



WHAT'S AHEAD?

1941 demands astute planning
in all operating departments.

By **HERB GRAFFIS**

AS THIS spring brings another season's opening to the majority of the nation's golf clubs, officials and department heads of these clubs must be aware that they're confronted by an abnormal situation.

In very few clubs is this season one that can be expected to be just another period of the same old routine. There already is plainly evident greater interest in adult physical condition, which points to the possibility of this season's accent being primarily on the health phase of country club membership rather than on the roadhouse and party features. Not that the social factors can be neglected, for the American temperament cannot be changed overnight even by general recognition of the fact that national defense

is based on the health and strength of the individual.

However, club executives who have considered the season ahead believe that this year there will be more attention paid to checking up the use of the club by the members, and use of the physical conditioning value of the club in developing patronage.

This has meant, in several significant cases, that systems have been devised to make it easy and plain for the manager and pro to be reminded of inactivity of members at the club, and to solicit the patronage of inactive members by such means as good judgment dictates.

Perhaps solicitation of the inactive member may best be done by a personal telephone call by the manager or pro.

Every member of the Tam O'Shanter CC (Chicago district) contributed toward a collection of gifts which was presented February 26 to patients at the Edward Hines Jr. hospital. Among the things supplied to the ex-soldiers at Hines were radio head sets, books, playing cards and games. The presentation was made on behalf of the club by P. F. Lowder, member of the Tam O'Shanter's club relations committee, who stated that similar gifts were to be presented annually.

Perhaps the member's absence from the club is because of lack of appeal of the club's program of competitive or social affairs, or because of his displeasure at some failure or mishap in service at the club. At any rate the reason for the inactivity of the member must be investigated and removed, if correction of the situation lies within the province of club department heads.

GOLFDOM's interviews during the past months with club officials and managers, particularly, have revealed that more planning to assure attention to each member, instead of concentrating service on the big spenders, is going to be this year's innovation at many clubs.

Member Won't Stand Neglect

The president of a golf club in Connecticut told GOLFDOM's editor recently:

"I've been a member of our club for 18 years, and on its board for a third of that time. This past winter I've gone over our old year books and studied the membership change from year to year. I came to the conclusion that quite a percent of the annual turnover in club membership is caused by the resignees not having received the personal attention they feel they're entitled to. The club has been run too much for the conspicuous spenders and not enough to give an even break to the member who believes his payment of initiation fees and dues entitle him to something more than the mere privilege of being allowed on the property."

The same point, but from a different angle, was brought up at the recent national convention of the Club Managers' Assn. during one of the breakfast roundtable discussions. The manager of a mid-western golf club said, "I doubt that any of us studies his members' accounts enough. We can tell from the accounts and what we know about our members when there's something wrong and a member is not coming out to the club often enough. I'm making a point of do-

ing that this season to check-up on the appeal of our meals and entertainment program."

That's something for the pro to do, both for his own profit, and for that of the club. A pro who doesn't start this season with a detailed inventory of his members' bags and their contents in such shape that he can see what the member needs and govern his sales efforts accordingly, is omitting a primary step of business operation. He should have this inventory in such shape that he can check on it several times during the season to learn if, and where, he's been missing bets in his own merchandising.

The president of a club in New York state told GOLFDOM a few weeks ago.

"The first few weeks of the season may determine the success or failure of the club's entire year. After the winter lay-off the members come to the club enthusiastic. If they find things fresh and enough change in the club's facilities to indicate that people have been busy getting ready for them, and if they are personally welcomed with genuine personalized interest, they get off to a good start. It can be love at first sight if the club staff is smart and on the job, or there can be sudden death to a pent-up eagerness. Club officials who don't see that enough changing and freshing up is done during the winter to justify the renewal of members' interest when spring comes, can't expect to keep their clubs progressing."

Below are just a few of the fresh touches that might be presented in the spring to the member who comes out to his club wondering whether it's going to show progress or reveal that it's indifferent to his return:

On the Course

Newly painted benches, bridges, shelters; Resurfaced paths; New flags and poles; Traps in good condition; Equipment barns masked by landscaping; Woods and the rough cleaned; Fences repaired; Ditches cleaned; Tee markers repainted and in good condition; Ball washers painted and with new brushes; Ball locators or marks on trees freshly painted; Distance markers freshly painted; Maintenance equipment freshly painted; New rakes in traps.

In the Pro-Shop

New arrangement of display cases; Freshly painted walls, ceiling and floors; New, or cleaned and repaired carpeting; Handicap card rack in prominent spot;

New window curtains or venetian blinds; Feature display of new club models; Different bag display instead of the usual showing of bags hung high on the walls; Special attention to first club service treatment of the season; Neat signs, and only a few, advertising shop "special buys" or services; Chairs, if any in shop, repaired and repainted; A souvenir on the first visit, such as a practice ball bag, package of tees (if the club doesn't supply them free), or some other inexpensive gift to welcome the winter absentee "back home."

In the Clubhouse

New arrangement of furniture; Repainted locker-room; Repainted and replated showers; Full stock of toilet articles in washrooms; Lockers cleaned, repainted and repaired; Different menu sheets or covers; Veranda furniture and awnings rehabilitated; New uniforms for

the club's house staff.

Scores of details, many of which are inexpensively handled, will occur to the greenkeeper, pro, and manager and their chairmen, as affording opportunities for putting on the first act of the 1941 season at the club as a notably bright greeting.

And the new programs of club events—golf competitions and social affairs—must present novelties rather than the same old schedule with only the dates changed.

The club that doesn't make every effort to put its best foot forward when the member comes back after the dreary winter of his discontent, is taking a risk of having a member's best foot put into the backside of the department heads or the officials who were elected, because it was thought they'd put some new life into the place.

Variety Makes IBM Club Hum

By BART J. SCANLON

SIX years ago, in line with the policy outlined by its president, Thos. J. Watson, the International Business Machines Corporation opened its now famous country club to employees of the corporation in the Endicott area.

While this club is unusual in that its membership is limited to the employees of the IBM corporation and only a nominal fee of one dollar is required of its members, still the experience of the club in bringing an ever larger percentage of employees into active membership by a

varied program of activities, managed and directed by the members themselves, holds a lesson that could be studied with benefit by the management of any club.

The constant aim has been to make the club the hub around which social life and the recreational activities of the employees would center and to provide recreation for the entire family group.

The club is used by 4,300 Endicott employees and members of their families. In addition all employees of the company coming to Endicott from the far flung

The center of sport and social activities for IBM employees and their families is the club's large modern clubhouse, a two-story frame structure.



Formal opening of the new Elmcrest G&CC, Plainview, Texas, was held Monday, April 7. Construction was begun in June, 1940. This new club boasts a 9-hole bent grass green course with a central irrigation system for watering the fairways. It will be operated on a combination membership and daily-fee basis. Other facilities of the club include a swimming pool and tennis and croquet courts. There are 80 members at present, and 125 are expected by mid-April. Family membership fees are \$35 per year. Mickey Pool is pro-mgr.

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offices located in every country in the world are privileged to partake in club activities.

The high percentage of employee participation is not due solely to the low cost of membership but can be traced to the operation of two other important factors. First, a varied program of activities designed to appeal to all ages, both sexes and covering an exceptionally wide variance of interests, and second, good food at extremely low prices.

During the six-year history of the club there has been a constant expansion of these activities. There is no full time game director. Each activity is under the direction of a committee of members headed by some person with a lively interest in the sport.

40,000 Rounds Last Season

Golf remains and will continue to be the one outdoor sport appealing to the largest section of the membership. During the past season over 1,200 golfers played 40,000 rounds. (There is a 9-hole course in addition to the 18-hole layout). But the list of club activities includes archery, soft ball, bowling, billiards, boxing, skeet and trapshooting, swimming, tennis, quoits, ping pong, badminton, touch football, rifle and pistol shooting, wrestling and cards. Outdoor winter sports including skiing, tobogganing and skating have become increasingly popular each season.

Each committee has full charge of its own activity, arranging all tournaments, and is appointed by the board of governors for a one-year period. New activities must have the approval of the board.

This self-governed program of activities appealing to all sections of the membership has gradually made the club the hub around which the social and recreational activities of the members revolve. But the activities program cannot claim

the sole credit for the increase in the club membership. Providing food at prices so reasonable that they compete with home cooking is the other part of the picture.

The average luncheon check on week-days is twenty-eight cents. On Sunday, the average cost of a fried chicken dinner with vegetables, salad, beverage and dessert is forty cents. Children's checks are one half the regular price. As a result many families come to the club for dinner and spend the day. There are seldom less than 500 at dinner on Sunday.

A typical week-day dinner menu includes: fruit cocktail or soup, 5 cents, Virginia ham with salad, French fried potatoes, and vegetables, 22 cents, pie or ice cream for dessert, 5 cents, coffee, 4 cents; total 36 cents.

12,000 Meals a Month!

Do the members appreciate such prices for excellent food? The answer is found in the fact that over 12,000 meals are served in an average month. Sunday is the peak day with the huge dining room crowded to capacity. Instead of preparing a big Sunday dinner and then staying home to take care of the children while dad goes to the club, mother has the day off, too. Instead of regarding golf as a rival for her husband's attention, she plays it herself, or becomes an interested spectator.

The crowning touch was provided last summer when the club provided a playground where the children can participate in their own play program under adequate supervision.

Now let's take a look at the center of all these activities, the clubhouse. Its nucleus is a huge, rambling, two-story frame building. A local landmark with an interesting historical background, dating back to 1800, it was originally used as a tavern on a stage coach route. Because of its historical significance it was decided to preserve the original structure. In order to house properly the expanded activities of the club, three wings have been added during the six years of the club's existence.

The layout includes two large lounge rooms, a dining room capable of seating 500 people, cafeteria where golfers and bowlers can obtain snacks at any time



Prizes are awarded annually to the best marksmen in the skeet and trapshooting competition at the IBM club.

during club hours, a large kitchen, a pool and billiard room, sixteen bowling alleys, a rifle and pistol range, locker rooms and showers for men and women, golf shop, an office, a small banquet room used for private parties, meetings of club committees, and the like, a card room and a table tennis room.

The facilities of the club were put at the disposal of members of the sales force during their 1940 convention. Sleeping quarters were provided by a tent city situated on the grounds of the club and several banquets were served in the club dining room. Over 12,000 meals were served during a one-week period. The regular staff of four cooks, six waitresses and four kitchen boys had to be expanded by adding seven cooks, 72 waitresses and fifteen kitchen boys. The convention was declared to be the best ever by those who attended.

Still further expansion of the club's activities to include study and hobby groups is now contemplated by the board of governors. Suggestions from members to the board include courses in personal finance, budgeting, and homecrafts. Hobby groups in photography, knitting, and educational movies are already a reality.

Membership Fee Is One Dollar

Members pay a nominal membership fee of one dollar. Each member contributes to the club in accordance with his participation in the club activities. Fees are correspondingly low in cost.

Golfers pay 25 cents to play all day, bowlers 10 cents a game, swimmers 15 cents per day, billiards and pool players 30 cents an hour, etc.

The whole program is carried on by the IBM in no spirit of charity but in the conviction that a wholesome, healthful

recreation for each employee contributes immeasurably to building up the necessary spirit of team play and cooperation that have made the company one of the most outstanding corporate successes in the present decade.

It is reasonable to expect that the outstanding success of the IBM Country Club in building better employee relations, developing morale and providing healthful recreation for the employees of the company may be emulated by an increasing number of large corporations during the coming decade.

Four Greens Courses

Draw 350 Turfmen

GREENKEEPING short courses at Purdue, University of Chicago, Iowa State and at Minneapolis, Minn., were packed into three richly productive weeks as an important pre-season activity of golf in the north central states.

The four courses drew a total attendance of about 350. This year's courses were highlighted by more discussion than usual following the scheduled addresses, indicating that the greenkeepers came to the sessions with definite problems of their respective jobs to be considered.

The course at U. of Chicago was the initial greenkeeping school at this institution. It was arranged by the Midwest Greenkeepers' Assn. and Prof. E. J. Kraus of the U. of C. Significant of the advance made in the scientific phases of greenkeeping were Prof. Kraus' paper "The Possibilities in the Use of Growth Regulating Compounds," and Prof. A. C. Naylor's paper "The Effects of Calcium and Arsenic on the Germination and Development of Bluegrass." Pitching a couple



IOWA

Annual short course at Iowa State College drew this fine turnout. S. W. Edgecombe, chairman of the conference, is shown 7th from left in front row.



MINN.

The photographer arrived just in time to get in on the meal at the annual banquet of the Minnesota Greenkeepers short course conference, held at Nicolett hotel in Minneapolis March 5-7.



MASS.

1941 class of the Massachusetts State College fifteenth annual winter school for greenkeepers is shown in the above photo. Prof. Lawrence S. Dickinson, director of the course, is shown 4th from left in front row.

like this without having them go over the heads of the audience, showed plainly how far the greenkeeping scientific education had progressed.

Club officials, and many chairmen, have no idea of the extent and character of work done for the clubs by greenkeepers and scientists at the short courses.

At Purdue and Iowa State there was especially sharp focus on specific problems of clubs represented by the greenkeepers at the short courses. A feature of the Iowa State short course and of

that run by the Minnesota Greenkeepers' Assn., with the teamwork of University of Minnesota staff members, was the address of Prof. H. B. Musser of Penn State on "Measuring the Value of Species and Selected Strains of Bent."

Prof. Musser gave as factors for rating bents, and as arbitrary comparative scoring figures: growth rate, 20; cold tolerance, 5; disease resistance, 25; recovery rate, 10; turf quality (May and June), 10—(July and August), 20; weed infestation, 5; graining or nap, 5.

Taxes, Teamwork, Costs — Managers' Major Problems

By HERB GRAFFIS



Harry
Fawcett

Manager, Lake Shore CC, Glen-coe, Ill., newly elected CMAA president.

TAXATION, inter-departmental coordination and rising costs headed the long and tangled skein of problems the Club Managers' Assn. of America worked to straighten out during its fifteenth annual convention held at Hotel Statler, Buffalo, N. Y., March 9-13.

Country club managers agreed that it was the most helpful convention they'd attended. Set addresses, formal and informal discussions all got to the point of matters that indicate 1941 as a year demanding top experience in country club management.

According to country club managers this past winter has seen considerably less than the customary percent of resignations of members in most districts. Winter membership campaigns have been more successful than usual.

There was agreement that the country club program of events must be extensive in its appeal and that, generally, the golf club is becoming a family club. However, the concensus was that strong accent must be primarily on golf, inasmuch as the game has comprehensive appeal to age and sex classes.

Managers forecast from present evidence that increased personal taxes and the defense situation would not adversely affect country club membership. It's their conviction that more money in circulation and awakening to the necessity of keeping the individual in good physical condition is going to draw people to golf clubs this season.

In the general session and in the country club conference tax matters provided subject for intense and somewhat bewildering discussions. Managers told of apparently conflicting regional decisions on tax matters but all agreed that the government was out to raise all the money it could so in case of doubt, take no chances.

Amusement taxes on entertainment charges above the usual price of meals at clubs, payroll taxes on bands hired intermittently, green-fee, swimming pool, tennis court, and special membership

taxes, were discussed at length. Cases of severe penalties were cited. Mention was made of the USGA action in endeavoring to get golf club tax problems simplified.

During the tax discussion it was made evident that lack of coordination between the USGA, regional golf associations, and the national and regional club managers' associations was costly to the clubs. This, and other phases of the CMAA program, brought out again the need for organizing a national committee on club business operation such as the joint committee of manager, pro, greenkeeper and amateur organization representatives proposed in March GOLFDOM.

General management as growing in favor because of the inability of amateur elected officials to devote a lot of time to golf club business affairs, also was a topic considered by the country club managers. It was admitted that the general management idea may have been responsible for departmental misunderstandings and jealousies but that the development of centralized management has revealed no special partiality in selection of men competent to fill the job.

It was brought out that general management means greater responsibility and risk for the man named as GM, hence demands a broader education in operation of all departments. Credit was given greenkeepers and their educational tie-ups with state agricultural schools and the USGA Green Section, and in the nature of the monthly meetings of the various greenkeeper organizations, for developing an educational program far in

advance of that of manager and pro organizations.

Emphasis was placed on personal problems at the club by Prof. H. B. Meek, founder of the hotel course at Cornell university, in his address on "The Club Manager of Tomorrow."

Prof. Coulter of Mellon Institute spoke on his discovery, the ray method of tenderizing meat. This interesting address caused much discussion. Outspoken managers declared that while meat could be tenderized, that wasn't the complete answer inasmuch as flavor was a paramount factor and tenderizing couldn't put flavor into the remains of a cow that had been sucking on a Texas fencepost all its life.

Edward J. Tobin, butchering expert of Syracuse, N. Y., told of cutting meat so it could be measured by inches instead of by weight in preparing meal portions. He demonstrated straight cutting of loins for eventual economy and for more steaks from the better end of the loin.

John Horwath of the well-known club and hotel accounting company spoke on "Essentials of Budget in Club Operation." He noted that one's success as a club manager was largely dependent on skill and prudence in budget planning. He advocated uniform accounting for clubs, something for which the CMAA has been campaigning for some years but without marked success, due to club officials' indifference or reluctance.

Prices Due for Rise

Horwath expressed the belief that club prices were due for a rise due to increases in food and labor costs. In the discussion following the Horwath paper, managers commented on the heavy influence of weather on club operations. They were unanimous in noting that member complaints on increase in drink prices are comparatively mild but when food charges go up there's a scream. He reminded the managers that budgets were guides and not inflexible governing factors.

Harold Grossman of Julius Wile Sons & Co. advised the managers to see that their waiters knew about wines and how to serve wines. He suggested selling wines as a food and to make such items as port and cheese as a combination at one price.

Grossman went into detail on wine storage. He said that white wine recorked and put into the refrigerator would keep for 4 or 5 days, and that red wines, if the temperature is not over 70 degrees

would keep for 4 or 5 days after the bottle had been opened.

Herb Graffis, editor of GOLFDOM and GOLFING, urged that managers develop their general publicity. He told of how the golf equipment manufacturers have advertised to build up the golf pros' status and earning power, and recommended that the managers use their authoritative position and buying power in the liquor field to get advertising recognition.

Graffis told of four times as much being spent annually at golf club bars as is spent at golf club pro-shops, in pointing out that the managers had been given the run-around by liquor publicity. He also observed that the manager is in No. 1 position as an educator in discriminating eating and drinking, and for the good of each first class club's reputation should make sure that this qualification of the expert manager is publicized.

Special Dues for Service-Men

Barney O'Grady of Olympia Fields CC (Chicago district) presided over the Country Club Managers' conference. John Pomeroy of Red Run GC (Detroit district) opened the discussion by bringing up the matter of club dues of members in military service. Most clubs represented have special dues for army and navy members. Special memberships, with restricted playing privileges where courses are crowded, are being offered by clubs near army and navy posts.

Problems of swimming pool maintenance were discussed. Managers reported satisfactory experience with Truscon, Inertole, Hydroflex, and Sargent-Gerke pool paints. They told of having much more satisfactory results with chlorine purification than with electric treatment.

A manager stating "there's not a country club that doesn't have trouble with flooring" brought forth several statements that the floor covering problem had been solved. Several managers reported completely satisfactory service of Klearflax carpeting, one reported 1/4-in. battleship linoleum had stood up well, another spoke well of a new Mohawk carpeting, and Ed Vetter, manager of Portage CC, Akron, O., said that the most satisfactory thing he'd found for locker-room floor covering was rubber matting. It's non-skid and lasting, said Vetter.

There was a lively and valuable exchange of experiences on club entertainment programs. Shore dinners, corn roasts and hamburger roasts at a New

Jersey club, children's parties at a Neenah, Wis., club, a twilight golf league, and a combination keno and Pot-of-Gold night at the Field Club of Omaha, which packs the clubhouse, were among the high spots of events discussed.

Especially interesting is the way in which the managers have been educating children of members in use of the clubs. One club's manager told of a junior prom that drew 650 youngsters. Numerous instances of junior programs conducted by junior committees were reported at the managers' convention.

The issue of clubs being used for non-member parties was quite extensively discussed, with the concensus being that unless non-member parties were few and far between they were certain to weaken the desirability of membership. Seldom could such parties add to club prestige, managers agreed.

Manager-Pro Cooperation Needed

Necessity of close cooperation between managers and pros in getting the businessman out to the club for recreation was discussed. Cases of pro performance and failure in helping to increase club patronage were cited. The managers consider that promotion of club business is a basic job for both pros and managers, and from their own recent experience managers tipped off pros that more interest and activity in getting members out is what's going to get and hold pro jobs.

Both men and women managers related that having the women's bridge events on the same days as women's golf events wasn't particularly effective in drawing crowds.

The CMAA reported extensive use of its collection of club advertising material assembled for the association's annual judging and award.

Last season the caddie situation began to bother many clubs and managers are expecting caddie shortages this year.

Several phases of course maintenance were discussed. During this discussion the importance of mutual understanding and teamwork between club department heads again was made emphatic.

Although managers conceded that broadening the scope of the country club's appeal was dictated by social and economic conditions they expressed the firm opinion that golf is the foundation of the country club structure and calls for primary emphasis.

Considerable progress in membership,

C. M. A. 1941 OFFICERS

Pres., Harry J. Fawcett, Lake Shore CC, Glen-coe, Ill.

Secy., Charles "Chick" Bangs, Oak Park (Ill.) CC.

Treas., William Roulo, University Club, Detroit (reelected).

Directors, Franz Bach, Park CC, Buffalo; Robert M. Dorion, Salem CC, Peabody, Mass.; Roy Gardner, Pittsburgh (Pa.) AC; John J. Pomeroy, Red Run GC, Royal Oak, Mich.; Darwin Meisner, Washington AC, Seattle, Wash., (reelected). Jacques de Jong, Beach Point Club, Mamaroneck, N. Y. appointed director to fill vacancy left by Fawcett's elevation to the presidency.

financial position and constructive character of its program has been achieved by the Club Managers' Association during the administrations of Fred Crawford, manager of the famous Pendennis Club of Louisville, Ky. Crawford, Wayne Miller of the Cincinnati CC, the association's secretary, and other officers and directors of the organization have devoted much time and conscientious ability to making the CMAA a positive influence for better business operations of clubs.

The new administration of the organization is headed by Harry Fawcett, manager of the Lake Shore CC (Chicago district), who is ranked as an outstanding veteran in country and city club management. Fawcett is one of the two country club managers elected to the CMAA presidency, the other having been the late Col. C. C. Holden, one of the association's organizers,

Chicago was awarded the 1942 convention.

Second Annual Indemnity

Tourney Set for June 14

SECOND annual Remote Control national handicap tournament of the Indemnity Insurance Co. of North America, its local agents and their guests, will be played June 14.

Almost 350 prizes of pro-shop merchandise will be awarded.

Last year the Remote Control tournament was played over 610 courses by 7,315 contestants. This year more than 20,000 entries are expected.

Play must be over a course of more than 4,800 yards, and scores are divided by course lengths as well as by handicap classes. Scores on courses from 4,800 to

5,800 yards are in one class; those on courses over 5,800 yards in another. Handicap classes are 1-10; 11-20, 21-30. There is an additional handicap class of 31 and over for women entrants.

Invitations and official scorecards are issued by local agents of the Indemnity Insurance Co. and the contestant may play over his own course if he, or she, so desires, so long as the scorecard is attested by a playing companion and okeyed by an Indemnity agent.

The initial Remote Control tournament got considerable publicity last year as the first venture of a large business in sponsoring a national handicap golf tournament. It was played on one of the hottest days experienced in many parts of the country, nevertheless its competitive interest was responsible for a definite increase in club patronage in cities where the Indemnity Insurance Co. local agent was active in promotion of the event.

Golf Clinic for High School

Golfers Is Big Success

By Stan Larson

FIRST annual golf clinic for high school golfers at the University of Minnesota, Minneapolis, was held March 8 and 15. The university's athletic dept. was sponsor of the event. Eighty golfers took part in the program, which consisted of a 45-minute lecture on the fundamentals, a 15-minute demonstration showing the most common faults of the swing, and one hour devoted to constructive criticism of the individual swings.

Average age of the boys attending the clinic was 17 years—probably the most formative period a young golfer-to-be passes through. Working on the assumption that good hand action cannot be obtained without good foot work, I stressed the square or slightly closed stance (on distance shots) with the left knee breaking in a 45 degree angle toward the right toe. This, in my opinion, automatically gives a golfer the correct hip and shoulder turn, which leads to a uniform starting down position from the top of the backswing.

I attempted to build in their minds the exact relationship between the hands and clubhead in all phases of the swing, which puts them in a position to correct faults that occur during any

round of golf. The most common fault I noticed was the preponderance of fast backswings—leading to the inevitable mistake of hitting too hard, too soon.

The reaction of the boys and their coaches was very favorable, and plans are already under way to make next year's clinic bigger and better.

Second Annual Golf Clinic at U. of Baltimore in April

UNIVERSITY of Baltimore in collaboration with the Mid-Atlantic Section of the P. G. A. is holding its second annual free public golf clinic on April 8, 15, and 22 in the university auditorium.

Early program plans as announced by B. Herbert Brown, Jr., director of athletics at the university, include personal appearances on April 8 of Dick Metz and Horton Smith, on April 15 of Johnnie Farrell, and on the 22nd, of Helen Dettweiler.

Following the clinic, golf promotion will be carried on in Baltimore through radio station WBAL which has announced a weekly fifteen-minute sustaining program beginning May 4 and running through September. The program will be called the "Golf Clinic of the Air" and will be under the direction of Walter Linthicum, sports commentator of WBAL.

Mark G. Harris, Author and Putting Expert, Dies

MARK G. HARRIS, whose putting and approaching performances and books on the short game made him a widely known character in golf, died March 21 in his apartments at the Standard Club, Chicago, following an illness of a few days.

Harris at one time was politically prominent in the midwest and a wealthy manufacturer of clothing. He retired in 1923 and took up golf in accepting the challenge of a friend who declared that no older man could master putting.

In collaboration with the late P. A. Vaile Harris wrote "Putting Made Easy," an explanation of the Harris method, and two years ago he wrote a further exposition of the Harris method, a book titled "New Angles on Putting and Chip Shots."