



*Photo Underwood & Underwood*

It's not expensive to illuminate a putting course or the greens right adjoining the clubhouse and it allows night practice of putting, short approach and trap shots. The view shows an eastern installation.

"The result was that thirty-six holes of golf were completely finished, four tennis courts were built, and instead of the elaborate club house, a temporary frame structure was erected, very simple in character, but adequate in so far as locker room, shower bath and restaurant facilities are concerned. The club then settled down to be a golf club rather than a country club, although an outdoor dancing pavillion was also erected and dances and bridge parties are held with a considerable amount of success. Among the 850 members, about 400 of them had joined with the idea of a large and elaborate club house, and for this and other reasons they gradually dropped out until the membership was reduced to about 450. This resulted in an increased cost to the remaining members for the operation of the thirty-six holes and about fifty more members resigned on account of higher dues, thus reducing the membership to about 400, at which figure the membership was closed.

"The board of governors and members then decided to put into execution a plan which had been under consideration by the officers and board of governors of the club for the past couple of years, namely, opening up one of the two 18-hole courses

as a public or fee course. This step was taken about the middle of June and it would appear that the plan will be very successful. July 23 (Saturday) there were 206 players on the east or public course. The fees we are charging are \$1.00 per day for week days and \$2.00 for Saturdays, Sundays and holidays. Additional charges are made for use of locker and showers, and a separate restaurant is conducted for the players who desire to lunch at the club.

"If no unforeseen complications arise, it is easily possible that the net revenue to be derived from this course will be sufficient in time to purchase the North Hills grounds free and clear, to erect a commodious club house for its members and, if it is decided to make the pay course a permanent feature of the club, to continue to provide a net revenue which will result in materially decreasing the dues paid by the club members."

It's an instructor who is missing a lot of good business who doesn't sell his pupils all the clubs they use. When you're instructing don't ever lose sight of the fact that instruction is the best feeder for pro shop sales. "Two time" them. They like it, and it's good for them.