

in the clubhouse to reach the nearest unit.

After the extinguishers are installed, the fire marshal should make sure that every club employee knows where they are located, on what kind of fires each is to be used, and, by actual practice, how to use each type.

Organizing for Action—When a fire breaks out in the clubhouse, there are three things that must be done simultaneously, if possible:

1. Escort women, children, and all others not needed for other duties to a place of safety.
2. Turn in a fire alarm.
3. Fight the fire.

The fire marshal must have some plan whereby these duties will be carried out properly. Otherwise there is likely to be panic and confusion and members and employees are likely to do foolish, futile things, with the result that lives may be endangered and the fire may spread unchecked.

What plans must be laid will depend entirely on circumstances. Obviously, a fire in the kitchen or in an empty clubhouse will be fought differently from a fire in a crowded lounge.

In large clubs, selected members may look after the safety of fellow members, clerks or barkeepers may have the responsibility of turning in the alarm, and waiters and other employees may use the fire extinguishers and man the hose lines. In small clubs, other arrangements have to be worked out.

In all clubs it should be a rule that the fire marshal or other experienced person should attend all club gatherings so as to take charge of the situation should an emergency occur.

Inspection and Maintenance—As the heating and electric systems, if defective, may cause fires, part of the fire marshal's duties should be to see that these systems are inspected frequently and that hazardous conditions are rectified immediately. He should also supervise the inspection of the fire protection equipment to make sure it is in proper operating condition at all times.

Control of Smoking—It must be recognized that careless smoking and use of matches is the leading cause of fires. It is impossible to restrict members smoking in a club, but this hazard can be minimized by providing an ample number of safe ash receivers and by making

More than 350 adults attended the golf clinic held at Timken Vocational high school, Akron, O., under auspices of the school's athletic department. Pros George Howard, Lloyd Gullickson and Frank Castleberg demonstrated, and Harry Moots, Tam O'Shanter (Canton, Ohio) mgr., lectured on the etiquette of golf.

sure that there is no spot in the house where a carelessly thrown match or stub of cigar or cigarette can cause disaster. Employees should be prohibited from smoking in store rooms and other places where the practice is dangerous.

Attitude Toward Club Members—It is generally unwise from a club standpoint and useless from a practical standpoint to worry the average club member about fire prevention. If, however, the fire marshall has done a good job, the price of some act of carelessness will not be the destruction of the club's property.

WHAT DO YOU THINK OF IT?

By George F. Ehrhardt

To make the Sunday mornings in a golf club more interesting for members by serving a popular-priced "Foursome Breakfast" consisting of fruit or fruit juices, dry cereal, ham-bacon-or-sausage and eggs, or wheat cakes, coffee, jam and toast? Reservations for this to be made the night before?

To keep mosquitoes away from outdoor dance floors by using the old-time "pitch-torches" all around, and high enough to provide light, too?

To increase your party or dining room attendance, by giving away door prize on "off nights"?

To number all forms, slips, checks, etc., and list as to make-up and size of sheets—one copy at printers, one at office—and when re-ordering order by number?

Standardizing club accounting to make comparisons of the operations of different clubs fair, informative and mutually helpful?

Having monthly meetings with employees to hear their grievances and by fair decisions keep them happy and loyal?

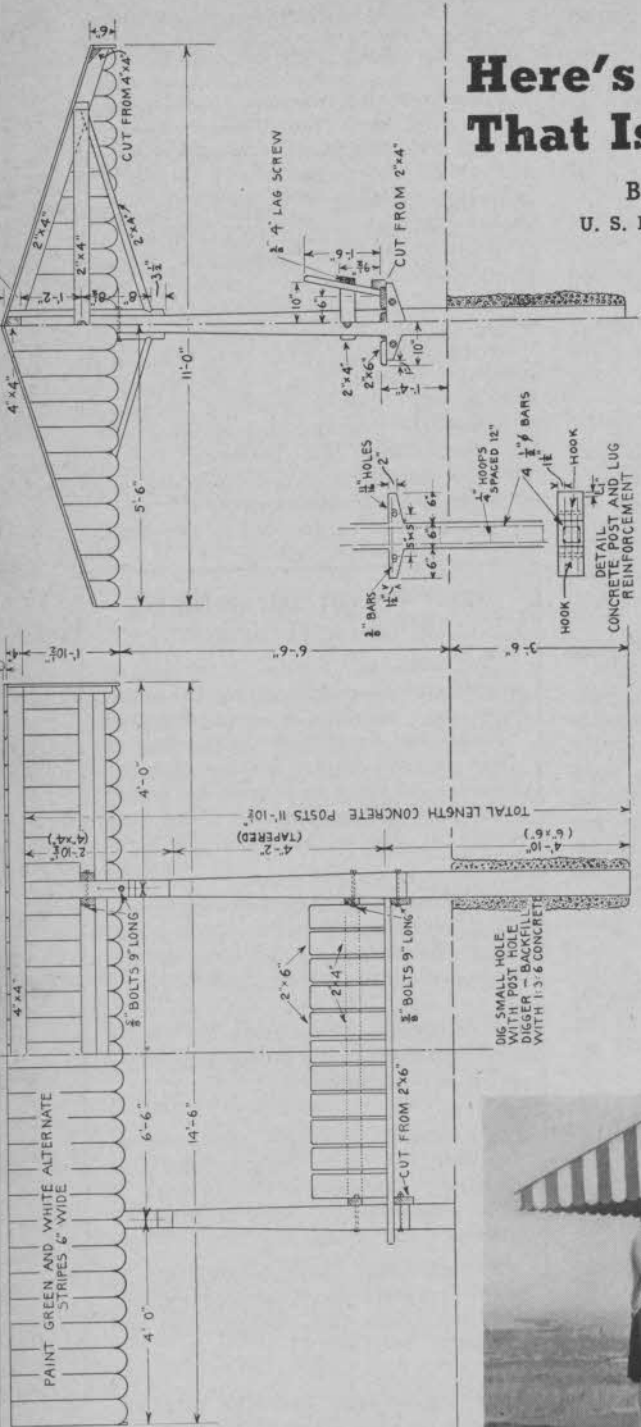
Here's Course Shelter That Is Termite-Proof

By W. Mack Angas

U. S. Navy Yd., Charleston, S. Car.

THE problem of building satisfactory shelters for golf courses has been complicated recently, particularly on the Eastern seaboard, by the prevalence of termites. The shelter illustrated in the accompanying drawing and photograph, having no wood in contact with the ground, is not subject to attack by subterranean termites. The roof is amply large to give shelter from the sun or a passing shower; in fact it is so large that it would look out of proportion were it not painted green and white in stripes, to simulate canvas, a bit of camouflage that effectively masks the shelter's rugged construction.

The drawing and photograph show the construction of the shelter in sufficient detail to permit its construction by anyone familiar with such work. The building of such shelters should be well within the capacity of the maintenance force of larger clubs.



Both seat and roof of shelters in use on course at the U. S. Navy Yard, Charleston, S. C., are supported on a pair of reinforced posts. The roof is of wood, painted to simulate a canvas awning.

If a club wanted to make a number of the shelters and did not have men in its maintenance crew capable of turning out the concrete posts, it should be possible to have them made at a reasonable price by any local maker of concrete specialties.

Both seat and shelter are supported on pre-cast reinforced concrete posts or columns. Plain concrete is used to backfill around the posts after they have been set in holes dug as small as ground conditions and available tools will permit.

Do not use earth to backfill around the posts, as it cannot be tamped tightly enough to keep them from shaking in a high wind. This is not theory—I have tried it. If the tongues and grooves of the top sheathing are liberally smeared with thick white lead and linseed oil before fitting the boards together the top

will be sufficiently water tight without requiring a roof covering of canvas or fabric over the wood. Be sure to paint the top to simulate a canvas awning.

If the shelter were being constructed out of a termite zone, the uprights, of course, could be made of wood posts. For wood posts, which would have to be larger than concrete posts, I would suggest 8 in. by 8 in. at the ground, tapering to 6 in. by 6 in. at the tip, with, of course, minor changes in other dimensions of the roof framing to suit the increased dimension of the post. It must be remembered, however, that even in locations where termites are unknown, wood posts are subject to damage by dry rot. All in all, I believe that concrete posts, such as we have built at our courses at the Charleston (S. C.) Navy Yard, are much more preferable.

HOW TO BUILD A GREEN

By William Watson

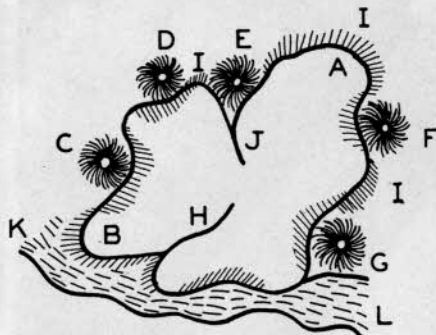
IN my opinion the two most important points in the construction of putting greens are: (1) to give greens a covering of 6 to 8 inches of good soil, and (2) to see that provision is made for surface drainage. Greens should be built so that they will be playable almost immediately after a heavy rain. No pools should ever appear on any well-made green.

Surface drainage can be secured, first by having a gentle slope from the back towards the front of the green, or from the right to the left side, and then by introducing irregular varieties of scarcely noticeable swales, which will also provide all the contouring the surface of a green usually requires. These swales are formed with the back of a rake as a finishing touch just before seeding.

With efficient surface drainage, no tile draining is required as the latter method demands too much sprinkling in dry weather. On level ground greens should be raised a few inches above the surrounding territory to allow for effective surface drainage. Wide grassy hollows will give adequate protection from washes if placed so that they divert any superfluous water from the surrounding of the green.

The most uninteresting green is one without definition. Mounds, slopes, grassy hollows, sand pits, all have their values in beautifying the setting of our greens and in giving them distinctive definition—

if artificially arranged without appearance of artificiality. Mounds should have wide



Green, such as diagrammed above, should be built on level ground, and is suitable for long par 3 or long 4 par hole.

(KEY)

- A. B.—High points.
 - C. D. E. F. G.—Low rounded mounds to fit in with contour of the green.
 - H.—Shallow drainage swale running into wide grassy hollow.
 - I.—Rolling contour between mounds.
 - J.—Low diminishing ridge running into green from mound E.
 - K. L.—Wide grassy hollow with low sloping banks.
- This type of green should not be placed on low or water-logged ground.

bases; no slopes should be steep. Grassy hollows should be wide and all surrounding contours formed so they may be cut with the lawn mower.

A good rule is to stress the importance of fitting in all grading work to harmonize with the surrounding territory.

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is tops for the better player who gets there in the "eighties" or better. Beautiful click, carry and control. Beautiful action off woods, irons and putters. Improved paint job sticks tight and stays white. 75c

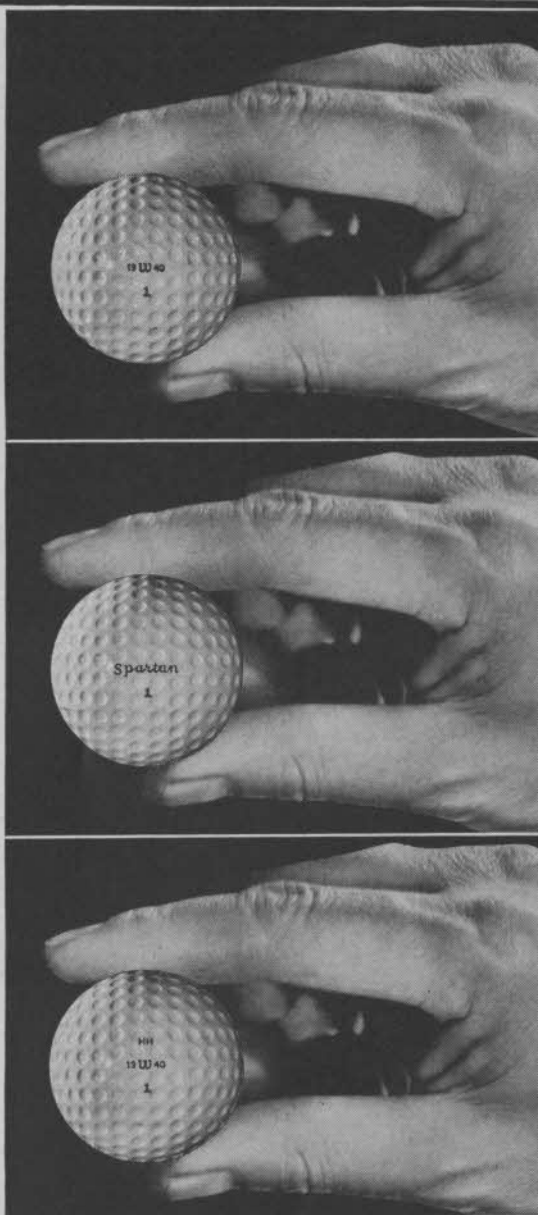
2 The New Wilson "Spartan" Ball

Everything the "W" and "W-HH" balls are—but tuned down to the players who end up in the 90's and higher. Tensioned to respond to medium and light hitters. The Geer Patent Cover is toughened to give it a Spartan-like ability to stand up and *take* the ill-directed blows. 75c

3 The New Wilson "19W40" (HH) Ball

is a product of high tension winding designed especially for Hard Hitters. The very pinnacle of perfection for the player who can really hit 'em clean and hard. But it's no ball for the medium or light hitters. 75c

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SPORTS EQUIPMENT

Recent Golf Divots

AL CIUCI, Fresh Meadow CC pro, cannot be budged from the conviction that one of the most beneficial circumstances under which the average golfer can play is in the teeth of a strong wind. "A straight ball is a straight ball in wind or calm," Al contends, "but the wind shows slicers and hookers up for just what they are." . . . Charlie Erickson, veteran Minikahda greenkeeper who is recuperating in Northwestern Hospital in Minneapolis from injuries suffered in a fall, says all the letters, cards, flowers, etc., from his friends are keeping him in high spirits and make the time of healing hurry along. . . . Pro Charlie Laing is back for his 14th season at Metuchen CC, Plainfield, N. J. Laing built the Metuchen layout and the club has never had any other professional.

Golf-house at South Side CC, Decatur, Ill., was completely destroyed by fire May 2, with total damage estimated at \$20,000, most of which was covered by insurance. Stored in the building was approximately \$2,500 worth of golf clubs owned by Bert Montessoro, club professional. The building served principally as a golf locker house and concession room. It was not connected with the regular South Side clubhouse. . . . Another disastrous fire in early May was the \$30,000 blaze at the Beverly Hills (Detroit District) GC clubhouse. . . . The new qualifications for GSA membership will become effective July 1 instead of May 1, the date set at the New York meeting. The postponement was necessitated by the illness of Leo Feser, qualifications committee chairman.

Clarence Clark, Forest Hill Field Club pro (Metropolitan district), took off 30 pounds by rigid dieting during the winter and is happy to discover that it has added 50 yards to his tee shots. . . . A street in Houston has been named after Jimmy Demaret, hero of the winter golf tour and a Houstonian. . . . Leonard Biles has taken up his duties as pro at the Watertown (N. Y.) GC. Mrs. Biles will act as manager. . . . One of Bill Entwistle's first acts when he began his duties as pro-greenkeeper at the Bellevue CC, Syracuse, N. Y., 26 years ago was to sign Jimmy DiMarco as his assistant on the course. Both Bill and Jimmy are still teaming up 100% at

Bellevue today, a fact that brought forth a feature article in a recent issue of the *Syracuse Post-Standard*.

All tournaments the USGA has scheduled for 1940 are at clubs whose superintendents are GSA members. . . . Ralph Guldahl recently toured the Manito (Spokane, Wash.) G&CC course in 65; the round was made in an exhibition match that featured Guldahl and Johnny Revolva against Bud Ward, Amateur champion, and Ken Storey. . . . Traps for Japanese beetles will be painted yellow this year; this color has been found most attractive to the beetle. . . . Students and faculty members at the U. of Pittsburgh are learning the game in a golf school recently begun at Pitt. Two lessons a week are supervised by Sam Parks, former National Open champion.

The first hole-in-one ever officially recorded on the Fessenden (N. D.) GC course was made by the club's president, H. D. McGuinness, this spring while playing the first 1940 round of golf on that course. . . . Four Detroit professionals played an unusual test of golf on May 19—an 18-hole medal play event on 18 of the most difficult holes selected from 18 golf courses in the Detroit district. Pros competing were Al Watrous, Joe Belfore, Jack Winney, and Bob Sutherland. . . . The greenkeepers' group formerly known as the Toledo District Greenkeepers Assn. is now "The Northwestern Ohio Golf Superintendents Assn." . . . Guy Ingram, Vero Beach, Fla., took over the pro duties at the Boston Hills CC, Hudson, Ohio, in mid-April.

Clubs Team-Up '85' Shooters—The Kansas City GA, consisting of 10 private golf clubs in that area, is adopting a tournament idea that has been very successful in Oklahoma City and Tulsa. The event is a competition between two-men teams with an average ability of about 85. Teams meet other teams in the competition in elimination matches. The matches are played at various clubs on Sunday afternoons. A 72-shooter must pick a player whose handicap is based on 98; or two who are handicapped for 85 may constitute a team.



The Brae Burn CC pro-shop, built just a year ago, is presided over by Dan Keefe. Its location is good, being just off the door to the locker-room.

SERVICE: Pro's Success Recipe

By Sanford Herman

BRAE BURN CC, nine miles out of Boston in West Newton, Mass., has a membership of 650, mostly residents of Newton and Brookline, possibly the richest pair of cities in America. It has 27 holes of fine golf course and must be ranked among the nation's leading clubs.

But this is not sufficient to account for the big business being done by pro Roy Bronsdon and pro-shop manager Dan Keefe, as only a fraction of their business can be attributed to the volume which would be expected as a matter of course in such a well-to-do club.

What then, accounts for their success?

"Service," said Roy Bronsdon, and "Take care of your business."

Let's see how well this philosophy has worked at Brae Burn.

Dan Keefe went to work on the Brae Burn course 33 years ago. Except for a short interval as pro at Pocasset he has been there ever since, rising to assistant greenkeeper, caddiemaster in 1913, and pro from 1918 to 1925. In the latter year he became manager of the golf department in its entirety, taking charge of caddies, tournaments, handicaps, starting times, buying and merchandising—everything but

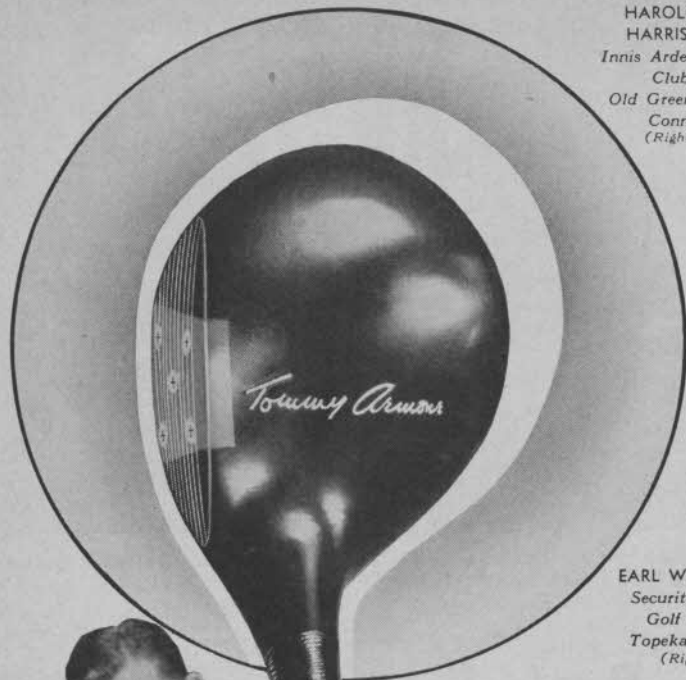
instruction, storing and repairing, which are handled by the pro.

Dan has devised a starting time system which saves plenty of headaches. Week-ends, he starts them off from three different tees. For instance, on Saturday afternoons, they start from the first tee from 1 to 2:30 o'clock; from the seventh from 1 to 1:55 and from the 12th from 1:20 to 1:50. At the end of 1½ hours Dan has 148 players on the 18-hole course, with plenty of room for everybody. To have the course clear on that afternoon, no one is allowed to start from No. 1 tee after 12:30. Sunday mornings, no one is allowed on the course before 8:20.

To receive a week-end starting time, a member leaves the names of his foursome with Dan during the preceding week-end, stating preferred time. Later in the week, Dan mails the member a postcard telling him which time he has been assigned.

With a membership of 650, such a system is a necessity, and this efficiency in starting is an example of what they mean by "service." A happy member makes a good customer.

"At Brae Burn, everybody wants to



HAROLD B. HARRISON
Innis Arden Golf Club
Old Greenwich, Conn.
(Right)



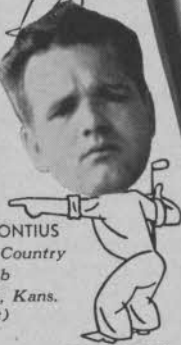
EARL WHITAKER
Security View Golf Club
Topeka, Kans.
(Right)



NORM SEELING
Morrill Hills C. C.
Waukesha, Wis.
(Right)



CHICK PONTIUS
Lawrence Country Club
Lawrence, Kans.
(Left)



LOUIE HARTL
Mission Hills Country Club
Kansas City, Mo.
(Above)

HARRY SCOTT
Independence Country Club
Independence, Kans.
(Left)



These players are not members of the MacGregor Pro Advisory and Technical Staff, but play these clubs through choice.

JOHN KRAUS
Montecito Country Club
Santa Barbara, Calif.
(Left)



MASSIE
Tipton Golf Club
Tipton, Mo.
(Right)

PLAY THE CLUBS THE PROS PLAY

Tommy Armour

TOURNEYS

REG. U. S. PAT. OFF.

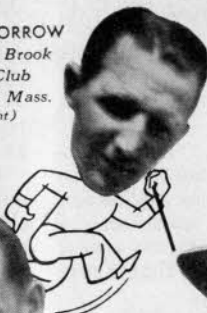
They're picked by Pros from coast to coast because TOURNEYS have the "feel" it takes to win! Just drop in at your Pro-Shop and waggle a Tourney—get a taste of their perfect balance—the sweet groove-cutting swing of these master-styled by leaders and used by experts and play to win! The individual shaft on these guild crafted heads part just for YOUR game—Simply ask your Pro for a



HAROLD R. FOSSUM
Oneida Golf & Riding Club
Green Bay, Wis.
(Right)



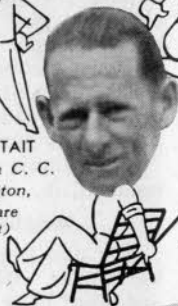
CLARK MORROW
Meadow Brook Golf Club
Reading, Mass.
(Right)



FRED A. ONORETTA
Belmont Hills
St. Clairsville, Ohio
(Right)



ALEX S. TAIT
Wilmington C. C.
Wilmington, Delaware
(Right)



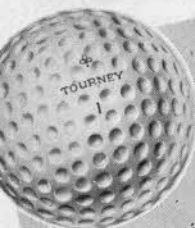
CHARLIE MATHEWS
Mission Hills Country Club
Kansas City, Mo.
(Right)



JAMES FOGERTY
Opia Hunt Club
South Hamilton, Mass.
(Right)



EDWARD TABOR
Dubois C. C.
Dubois, Penna.
(Right)



HY-COMPRESSION TOURNEY

REG. U. S. PAT. OFF.

The 1940 Money Ball!

Hy-Compression TOURNEYS were in the cup for more winter Tourneys than any other ball! It's course-tested proof of TOURNEYS Faster Get-a-Way! Here's the results!

- ★ **Masters**—Jimmy Demaret winner; Rannerup used Tourneys; Byron Nelson, third.
- ★ **Asheville Open**—Ben Hogan winner.
- ★ **Greensboro Open**—Ben Hogan winner.
- ★ **North & South Open**—Ben Hogan winner.
- ★ **Thomasville Open**—Winner used Tourneys; Byron Nelson, runnerup.
- ★ **St. Petersburg Open**—Jimmy Demaret winner; Byron Nelson, runnerup.
- ★ **New Orleans**—Jimmy Demaret winner.
- ★ **Western Open**—Jimmy Demaret winner; Toney Penna runnerup.
- ★ **Texas Open**—Byron Nelson winner; Ben Hogan, runnerup.
- ★ **Phoenix Open**—Ben Hogan, runnerup.
- ★ **San Francisco Match Play Open**—Winner, Jimmy Demaret.
- ★ **Oakland Open**—Jimmy Demaret, winner; Ben Hogan, runnerup.

CAUTION: Hy-Compression Tourneys are suitable only for hard-hitters! Just Ask your Pro!

★ Won with Hy-Compression TOURNEYS.



JOE MATHEWS
Mission Hills Country Club
Kansas City, Mo.
(Above)



MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.
CRAWFORD, MACGREGOR, CANBY CO., Dayton, Ohio

'play ball' with the pro and the pro-shop. Members know that by so doing they are in reality patronizing themselves," said one of the shop assistants.

Troubles with members buying equipment outside are almost unknown here. In fact there would be very little advantage in their doing so. Dan has made an extensive study and found that all his prices are either as low as or lower than those of any retail store.

The shop itself is a new one, built just a year ago, and finished in knotty pine, ammonia stained.

Its judicious location at the locker-room door where players going out on the course must pass close by, doesn't hurt business any.

The repair shop, storage racks, stock room and Bronsdon's office are in a separate building close by.

Sets of clubs are ranged along most of the merchandise shop's wall space. Clothing is displayed in a comparatively small glass showcase (see cut). The stock is probably one of the largest of any country club in America. Dan Keefe sees to it that it is always fresh and up to the minute in content and display.

Dan sells lots of winter sports equipment, because winter sports constitute an

ship, as Dan puts it. Last year there were 530 such "minor leaguers."

This year-round activity at the club contributes more than a little to boosting the shop's business.

Weekends, a small table is placed just outside the shop door, at the locker-room entrance, and on this is displayed some one item which would seem to be a good seller at the particular time.

That's about as far as either Dan Keefe or Roy Bronsdon go in any overt attempt to promote business.

Markdowns, specials, or sales are never indulged in.

Members Get Real Service

Roy and Dan make it a point to supply the player with exactly what he asks for and what he is accustomed to. Should the unlikely contingency arise that they haven't in stock the item wanted, they order it. That's what the boys mean by "service". That's the sort of treatment members have become accustomed to and that's one very good reason why "everybody plays ball."

High pressure methods or anything remotely resembling them are out. Business keeps coming in nevertheless.

Weekends, Dan needs one and often two assistants in the shop, and on a few exceptional occasions four men have been kept busy at once waiting on customers.

Business was "extra good" in 1939, in fact it was the best in ten years. No tricks or acrobatics were involved. It was simply that good times had returned to some extent.

Generally speaking, the pro department's business didn't arrive overnight. It grew. It grew as the pro department gained prestige with the members, as the shop and the pros offered more and more "service," as the club itself became more and more solidly established in the years since its beginning in 1897.

Dan advances still another reason for the pro department's success, and that is, that like himself, most of the help have been there a long time. The members have long ago become acquainted with them and have learned to have confidence in them.

One fellow who hasn't been at Brae Burn very long but who fits very well, nevertheless, is Roy Bronsdon.

He has been there only since last season, but already, according to Dan, he has proved to be highly popular. Last year he gave a record number of lessons.

Bronsdon was imported from Wianno on



Dan Keefe (left) explaining the fine points of a wood to one of the members.

important phase of Brae Burn activities. The club has a ski tow, ski jump, toboggan slide and skating rink. The skating pond is illuminated at night with 24 lights, and the hockey rink with 18.

Participation in winter sports is encouraged with provision for "Outside Skating Memberships" which give to non-members winter sports privileges only, and which constitute a "minor league" of member-