-par rounds of 65 and 68 and two even 72's. Gene Sarazen was runner-up last year with 281.

An entry of more than one hundred is expected by the Lake Placid committee. First-place money will be \$750, with 14 money places listed. Full information and entry blanks may be secured from H. L. Garren, executive secretary of the Lake Placid Open Golf Tournament Committee, Lake Placid, N. Y. Entries close Thursday, August 25, at 6 p. m.



IT'S ON THE HOUSE

By TOM REAM,

Manager

Westmoreland CC

Let's remember that it is what club members demand that makes big-pay jobs possible.

A club gives good service only if it gives service that satisfies the members.

Every club employee should have the ambition to be included among the club's assets.

The chap who has the luck to have a new, big club to manage probably has it because he managed a less modern one successfully.

Let's remember that under all circumstances there always is time enough to get instructions straight.

The well-ordered club is so because of safeguards continuously maintained against intrusion of disorder.

The club business, too, needs pinch hitters. Can it count on you in emergencies?

Many a club employee thinks he rates a better club in which to work, when the fact of the matter is that the club rates a better employee.

Telephone operators. Employ only those with telephone voice.

A bargain is not always a good buy, especially in the matter of perishables. Watch the weather forecasts.

Club Profits Not All Apparent in Dollars and Cents Report

A CLUB manager, deemed by knowing club and hotel men to be an expert in club operation, tells what confronts managers as one of their many problems:

"One of our board, who is new to club operating problems, said to me: 'I have one girl in my office to whom I pay \$75 a month. When she types a letter for me, it brings at least \$20 profit. Your kitchen and dining room crew doesn't make as much for the club some months as that one girl makes for me in one day. There must be something wrong!'

"What this board member didn't realize was, first, that if we had charged him or

any of our other members what he charges his clients for his service, he wouldn't retain his membership in the club. Club prices are amazingly low considering the character of cuisine and service expected at all times.

"In our district it is difficult to get good help. The members insist that the club be kept open the year around. To get a good chef and to hire and keep the rest of the employees required, I have to pay out really more than the volume of winter business justifies. As in most cases, the deficit is held against me instead of being charged against club policy.

The Wrong Viewpoint

"The club policy is right for a high class club. But board members and officials don't seem to be able to realize that it costs money to maintain such a policy. I have seen repeated instances of members bringing guests out to the club and after these guests have been wined, dined and served in a superlative manner, they are in a mood agreeable to tremendously important and valuable business deals. In the case of the member who told about a stenographer producing a profit of \$20 a letter, I am inclined to think that his club membership has been directly instrumental in thousands of dollars of profit to him. He is a fine, pleasant fellow and I, as well as all the members of my staff, enjoy seeing to it that he and his guests get the very best the club can provide.

"But, like so many officials who serve only a year or so on club boards, this representative official I have cited, hasn't the slightest conception of how policy governs profits—or losses—in club operation.

"The millenium will come when club officials and members realize that you can't get something for nothing at a superior sort of a country club."

Replacements Pro Worry—Among the things that baffle pros and club manufacturers is a complaint about a broken steel shaft that's several years old. Every so often a player will come in with a broken shaft and ask for its replacement at no cost. The player doesn't seem to appreciate that considering the nicety of steel shaft construction and the destructive service steel shafts get, it's quite marvelous that the shafts last as long as they do. Locomotives break down oftener than steel shafts.

LIST FUNCTIONS OF CDGA

CHICAGO District Golf Assn. lists as its functions 14 services that warrant the expense of club membership in the organization. The list is an impressive one when club directors consider their budgets and go into that usual question, "what do we get out of the association?"

CDGA's list:

Popularizes golf, the life's blood of all golf clubs.

Develops and standardizes a proper handicap system for the district and provides all members of district clubs with handicap, identification and membership cards.

Promotes and supervises all district championships and other major and minor tournaments.

Promotes and supervises all regular and interclub matches.

Compiles, synchronizes and distributes all general information concerning district and club tournaments, so as to develop orderly sequence and avoid annoying conflict.

Compiles and distributes caddie information so as to improve supervision, serv-

ice and standardization of caddie employment.

Compiles and distributes information concerning greens, ground and clubhouse employees.

Keeps records of professionals, club managers and greenkeepers available for employment.

Represents all district clubs in matters of legislation and protection.

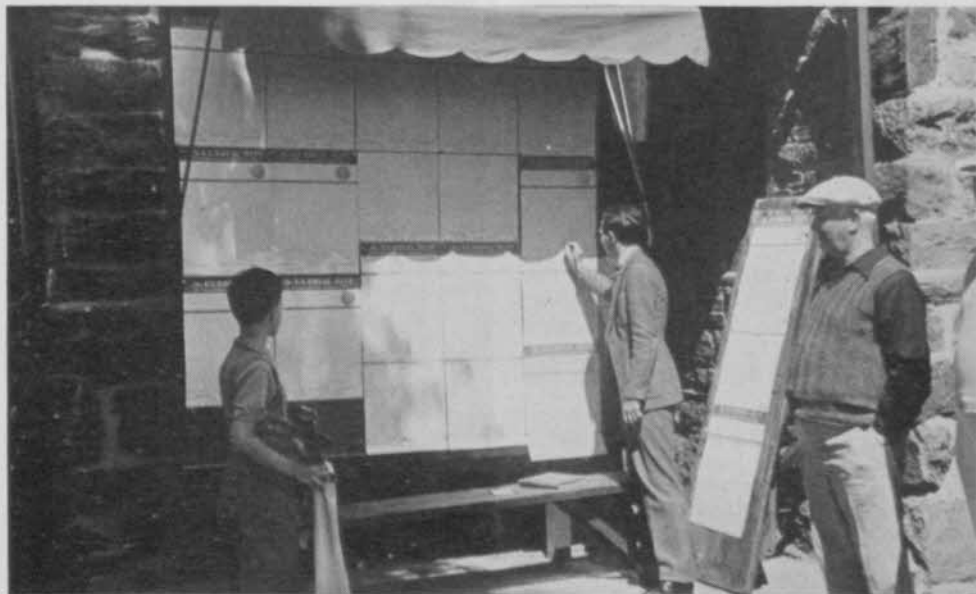
Conducts a credit bureau for all Chicago District clubs.

Furnishes press and radio service to member clubs for the dissemination of golf information to all who desire it.

Established a uniform system of accounting for purposes of exchanging information on all club income and expense.

Conducts an experimental turf garden for the purpose of providing all member clubs with scientific knowledge of the most economical methods of development and care of grasses and the proper methods of discouraging and eliminating weeds, clover, brown-patch and other blights.

Compiles and records information concerning other golf club activities, such as swimming pools, tennis and winter sports.



Here is the best evidence in a long while that golfers want tournament competition. Photo shows score-board used at Winged Foot GC (Mamaroneck, N. Y.) on Decoration Day. Twenty-one entry sheets of 32 names each were needed to carry the names of 340 players, many of whom entered more than one event. One of the features, a low-net handicap for the benefit of the Westchester County Children's Ass'n., drew entry fees from 227 players. Four other events were open to players. "I believe this is the largest number of tournament entries for any one day at any golf club," says W. E. Poertner, General Manager of Winged Foot.

DON'T GO SOFT ON SALES

By HERB
GRAFFIS

*Push for profits while
the season continues*

MANY a pro has "burned up" when he has seen a member return from his vacation at a summer resort where there's a golf club, bringing with him a fine new set of clubs and an expensive bag. Around the home club that member may have the reputation in the pro department of being so tight he wouldn't give a guy measles. But here he comes along in August with a lot of equipment bought away from home.

The answer is simply that the resort course pro found the player's vulnerable spot and applied some selling. The home club pro had acquired the bad habit of thinking that it wasn't much use after May to keep working at selling, and was content to let the people buy if and when they happened to want some shop item strong enough to work up some action.

Despite the continued success brainy and energetic pros achieve in selling clubs and bags during July, August and September, the golf business keeps on moaning and suffering through the summer months when play is greatest. No one has been able to explain logically why some golf club manufacturers and pros throw in the towel during the warmer months.

The pro who thinks is one who clearly realizes that his net profit for the year always has a close association with the amount of shop sales he makes after July. His business up to that time is about the amount required to carry his operating and living expenses. Virtually the same arithmetic prevails in the club manufacturing end of the business. It is the

clubs that aren't sold during July, August and September that most often come back to the manufacturer and keep alive the returned goods trouble that plays such an important part in the store spring sales that start the season on a cut-price basis.

Jerry Glynn, pro at Knollwood CC (Chicago district), has analyzed the condition from his conspicuously profitable experience as an example of pro-shop merchandising on a service-to-members platform. Glynn, despite the fact that he is at a wealthy club where many of the members leave town for vacations during July and August, keeps his sales volume up during those months.

Glynn says:

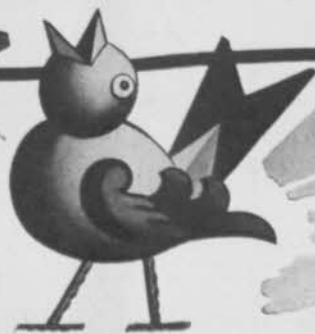
"At the representative pro-shop, the clubs in members' bag storage usually average older than 5 years. Figuring on the annual turn-over of club membership, that 5-year average of clubs' life means that the pro sells new woods or irons to fewer than one out of five of his members each year. Carrying this observation further into the matter of pro profits, it means that four out of five of a representative club's membership aren't doing the pro much good. It will surprise many of the fellows to note the close connection between club and ball buying by members. If a member buys his clubs elsewhere, it is a pretty sure bet that a goodly part of his ball purchases also will be made away from his pro's shop.

"Just as a matter of common-sense protection, then the pro must never let up on keeping his members tactfully but persistently reminded that as long as golf is being played there always is a good reason for buying new clubs to replace worn antiques.

"It is no unusual experience for the pro who really is on the job, to sell sev-

Erie (Pa.) golfers offer a \$1,000 purse for the Open tournament to be played July 20 at the Erie municipal course. A \$1,000 one-day mid-week tournament with \$300 first money isn't bad dough at all for the boys, so a goodly entry is expected to give Billy Burke competition for the title he won in the event's inaugural last year. Star amateurs of the district will be paired with the name pros, which makes the event fine competitive training for the amateurs. Joe Williams, sports editor, Erie (Pa.) Daily Times, is handling entries. Pro entry is \$5; amateur, \$3.

*The Shaft of Steel
with the "Birdie" Feel*



HEDDON

Custom Drawn

STEEL GOLF SHAFTS

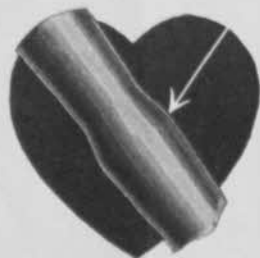
For 1938, Heddon Shafts will be confined to the finest clubs of three of America's most prominent club makers. You know and respect these "quality" names—

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*The Heddon
"Double-Whip"
Power Shoulder*



*This "Shoulder" is
"The Heart of
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This is a familiar mark of QUALITY. To the player it means a QUALITY club for a better game. To the "pro" it means a QUALITY sale at a price that pays a proper profit.

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Year After Year



DENNY SHUTE

British Open Champion in 1933.
P. G. A. Champion in 1936 and 1937.
A "repeater"—with 1938 to come.



SAM SNEAD

Winner of the classy Nassau and the
Miami Springs Open, 1938.



GENE SARAZEN

Has held all major championships
open to "pros." Three times P. G. A.
Champion. National Open Champion
twice. Winner of the Chicago \$10,000
Open, 1937.



RALPH GULDAHL
a member of Wilson
Advisory Staff for
years. Sensational win-
ner of the National
Open two successive
years. Winner of the
Western Open three
successive years—
record.

Guldahl Again WITH WILSON!

There are other sports calling for fiercer action and more exhausting physical effort. But there is no sport that calls for such a combination of physical strain, perfect nerve control and moral courage as Golf, where great masters meet in *open* competition.

Ralph Guldahl, even though he were to lay aside his Wilson Golf Clubs today, would go down in golf history as an all-time champion—even greater, we believe, than the illustrious names that preceded him. Only a great champion repeats and repeats.

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Can you blame us for being a little proud that Ralph Guldahl has been on our Advisory Staff for years—and that in these sensational wins he has played Wilson Equipment?

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to play" **Wilson**

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