

This aerial view of Rockford CC shows club's blue-tiled pool in foreground, the clubhouse in middle distance and the men's locker-house in upper left. The Rock River shows along left edge of photo.

When Anderson Cleans, He CLEANS!

By Jack Fulton, Jr.

WHEN I reached the Rockford Country Club early on a July afternoon, and because I wasn't sure just where to find John Anderson, the manager, I entered the nearest door to find myself in the men's locker room. More properly, as I later discovered, I was in the men's locker house since, with the pro-shop and tap-room, the men now occupy Rockford's original club building, while alongside it is the more pretentious clubhouse proper.

And what a mess the locker house turned out to be; rug runners up; aisle benches pushed this way and that; scrub pails, mops and brooms everywhere; the bar closed; the shower room blocked off. Here and there a kockford member picked his careful way midst the confusion to his locker, dressed hurriedly and got out. The only persons who didn't seem to mind the mess were three or four employees who were giving the whole interior as complete a going-over as I have ever seen. All was confusion now, but it was obvious that by nightfall the place would be immaculate. No, they told me, Anderson wasn't there: I might find him in the clubhouse. Over there was the service entrance to the kitchen. Maybe I would find Anderson if I went in that way.

So I went in the kitchen door, but no Anderson. In fact, there was no one in the kitchen, not even a dishwasher. The place looked deserted, no food in sight, nothing cooking on the ranges, each pot and pan in its place as though it had not been touched for many hours.

I found some activity as soon as I had left the kitchen and entered the dining room for there two employees were just as hard at work with a floor scrubbing machine as the people in the locker house had been with their mops and pails. Tables were bare and it was obvious that no service could be expected in that department of the club that day.

Continuing my explorations I next reached the club lobby where at last I found Anderson busy giving instructions to a group of employees whose objective was the clubhouse ballroom and whose duties were to give it a scrubbing and then to move on to the large screened-in clubhouse porch and clean it as well.

My first question to Anderson was: "What is the idea of all this cleaning? Have you a big affair coming up tomorrow?"

"No," Anderson replied, "Nothing like that. This is just our regular Monday job."

"But your club departments—they're all closed. You can't do any business in this manner."

"That's right," Anderson explained. "We don't try to do any business on Mondays. First of all, there is a wage and hour law these days which forces us to

curtail service in many of our departments-either that or hire more employees. Then, too, we havefound from the experience of other seasons that it does not pay to open our departments on Monday; there's not enough volume. So we have a regular policy of closing the clubhouse service de-



John Anderson

partments on all Mondays and all the help, except those needed for cleaning, have the day off.

"I am sorry you came out on a Monday. Any other day in the week you would see plenty of activity around here. I have five employees in the locker house; five in the kitchen; from four to eight in the dining room, depending on the day; and two or three other workers whose duties are less specifically in any one department.

"If a member insisted, he could buy a sandwich and coffee here today, but outside of that, we make no attempt at service. The arrangement is ideal. It gives me one day when I can go over the entire clubhouse and put it in shape for the other six days."

Pool Is Busy Spot

One department, however, was obviously getting a big play for a Monday—the swimming pool. It lay alongside the clubhouse, and a good 50 children and a few adults were making full use of its facilities. On one of the terraces, but slightly removed from the pool, five women were holding a picnic.

"That's something you won't see at many clubs," Anderson commented, "a picnic on club property. But since we are closed on Mondays and wouldn't be able to serve our members anyway, we see no objection to any member bringing in food from his home."

John Anderson has been at Rockford since early 1939. He has a fine background of house training. Twelve years ago Tom Ream, now of Westmoreland CC (Chicago district) but then at Calumet (also Chicago), gave Anderson a job as houseman. At the beginning of the next season Anderson was transferred to Calumet's locker room and in 1931 obtained a job at the Wilmette Country Club as head locker man. He held the job for three seasons and then moved to Kildeer for two seasons in similar capacity. In 1936 and '37 Anderson worked in various departments of Chicago's Edgewater Beach Hotel, eventually having charge of the Marine Dining Room. By this time he had had enough experience to assume the managership of Wilmette (where he had first worked seven years before as locker man.) The following season he was given his contract at Rockford.

Anderson is interested in the efficient performance of all club departments, but his especial love is the dining room and kitchen. When he arrived at Rockford, the club had a male chef of better than average ability who was satisfying the members but whose menus, according to Anderson, had a "hotel" flavor—highly seasoned and rich.

Prefers Woman Chef

One of the first moves Anderson made, with the consent of course of his house chairman, was to replace this chef with a woman. Rockford is a great Swede town, and Anderson reasoned that, if he could find a good Swedish cook, the food she would prepare would make a hit with the members. His judgment proved correct, and, while she is slower than the male chef she replaced, her food has a homecooked flavor and must be good before she will permit it to leave her kitchen. In addition to the woman chef Anderson employs a second cook, a dishwasher and a potwasher.

Anderson has made a number of changes in the kitchen layout since his arrival. The cold room and refrigerator were ice cooled, so Anderson went into

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Rockford and shopped around until he found some freezing units which could be installed in the boxes and hooked up to a central cooling plant in the basement of the clubhouse. The cost did not exceed \$100 for these units, and the previous difficulties Rockford had experienced maintaining proper temperature for food preservation were eliminated.

There had been no provision in the kitchen for plate warming and no way to keep bread and rolls warm. So he bought a plate warmer from Albert Pick & Co. and a roll warmer from M. M. Simonds & Co. He rearranged the plumbing in the kitchen so that the potwasher could operate alongside the range. All told, Anderson spent approximately \$1,500 for new kitchen equipment.

In the dining room Mrs. Anderson helps her husband, serving as club hostess. She greets members at mealtimes, makes all contacts with them when they want to arrange for special luncheons and parties and has control over the 3 steady waitresses and the 3 extra waitresses who are always on duty on Tuesdays, Fridays and Sundays.

The reason for extra help on Tuesdays and Fridays is that Rockford has two ladies' days a week. Tuesday is women's golf day and about 50 women compete. Friday afternoon 60 to 70 bridge players show up. The luncheon business is fairly heavy on both these days.

Strangely enough Saturday night around Rockford Country Club is dead. Rockford is a home town and the members go home to eat. Consequently, the club has not been very successful in promoting club dances and other typical Saturday night activities.

A "No Cost" Party

It does, however, hold what Anderson called a "Round Up" on several Saturday nights through the summer. When the members are notified there is to be a "Round Up" they split into small groups for dinner in various members' homes and rally to the club at 11 p. m. to dance until three or four in the morning to the music from a juke box. The club serves no food but does have beverages available. As far as the member is concerned, there is no cost for his attendance at a "Round Up" other than a voluntary contribution of a few nickles to keep the juke perking.

The electric phonograph, incidentally, is owned and serviced by a concessionaire who changes the records weekly and who as his profit takes the first \$5 worth of nickles going into the machine weekly.

The club gets any overage.

Employees of Rockford work under a bonus plan which brings them substantial checks, about equivalent to a month's salary, each fall. Anderson explained how this bonus is handled:

"We add a 10% service charge to all sales, and the money so collected is split up, 3% to take care of the state sales-tax and 7% toward the employees' bonus fund.

"At the end of the season, the Board of Governors get from me a list of our employees, the wages I pay each of them and how long each has been with the club. On the basis of this information, and with knowledge of how much cash is in the employees' fund, they work out the bonus checks. Ten per cent of the fund is not split up, but carried over to the following year. This gives us the money to handle any complaints on the part of an employee who thinks he has not been given enough bonus. Such complaints are carefully considered by the Board and additional checks written if the complaint is justified. If everybody is satisfied, the 10% held back is thrown in with the following year's fund."

"WHAT DO YOU THINK OF IT?" by G. F. E.

Have an Eastern "Clam Bake" near the close of the season. .

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Serve smaller parties (up to 25 persons) in buffet style to give a homey atmosphere? At these buffets the guests are seated and do not help themselves; the roasts or other entrees are brought into the dining room in large services and everything is carved and served from that buffet table.

Do some catering to private parties at members' homes during the slack winter months, if they live nearby or around the club.

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Take motion pictures of your annual "Men's Day" and arrange another stag dinner about three or four weeks later at which party these movies will be shown.

Have a "Candid Camera" night; pictures taken to be projected later on a similar occasion.

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CLUB OFFICIALS:

Send YOUR Greenkeeper to the USGA--GSA Turf Meeting

One of the year's most important meetings for men interested in fine turf will be held Sept. 16-17. As a regular course maintenance expense, any golf course will be justified in paying the expenses of its grounds superintendent to this meeting. The knowledge he will gain of today's turf cultural practices will save the course, next season and in seasons to come, many times the cost of attending this session.

A NNUAL turf meeting sponsored jointly by the USGA Green Section and the GSA will be held Monday and Tuesday, September 16-17. This meeting, held regularly in Washington, D. C., during September, is sponsored in the interests of better turf, and is open to all interested in the problems concerned with the establishment and maintenance of grass.

Purpose of the meeting is to present a general review of the experiments now in progress on the Arlington turf garden. These experiments are conducted by the Green Section in cooperation with the Bureau of Plant Industry of the U. S. Dept. of Agriculture. Also some experimental work has recently been started in cooperation with the National Park Service of the Department of Interior. Results of experiments carried on in this way furnish the basis for many of the Green Section recommendations and are summarized in 'Turf Culture,' Green Section publication.

The meeting will open at 9 o'clock with registration at the turf garden on the Arlington experimental farm, just across the Memorial Bridge from Washington. A two-day program has been planned this year to allow time for both the presentation of the experimental results and the organization of round-table discussion groups around each of the various angles of turf establishment and maintenance now being investigated by the Green Section.

An interesting session is planned for

Lincoln Park Golf Course, Grand Junction, Colo., will be the venue of the 54-hole Rocky Mountain Open on Sept. 20-22. Pros will compete for cash prizes totalling \$750, while \$250 worth of trophies will be won by amateur contestants. Monday afternoon at the turf garden, when the greenkeepers will hear a series of reports on turf conditions from different districts. Reading of these reports will be in charge of Ed Cale. A discussion on weather forecasting as an aid to the greenkeeper will be led by a U. S. Weather Bureau representative, and R. T. White, of the Bureau of Entomology and Plant Quarantine, U. S. Dept. of Agriculture, will speak on the biological control of the Japanese beetle. Following White's talk the greensmen will move on to visit various turf experiment plots situated in National Capital parks.

Hotel Is Headquarters

Headquarters for the meeting will be the Hotel Hamilton, 14th and K Sts., N. W., where a dinner Monday night will be served and where indoor meetings will be held should rain prevent conducting the full program at the turf garden. Speakers at the dinner include Dr. M. A. McCall, ass't. chief, Bureau of Plant Industry; John Gray, GSA president; and Robt. T. Jones, director, American Golf In-Fielding Wallace, chairman, stitute. USGA Green Section committee, is toastmaster. The following special rates for rooms have been offered to all attending the meeting: single room, \$3.00, \$3.50, \$4.00; double room (double bed or twin beds), \$5.00, \$6.00, \$7.00.

Each year an increasing number of clubs are finding it desirable to pay all or at least part of the expenses of their greenkeepers to this annual meeting. Ideas may be picked up from the results reviewed, and from the informal discussion groups which, when put into practice on their courses saves much more than the expenses of the greenkeeper to the meeting.

My Instruction Plan Brings Profit

By Walter Sedey Pro., St. Joseph (Mo.) CC

HAVING been associated with my club nearly 16 years, I often think back to the days when our membership had a waiting list, and to the time there were days I wished I had no lessons. Members sought my services, so there was no need for solicitation.

But since the change in economic conditions my lesson revenues began to decrease very decidedly. The effect was shown on merchandise sales as well. This condition existed, I believe, generally. My hat goes off to any pro who showed an increase during those slim years. He must have had something.

I guess I was patient too long, as I kept assuming the next year always would bring back the better year. But while conditions have shown a slow, steady rise in the last three years, my lesson revenue did not rise with it. I began to realize I was giving plenty of first tee, tap room and locker room lessons, for which there was no remuneration. I was getting a number of one lesson jobs, too. Any pro who says he can guarantee a sound game in one lesson should put it in writing. I want to read it.

Being associated with a private club, my solicitation naturally is limited. Advertising and the use of the telephone did not seem to bring satisfactory results. It was quite common for the member to say, "Thanks for calling, Walter," and "I will try to make it next week." Then it rained, then it was too cold, then it was too hot, then "I am leaving town for a while." Were these just alibis or didn't my knowledge of the game merit their help? In conversations with various members I found that plenty were willing and they admitted they needed the lessons, "if they could just find the time."

Sends Letter to Members

So last year I made a personal survey of an unlimited instruction plan I had and found the reception good, good enough so that the success of it to me was assured before my letter went out. This was the letter:

"Dear Member:

I have a plan to help you improve your golf game that I hope will interest you. Here it is:

I will give you as many lessons as you care to take for the whole season, for \$10.00. And I will keep a record of your progress, starting on May 1st, and continuing until September 15th. I agree to give you a half hour lesson between 9:00 A. M. and 6:00 P. M. on Tuesday, Wednesday, Thursday and Friday of each week, excepting holidays. And, of course, I shall be glad to consult with you about your game at any time.

I also agree to furnish, at no extra cost, practice golf balls and tees, you to pay for the caddie's services in retrieving balls.

Maybe this service will appeal to some other member of your family as well as yourself—your wife, a son or a daughter. Of course, this same plan is offered them.

A great many club members already have taken advantage of this offer. And if you will fill out and kindly sign the enclosed card, and mail it back to me, I shall be happy to enroll you.

Or, if you desire further information, please call for me at the club, or 'phone me at the club, 2-6701, or at my home, 2-6620."

Some have signed up who have never taken a lesson from me, others have signed up because they do not feel obligated when they ask me about their problems. I find myself gaining quite a few 5 to 10 minute lessons which are usually helpful to the advanced golfer.

Lesson Merit Demonstrated

Perhaps the biggest feature are the results which can be obtained by the pupil. That, in my opinion, will be the plan's biggest advertisement. I am getting the opportunity to show the merits in teaching. In other words, I am trying to bring back the word—'lessons,' and not just lesson.

I am now assured of a 50% increase in lesson revenue, and this may reach 75%. Naturally, it will affect income from single lessons but this will be added to my anticipated revenue. Further, it is giving me some nice working capital.

Of course, I have tried to show only the good parts of the plan. I am not sure just how it might work at a municipal



EARLY DF YMAS BUSINESS!

... AND WILSON'S 1940 CHRISTMAS PLAN AKES ALL THE WORK OFF YOUR SHOULDERS!

It works for YOU no matter where YOU spend Christmas

ere is one of the smartest-looking and most salable pristmas Gift Boxes we have ever seen. Handsomely ished like rich brown leather, with a cushioned p having an impressive polychrome escutcheon. a ideal gift because the box has many uses when aptied. Comes in two sizes-twelve-ball and six-11-with tees as illustrated.

Your members will order these new Wilson Gift oxes right away, on our Christmas Plan *if you start* ling them now.

The 1940 Wilson Christmas Plan makes it easy. ou take Christmas orders *now*. Each purchaser gives u a list of names to whom his Gift Boxes are to be nt. You send us your order and list of names, gether with name of sender. We send the Gift oxes from our factory to the names on the list in ne for Christmas. Each box contains an appropriate tristmas Greeting card bearing the name of the



sender. No matter where you may be at Christmas time, the Gift Boxes will be delivered for you by us as a feature of Wilson Christmas Service to the Professionals.

NO CHARGE FOR BOX GET YOUR SAMPLE BOXES NOW

Order your sample boxes at once. More if you desire. Use Coupon Order Form below or write. Take orders from these samples. With the shipment we will include a quantity of printed folders with order blanks which you can circulate among your members. We will fill boxes with either the Wilson 19W41, the "HH" or Spartan Golf Balls. (Sold through Pro Shops only.) You pay only the regular price of the balls. The bandsome box is free. Send your order right away and get started. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

#**** USE THIS COUPON ORDER BLANK

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Name	*****************
Club	
Address	

course or at some private clubs. I do not know what effect it may have in years to come, but I am inclined to think it will be most favorable. With this plan I have eliminated class lessons and bargain series. I am a believer in class lessons only in schools.

Now, when it rains, or is too hot, or too cold, it gives me ample time to check my stock, rearrange same, or catch up with some correspondence. There's no longer the thought that I'm losing out on some needed money, just because of the weather. I did not have to specify that this plan was contingent on so many lessons because I had most of them lined up before my letter went out, but it may be well to give this some thought.

I am taking pictures of my pupils with the purpose of aiding myself. This should also be interesting to the pupil. Then at the end of the year I can show a decided contrast in results from start to finish. Possibly, too, these pictures will make a swell feature at some party.

I might say that I expect to increase my sales of merchandise; in fact, the plan has already shown its effect in increased sales of equipment.

Flash Photo Analyses Give Instruction Pointers

MUCH scientific data of value in teaching has been brought to light by flash photographs taken at the research laboratory of A. G. Spalding & Bros. Pictures of a golf ball being hit, for instance, plainly indicate two things, among other points:

(1) The player who says he sees the ball being hit, is no more seeing the exact contact than he sees lightning as it flashes. The action is far too fast to be seen as it occurs.

(2) The player who thinks he gets a deliberate hook or slice by tricky hand action at instant of contact is kidding himself.

Duration of contact of wooden head and ball is 4/10,000ths of a second. Try to do any tricks in that brief period.

Another point that stands out in the flash pictures of the ball being hit is the terrific strain to which ball construction is subjected. The pictures show the wisdom of paying enough for a ball so it can withstand, especially in its internal construction, the beating that it gets.

Ball pictures were taken with the club being swung by a driving machine that propelled a Spalding Dot approximately 250 yards.

Notice that the ball reaches substantially its maximum flattening before its front edge moves at all. Notice, too, that as the ball is compressed horizontally, its vertical diameter elongates, and similarly, as it reacts from the compression, in leaving the club, the horizontal diameter is stretched, and the vertical shortened. These pictures provide valuable clues to the stresses to which the interior of the ball is subjected.



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From other similar photographs made especially for quantitative measurement, the following interesting facts have been determined: For the contact pictured here: The total duration of contact was0.00040 secs. Time of compression was0.0002 secs. Time of decompression (restoration of ball) was0,0002 secs. Backspin (Loft of club 12 degrees) at rate Velocity of ball leav-(or 162 mi. per hr.) Velocity of club before impact was162 ft. per sec. Velocity of club after impact was125 ft. per sec. Diameter of ball at rest (standard)1.68 inches Maximum diameter of ball was1.78 inches Minimum diameter of

ball was1.56 inches

During contact face of club moved0.35 inches

Bob Jones, director of Spalding's "The American Golf Institute" comments on flash pictures of his own and an "average" player's swing. No mention of the 'average' player's handicap is given in the comment which accompanies the pictures. The swing pictures were taken at the speed of 50 pictures a second, and indicate that approximately 1 1-5 seconds are used for the swing of the "average" player. Jones' swing requires about 1 2-5 seconds.

Of the swing pictures, Bob notes:

Swing 1 is that of an ordinary golfer. Swing 2 is mine. "A" in each swing indicates path of backswing and "B" the topmost hand position in the backswing.

The following points are of interest:

(1) The arc of the backswing in 2 is much wider than in 1. This is brought about by a more complete extension of the left arm.

(2) This extension plus a more effective wind-up of the hips brings the hands at "B" noticeably higher in 2 than in 1. The position in 2 is one of greater potential power.

(3) The loop in the path of the clubhead as the swing changes direction is apparent in 2 and absent in 1. In 2 the plane of the downswing has dropped away from the camera so that the clubhead may



Swing 1. Showing the "average" golfer's swing pattern



Swing 2. Showing Bob Jones' swing pattern

be brought upon the ball from inside the line of flight. The radius of the downswing has been further shortened by the retention of almost the full angle of wrist-cock during the early stages.

(4) In the second half of the downswing, in swing 2 the intervals between successive club positions are greater than in swing 1 because the uncocking of the wrists in this area contributes to continually increasing clubhead speed.

(5) In 2 the player has relaxed after making the hitting effort and has allowed the momentum of his swing to carry his club well around his neck at the finish. Swing 1, being much shorter after impact, indicates that this player is still feeling tension.

Want To Be a Pro?

By Bob Johnston

THERE'S a tradition in the sports world that sons of the top-notchers find it virtually impossible to follow in father's footsteps. There isn't, so the wiseacres tell us, much of this "chip off the old block" business in baseball, football or any popular pastime. Sons of established stars, despite papa's proud reputation, start with two strikes on them if they enter the same field. Every untoward move made by the youngster is roundly criticized; if they pull a boner they are sharply reminded that father wouldn't have played it that way.

But does it hold true in golf? A quick check-up on papa professionals, in the PGA's Philadelphia Section at least, would seem to indicate that the boy who harbors any idea of becoming a golf professional has a swell chance if his father happens to be an established pro.

Take the Coltarts

Exhibit A is veteran Frank Coltart, of Sunnybrook. He has two sons: red-haired, talented Bruce, and Rodney. Bruce, after a brilliant term as Woodcrest, N. J., professional, recently signed up with swank Seaview club. He's rated among the topnotchers in the Philadelphia section; literally was born with a brassie in his mouth.

Rodney, who plays out of the Roxborough CC, doesn't figure in the news nearly so prominently as Bruce because he's an amateur, plays only infrequently. But Rod can capably uphold the honor of the Coltart clan in any tourney he happens to enter.

The Coltarts, it seems, are common as sand traps at Pine Valley in the Quaker City sector. At Valley Forge, Bill Coltart, brother of Frank, holds forth. He has two sons—22-year-old Syd, and Dennis, just turned 18. Syd is a former Philadelphia amateur champion, while Dennis captured the Philadelphia junior boys' crown in 1939. Both boys have an abundance of natural ability. Dennis, 'tis whispered, plans to enter pro ranks, after an apprenticeship in the amateurs, when he reaches his 21st birthday.

Exhibit B, and one of the prize refutations to the claim that the offsprings can't make good is Johnny Markel, 18-

A lad's best chance is when his dad is a pro before him

year old son of Harry Markel, Berkshire pro. Markel, whose methodical, machinelike play has won him the tag, Reading Robot, is plenty good right now—and he's steadily improving!

Markel by mid-July had competed in 32 rounds of match play and hadn't dropped a single match. He launched his string of titular triumphs last spring, winning the Pennsylvania Interscholastic A. A. crown for the second straight year.

The quiet, serious son of the Berkshire pro then embarked on a really remarkable series of victories. He captured the Central Pennsylvania amateur title, succeeded Denny Coltart as Philadelphia junior champion, and took the Berkshire invitation and Berkshire club championships. He won the Scranton invitation test by the simple expedient of playing 111 holes within five days, winding up two strokes under par.

Examples Abound in East

Joe Kirkwood, golfdom's globe-trotting trick shot artist, boasts a big, blonde and handsome son who is filling his father's shoes to perfection. Joe, Jr., when he isn't aiding his father at the Huntingdon Valley course, has been acting as pro at New England and Southern clubs.

George Low, Sr., who preceded Kirkwood at the Valley, has a husky son who is some shakes as a golfer. Pete Conti, Jr., son of the late Gulph Mills pro, also is a better than average amateur, while Jock Campbell, Old York Road, has his son, Buzz, as his assistant.

At Atlantic City CC, Clarence Hackney points with pride to the prodigious feats of 19-year-old Clarence, Jr., while Charlie Hoffner has a son who shows plenty of promise at Ocean City. At another New Jersey course—Wildwood, Harry Avery has groomed Harry Jr., into a pretty fair amateur competitor.

Taking a hop, skip and jump to Merion, we find George Sayers and George Jr., and at the Concord course young Charlie Schneider bids fair to show his old man a few tricks within eight or ten years.

Morrie Talman, red-faced Whitemarsh pro, boasts of talented Hal, a pretty fair tournament golfer. And two brother pro-