

Cater To Family—It Pays

By Clifford C. Wendhack

Serving the membership in several types of sport, and in all seasons, would solve financial problems of many clubs which are now finding it hard to meet obligations

DURING the past few years, many unforeseen changes have taken place in the business and sports worlds. The unsettled conditions of our country, to say nothing of those abroad, have given us a case of jitters. These facts are vitally affecting the status of our country clubs. If we choose to be upset by conditions beyond our control, it is our own fault. If we will accept an antidote, I suggest we look to the benefits we may derive from participation in our club's activities. If we accept these benefits for ourselves or members of our families, we should in some way assist in building up our clubs' patronage and in balancing their budgets.

The average man may say: "Why should I help to run my club; I am just a member and pay my dues?" Regardless, he must be sold on the idea of enjoyment from taking a little more active interest and in trying to get back into active participation; putting his shoulder to the wheel in his own best interests.

Generally, those who enjoy the benefits of their clubs are not aware of the difficulties and problems of the officers or board who are assuming the responsibility of its smooth running. If anyone interested in sports and club life can be prevailed on to ask the secretary of his club what he can do to help enlarge the activities and revenue of the organization, I believe such a member will learn more fully the meaning of club rehabilitation and why the club does not pay interest on its bonds.

Need Variety of Recreation

The club which offers but one form of recreation, one which caters to golfers only, is limited in its scope; supporters of the Royal and Ancient game must realize that golf alone cannot supply the variety of recreation the family requires.

The New York World's Fair thought it important enough to symbolize the project with the Trylon and Perisphere. The club of tomorrow should be symbolic of all the sports for all the seasons, for men and women, for young and old. As

a means to this, I suggest first, a good golf course and an up-to-date building. If the building is not equipped with modern facilities, it should be modernized in an economical way to include facilities for indoor sports, with locker-rooms and appurtenances necessary for summer and winter sports, in addition to golf.

A swimming pool should be installed adjacent to the clubhouse, in a position where parents may watch their children obtain health and recreation. Paddle pools, of course, in conjunction with the main swimming pool, keep the very young members of the family entertained and assure their presence at the club during the summer.

Don't Isolate Pool

A pool should be adjacent to the main club building; an isolated pool affords little revenue to a club. If the pool is placed in the position where the club terraces or porches may act as a gallery, it will afford a social feature and produce good returns in the club's finances. With due respect to the articles in medical journals as to the contagion of swimming pools, it would seem that the modern system of pools as approved by state health authorities, if so installed and regulated as to construction and purification, is safer than the majority of public and semi-public beaches.

This demand for swimming pools at country clubs has brought up the question of finances with which to build a pool, equip it, and maintain it. This is a subject on which every club should consult an expert. Pools differ in cost, just as much as the clothes we wear. They may be

Headline on the Cincinnati Post, June 27, looked like it was carrying one of the most sensational golf stories of all time. It read: "Hagen, Cooper, 51 Others Indicted."

But the story didn't refer to Walter Hagen and Harry Cooper. Two Cincinnati politicians bearing prominent golf names were among 53 indicted by the federal grand jury on cemetery lot fraud charges.

constructed of concrete or more costly tile. They may be lighted, and under-water lighted for night swimming, etc. Walks around the pool and planting can produce any degree of artistic effect desired, all depending on the size of the club's budget.

There is one factor, however, which cannot be neglected if a club is to consider a pool and the safety of those who use it; that is, the system for purification, filtration, and re-circulation. Such a system must be standard and approved by the State Board of Health. The dressing rooms for men, women and children are a matter which will vary considerably as to cost—depending on the finish and equipment.

Another source of revenue for the club during the summer months may be the tennis courts. No club should be without them. The number, type and cost of each unit must be determined by the location and the membership. They are as important as a health-giving exercise as golf or swimming.

Bowling on the green is probably the least expensive of summer sports to install. Room can always be found for it.

If provision for activities is made, in addition to golf, the bar and restaurant will of necessity become popular, and in this way, every member of the golfer's family will be paying tribute to his club, and at the same time enjoying the activities which the club affords during the summer months.

Don't Overlook Winter Sports

When the summer or warm season is over, clubs are usually forced to close or be faced with a deficit during the winter months. Dinner dances offer some returns, but that is not sufficient. There are many winter indoor and outdoor sports which the club should provide. Badminton is one of these. The area for this popular sport may easily be arranged in the living room, dining room, or locker-room, depending on the size or location of the club.

Skeet is another sport which can be enjoyed in the environs of the club, as well as skiing, coasting, and skating.

The center of activity for club members in winter and summer is the club's bar and the rooms it services. Many clubs are still handicapped by a prohibition bar, or a make-shift installation. The right type of bar, adequately equipped and correctly located to provide prompt and efficient

service to grille, locker-rooms, restaurant, pool terraces and cafe, can do a great deal to boost the revenue of a club.

If our clubs are to meet their obligations they must get their activities in line with the present day idea that their existence depends on serving the membership in several types of sport.

IT'S ON THE HOUSE

By TOM REAM
Mgr., Westmoreland CC

There are two kinds of clubs—those at which members think the food is good and those in which the management thinks the food is good enough.

More care in the hiring and there will be less firing.

The manager who thinks he would be better off in some other line of work, probably would be.

There is a difference between being proud of your club and being snooty about it.

The idea is to explain that the request is unreasonable in a way that will prompt the member to withdraw graciously, instead of doing it in a way which arouses him to fight for it as a matter of principle.

Getting noticed in a club is entirely a matter of doing the kind of work that gets noticed.

Don't complain that members require a lot of service. It's that demand for service that makes the club business such a good one to be engaged in.

Some club employees give so much of their attention to what other employees have to say that they have none to give to what a member requests.

If it's a good club, it should look the part.

What one member complains about, the rest of the members may not like either.

'39 Open Runs Smoothly

By Herb Graffis

EACH year the National Open is better handled by the club that holds it. The steady improvement is a reflection of the fine attitude among club operating officials who pass on full, frank reports of their experiences with the event. During the past several years there have been no complaints of a serious character from the field or spectators, so the problem of being host to the Open now has become one of seeing what interesting new features of playing facilities and service may be added.

Clubhouse admission remains the unbeatable problem of the show. There simply isn't enough room in any golf clubhouse to care for the Open crowds, so somebody's bound to beef at what they interpret as a cool snootiness of the host club. However, if the number admitted to the clubhouse were increased there'd be a jam that would absolutely rule out any chance of comfort or service.

Club's Officials Plan Well

The Philadelphia Country Club's operating executives, Joseph S. Shaw, manager; Marshall Farnham, supt., and Ed Dudley, pro, did a perfectly planned job of handling the Open contestants and crowd. Each contestant was given a large envelope on which was his name and his locker and caddie numbers. The caddie and locker numbers were the same.

On the envelope was printed the club's welcome to the contestants, and a list of its enclosures which included:

USGA contestant's badge; official car

sticker; information bulletin; rules of golf booklet; road map; golf bag tag; official score card.

The bag rack numbers were the same as the caddie and locker numbers, thus simplifying matters for the contestants. Ed Dudley's shop boys took fine care of the clubs as a courtesy to the visitors, and were instructed firmly by Ed to solicit no fee for this service, but if fees were volunteered, to say that \$1 would be perfectly satisfactory.

The locker-room is separate from the clubhouse at the Spring Mill course. Men and women were admitted to the first floor of the locker-room for bar service. Light lunches, mainly sandwiches, were served to the contestants, if they so desired, on the second floor of the locker-room building, and at their lockers.

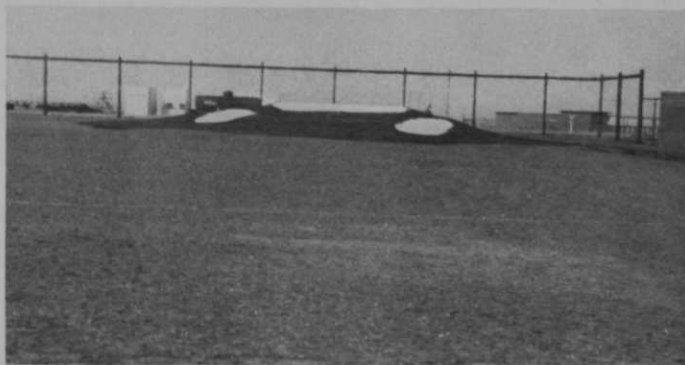
Clubhouse Traffic Well Handled

Luncheons and dinners for members and guests having clubhouse privileges provided a somewhat unusual variety and at moderate prices. Service traffic was very skillfully planned to assure speed and prevent confusion. Coupon book system was used in \$2 and \$5 books. Strolling music was one of the gay features of the lunches. Shaw and his house staff deserve high commendation for handling one of the toughest of all details—keeping the restaurants, bars, lockers and bath departments neat at all times despite the heavy pressure of patronage.

For some reason or other, there seemed to be at the 1939 Open more of a gay and classy atmosphere around the clubhouse,

Ben Coltrin, Harold Sampson and Bob Chipps, well-known San Francisco district pros, are interested in this hole-in-one concession at San Francisco's World's Fair. The concession pays \$100 for every ace holed. The customers get 6 balls for a quarter.

The ace concession is doing good business. Quite a few who patronize it never have played golf.



on the order of a movie idea of country club affairs, than generally has been possible to get with the feverish crowds at an Open.

Policing of the outside grounds and refreshment tents was prompt and thorough, too. The course was in great shape, Farnham having stood fast against highpressuring the greens with any preliminary treatment. A heavy shower during the closing hours of the first day's play wet down the course just enough to give the grass what it needed without artificial watering. The gallery stamped down the rough so the players had no complaint about it being brutally long.

An architectural feature of the Spring Mill course that spectators appreciated is the knolls that give the gallery plenty of vantage points.

Ed Dudley put in a large outdoor shop alongside the path leading to the first tee. It was stocked with sunhats, seat canes, and the usual items found in a first class pro-shop.

This shop did heavy business as a source of supply for spectators' needs of equipment for following the players with some degree of comfort and protection against the hot sun.

USGA Issues Lightning Warning to Clubs

SIGNS for display on club bulletin boards advising golfers and sponsors of golf events to use all possible care for the protection of persons against lightning, were issued in June by the USGA. Suggestions on the sheet for the protection of persons against lightning, as recommended by the National Bureau of Standards Handbook No. 21, 1937, are:

(a) Do not go out of doors or remain out during thunderstorms unless it is necessary. Stay inside of a building where it is dry, preferably away from fireplaces, stoves and other metal objects. (b) If there is any choice of shelter, choose in the following order: large metal or metal-frame buildings; dwellings or other buildings which are protected against lightning; large unprotected buildings; small unprotected buildings. (c) If remaining out of doors is unavoidable, keep away from: small sheds and shelters if in an exposed location; isolated trees; wire fences; hill-

tops and wide open spaces. Seek shelter in: a cave; a depression in the ground; a deep valley or canyon; the foot of a steep or overhanging cliff; dense woods; a grove of trees. The USGA adds the note that "it is understood that the elevation of golf clubs or umbrellas above one's normal height is dangerous."

In view of the risk of serious accidents to golfers when an electrical storm hits a golf course, it would be a wise move for all clubs to post a number of these notices about their courses. Copies may be obtained upon request to the USGA, 73 E. 57th St., New York City.

Books Give Golf's Mental Side, Fundamentals

BEN THOMSON, veteran coach of the Yale university golf team, has written a golf book, "How to Play Golf." It sells for \$1.75 and is published by Prentice-Hall, New York.

Ben does one of the finest jobs in simple, sound instruction as he writes and illustrates his book. He deftly combines the good old school material with the modern developments and handles the material in a way that really makes his work a text book.

Thomson has turned out many fine young golfers at Yale. His methods are set forth in a way that shows golf coaching is keeping the swift pace maintained by other forms of collegiate athletic coaching.

The Mental Side of Golf, by Kenneth R. Thompson, published by Funk & Wagnalls Co. Price, \$1.50. Here's a book that will help many players get more from their pro instruction. The pro task so often is that of getting the player in a favorable mental attitude for performing the mechanics of the swing, that the Thompson book provides a definite aid.

There's some good dope on relaxation and on concentration that ought to put the average amateur student of the game in a mental attitude that will make his pro's tutoring efforts more effective. The shot-making material in the book is simple and follows the recommendations of the majority of pro authorities.

Questionnaire Tells Clubs' Policies

By Karl Sutphin

ONE of the most difficult problems for club officials is that of securing data from other clubs, on which to base policies and operating details. Even more difficult is the job of correctly analyzing and applying the data secured. Differences in membership temperament, finances, club facilities, location, competition, operating personnel, and other elements offset value of much of the information that may be secured in reply to questionnaires.

However, the pressure on club officials, their urgent need of guiding facts from the experience of other clubs and ambition to leave nothing undone to help their clubs, account for the hopeful effort made by the Stafford CC, Batavia, N. Y.

The club was confronted with the problem of getting younger members in sufficient number to maintain its activities of previous years.

Get Answers on 26 Questions

L. H. Schultz, chmn., membership committee, was given the assignment of getting replies to a questionnaire of 26 questions. That's more than most club officers or department heads can—or will—answer. Much of the information desired requires consulting records for some years past.

However, the common interest in so many of the questions drew larger than normal return.

The questions:

1. What classes of membership do you have now? In 1929?
2. What are the initiation fees for each class now? In 1929?
3. What are the annual dues for each class now? In 1929?
4. How are dues paid; that is, annually, quarterly, etc.?
5. How many members in each class did you have in 1938? In 1929?
6. Does your club have slot machines on the premises and if so does the club own them or are they on a percentage basis?
7. Does your club run its own bar or is it a concession?
If a concession, does the concessionaire pay the club or does the club pay the

concessionaire in addition to the profits he makes?

8. Does the club run its own restaurant or is it a concession?
If a concession, does the concessionaire pay the club or does the club pay him in addition to his profits?
9. How many months of the year is your club open now? In 1929?
10. What forms of mixed entertainment does the club promote, such as dances, card parties, etc.?
11. How frequently per season?
12. What form of ladies' entertainment is promoted by the club and how frequently per season?
13. Does your club have any bonded debt?
14. Did your club operate at a profit in 1929? In 1936? In 1937? In 1938?
15. If your club operates its own bar and own restaurant, did it make a profit in 1937? in 1938?
16. How many private golf clubs exist within a 15 mile radius of your club?
17. How many public golf clubs exist within a 15 mile radius?
18. What are your charges for green fees?
19. What does your club pay first class caddies?
20. Has your club grown in number of members during the past 3 years?
21. Are you getting many young members?
22. Has club activity been increasing or decreasing in the past 3 years?
23. What facilities do you have besides golfing—such as swimming, horses, etc.?
24. Do you permit members to resign during the season?
25. Do you permit members to change their marital status or age status during the year?
26. What reinstatement fee do you charge, if any, when a resigned member wishes to return the following year?

List 21 Membership Classes

Twenty-one classes of membership were listed in the responses. They were:

Family resident . . . family non-resident
. . . male bachelor resident . . . male
bachelor non-resident . . . female bachelor
resident . . . female bachelor non-resident

. . . special resident . . . special non-resident . . . senior . . . intermediate 30-34 . . . junior 25-30 . . . junior 19-25 . . . social . . . honorary . . . associate . . . junior family . . . sustaining . . . house . . . transient . . . winter sports . . . stock.

Many of the classifications were added during depression years as attractions for income from sources ordinarily beyond the clubs' scope.

In about $\frac{3}{4}$ of the replies the elimination of initiation fees was revealed. However, the replies, for the most part, were from smaller clubs. The larger clubs reduced initiation fees sharply from the 1929 figure, and in some cases waived initiation fees altogether. However, fees, although in some cases rather nominal, have been restored in almost all cases of the larger clubs.

All clubs replying had reduced dues from the 1929 figure. The reduction averaged 20%. Interval of dues collection most favored is monthly, then quarterly.

Average of 1938 membership of reporting clubs was 278 against 343 average in 1929.

Number of clubs for and against slot-machines was even. Of the clubs permitting slot machines about $\frac{3}{4}$ of them owned the machines, and $\frac{1}{4}$ allowed their operation on a percentage basis.

Inasmuch as the majority of the reporting clubs were in smaller cities, despite the quite substantial membership figures, there were 2/5 of them reporting bars and restaurants let out on concession basis; a practice not so popular at the larger clubs.

A tendency toward keeping the clubs open 12 months of the year was reported, more than half the reporting clubs now operating the year around.

Strange to say, although mixed affairs were reported as popular in the house activities, mixed golf affairs were infrequently scheduled during the season by the clubs answering.

Almost unanimously the clubs reported greatly increased activity by the women members.

Profitable operations by clubs were reported as being on the increase, although the answering clubs had not reached 1929 profit showings. Club bar profits increased in 1938 over 1937.

During the past three years a substantial increase in club membership was reported, particularly among the younger people. Club activities increased at $\frac{3}{4}$ of the reporting clubs. Tennis led as the sports facility supplied most frequently, after golf, at the clubs. Swimming came next.

"If I Were a Club President"

PETER HAUSEN, competent and beloved veteran manager at the Edgewater GC (Chicago district), quite frankly admits being "one of the old school." Those with acquaintance with artistry in cuisine know that despite all the merits of modernity in some fields, being of "the old school" in food and beverage service is certainly no rap.

Peter, as many club managers know, is a fellow who puts sound thought forth in an easy, light manner. He has no arguments; he seems to get along with everybody. If he doesn't agree he does it gracefully. One great thing that Hausen can contribute to the younger club manager who may be distressed and confused by the positive assertions of uninformed and enthusiastic club officials, is to take it easy. These officials and the manager have one thing in common; both are sincerely working for the good of the club,

first, so there's really nothing to get upset about.

GOLFDOM asked Peter what he'd do if he were president of a club.

Here's what Hausen replied:

"There was, is, and always will be, a lot of disagreement as to what administration methods are best adapted to the welfare of a club. You will agree with me that these methods do vary greatly in most every golf and country club.

"I have now been with Edgewater for 13 years and while one administration may have differed from another in various respects, I can truthfully say that not one president of those who have been at Edgewater's helm during those years, has had anything but the best interests of the club and its members at heart.

"Ways and means to achieve these results may be different, but in the end the objective in view was the same. Even

you, with your limited knowledge of geography, should know that there are different roads leading to Paris and as long as you get there you may climb up the Eiffel Tower and watch the French dolls from way "up in the air" where you generally are anyway. (*Pete, you got me there! Ed.*)

"Problems must be met and solved as they are presented and it is pretty hard to state in a letter what I would do if I were president. I would want to work in harmony with the other officers and directors of the club. I would place my confidence in the manager and would expect him and his organization to respond to this 100%. If I could not have confidence in the management, I would keep on changing until I had a man who would be worthy of the job. I have always been striving to justify the trust put in me. When I came to Edgewater, our present president was the chairman of the house committee. He engaged me, and now, when he is president, I will even add 1% and make it 101% cooperation with him, for the success of the club. The president, the board and the management working together can never fail to bring success.

"If I were president of Edgewater, I'd just try to fulfill the aspirations of my predecessors, who have been so successful in weathering all the storms of adversity in the past less affluent years and in making "good old Edgewater" the outstanding club it is today. I love it."

New Oak Park Lounge Proves Money-Maker

ONE of the outstanding examples of how to wisely revise a clubhouse interior for member service and revenue is that of the new lounge for ladies at the Oak Park CC (Chicago district). Formerly in the space was a small bar and a store room. The bar was dark and cramped. It adjoined the men's locker-room but was seldom used, even by the few people it would accommodate.

C. R. Bangs, Oak Park's manager, worked out a plan for making a cocktail lounge out of this unproductive space on the clubhouse ground floor. The job was done during the winter at a cost of \$2,500, and was completed without having to bring in any outside labor except the carpet men.

Part of a wall was removed to bring the former two rooms together. The room was completely panelled, including two of the former doorways. By putting vents above the back-bar and installing a large suction fan excellent ventilation was secured.

Selection of furniture and colors was particularly happy in brightening the room and providing several intimate groupings. Rose, a powder blue, beige and yellow are the colors used in the room. The job of interior decoration has been



Plenty of light, smart grouping of furniture, and a swell job of interior decorating by Mrs. C. R. Bangs, make this women's lounge a most popular meeting place at Oak Park CC.

pronounced a gem by professional experts in this line, as well as by members. Mrs. Bangs was on the scene all the time and was the talented individual responsible for this phase of the job.

Additional business has been produced by the new lounge to the extent that Manager Bangs estimates that its cost will be offset by profits on the business it has created.

Catastrophe Works to Club's Benefit

By Edward J. Butler

WHEN the hurricane of September 15, 1938, lashed the southern Rhode Island coast, taking a toll of 125 lives at the popular shore resorts of Watch Hill and Misquamicut, and wrecking over 300 summer homes, prospects for a successful 1939 season at the Winnapaug Hills GC in Westerly were far from favorable.

The 90 members of the club living in Westerly were all, to some extent, financially affected by the terrific storm, but their support in 1939 could be relied upon. The great loss would be the absence of summer residents, whose homes were destroyed, and without whose aid the club could not exist.

Greens Damaged Unnecessarily

Then there were further discouraging features, for extra funds would be needed in 1939 to repair damage done to the course by the storm. Wreckage of houses and tons of debris of every description had washed across to the meadow holes from the wiped-out resort that was Misquamicut. Relief workers assigned to the area after the catastrophe had no realization of the value of turf to a golf course and in some cases rubbish was piled on the greens, regarded by the agricultural department of Rhode Island State College as among the best in New England, and there burned.

It was a sorry situation and even the club professional, Don Vinton, one of the country's leading instructors, feeling the future jeopardized, sought another position at a Massachusetts club.

But with the traditional Yankee spirit, the directors, led by President James W. McCormick, descendant of the canny Scots, lost no time in planning repairs to the course and devising a novel membership campaign. The four meadow holes which were the repository for the destroyed beach houses, were re-seeded and Green-

keeper Oscar Chapman gave them his closest attention. The other 14 holes, all located in the rolling hills just north of Westerly's Shore Rd., had not been damaged and the club members were satisfied to confine their play to this area during the early spring, with the assurance that the full 18 holes would be available before the end of July.

The services of Del Kinney, pro at the Ledgemont Club in Warwick, were secured for part time, and he opened his shop on Memorial Day.

How to increase the membership to make up for the loss of transient revenue in the summer was solved by a plan which actually made every member an active wheel in the campaign. The annual dues in 1938 were \$66, and as an incentive this fee was to be reduced to \$44, if the member could sign up a prospect.

And to make the proposition attractive for prospects, the first year dues were also set at \$44. Any member who failed to bring in a new member would have to pay the full \$66 fee.

More Revenue from More Members

Officials of the club were hopeful that through the plan, the membership would be nearly doubled and that although there would be a resultant decrease in individual dues, the total revenue would rise from the \$5,940 received in 1938, to around the \$7,500 mark. And a larger membership, they felt, would also tend to bring in more guests at the usual \$2 green-fee, while the sale of food and refreshments at the clubhouse would gain in proportion.

Happily, the faith of the directors has been vindicated. The membership roll has advanced to 140, and is certain to reach at least 170 before the summer ends. The hurricane-scarred meadow links have been nursed back to their original condition

and are now playable. And while 300 houses were destroyed in the September storm, over 300 which were not built on the sandy shore are still intact and are occupied by seasonal visitors who are lending their support to the club as never before.

So what looked like a catastrophe a few short months ago has in reality proved a benefit to the Winnapaug Hills Club. The course is in excellent physical condition, the membership is on the way to being doubled, income from greens fees and clubhouse sales has materially increased—and best of all, the members feel a more intense tie of comradeship binding them together after their remarkable recovery from the most serious economic blow ever dealt this section of New England by the elements.

Clubs Do Grand Job on Holiday Publicity

COUNTRY club publicity hit a new high in the announcements of Fourth of July week-end parties. Samples GOLF-DOM received showed distinction and smooth selling power to a greater extent than we've ever seen before in club party announcements.

Probably the classiest job done—without having any clashing note of circus—was the Lake Shore CC (Chicago district) folder. It was printed in red and blue with an Independence Day poster style drawing of the clubhouse from the lake front, on the cover.

Simple, but with a great amount of sock was the Bonnie Briar CC (New York Met. district) folder. Bonnie Briar consistently is a leader in country club publicity to its members.

200 Greensmen Attend Eastern Conference

FIRST Eastern Sectional Educational conference, held June 5 and 6, with headquarters at Canoe Brook CC, Summit, N. J., was a practical success, drawing approximately 200 course supts. Attendance represented courses in Ohio, Illinois, Pennsylvania, Maryland, and the New England states, as well as New Jersey and New York.

Field demonstration of parasitical Jap

beetle control methods, by H. B. Girth, N. J. Dept. of Agriculture, at Canoe Brook's course, and a field lecture on experiments in fertilizers and soil conditioning for golf course grasses, at the New Jersey experiment station, were high spots of the outdoor program, which included a tour of Jersey courses.

Prof. L. S. Dickinson of Massachusetts State college talked on "The Business of Manufacturing Pleasurable Golf" at the Monday evening session. Also on that program were Ernest N. Cory, University of Maryland entomologist, lecturing on turf insect pests, and Fred Grau of Penn State, pinch-hitting for H. B. Musser of that institution, prevented by illness from talking on fairway grasses. Bill



A highlight of the conference was the visit to the turf experimental plots at the N. J. Agricultural Experiment Station.

Richardson, golf editor, *New York Times*, was toastmaster. Club officials and green-chairmen were well represented. John Benson, of the Green Section staff, gave an illustrated lecture on strains of grasses on which the Green Section is working. Dr. John Monteith, Jr., was unable to attend due to illness. Carleton Treat, Mountclair (N. J.) GC supt., led a round-table discussion, following Tuesday's lunch at the Knoll CC, Boonton, N. J.

GREENKEEPERS and other turf managers are invited to Amherst, Mass., Thursday, July 27, for the all-day program on lawn culture which comes during the twenty-first annual Massachusetts State College Farm and Home Week.

The principal speakers on the program, which is planned to interest both the turf specialist and the home lawn owner, are Prof. George M. McClure of the Ohio State university agronomy dept., and Prof. Lawrence S. Dickinson of MSC. They will discuss fertilization, grass varieties, turf diseases, and pests and troubles.

The Pro Examines His Business

By Don Young, Pro,
Clewiston (Fla.) GC

[In Two Parts: Part One]

ON a day five years ago I dropped in to see my friend Ted Blayton, pro at that beautiful layout—Two Oaks. Having not seen Ted for several years, I was looking forward to a few hours pleasant visit with him. Ted is a first-class man. He's a grand teacher, a fine merchandise man, and a wonderful builder of club enthusiasm. He is also a terror for work, and a few hours with Ted always exhilarated me. So I was surprised no little to find my friend sitting disconsolately at his desk, his hair ruffled, a bitter look in his eye, and scribbled bits of scratch pads scattered about. There was also a stack of unpaid bills.

"Hello, you old bogey-buster," I greeted him. Ted glared at me and snorted, "It's just another pro."

I sat down and waited. No use pushing Ted. When he gets ready, he'll talk—not before. But this day he seemed content to steep in his own misery and stare at the floor. Finally I prodded him.

"Well, spill it," I urged. "Income tax?"

Ted swung 'round at me and actually bared his teeth. "Income tax!" he exploded. "Income tax! Of all the jack-assical remarks."

With one swoop he cleared the desk of bills, scratch pads, and all other odds and ends. A kick sent the waste basket clattering against the opposite wall. Emphasizing his remarks with a big clenched fist, he declared fervently:

"Okay. I'll spill it!"

And spill it he did. The following, as well as I can recollect, was Ted Blayton's story.

I am a golf professional. At least I consider myself one and am recognized as such by my friends, my business associates, and my professional affiliations.

For more years than I care to think about I've banged along at this game, devoting myself to my job in what is accepted as the progressive professional manner. I think I'm a good teacher—at least my results merit such an assumption. Anyway, I look after my job with all the enthusiasm I can muster. I keep

the club handicaps, run off a well-balanced playing program, and what equipment I sell fits the person buying it. I do more than my part toward keeping the membership roster filled, organize and conduct innumerable club activities, and encourage youngsters to take up the game by giving free group instruction and taking a real personal interest in their golfing welfare. I also perform more than my share of the hundred-and-one odd duties that must be performed around a golf club, even though they may not come under the heading of a golf pro's job.

I give free playing tips to John Jones who has just purchased a new set of clubs (of the same make I have in my shop) from a wholesale catalogue. The clubs don't fit Jones. But I give the free tips in as friendly a manner as possible, and smile while doing so. If the free tips don't happen to help Jones' game, you can bet your bottom dollar it will not be the fault of the clubs—because the catalogue said those weapons were sure-fire for scoring improvement. No, I'll just be a damn poor instructor—for nothing.

When Bill Smith comes into my shop with a dozen "Blair's Cider Vinegar" balls under his arm, which he purchased at a chain grocery, I run 'em through the marker for him and ask how's he hittin' 'em and is his wife's asthma any better. Bill grins sheepishly and guesses they're both about the same. And howls like an Indian when he comes in because some guy out on the course popped him in the seat of the pants with a brand new 788 out of my shop. Why don't I do something about such people? I could at least teach 'em the courtesies of the game!

Alex McWhacky wants to know whyinell I don't do something about that brown-patch on No. 16. McWhacky is on the Board of Directors but he hasn't attended a meeting for over a year. Consequently, he has forgotten I have nothing to do with upkeep matters, although he helped write my contract. He does know, however, that he has a standing Thursday afternoon date with Elmer Oofenbach and Elmer hasn't shown up. Why didn't I