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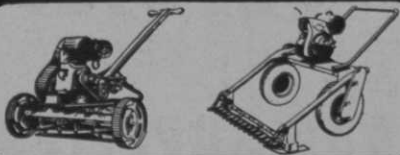
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• • •

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## IN THE DOLDRUMS?

This article is crammed full of tips telling how to get out of the doldrums, if you're in, and how not to get into them, if you're out

By Frederick G. Meyer

ONCE in awhile some golf club goes into a slump. The clubhouse porch is as deserted in June as it is in December; the woodchucks dig holes unmolested in the fairways; the few caddies have plenty of time to polish up their Black Jack game. Joe, Charley, and Wilbur can't find an extra man to make their Sunday morning foursome; there's nobody on the veranda to swap gossip with Mrs. Smith; and there isn't enough money in the treasury to patch the leak in the locker-house roof. That's the doldrums.

### Now's the Time to Check-Up

If your club has never hit the doldrums, you may use these suggestions to see that it never does; if it has, you may use them right now to pep things up. For, from a selfish point of view, haven't you noted that the sleeping or disinterested member never takes lessons, never buys clubs or balls? And, more selfishly, some day the club might awake, wonder what's happening, shift the blame to you, and you'll be on the outside looking in. It isn't the easiest thing in the world to find a fair club, when you have been bounced from one for "doing nothing."

Start first with the members you have. How many are active golfers? How many

come to the club for any other reasons? Apply the pressure to the stay-aways. By a little clever manipulation — which depends for its success on your tact and ability — show the active members the state of affairs. They most likely have recognized it but were waiting for someone to take the lead. Subtly as possible play politics at the next club election. Undoubtedly the present moguls have been in there since the days of plus-fours and sun-visors; undoubtedly they haven't done more than keep the books straight in the past five years; undoubtedly they wouldn't mind a bit, if relieved of the "responsibility" of the office.

### Officers Must Be Workers

What type of men should the new officers be? Let a few "don'ts" be your guide. Don't elect Martin B. Moneybags, just because he is well known and influential. Success in one field doesn't necessarily make for success in another, although everything in America from the presidency on down is run on the assumption that it does. Don't pick a man who is prominent in a service club, in politics, in anything else that takes up spare time. Don't choose anyone but a man who thinks as much of the club as you do. If you do

Pueblo, Colo., Recreation Commission did some fine promotion early this spring plugging its City Park Course, and recent reports show that its efforts were well received by the Pueblo golfers.

The Commission's committee on golf did a real selling job in the letter and folder picturing and describing the course, which was sent to all known Pueblo golfers, pointing out that the course had been considerably improved during the past winter, and promising that the regular greens would be ready for them by April first. And they were!

need an ornament, an extra vice-president never did any harm.

Check up on the men who used to be members. Some of them dropped out because of controversies that time has answered; others because they couldn't afford the club. They may now find their finances in better condition. Others may have children who have grown up to the age where they could make good use of golf club membership. Try to find out why the former members resigned and go after them for reinstatement.

Now for a few improvements to the course and the clubhouse. Change appeals to all people and they usually look on every change as a great improvement. "Boy, have you seen No. 6 at the club. They've made it shorter and have taken off that out-of-bounds penalty." Immediately Joe Duffer remembers No. 6 and his usual eight on it. With that changed, he can shoot good golf. Nothing keeps them coming like good scores and a chance for better ones.

#### Don't Neglect the Clubhouse

Changes wouldn't hurt the clubhouse either. Redecorate a room, add a wing, alter something. And you might even get some added action and interest by having a campaign to raise the necessary funds.

How about the club's social life? Although there are many feminine golfers, there are many good wives who have never played the game and never will. What are you doing for them? Do you have something to attract them while their husbands are out losing quarters? Do you have organized bridge, a porch with a view, plenty of reading material, play rooms for the younger children? Do that much—then the dances and parties will take care of themselves. You know the ladies!

Now we want some new members, younger members. Sickness, death, position changes, and a host of other reasons make heavy inroads on a club year after

year. To keep your club at a peak, you must have new members to fill up the ranks. A membership drive more often than not brings in the briars with the wheat; so it isn't advisable. Instead, talk it over with the active members and let each one make a few contacts. They are sure to know some newcomer in the community; some young man or woman who is just becoming established and needs a club as a recreational and social hub.

How about the club's initiation fee and yearly dues? Even if you tap only the blue-bloods, there is more than a possibility that the ten year drought has even affected their financial wells. Check on all dues and fees. If they need a revision, go to bat to revise them. Remember, more active members, even if they do have less, mean more for you and the club than a lot of millionaires with arthritis.

#### Look After New Members

Your new member should be more than a name on the roster. See to it yourself that he is having a good time. Not only introduce him to everyone but see that he is thrown in with the old-timers, both on the course and at the club proper. It's your job to be a host as well as a teacher. Arrange for him to be placed on committees, to be given club responsibilities. A good start is 99% of the battle.

The old members are now back at the club and the new members are doing their level best to break a hundred. Let's do a bit more to keep up the interest, to turn the publicity spotlight on the club (and you), and thus avoid future doldrums.

The first thing to do is to grab a tournament of some sort. Of course, the ordinary club can't have the National Open or even the state amateur, but there must be something floating around that you can have. Even a left-handed tournament for insurance men is better than nothing. Or, if worst comes to worst, institute a new tournament. Inter-city, inter-county, inter-profession tournaments are sure-fire.

The success, however, is due to the publicity the affair obtains beforehand. The more interest you have in it, both in and outside the club, the more good it will do you. You will be the goat for this publicity. You will have to tell long stories to newspaper men; shiver before microphones; spend long hours with your typewriter. But if it's a boost for your club, it's a boost for you.

When your tournament is out of the way, pull a few stunts. They are good for the club morale, good for the publicity.

I am not going to give them out to you as original thoughts, for most of them are not. But I can say that most of them have been tried and that their result meant a lot of fun to the club members and a revival of interest for some time.

1. "One club" contest, with the members drawing for the club each will have to play for the round.
2. Moonlight golf or golf under lights. This is a good start for a summer evening party or dance.
3. Airplane golf (rather risky and expensive). You play the game by dropping a golf ball from a plane as near as possible to the green. If you don't bop your partner, he holes out. Don't forget government permission to drop things from a plane.
4. Distance driving contests. Have several members drive a ball from some point in the town to the club. Police protection is easily available for this horse-play.
5. Golf leagues, run like a baseball league. This keeps up red-hot interest during a whole season. Allow teams to trade players, to buy them, etc.
6. Golf classes, especially for the younger men and women. You know where to stop—just where they'll begin to want lessons.
7. Motion pictures of the members in action. These are amusing and can be very instructive.
8. Have special golf events for the children of club members. Father and son tournaments, mother and daughter, and a mixture of the two, make for family interest.
9. Have other interests besides golf, for the most avid duffer tires at times. Arrange such things at the club as tennis, ping-pong, shuffle board, archery, billiards, horseshoes, swimming, shooting—all are come-ons and stay-ons.
10. Give every player a chance to feel like the knight in the tournament. Give his non-playing friends and relatives a chance to watch him in action. Wifey would just as soon wait on the course as any other place, provided she's comfortable. In fact if she can tag along and can see part of the round, it might be the difference between hubby's presence regularly and his just as regular absence.

Good luck, Mr. Pro, on getting out or keeping out of the doldrums. Remember: running a good club is an upstream row—rest on the oars and back you go.

## G.S.A. Educational Conference Will Aid Eastern Greensmen

THE FIRST Eastern Sectional Educational Conference, sponsored by the Greenkeeping Supts. Assn., and its Eastern affiliates, will be held at the Canoe Brook CC, Summit, N. J., June 5-6. Although the meeting is being sponsored by the GSA as a part of its service to its members, it is open to all who are interested in golf course management and maintenance problems.

This is the first time that any golf organization has ever attempted to stage an event where scientific experts will lecture and actually conduct turf experiments in the field. In addition to talks to be given by noted turf experts, a trip through the New Jersey Experimental Station is scheduled, at which time there will be an actual test and talk on the subject of Japanese Beetle control, supervised by Dr. Howard B. Sprague of the station. He will be assisted by practical experts from the GSA and, since this form of turf pest is becoming increasingly prevalent, the experiment should prove very interesting to all parties interested in turf management.

### Timed for Active Season

This meeting has been purposely scheduled during the growing season so that all individuals may reap the most practical benefit from it.

Golf officials in the Eastern section have indicated an interest in this new and educational project and among those who have promised to attend are Robt. F. Arnott, of the N. J. Golf Assn., and Eugene L. Larkin of the Metropolitan Golf Assn. Both of these men are chairmen of their respective groups. In addition, personal invitations have been extended to all club officials in the Eastern area along with invitations to all persons within the golf industry. Sheets have also been prepared to be displayed on club bulletin boards, calling attention of the members to the meeting.

The GSA committee in charge of this Eastern Educational Conference is headed by Ed Cale, superintendent at the Canoe Brook CC and recently elected director of the GSA. He will be assisted by J. A. Gormley, vice-president of the GSA, Joseph Ryan, 1938 GSA president, Robert Mitchell, John Anderson, and Eberhard Steiniger.



Architect's drawing of new \$100,000 clubhouse that will be available within six months for New Orleans' City Park golfers.

## \$100,000 Clubhouse for New Orleans

A NEW municipal golf clubhouse, to be one of the finest and best-equipped in the United States, will be built in New Orleans' City Park, according to an announcement by Superintendent Marcel G. Montreuil.

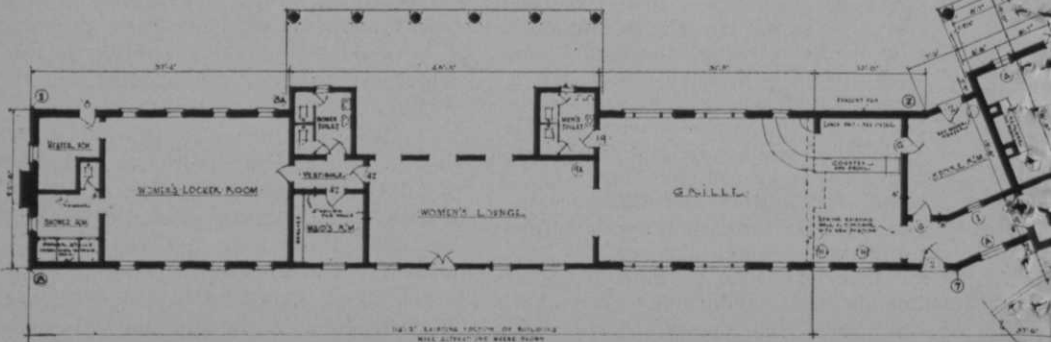
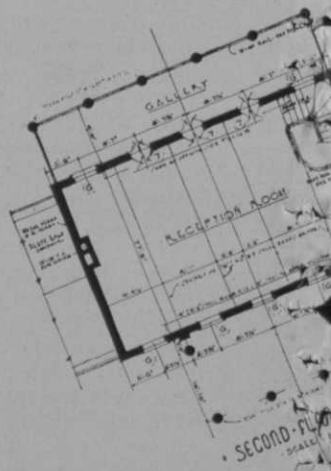
has been designed to match the smaller buildings and will be situated between them.

Montreuil, who designed the structure in cooperation with the architect and local golfing enthusiasts, and his assistants have worked on the plans for more than a year, carrying out suggestions by New Orleans golfers, to provide a clubhouse of which all players would approve.

The present clubhouse (shown directly below) forms the left wing of the new building. Grille has been enlarged, and women's locker-room and lounge greatly improved. Second floor (plan shown right) will be used chiefly as ballroom, for meetings and lectures.

Mayor Robert S. Maestri bought the property adjacent to the present clubhouse with municipal funds; he also contributed the city's share of the building cost, the balance to be furnished by the federal government, through the W.P.A., which funds were obtained through J. H. Crutcher, administrator for Louisiana. The cost of the new clubhouse, when completed, will be approximately \$100,000.

The clubhouse will be ready for the New Orleans \$10,000 Open tournament, held annually just prior to the Mardi Gras. To the present building will be added another building like it, and a two-story structure





The present clubhouse will form the left wing of the new structure. It will contain quarters for women and an enlarged grille. The central section will be two stories, and the right wing will contain men's lockers, which will be increased from the present 75 to 250, and of a larger type. The extreme end of the right wing will be used for storing bags and cleaning clubs.

Montreuil says of the new building:

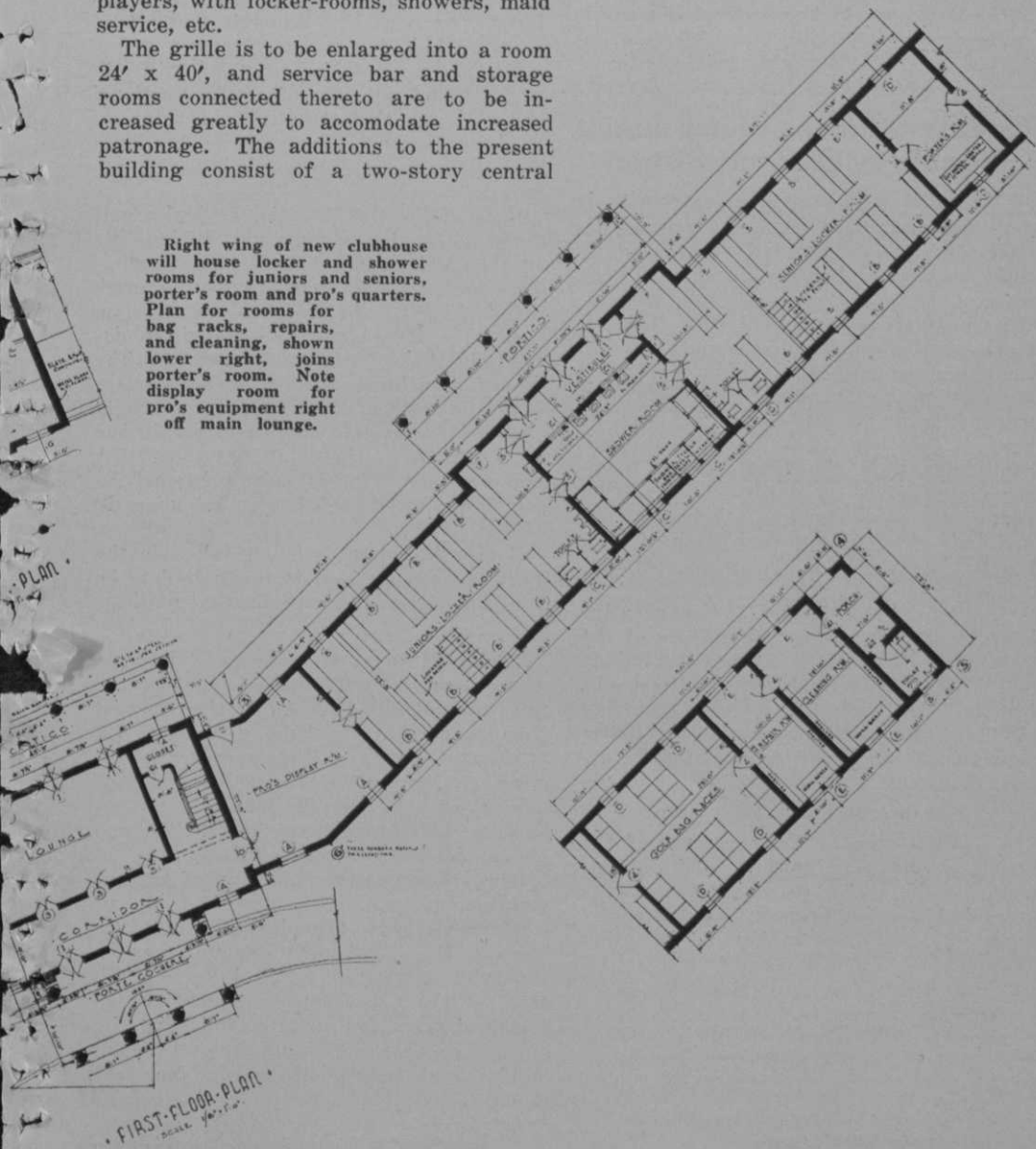
"The proposed additions are made necessary by the ever-increasing number of players on the course. The present building is to be remodelled for use of women players, with locker-rooms, showers, maid service, etc.

The grille is to be enlarged into a room 24' x 40', and service bar and storage rooms connected thereto are to be increased greatly to accommodate increased patronage. The additions to the present building consist of a two-story central

section to match the present building in appearance. This central section has porte cochere entrance leading to a 22' x 40' general lounge, off of which is a wide staircase to second floor, consisting of stair hall and a large room, 38' x 44', to be used as lecture room, for dancing and other meetings.

"Beyond general lounge is a one-story wing. This wing will house the pro-shop, 250 men's lockers (built of a design to give perfect ventilation), all necessary showers, toilets, boiler room, storage space for 450 golf bags, and golf repair and cleaning shop. Other facilities include valet

Right wing of new clubhouse will house locker and shower rooms for juniors and seniors, porter's room and pro's quarters. Plan for rooms for bag racks, repairs, and cleaning, shown lower right, joins porter's room. Note display room for pro's equipment right off main lounge.



FIRST FLOOR PLAN  
SCALE 3/8" = 1'-0"

service and constant hot and cold running water.

"The materials and finish of additions are to match the present building and the same type of architecture is to be followed. The building is so planned that the central portico overlooks the course in a direct line from the starter's station.

"We had at the time of the first Robert S. Maestri \$10,000 tournament in 1937, one 18-hole golf course and one 9-hole course. To be able to take care of the phenomenal increase in players, we had to extend nine more holes to our present No. 2 course, which will give us by the first of the summer, two 18-hole courses.

Construction on the new clubhouse is to begin immediately; the project is expected to be finished within six months.

## Golf Associations Watch Junior Results in Chicago District

A JUNIOR golf promotion enterprise is being organized by the Chicago District Golf Assn. The plan worked out by the CDGA is one being watched with keen interest by other regional golf associations because, if the CDGA plan clicks, it marks a milepost in golf association work.

Appointment of Mel Keim, a veteran amateur of the Chicago district, as chairman of the junior golf committee, was the first step in the plan of the CDGA president Allan Hale, the directors, and member clubs of the organization in getting youngsters encouraged in taking up golf.

Keim's plan, as approved by the CDGA board, involves the following primary action:

Creation of an advisory and cooperative board consisting of representatives of the Chicago Park district, Chicago and suburban high schools and parochial schools, Illinois PGA, daily-fee courses, sectarian athletic organizations, newspaper sports departments and golf goods manufacturing companies.

### Issuance of Cards First Step

An initial step in the operation of the plan is issuance of cards in the Chicago Junior Golf Assn., to which youngsters are eligible when properly accredited by the school officials or athletic organization

officials. The purpose of this detail is to focus responsibility.

Arrangements are being worked out with fee and public courses to grant holders of the Chicago Junior cards special rates at hours when play at the courses normally is light, but which are convenient to the youngsters. Private club cooperation is being arranged for kid tournament play at off-times for members, and under supervision of the youngsters' school or athletic association sponsors.

### Many Courses Plan Classes

Private, public and daily-fee courses, due to Illinois PGA strong interest in junior promotion, are planning junior class lessons on a routine schedule and are at work on kids' tourney programs.

Youngsters will be provided with digests of the rules of golf and instructional material on the essential character of good sportsmanship in golf. Sports editors have given the movement their hearty approval.

Back of the CDGA action in junior golf there is not the primary idea of building up the replacement battalions of youngsters for golf club memberships, although that is hoped to be an inevitable development. The CDGA clubs' interest is fundamentally that of community service. The rap of selfishness and utter detachment from the affairs of those not financially qualified for private club membership has been agitated to the point that the CDGA believes interest in kid welfare beyond the point of caddie matters, is urgently needed.

Energetic action is being taken in the initial stages of what is recognized to be a tedious, long, and experimental affair.

**200 at Midwest Greenkeepers' Party—** Approximately 100 couples attended the third annual dinner-dance of the Midwest Greenkeepers' Assn., held at Mohawk CC (Chicago district). The party was the merriest one of the successful series of affairs with which the Midwest greenkeepers bid farewell to social life and plunge deep into the season.

Peter Stewart was chairman of the entertainment committee, and had as co-workers, William Stuppel and Fred Ingwerson. Music and entertainment was provided by a Scottish band, kilts and all. Most of the greenkeepers present turned 'speaker' for a few minutes following the dinner, which brought out a lot of good laughs and plenty of words for real thought.

New Jersey course supts. have a mimeographed bulletin on lawn care which is displayed on bulletin boards of clubs at which members of the N. J. greenkeepers' organization work. Copies are available for club members.