

the course is not entirely canopied with the long roof and provides a beautiful setting for bi-weekly Milburn supper dances.

Charles Fatino is spending his first year as club manager. He assisted the late manager, B. C. Bonnell, with buying and records for eight years.

Profits Run \$3,000 Monthly

Fatino attributes his popularity with the members and his appointment last year to the fact that he treats each member the same regardless of his office in the club or his personal wealth or station in life. He is an advocate of the policy of buying only the finest foodstuffs and meats. There is more economy in quality foods because of a minimum of waste, he maintains, and under such a policy there are no complaints about food. During the playing season (from April to October), Fatino shows an average black figure of \$3,000 a month. It is an amazingly large profit and is accounted for by an unusually heavy restaurant business for a club of this size.

A good profit comes from the grill where luncheons as inexpensive as 50c are served. Evening dinners are 75c to \$1.25. Fruit plates and fresh vegetables with sandwiches is the usual luncheon fare. Evening meals run to the more elaborate dishes common to high class restaurants, advises Fatino.

The dining room accommodates 285 diners and a small party room can serve 30 conveniently. The women use these

Another healthy sign of the amateur revival in golf comes from Joe Devany, pro at Grosse Ile G&CC (Detroit district). Joe says that his club's second annual amateur invitation tournament, which will not be played until Sept. 23-25, already has received acceptances from numerous prominent midwestern amateurs. Those amateur events are something for the pros to work on, hard. Remember how the pro dough used to be more plentiful in the days when Ouimet, Evans and Jones had a lot of amateur interest and play stirred up for pro handling?

rooms more than the men. Stag parties are usually served in the grill.

The club's policy allows Fatino to take one local business-house tournament a week, sponsored by a club member or group of members.

"I always have my kitchen open for inspection of the members. I keep it and our serving rooms spotless. Nothing will bring justifiable complaints as quickly as an unclean or untidy kitchen and dining room," says Fatino. He continues: "We found that more than 50% more members and their guests attended the late supper dances with the supper being served a la carte. Food of their own choosing is what they seem to like best. The most popular dishes at these dances are sandwiches—steak, fried chicken, grilled sardine, toasted cheese with bacon and assorted meats."

Fatino announces the dances will be held from 9:30 p. m. until 2:00 a. m., but hires the orchestra from 10:00 until 2:30. Dancers don't arrive until 10:00 anyway



You'll not find a tidier, cleaner kitchen than the one Charles Fatino, manager, maintains for Milburn's members, and which is kept open for inspection at all times. Fatino buys only the finest of foodstuffs, and has plenty of the best on hand at all times. One look at the kind of business he does, a \$3,000 monthly profit, lets you know what the members think of the way Fatino runs their restaurant.



Prospective customers never have the feeling of being cramped, nor are they ever hurried into a sale in Robb's pro-shop. Robb keeps at least one assistant and two shop boys around to handle any rush load that may come up. Clubs are in the open for handling, and stocks are never allowed to become low. Neatness is maintained at all times by Robb, who has succeeded in giving the place the appearance of a smart retail establishment.

and are always pleased when the orchestra plays right on until 2:30.

The dance fee is \$2.00 a couple, with a la carte service extra. There usually are 180 to 200 in attendance. There are 332 members at Milburn including 30 socials.

The club is across the Missouri line in the dry state of Kansas—dry so far as rain and liquor are concerned—and nothing

stronger than 3.2 beer is legally salable. However, a nice volume of soft drink sales overcomes a large portion of this handicap.

An elected Board of governors consisting of president, vice-president, secretary, treasurer, and five active chairmen: house, tournament, greens, entertainment and finance, directs the club's business and operation, policy and activity.

Managers Are Best Channel for Putting Liquor Brands Across

THAT "Red" McGuinn, Seagram's whisky representative to the club managers in California, put over a bright stunt when he had signs made up advertising the broadcast of the Canadian Open and placed these signs in Northern California clubhouses. The tie-up was cute because the Seagram cup is awarded the winner of the Canadian, and with Snead and Cooper tying at the end of the regulation route, it made a swell broadcast.

"Red" is the smart young man who worked with the managers and pros in getting Seagram's into clubs into the Chicago district; and when he was transferred to Northern California, got himself adopted by the managers and pros in that section, and as a result, got his stuff into 85% of the clubs in that territory.

Whisky and beer people are awakening to the club managers being about the most

important compact group in putting across a brand. Bill Evans, formerly prominent in club management, went with Pabst this year and by pushing Pabst on the basis of knowing what the score is with managers, got that beer a huge increase in club sales and in domestic and commercial bar demand by country club members.

Dewar's Scotch focussed a drive on club managers this year and saw sales hike. Managers' endorsement and push carried through with their members' demands outside the club.

Jack Redmond, trick shot pro, working for King's Ransom whisky, got in with club managers and helped run up a goodly volume despite the absence of a strong national advertising campaign.

It all goes to show that wise merchandisers' keenness in winning the club managers and through them a strong and wide sales influence, tips off the managers' standing as authorities on good eating and drinking.

500 PROS HOLD SHOP SALE

By HERB
GRAFFIS

Many thousand dollars worth of shop merchandise sold during national "Birdie Special" event

ESTIMATES made by experienced professionals in all sections of the U. S. indicate that the pro-shop income this fall will be increased by some sum between \$150,000 and a quarter million bucks of the legal tender, through the medium of the pros' initial late-season sale of golf goods conducted on a national basis.

The "Birdie Special" sale, planned by PROMotion after consultation with a number of the most successful pro merchants, is being conducted from August 27 through September 5 by approximately 500 of the country's liveliest pro businessmen. The idea of the sale was to convert shop stocks into cash before the season closed, and to remind shop patrons that as long as golf weather remained there was good reason for continuing to buy at the pro-shops, especially when bargains were offered on pro-quality merchandise.

Shops Can Also Offer Bargains

Another, and important, objective of the Birdie Special sale was to get across to pro-shop customers that the pro-shop was the outstanding spot for legitimate bargains in carefully selected merchandise at a wide price range. This point was emphasized in the planning by the successful pros who collaborated in establishing the basis of the campaign. These pros brought out the point that all the complaining pros can do about prices can't have any weight unless the pros demonstrate that they are smarter sellers than the stores. Furthermore, these sage pros say, there is a serious risk of alienating public favor from pro-shops by putting the loud pedal on pleas and threats of maintenance of golf goods prices on a top price scale. The public learns of such campaigning and promptly goes downtown, often ending up by buying some cheap stuff, thinking it a great bargain.

The problem of selling first class golf merchandise at proper and firm prices will have to be handled adroitly, say these men who are high above the average in pro earning and shop volume.

Consequently, they recommended a demonstration of live, smart pro bargain merchandising as an exhibition to the

public of the pros' awareness of the public's keen interest in careful spending. They figured such a campaign would be far more effective than verbal popping off which not only has been futile but dangerous, so far as the public is concerned.

Some Pros Didn't Need Sale

How right this analysis was, is attested to by the 500 pros who are putting on the campaign. An analysis of the credit standings of the 500 pros who are in the Birdie Special campaign shows an amazingly high rating, and plainly indicates that the first campaign was automatically selective in getting the foremost pro businessmen.

In planning the Birdie Special campaign, it was kept in mind that there are quite a few excellent and successful pro merchandisers who would have no use for such a selling effort, due to conditions at their clubs or involving their own shop stocks. Logically, such a campaign would have no application unless the pro were up against the problem of moving stock and making up for a drag in the year's business. Some pros, due to fortunate conditions at their clubs and to their own efforts, wisely might refrain from a sale as the season drew near to its close.

It was also kept in mind that the sale idea in pro-shops would have to be handled with discretion and foresight, for fear of establishing a precedent that might backfire. However, the present competitive sit-

More than a hundred veteran golfers had active participation in the Golden Jubilee tournament at French Lick Springs, Ind., Sept. 2 and 3. The event celebrated golf's fiftieth anniversary in the U. S. Some of the players have been at the game more than 50 years, having played prior to their arrival in the United States.

Many of the field have played more than 40 years.

Jimmy Anderson, pro at Pine Lake CC, Pontiac, Mich., and prominent in Michigan and national PGA affairs, for some time has been embarrassed by the advertising and sale in the Detroit area of clubs bearing the name "Jim Anderson." Anderson took action to stop the sale of clubs bearing his name as their brand. The case did not reach court inasmuch as the company distributing these clubs agreed to discontinue its activities in this direction.

uation permits the stores to make a big play of bargains, while the general tendency in pro merchandising passes up the sales drive idea, thus letting the public get the notion that the pros can't tackle store competition on a price basis, as well as on a quality platform.

However, these points were made obvious to the real pro merchants so the fellows who did not have surplus stocks or who did not have the need of a late season sales push, could skip the Birdie Specials idea.

The campaign was deliberately planned to help only those who were willing to help themselves, and to discourage any half-hearted waste of the expensive material in the campaign. Perhaps, consider the pros and the GOLFDOM staff who united in planning the campaign, that deliberate plan of sifting was a mistake. Many of the fellows who could make highly effective use of the Birdie Special campaign in working themselves out of bad financial situations, were not given a strong "come-on" in the campaign's solicitation. They were told that the success of the campaign called for use of the Birdie Special material together with plenty of their own brains and energy. The solicitation was pretty raw in this respect, and probably discouraged some fellows who have been led into the error of believing that some magic by the P.G.A. or the manufacturers will solve all pro-shop selling problems without making it necessary for a pro to stir.

Campaign Aimed at Public

What these boys don't appreciate yet is that the PGA, the pros and the manufacturers, all together, don't control the golf business. The public is boss. Therefore the Birdie Special campaign was focussed strictly on the public, at the recommendation of the pros who collaborated in planning the campaign. It was their thought that the pro who didn't see the wisdom of this basis for a campaign was out of

luck, but that it was the pro's own fault for hoping that the Seven Dwarfs would walk in and pour a basket of gold into his lap while he was sitting down.

Alert manufacturers quickly saw how the Birdie Special campaign was bound to click with the public. They offered their own surplus stocks as clean-outs to pros at special prices, with the result that in at least three cases pros who beat the gun on the starting date of the Birdie Special campaign say that stocks of this bargain material, together with their own shop stocks, will run their August and September dollar sales volume ahead of their April and May sales income.

Takes Surplus Stocks off Market

This relief to manufacturers' stocks should have a favorable effect for pros next spring. No pro who knows what the score is can be unaware of the reason for many of the store sales that offer standard merchandise at cut prices when the golf selling season is beginning. There has been just enough of the goods returned unsold by pros to make it necessary for the manufacturers to unload at any price, for cash, in order to finance winter clubmaking expenses.

Additional "discontinued model" clubs have to be made up to care for the stores' sales requirements, and are made up because the manufacturer has to get rid of the returns. The curse of this virtual consignment selling has back-fired on both pros and manufacturers so the golf business now is in the sad and foolish plight of being a seasonal business that begins its season with a bunch of strongly ballyhooed "cut price" store sales.

It is difficult to estimate the cash value to pros of the reduction of next spring's "discontinued model" cut-price sales by stores, but some of the manufacturing authorities guess, on the basis of the early response to the Birdie Special sale, that about \$100,000 (retail price) of golf clubs that would have to be dumped against the pros next spring, will be taken out of the market by the pros' own autumn sale.

Basis for the estimates of the quick cash income to pros as a result of the Birdie Special sale at approximately 500 pro-shops is made on the varying estimates of averages from \$200 per shop to \$500 per shop increased business from the 10 day sale.

The 10 day limit isn't being closely observed. Quickly after the display of the



Here's the Fenway GC clubhouse at White Plains, N. Y., where on the evening of Sept. 25 some happy pro will take down the major prize money of the year, the first money in the \$13,500 Westchester Open which will begin Sept. 22.

Westchester district pros organized the event and have handled its details in a model manner. The idea of the biggest money event of 1938 was born when Myles Coen, Scarsdale pro, and genl. chmn. of the Westchester Open, got burned up by a baseball player putting up \$300 prize money for a field of pro golf stars last winter. The baseballer got thousands of dollars' worth of publicity. Coen groaned at the performance in making golf's stars pikers, but instead of contenting himself with warm words, got busy with the neighbor boys, and lol here's 13½ grand.

"teaser" signs about the Birdies coming, pro-shop customers got curious. They queried the pro and by discreet handling, the pros gave the nosy ones early "ins" on the sale. One pro, in an ordinary type of private club, reported that he had sold \$413 in wood and iron club sets, five days after the "teaser" signs were displayed, with the big business still to come during the set days of the sale when the full force of the Birdie Special advertising was put to work.

The staff of GOLFDOM and GOLFING has received many letters of enthusiastic thanks for the work of preparing and handling the details of this Birdie Special campaign. In acknowledging these, we want to make it plain that the credit should go to those pros who gave so liberally of their time and so deeply of their thought and experience, in providing us with the data and advice on which the brilliantly successful campaign was founded.

Outstanding Results

The Birdie Special campaign is proving itself to be by far the most profitable short-time selling campaign ever presented to pro golf, and by its unexpectedly great success has made itself a mile-post in pro merchandising progress.

It has proved, beyond all doubt in this world, that: (1) There are many keen, energetic pro merchants who form the

nucleus of a command of big-scale, foresighted pro retailing, and; (2) when the boys get a specific idea with definite selling helps, instead of just so many sweet words, they really go to town in selling.

Golf for Gym Credit—Alexander J. Stoddard, supt. of Denver (Colo.) public schools, and Willard N. Greim, director of the dept. of health education, are reported by Denver newspapers as discussing the substitution of golf instruction for some of the more formal exercises that now are part of physical education class work.

Prof. Stoddard says: "The teaching of golf probably would provide as much exercise as the traditional setting-up exercises. It is something we are considering seriously. Whether golf instruction can be introduced into the Denver public schools is largely a matter of cost."

Golf interest has been given a strong boost in Denver by the National Open and by the constant advance publicity that Fred Wood, Howard Mehlman, John Schumaker and other Denver club managers are pushing out on the 1939 Club Managers' Assn. convention which will be held there.

Another golf club monthly bulletin that rates as a model is the News Letter, issued by the Rhode Island CC, Barrington, R. I. Club dept. heads cooperate with one of the members in the publication of the News Letter. Among its items of bright interest in a recent issue is one concerning a historical spot on the course that is mentioned in an agreement signed July 25, 1685.

Minnesota Club Head Says Superintendents Will Get Pay Boosts When Times Allow

FROM A. C. Statt, pres., The Country Club, Inc., of Minneapolis, there comes to greenkeepers some cheering words. Statt, as a club official, has repeatedly given evidence of a keen, strong interest in greenkeepers' material and professional advancement.

He comments on the greenkeepers' prospects and present situation:

"I have just read the two articles on the future for greenkeepers in the August issue of *Golfdom* and I cannot see where there is anything to worry about. Here in the Twin City area golf club members each year are learning to value more and more the work being done by the greenkeepers and that condition will be reflected in increased salary to those who desire it, just as soon as our present economic problems are righted. We must not overlook the fact that golf is definitely a luxury recreation which the public can get along without, and many have been doing so during the past six years.

"Greenkeepers' salaries cannot be increased if their clubs' financial condition will not permit it. Furthermore, how many professional men have had their income increased during the depression? Many have been obliged to get along on greatly reduced incomes, and I feel the greenkeepers with thinking caps on their shoulders realize they cannot expect salary advances during these times. My advice to them is to continue doing the good job they have been doing for several years, and whenever possible keep their work before their clubs' members.

"Here in the Twin Cities two weeks ago we staged a golf course clinic over a period of four days. We induced Dr. John Monteith to visit us and greenkeepers as well as committee chairman and other club officers visited an average of six clubs a day. The average attendance was twenty. A printed program was sent to all greenkeepers, committee chairmen and club officials, so all could attend the conferences at the particular club they were interested in.

"These meetings were very successful and in many cases club officials were surprised at the work being done by the greenkeepers and by their earnest effort

to gain more knowledge, so that they could do a better job.

"I believe these four days did much to advertise to golfers and club officials the fine job our greenkeepers are doing.

"I honestly believe many clubs would like to raise their greenkeeper's salary, but the funds are not now available to do so.

"Greenkeepers will surely get proper advances when business gets back to normalcy."

Urges Smaller Town Clubs to Install Driving Ranges

PRACTICE ranges, night-lighted, are recommended as very valuable features of smaller town clubs by Val. M. Brooks, manager of the Brooks CC at Okoboji, Ia.

Says Brooks: "We are highly pleased with the results we are getting from our night driving range. And not because of the financial end of it alone, but also because of the tieup it has given to our regular golf business, enabling us in several instances to improve the games of Brooks' members.

"We have a pro on duty every night to provide full instruction, and in being successful, even this early in the game, in improving members games we feel we are accomplishing one of the most important duties a club can perform. The range is also creating new members for the future, inasmuch as several have expressed their intention of joining the club next year and learning to play.

Glens Falls Event Is Sept. 9-11.—Tenth annual Glens Falls Open will be played over the Glens Falls (N. Y.) CC course, September 9-11. Prize money totals \$4,000 with a purse of \$1,000 going to the winner. The event has been growing in popularity each year since first held in 1929, and tournament officials announce the entry list for the 1938 Open is the largest in its history.

Jimmy Hines will be gunning for his third straight Glens Falls title, but the competition he'll have from most of the leading members of the pro brigade may stop his string at two in a row. The \$4,000 prize money is an increase over the previous tournaments, and in addition, there are more special prizes to be given away. Special hotel accommodations will provide first class service, reasonably, for the golfers and their wives.

MUNI COURSE STATISTICS

FOLLOWING data on municipal course operations was secured by Harry F'O'Hare, Chicago Parks District, in response to a questionnaire. GOLF-DOM acknowledges with thanks this opportunity to pass along the information because it answers about 200 letters from municipal and privately-owned fee course officials that we receive every year.

Forest Preserve District of Cook Co., Ill. Jno. J. Crowe, Asst. Comptroller. Operates five courses—one 9-hole and four 18-hole. Billy Caldwell (9-hole) fee is 25c for 9-holes and 50c on Saturday, P. M., Sundays and holidays. The 18-hole courses 50c for 18-holes, 75c on Saturday, P. M., Sundays and holidays. No season memberships sold. Attendance, 1937: Edgebrook, 47,252; Caldwell, 67,347; Palos, 8,098; Northwestern, 29,298; Indian Boundary, 38,807—total, 190,802.

Alton (Ill.) Muni. Golf Course. R. J. Foyal, Supt. of Recr. 25c for 9-holes and 50c for 18-holes. Season tickets: \$18 for one person; \$25, man and wife; \$10 ministers; \$10 juniors (12 to 16 years). Play last year was 27,309.

Bonnie Brook Golf Course, Waukegan, Ill. Rates: Week days: 25c for 9-holes; 50c for 18; 75c for all day. Saturday, Sunday and holidays: 50c for 9-holes; 75c for 18; \$1.00 all day. Control 9-hole play by selling 18-hole ticket and refunding a quarter if only 9-holes are played. Ticket is time stamped out and if brought back in a reasonable time (about 1½ hrs.) make the refund. Make reservations for Sunday mornings, one each 15 minutes. Reservations are taken any time after Wednesday noon. Last season played 30,000 rounds, running about 200 week-days and 350 on Sundays.

City of Detroit. Chas. V. McGrath, Supt. of Public Service Enterprises. 5 courses. 25c for each 9-holes played. All day rate of 75c at two of the courses, 18-hole layouts. 9-hole play not provided for at these two courses, the fees prevailing are 50c for 18-holes or less and an additional 25c for 19-holes or more. One of the remaining courses has 9-holes only; the other two being "divided nines." On latter, either 9- or 18-hole play is offered. No season or monthly rates. No reservations.

Starting periods 5 minutes apart. For 1937, 18-hole rounds, 203,262. Actually the 18-hole courses had 72,942 registrations, while the three others had 240,640, these being all for 9-hole rounds.

City of Cincinnati, Tam Deering, director. Season membership, Avon Field: men, resident, \$20, non-res., \$25; women, resident, \$15, non-res., \$18.75. Green-fees, 18-hole, Avon Field: week-day, 50c; Sat., Sun. and Hol., 75c; after 5 p. m. week-days, 35c; high-school students (limited hours), 15c. Green-fees, 18-hole, California: week-days, 35c; Sat., Sun. and Hol., 50c; high-school students, 15c. For 1937 season, 44,400 players at these 2 courses, of which 14,800 rented golf clubs.

Forest Park Golf Club, St. Louis, Mo. John Griffin, Secy-Treas. 2 muni courses in St. Louis—1-18 and 1-9. 18-hole course is 50c a round—9-hole is 25c a round. \$10 season permit good on either course on week-days only; on Saturday, Sunday and holidays fees charged. Fiscal year from April 1 to April 1. Thus far this year 26,730 have played the 18 holes at 50c and 54,000 played the 9-holes at 25c. 165 annual permit sales have been made at \$10. They played 75 times each, as an average. 1937 figures: 18-hole, 26,730 rounds; 9-hole, 54,000; annual, 12,375; total rounds, 93,105.

Toledo, Ohio, Harry L. Moffitt, Ottawa Park, 18-holes. Bay View, 15-holes (3 being constructed). Collins Park, 9-holes. 25c for 18-holes or less, no season rates. Reserve 48 hours in advance for Sat., Sun. and holidays at Ottawa Park, starting a foursome every 5 minutes. Save every 4th starting period, holding the time at the even hour, twenty after and twenty of the hour for players coming without reservations. Green-fees collected at time of reserving starting time; no refund for failure of players to show up, although player may play later same day. Do not limit reservations to foursomes, but fill in

reservations to complete the foursome. At Bay View course, phone reservations are accepted to induce players to play there; so far play at Collins Park has not justified reservations—it's a new course.

Rockford, Ill., H. E. Folgate, Secy. Operate three muni courses, two 18-holes and one nine. Charge 50c on 18-hole courses and 25c on 9. For residents of district provide a \$4 season permit for adults and \$1 permit for children under 15 years of age. Number of rounds played at each course in 1937: Ingersoll (18-hole), 30,714; Sandy Hollow (18-hole), 36,141; Mississippi (9-hole), 41,003; total rounds, 107,858.

Galloping Hill Golf Course, Elizabeth, N. J.; F. S. Mathewson, Sup. of Recr. 27-hole course. Season tickets at \$25 issued only to Union County residents. Fees for the day are: Weekdays: county players, 50c; out-of-county players, \$1; Sat., Sun. and holidays, \$1. Out of county players—Saturdays, \$2. Sundays and holidays (before 12 noon), \$3. Sun. and holidays (afternoon), \$2.

Grand Rapids, Mich.; Floyd L. Metcalf, Mgr. Muni Courses. Operating two 9 and two 18-hole golf courses. Fee at 9 is: 10c for one round (9 holes) or 15c for two rounds (18 holes). 18-hole course fee is: 9 holes, 35c; 18 holes, 50c; all day, 75c. Also special ticket for \$5 enabling player to play 15 18-hole rounds.

Joliet (Ill.) Park District; F. Heggie, Commissioner. Operate two 18-hole courses (Woodruff and Inwood). Do not have a 9-hole charge. Regular price is 50c on week-days; play as many holes as they like. On Sunday charge is 50c for 18 holes. Student rate of 25c, except Saturday, Sunday and holidays. People coming from outside district, charge is 75c on

It's now 'Grandma' Irene Blakeman at the national PGA office in Chicago. Mrs. Blakeman's daughter, Alberta, who was employed in the national office before her marriage, and her husband, Thomas Donald Robertson, proudly announce the arrival of Thomas, Jr., who made his initial appearance on the first day of September. Both mother and son are progressing nicely.

The Robertsons are now receiving the congratulations of their many friends in pro golf, and Mrs. Blakeman thinks it's just 'grand', because hereafter, by popular acclaim, she will be known as 'Grandma' Blakeman instead of 'Mamma' Blakeman.

Saturday and \$1.00 on Sunday. No season tickets. Courses jointly netted profit of \$680.08 for 1937 season. Woodruff course made money; Inwood lost money, as it does not get as much out-of-town play as the Woodruff side.

Pleasure Driveway & Park District, Springfield, Ill.; Edw. L. Conlon, Secy. Operates two 9-hole courses; one 18-hole course. Charge 25c for 9 holes on one course, 20c for 9 holes on the other. 40c on 18-hole course. No season tickets. Do not reserve time in advance. Last season receipts about 17% greater than previous year, because of favorable weather and a pro promoting tournaments and offering free instruction to groups 2 mornings each week.

Youngstown (Ohio) Township Park District; A. E. Davies, Supt., Mill Creek Park. 36-hole course. 9 holes, 45c; 18 holes, 80c; 36 holes, \$1.35; season ticket, \$35. There were 15,608 9-hole tickets, 10,635 18-hole tickets and 2,842 36-hole tickets sold in 1937. Send out a foursome every 5 minutes; reservations by telephone (if preferred) made one day in advance.

New Haven, Conn.; Harold Doheny, Supervisor. Fees are: 9 holes, 35c; 18 holes 75c. Season tickets, \$15, sold only to New Haven residents, entitling one to play unlimited during the season. No reservations made. In 1937, 227 men's season tickets sold, 23 ladies' tickets. Season ticket players numbered 15,043. 18-hole tickets, 4,376; 9-hole tickets, 3,344—total players, 52,763. Send out a foursome every five minutes when rush is on. Other times permit singles, 2-somes and 3-somes.

Pleasure Driveway & Park District, Peoria, Ill.; E. L. Peterson, Secy. 3 muni courses. Charge 35c per round for 18 holes at two of the courses and 25c round of 18 holes at one course. Madison Park received heaviest play, being an easy course and attracting beginners, ladies and older people. Also, the charge there is only 25c. 1937 play: Newman Park, 21,000; Madison Park, 41,000; North Moor, 30,000.

Lincoln Park Golf Club, Oklahoma City, Okla.; Jack Oliver, Book-keeper. 9-hole tickets issued after 4, 25c; 18-hole rates are 50c, entitling player to play all day. Monthly tickets, \$5; annual tickets, \$20; additional \$5 charge for locker service. No reservations. Total rounds last year, 10,207; played by approximately 250 members.



This is the eighth green of the new Du Pont CC at Wilmington, Del., designed by Emmet, Emmet and Tull for the employees of E. I. du Pont de Nemours & Co. The course is 6,260 yds. with 72 par. Every foot of the ground was plowed, harrowed, fertilized and seeded so the after-business-hour golfers would have good turf everywhere on their course.

J. Edward Good Park Golf Course, Akron, Ohio; Charles A. Burns, Mgr. Rates: 75c, 18 holes. 45c, 9 holes. \$1 (unlimited play)—on week-days and Saturdays. Sundays and holidays: \$1, 18 holes; 60c, 9 holes; \$1.50, unlimited play. Season tickets, \$20.60 cash in advance, or \$25.50 on a deferred payment plan. Growing tendency toward season tickets due to attractive prices; expect to restrict them eventually. Also have a women's and children's ticket for \$17, with holiday and week-end restrictions. 14,643 green-fee tickets sold in 1937 for a total of \$9,474.76, and 120 season tickets produced \$2,647.35. Average green-fee is about 65c and average cost of season ticket holder's round of golf is less than 15c. Course operated on a self-sustaining basis; receives no tax monies whatsoever.

El Paso, Tex.; A. S. Valdespino, Mgr. Muni. Golf Course: Sell 25c tickets on Mondays and Fridays good for 18 holes, on Tuesdays 25c ticket to women likewise good for 18 holes. Sell 25c ticket good for 9 holes on all days except Saturdays, Sundays and holidays, before 8 a. m. and in late afternoon. Balance of time fee is 55c, good for all day. Issue no season tickets. 27-holes, all in grass. Yearly play around 30,000. Maintenance budget \$11,000 for the year; revenue exceeds expenditures. Item for water represents 30% of total expenditures. Course open year round.

Norfolk, Va.; F. G. Bingham, Supt., Ocean View Golf Course. Charges: Week-days: 18 holes, 60c; 9 holes, 30c; women, 18 holes, 50; 9 holes, 25. Saturdays, Sundays and holidays: 18 holes, 75; 9 holes, 40c; women, same, except Saturday morning to 1 p. m., 25c, 9 holes. Sell 30-day ticket

for unlimited play any day, for \$5; not transferable.

Cobb's Creek Golf Course, Philadelphia, Pa.; E. T. Clegg, Supt. Season charge \$15—locker charge of \$5. Daily fee, 50c with privilege of playing all day on either course (Cobbs Creek and Karakung). No reservations. Had 66,813 players last season.

Pasadena, Calif.; Park Supt., W. Nicholas. 9-hole course, 35c for 9 holes, or 50c for the day. 18-hole course charge is \$1 per day, except before 8 a. m. weekdays and after 2:30 p. m. for 50c. Also have permit for \$5, which is not good after 11 a.m. on Sat. or before 2:30 p.m. on Sunday. Opposes the ticket idea, but must operate in that manner because of competition. Make reservations two or three weeks in advance, reserving every five minutes. 80,000 rounds of golf played on the nine and 18-hole courses last year. Annual water bill, \$12,000 to \$15,000.

Lansing, Mich.; H. Lee Bancroft, Supt. Operate three golf courses: one 18-hole at 50c; 1937 attendance 17,929; one 9-hole at 25c; 1937 attendance 22,836; one 9-hole at 20c; 1937 attendance 10,066. Total rounds, 50,831. No reservations. Price on 18-hole course cut in half at twilight for those who cannot complete 18-holes before dark. Play was cut because of flood which covered two courses in month of June.

New York City Dept. of Parks; Victor J. Jenkins, Supervisor Park Operations. Operates 10 regulation golf courses. Season and daily permits sold. \$3 junior permit sold to boys or girls under 16 entitles them to play from Monday to Fridays, holidays excluded. \$5 permit sold to adults

for use on week days from Monday to Friday, holidays excluded. \$10 permit entitles holder to use it any day of the week. These permits may be used on any of the 10 golf courses under jurisdiction of the Department of Parks. Also issue daily permits for 75c on week days and \$1 on Saturdays, Sundays and holidays. Foursome sent out every 5 minutes. Reservations permitted on Saturdays, Sundays and holidays for every 4th foursome. Reservation list is opened to public one week in advance, and a fee of \$1 per foursome is charged for this privilege.

Community Country Club, Dayton, Ohio. Operates three 18-hole municipal courses. 2 of them located at Community Country Club in Hills and Dales Park; other 18-hole course is at Fairmount Park, and known as Fairmount Golf Course. Week-day rates are 55c at Community and Fairmount. Sat., Sun. and holiday rate is 80c at Community C. C., at Fairmount \$1. These fees are for the entire day. Yearly season tickets for men at Community C. C. are \$12.40. At Fairmount \$20.65; Women's season tickets \$8.25 at Community and \$12.40 at Fairmount. Juvenile season tickets, includes 18 years or under, at Community are \$5.15; at Fairmount \$10.35. There were 18,598 daily tickets issued at the Community C. C., and 3,132 at Fairmount. There were 1,075 season tickets issued at Community and 428 at Fairmount. Roughly estimating, 75,000 to 80,000 rounds of golf played at Community and about 24,000 to 25,000 at Fairmount.

Board of Park Commissioners, Wichita, Kans.; Alfred MacDonald, Director. Sim Park Municipal Course—25c week days; 35c Saturdays, Sundays and holidays. These fees entitle player to play all day. Season tickets are \$15 for 12 months' play. Can be bought on installments. Reservations 15 minutes apart, one week in advance. Players started at 5 minute intervals, so between the 15 minute reservations, 2 groups may start. Play last year, 48,000.

San Francisco; Joseph Hickey, Mgr. Three 18-hole courses. Charge \$3 for monthly ticket which can be used for one round of golf on any day or every day. Daily ticket is 75c for one round of golf, while the charge is \$1 on Saturdays, Sundays and holidays. No season tickets issued. These rates are for Harding and Sharp Park golf courses. Charges on Lincoln Park course, \$2 for monthly ticket,

50c week-days, with 75c charge Saturdays, Sundays and holidays. Have an advance sign-up, charging 25c per person for the service. Do not sell tickets for 9-holes and do not make concessions in case of tournaments. Holders of monthly tickets are charged a fee of 25c for an extra round of golf on Saturdays, Sundays and holidays.

Sycamore, Ill., Park District; F. R. Henrekin, Secy-Treas. An 18-hole course. Charge 25c to persons living in Park District and 50c week-days, 75c Sundays and holidays to persons living outside Park District. Residents can secure season ticket for \$6; husband and wife, \$9. Persons living outside District: \$10 for season ticket, or husband and wife, \$15.

Bobby Jones Golf Club, Sarasota, Fla.; George R. Jacobus, Mgr. Charge \$1 green-fee per day. Player may play as many rounds as he wishes. No other rate. Do not sell season tickets, but yearly memberships. For man and wife, charge is \$55 for year; for man alone \$40; for woman alone \$25. May play as often during year as they wish. Winter visitors pay same amount for their memberships. No starting times. First come, first served. During the season, average about 200 players each day.

Tulsa, Okla.; O. A. Zeigler, Supt. Park Commissioners. Charges: 50c week-days, 75c Saturdays, Sundays and holidays. Fee includes all day. Yearly membership sells for \$35, family membership \$50.

Board of Park Commissioners, Minneapolis.

	Colum- bia	Glen- wood	Armour	Meadow- brook	Hia- watha
Sat. (after 12M)					
Sun. and hol.	.50	.60	.60	.75	.75
Week days (after 8:30 a. m.)	.40	.45	.50	.50	.50
Week days (to 8:30 a.m.)	.35	.35	.40	.40	.40
Evening rates	.30	.30	.35	.35	.35
Tourney rate, weekday afternoons	.30	.30	.35	.35	.35
Season tickets	\$16	\$18	\$20	\$24	\$24

Ten-round tickets

	Colum- bia	Glen- wood	Armour	Meadow- brook	Hia- watha
	4.00	4.80	4.80	6.00	6.00

Saturday morning—same rates as on week-day afternoons. If any golf course for which season tickets have been purchased should be closed in mid-season, purchaser entitled to pro-rata refund of purchase price.