

I know the facts.

What the club official forgets is that the pro has a restricted market, a short season and considering the seasonal style character of much of his merchandise, a mark-up that is probably as low as any of the speciality shops. I know that there are at least 21 items of pro shop operating expense of which 10 are common to practically all pro shops, and in most cases must be charged against the pro's cost of doing business. As a matter of economics the pro is one of the most economical service factors in the retailing of high-class merchandise.

I know that many of the pro's business problems would interest you by their complexity. I often find myself impressed by the good judgment and energy that these fellows employ. Many of them do wonders in operating their comparatively small retailing units at a profit which permits their families to live in a decent way, reflecting credit on their employing clubs.

Now, in your own case, do you appreciate that your club, which is supposed to collect its pro's accounts for him owed him on the first of this month \$.....? This information I get from our credit department with which your man is working closely in trying to handle a precarious situation.

If your pro tries hard to collect, the chances are he incurs official or member displeasure and is out of a job. That happens too often at golf clubs. Consequently, I wish you would bring this matter up at your board meeting with that tact of which you are a master. It's a delicate and unjust position for your pro. But, it goes to show you that as far as being "dead on the job" is concerned, the pro has some foundation for discouragement.

It would be easy for me to supply you with a list of men who are looking for pro jobs. It is greatly to the interest of the game, its clubs and its officials as well as its pros that we keep active in this direction. But, in this case, you have a man who potentially is as good as anybody in the country for your club.

What is needed at your club is not a new pro, but a new pro policy on the part of its officials.

I have, as you know, the highest regard for your business ability; a regard that I have made evident by asking for your opinions and advice quite often. In serving your club as you are determined to do, conscientiously, why not favor your pro with some of your business advice?

Get him to tell you frankly, and in confidence, what he thinks the job needs. He may blame someone else for some of his faults, but don't we all?

Then you tell him, in detail, what you think the situation in the pro department requires.

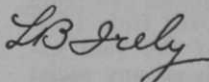
Get into a huddle with your fellow, in some spot where you won't be disturbed, and make a habit of holding these conferences until you both settle on a plan of policy and action that will benefit your club. I know your man is for your club just as earnestly as you are.

Try this. In times past I have suggested this to, and, who, as you know, have carried the onerous burdens of golf club officialdom. It worked in their cases.

This situation is a great deal like that one you had at your plant at, where you told me you had fine equipment but were losing money until you changed the method of operation. You don't need new personal equipment in your pro department, but you certainly do need a new and informed manner of using what you have.

With best wishes to you and the good wife, I am

Sincerely,



President

Racine's Clubhouse Is Gold Mine

By Marie G. Heuer

PILING up money in the clubhouse treasury can be pretty much of a headache, since the ten year drought has affected the bankrolls of even the best intentioned members. It no longer worries the Meadowbrook CC at Racine, Wis., however. Since opening its dining room to community organizations, club profits have not only enabled the club to pay the winter heating bills without an extra tax on members, but have doubled the value of club stock and have made possible a number of the improvements which the club used to just dream about.

Golfers at Meadowbrook still use the course on an exclusive membership basis, hire their own pro and hold tournaments for members (with enough money in the treasury for extras). On week-ends, you'll not find an outsider at the bar or on the course—unless they're special guests of regular members.

On weekdays, however, the clubhouse is run on a strictly commercial basis. Smart promotion has made it the city's most popular rendezvous for dinners, banquets, and dances of every organization in town—from the Lion's club monthly meetings to the charity balls of the Junior League. If club members want an evening during the week, they speak up 48 hours in advance for a reservation.

"Our present policy," said Herman Lynch, manager of the club, "is in line with trends in progressive golf clubs throughout the country. Club members like the privileges of a private course, but many clubs can't break even unless business methods are used to earn operating expenses."

Book Big Outside Business

Since the plan was introduced two years ago, Meadowbrook has booked from 15 to 26 dinners each month of the year except March (a dull month on any social calendar, and an ideal vacation month for Meadowbrook's manager).

First quality food is served at every dinner, with the kitchen operating on a break-even basis. Porterhouse steaks and out-of-season fruits and vegetables are offered on many of the dinners, at the unusually low price of 75 cents or \$1.00 a plate. No fee is charged for the use of the clubhouse for social meetings or for dances after dinner.

An excellent orthophonic victrola and radio is also at the disposal of groups who don't care to hire a special orchestra.

To build up good will, the management does not charge for excess plates if attendance falls within 20 of the number reserved. If more than 20 plates are left over, the management splits the cost with the organization.

But here's the trick. The Meadowbrook bar adjoins the dining room. Decorated in cheerful Mexican motif, it attracts many a diner for a convivial toast. 200 business men at a dinner can help the club to clear a couple of hundred dollars profit in one evening. When 400 turn out for a dance, the bar contributes a lot to the success of the party—and makes a profitable evening for the country club as well.

Many Lures to Outsiders

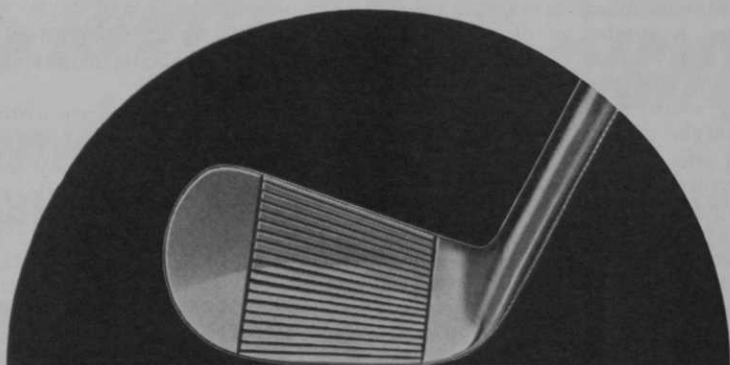
"No dining place in town can compete with our inducements," Lynch says. "Many of our local business clubs have turned from noon lunch meetings to evening get-togethers, with an afternoon golf tournament at special rates if some of the members belong to Meadowbrook. It takes only a few good reports from business men and women for other clubs to get interested. That, plus a talk with an organization officer brings me an invitation to present my proposition at a club meeting."

Until the new program was inaugurated, the club had been operating in the red for years. Stockholders had been losing money steadily since 1929, when they were caught with debts on a new clubhouse, heavy taxes, and a sudden cessation of outright donations.

Until 1937, club managers received their revenue by taking profits from the restaurant and bar, while the club paid for heating and lighting throughout the year. Stockholders had to shell out an extra \$1,500 to \$1,800 from their own pockets to cover losses. During these years directors winced when it came to offering special purses or prizes for tournaments or exhibition matches.

Complaints of club members led to an investigation of club finances in 1937. The clubhouse was amputated from the golf club, with a separate manager in charge of each division, and the clubhouse put on a business basis.

To date the indebtedness has been re-



Proconsol Iron
\$6.00



Proconsol Wood
\$7.50

*Two
pro-only*

HAGEN MODELS to stymie competition!

If store competition has been giving you the heeby-jeebies, here's a real solution to your problem—Hagen Proconsol Woods and Irons.

For these two 1940 Hagen Models—designed and put into production under the personal direction of Walter Hagen—are for pro sale only, along with the other pro-only models in our line.

There isn't a store in America with sufficient money or prestige to buy these Proconsol Woods and Irons

from us. They are reserved exclusively for our professional trade.

They're grand models, too. Comparable in value to clubs shown in stores at several dollars higher.

Suggested retail prices are as shown—\$6.00 for the Irons and \$7.50 for the Woods.

Ask our salesman to show you these Pro-only Models—or better yet—write at once for pro price list and complete descriptive data.

The L.A. Young Golf Co.
GRAND RAPIDS, MICH.

duced to one fourth of its 1937 proportions. Besides, a number of other improvements have been made. The bar was moved from the basement to a spot adjoining the dining room, and decorated in Pueblo Indian style of old Mexico. The women's porch was cleaned up and equipped with modernistic charts and tables. New equipment in the kitchen and bar helped to take care of the increase in business. The installation of a modern pressure heater has cut \$100 off the annual fuel bill. Greens now receive water from a reservoir built to warm the water from the deep well before it is run on the greens.

During the next few months the club plans to equip the basement with a new system of showers so that members can have greater privacy from locker to shower. To provide more room for guests, the glass porch will be extended around three sides of the building. The inside wall will be constructed of Bakelite, indirectly lighted with a marquis of softly diffused colored light.

The reduction of membership dues from \$75 to \$25 has attracted many of the town's younger golfers to the club. During the last two years membership has increased from 150 to 225.

"Club members like our present program," adds Lynch, "because it gives them all the privileges of a private course without the worry of how expenses will be paid."

Heavy Promotion of High School Golf to Start Soon

GOLF in high schools will be given a strong boost by Scholastic, the American High School Weekly, and by Scholastic Coach, a monthly widely circulated among high school athletic authorities. Herb McCracken, former U. of Pittsburgh athletic star, is publisher of both magazines.

More than 16,000 high school and prep school athletic directors are the objectives of the golf promotion series written by Ben Thomson, golf coach at Yale university, for the Scholastic Coach. Ben will tell them how to get golf instruction programs going in their schools and in his series emphasizes the vital part a competent golf professional takes in the school instruction program. He sets the stage splendidly for follow-up by energetic and well qualified pros. Thomson's series began in October.

In the spring Scholastic's 600,000 high

school boys and girls will get the golf series which is tied into a tournament plan, with Scholastic magazine giving prizes to the winners.

Golf pros who are aware of the benefits, present and future, of tying into the high school promotion, may secure complete details of the Scholastic publications' campaign by writing McCracken at 250 E. 43d st., New York City.

IT'S ON THE HOUSE

By TOM REAM
Mgr., Westmoreland CC

The pleased member is the best developer of new members. His "word of mouth praise" does the trick.

The employee who has worked in too many clubs is suspected of never having worked for any.

The burning cigarette has met its match in a burn-proof enamel based on Bakelite resin.

The better the clubhouse and golf course is, the easier it is to keep the membership filled.

Yes, you are in the club business, but is the club business in you?

A good club employee is one who has learned that some people like more service than do others.

The fact that members don't know what they want does not matter in the club business if the manager knows what they want.

There's no percentage in giving quick service if it results in sloppy service.

Those who fail in the club business do so because they think it requires no special knowledge.

Maybe the member is impatient, and maybe again, the service isn't as snappy as we think it is.

Made **RIGHT** - Sold **RIGHT** and Advertised **RIGHT!**

POWER-BILTS WILL LEAD AGAIN IN 1940!

Built by master craftsmen—sold through Professionals only—and advertised in the nation's leading magazines reaching your customers—all add up to **SUCCESS** for YOU with **POWER-BILTS** again in 1940. Pros who have them know—and Pros who haven't yet investigated we invite to look into the Power-Bilt plan for bigger profits.



RENOWNED
for **QUALITY**

IN MANY
LEADING
CLUBS
POWER-BILTS
OUTSELL ALL
OTHER MAKES

PRESENTED
IN THE
TRADE'S MOST
BEAUTIFUL,
PRACTICAL
AND
ACCESSIBLE
DISPLAY
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HILLERICH &
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LOUISVILLE
POWER-BILT
GOLF CLUBS

As Always
SOLD EXCLUSIVELY BY PROFESSIONALS

Pro Gives Tips to Live Assistants

ART SCHLUETER, successful young pro, graduated into a summer resort job after serving as assistant to Tom Rose, then to Francis Gallett at Wisconsin clubs. Then the Schlueter lad went to his Grade A job; that at Shorewood GC, Green Bay, Wis. Schlueter gives some tips to other young fellows who are climbing:

"See that your club, even if it's a little resort job, has plenty of competitive events to attract players. Arrange and conduct those affairs personally so everybody, whether they win a prize or not, will have a good time.

"Be sure that you and your shop are neat. Your own appearance has a lot to do with making the job look important to the members. If they see dirty fingernails when they're being sold some golf balls, they'll not think much of you as a businessman. A fellow who owns a good store wouldn't keep a clerk who is untidy, and you're competing with good stores.

"Another place where you can quickly show members the advantage of having a good pro on the job, is in the caddie department. Spend all the time you can with those kids and see that they are educated to give the members caddie service that can't be beat.

"When you start on your first job you will be handicapped by not being able to carry a big stock. That's a good thing for you because you will be saved from going in over your head. You will be able to establish good credit. In another way it will work out O. K. for you if you have stiff competition from stores. With a small stock you will go to more pains to explain to your members that you can get anything they want and which will be exactly right for them, and get it quick. You can get their confidence by explaining that instead of trying to sell them anything just because you have it in stock, you are giving them a personal fitting of clubs.

"Don't spend too much time away from the pro-shop. I was brought up in golf by Tom Rose and Francis Gallett who impressed this on me and it was one of the best lessons I ever learned. The young pro's living is made in the pro-shop or right close to it on the lesson tees, and not on those nice greens for 25 cents a point.

"On Saturdays and Sundays be at the

first tee to get all the entries you can in the 25c or 50c blind bogey and be at the scoreboard when the members come in to post their scores.

"Act and study like you had a future ahead of you in the golf business and your members and the manufacturers will give you a lot of help in getting ahead."

N. California Salesmen Hosts In Annual Tourney

EXACTLY 200 pros, assistant pros, club managers, greenkeepers, amateurs and newspapermen turned out for the recent annual pro-salesmen's tournament sponsored by the Golf Salesmen's Assn. of Northern California. Tournament was held Sept. 18 at the Lake Merced G&CC, San Francisco.

Among the pros, Larry Brazil, Willie Goggin and Harold Stone tied for low gross with 68s. George Beer carried off honors in the asst. pro class, shooting a 70. Winners in the amateur field were George Grau with 72, and Cy Donaldson, Malcolm McNaughton and Ed Lowery with 73s. In the club managers flight low gross went to W. J. Ballard, and low net to N. T. McKee. Among the greenkeepers, F. L. McIntosh won low gross, with Ernie McEnroe and George Santana tying for low net honors. Cash awards totaling nearly \$1,000 were given winners in the various flights. The guests also took 1,300 shots at a short hole during a hole-in-one contest and Stan Gates came the closest to an ace, his best shot ending up 8½" from the cup.

In order to put the tournament over as successfully as possible, none of the Ass'n salesmen took part in the golf events this year. Their time was spent seeing everything ran along smoothly during the day. However, the salesmen are to have their day the latter part of October when they will return to the Lake Merced course to play the pro-salesmen's flight.

Charlie Hook and Ben Coltrin, Lake Merced manager and pro respectively, did everything to make the day a success, and to quote Roy Schoepf, U. S. Rubber Co., president of the salesmen's group, "they certainly did a swell job. The dinner following the play was a 'wow'. The annual raffle went over in great style, and the evening's entertainment, following the dinner, couldn't have been better."



Fore!

HERE COMES SPALDING'S 1939 XMAS PACKAGES

OCTOBER, 1939

Clear the way for off season profit in Spalding's new 1939 Xmas packages. Though there be snow on the fairway and frost lays heavy on the green . . . there's a nice profit in October, November and December waiting for you. Spalding designers and craftsmen have seen to that in developing two pleasingly new Christmas golf ball packages for 1939.

Now ready, these new packages of a dozen top grade balls bring you a sales plus that will make profit, for these packages

contain Personalized Spalding Dot or Dash balls, individually marked with the colorful, personalized marking that instantly became front page news at Pinehurst where it was first released in March.

Attractive packaging, plus top quality, plus personalized marking add up to real profit. Promote these gift packages now and you'll be pleased with the sum . . . Profit.

Plan now for your 1940 sales campaign. Examine Spalding's 1940 exclusive Pro Line for Better Golf and Greater Profit.



Seeding Winter Greens

By O. J. Noer

Milwaukee Sewerage Commission

EACH fall throughout the Southeastern states, Bermuda greens are seeded with temporary grasses for winter play. The practice was first adopted in the far South, but gradually extended north to the upper fringe of the Bermuda belt. The westward march is taking place but sometimes with indifferent success, even though accepted methods used elsewhere are imitated. Failure to recognize inherent differences in climate within the South, and to modify methods accordingly underlie disappointment.

Rye grass, the original choice, has never surrendered its popularity. The switch from imported Italian rye to domestic grown seed is the only important change, prompted by difference in cost rather than performance. American varieties produce as good putting surfaces and are equal, if not superior, from the maintenance standpoint.

That rye grass can produce fine textured turf seems incredible to most Northerners. Narrow leaves and dwarf plants result from crowding achieved by seemingly wasteful rates of seeding. Individual seeds are large, so low cost per pound is partially offset by the large quantity used.

Seeding Done Late

Rye grass germinates quickly, emerging in less than a week provided soil is warm and moist, but the tendency of all young grass leaves to be tender is accentuated in rye grass. Hence, if weather is hot and muggy, new seedings often "choke-out" or "damp-off" soon after emergence. Trouble of this kind is more likely in the far South, so seeding there is delayed until very late hoping to strike a spell of moderate temperatures. Warm weather all winter permits reseeding at any time with full assurance that seed will germinate.

To imitate this procedure where early cold snaps are likely, is to court disaster of a different kind. In northerly sections it is imperative that a good stand of grass be obtained before cold weather sets in, because after that, germination is uncertain and hence reseeding is a gambler's chance.

Once rye grass becomes well established it will withstand more cold than any of the

other grasses, excepting poa annua, which is similar in this respect. Both continue growth when temperatures are too low for bluegrass, red top, or the commonly used bents. Hence, choice in cooler regions is limited to rye grass, and success is almost sure provided seeding is done early; that is, after summer heat is over, but while soil temperature is sufficiently high to permit germination.

Amount of seed used varies widely. In regions where "damping-off" is a likely possibility, initial seeding rate seldom exceeds 25 to 50 lbs. per 1,000 sq. ft., but additional seed is used from time to time throughout the winter. Farther north it is not uncommon to double this rate, because reseeding during winter is most uncertain; so it is necessary to depend upon the initial stand of grass until after January at least.

Sowing Rate Varies

When greens are used all year it is universal practice to seed at lighter rates than when play is confined to winter months only, because too much rye retards, and occasionally prevents, recovery of Bermuda in spring. Hence the 40 to 50 lb. total rate is approached to provide decent putting, but is not exceeded. Where play is limited to winter, efforts are centered upon developing the best possible green for winter play. For that reason some use up to 100 lbs. of rye grass seed per 1,000 sq. ft.

As stated before, rye grass is the only logical choice for the colder regions of the South, but in the far South other grasses can be used. Some favor red top as an economy measure, for although cost per pound is higher, far less seed is needed because of much smaller size. There is a tendency to use some bluegrass along with red top or rye, based on the supposition that bluegrass is more hardy and hence better able to cope with disease and other related troubles.

A stand of Kentucky bluegrass cannot be obtained by mixing a small amount of bluegrass seed with the customary amount of rye grass seed commonly used. The rye grass quickly covers the surface and smothers the bluegrass before it starts

Wait till you see
Burke's
PRO LINE!

Our boys are out on the road now with an exclusive Burke Pro Line that is a honey. We thank those of you who have seen it for your orders and the many fine things you've said about it. To those who haven't yet had an opportunity to see it we'll merely say, "You've got a treat coming."
THE BURKE GOLF COMPANY, NEWARK, OHIO

THIS
"Burke-Mark"

is your guarantee
of top quality in
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germination. To obtain a stand bluegrass seed must predominate in the mixture or else the two grasses must be seeded separately. The bluegrass should be seeded first, and the rye grass after its seedlings appear.

Some of the seeded bents should succeed. High cost of seed is the principal deterrent. On the other hand seed is exceedingly small so very little is needed, possibly $\frac{3}{4}$ lb. per 1,000 sq. ft. *Poa annua* is another likely grass which would find wider use except for fact that seed is scarce and high priced. It should not be necessary to use more than 7 or 8 lbs. of its seed per 1,000 sq. ft.

Remove Surplus Bermuda

Before seeding, surplus Bermuda beyond that needed to serve as a base for winter grass, should be removed. A thick surface layer of matted stems and leaves inhibits germination and may cause serious loss later. Occasionally on courses not used in summer, greens are mowed during that off-season with tractor-drawn fairway units. In that event bed knives should be lowered gradually in late summer to eliminate the objectionable mat. This is best achieved by removing back rollers a fortnight before seeding time and setting bed knives right down to the ground. During final seed bed preparation greens should be alternately cross raked and hand cut until stems not needed to protect winter grass are removed.

Topdressing used to cover seed, as well as any needed to level surfaces just before seeding, should be devoid of organic matter and low in plant food. A mixture of poor soil and sand is best for both purposes.

Sometimes newly seeded grass is killed by the first severe frost after seeding. Locally this is called honey-combing. By collecting and trapping surplus water, heavily matted Bermuda and high content of organic matter in topdressing, or both, accentuates loss.

In the far South where "damping-off" is a serious menace, pre-seeding fertilization should emphasize sturdiness and hardiness. That means using phosphate and potash generously before seeding, and withholding nitrogen until after grass is well established. Furthermore, weather is comparatively warm all winter so nitrogenous fertilizer can be used as needed.

Farther north in the cooler regions, the problem is quite different. A good stand

of grass must be obtained early so some nitrogen is indispensable in addition to phosphate and potash. The amount of nitrogen used should be just sufficient to establish the grass and carry it through early winter cold snaps, because benefits from fertilizer used during cold weather are negligible.

Preseeding fertilizer should be applied a week before seeding so it will not inhibit germination. The rate for 20% grade superphosphate should be 10 to 20 lbs. and for 50% grade muriate of potash 4-6 lbs. per 1,000 sq. ft. These alone suffice in the far South, but farther north, where nitrogen is often needed also, the rate for a high grade organic fertilizer should be 15 to 30 lbs. per 1,000 sq. ft., but if soluble fertilizer is substituted not more than 3 to 5 lbs. should be used because of possible damage to sprouting seed. When mixed fertilizer is substituted it should carry approximately the same amount of plant food as the straight materials suggested above.

The annoyance of poor putting in spring, during the transition from winter grass to Bermuda, is responsible for the decision by some to forego winter greens. When left to itself, winter grass goes out gradually, first in isolated spots, and after that in progressively larger areas until all is gone. Transition may extend over several months which makes for bad putting all that time. Winter grass can be eliminated quickly. The secret is to use nitrogen fertilizer and water generously at the first suspicion of warm weather, which is the time for Bermuda to begin activity. Then by withholding water, when leaves of winter grass become soft and tender, (from plentiful nitrogen and water), the temporary grass disappears quickly, almost overnight. Light seeding with scarified Bermuda seed, along with the nitrogen fertilizer, then speeds development of that grass for summer play.

Iowa Greenkeepers Inspect Des Moines' Courses

IOWA Greenkeepers Assn. had a turnout of 30 greenkeepers for a tour of courses in and around Des Moines, September 18; several Nebraska greenkeepers also made the rounds with the Iowans. Minnesota and Missouri greenkeepers, who had originally planned to attend, were unable to be there because of greenkeeping field days held by their groups on that day. The boys