

MOVE TO ORGANIZE NATIONAL daily fee group AS NEW GIANT OF SPORT BUSINESS

ANOTHER milestone in the business advance of golf was passed March 14 during the Golf Show at Chicago when almost 40 owners of daily-fee golf courses met at a dinner and business session organized by the Chicago Daily Fee Golf Course Owners' association and took steps to organize a national association of daily fee course owners.

As the outcome of this meeting, the national organization probably will be launched early in May with a schedule of work definitely laid out by the organization committee headed by Arthur Ahern, president of the Chicago organization, and chairman of the preliminary session. The organization committee is composed of Arthur Ahern, Evergreen; Jos. Lavin, Golfmoor; Bert Sturm, Woodridge; T. J. Moreau, Mid-City; R. H. Montgomery, Hawthorne Valley; G. F. Whitmore, Jr., Willowick; W. H. Livie, Ridgewood; Jonathan Comstock, Cranston; J. A. Hunter, Superior; Henry Barry, Hickory Hills; D. D. Nel, Arcadia Brook; J. W. Lepper, Dixie High; Herbert Vos, Chain o' Lakes; Charles H. Thornton, Tahkodah; N. Lewis Afton, Waterford Woods; J. F. Chamberlain, Pipe o' Peace; Charles Nash, Techny Fields; J. W. Coghill, Cog-Hill; Ray Paddock, Wauconda; J. E. Murphy, Laramie; G. W. Darling, Rolling Hills, and W. G. Galliher, Washington.

Although not much time was available for getting the preliminary meeting organized, the response to the invitations sent out as "feelers" plainly indicated the need for a national daily fee course owners' association.

It was brought out at the meeting that now the daily fee course players are rather left out in the cold in the national tournaments, as it has been indicated that their presence at the National Public Parks tournament is not precisely welcome. The course owners considered the staging of a National Daily Fee Course tournament.

Figures on the investment represented

at the meeting showed that the daily fee golf course business right now is one of the major sports industries of the country. Considering the youth of the business and its present standing, as compared with baseball, for example, it was thought plainly evident that if for no other reason than to give a nation-wide demonstration of the extent and importance of the daily fee operations, such an organization as the one proposed would be worth while.

During the discussions at Chicago there were shown high-spots of a probable schedule for association activities to be considered at the formal launching of the organization. Among these subjects were the development of week-day business, handling women's play, catering to the family trade, comparison of price schedules, quantity buying, central registration bureaus, the daily-fee course from the realtors' standpoint, joint action in legal matters, promotion of industrial club business, course construction and maintenance costs and methods, clubhouse operating methods and costs, advertising, and strict maintenance of sportsmanlike conduct of players.

It was the hope of those at the Chicago meeting that a national daily fee organization would give the investment in this business a recognized standing, and that the investors' money would be better handled by a general exchange of ideas on correct practice. The matter of the psychology of the daily-fee name for such an association also was considered at the meeting, with the consensus of opinion being that the name was properly descriptive and involved no idea of cheapness, but rather that of high class golf and club facilities being offered on a thrifty, pay-as-you-play commercial basis.

For information regarding the progress of the organization committee inquirers are referred to Arthur Ahern, Evergreen Golf club, 9140 South Western avenue, Chicago, Ill.