

# "Home Grown" Movie Shows Bring Club Crowds

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(Secretary, Bell and Howell Co.)

**T**HANKLESS jobs are the rule rather than the exception at golf clubs, as might be expected in enterprises having from 200 to 300 male members equally interested financially, to say nothing of the voice in the affairs that the wives of the members are taking with increasing volume. The extreme difficulty of pleasing everyone is especially impressed upon the house chairman and manager who are combined for the purpose of securing the volume of house business that is essential to any golf club's house operation without severe deficits and their accompanying assessments.

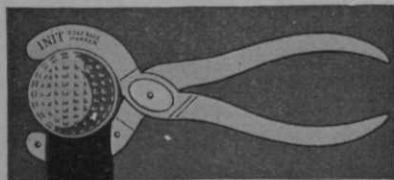
What can be done to bring out more dinner business? What manager and house chairman hasn't asked himself that question? My observation as a member

of several golf clubs and my conversations with a number of managers and house chairmen have given me ample confirmation of my belief that movies at the club afford the most effective and reliable answer to this search for something that will stimulate club patronage.

One rarely comes across a golf club of any pretensions where there are not several of the members active enthusiasts in making their own motion picture films. These fans usually have reel after reel of films they have shot of events held at the club or of interesting activities of club members away from the common meeting ground. The unfortunate part of these films is that instead of being seen by scores of club members who would be highly entertained by the showing, the

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presentation of the films usually is restricted to a small group of the intimates of the movie-maker. I call to mind one case of a women's costume golfing affair at a Chicago district club that has been striving desperately to increase its house volume. The women's event was well attended and the players went to some length to array themselves in laugh-provoking attire. Four of the women at the event took films with their own Filmo cameras, and to my certain knowledge not more than 10 out of the club's membership of 550 (which includes the wives of the members) have seen any one of these four films. Each film gets its showing before the group of friends of the person who took the pictures. The lamentable part of this failure to capitalize, at the club, the entertainment and business-building possibilities of the film is especially to be commented upon because each of the four films represented different viewpoints of interest.

If the club would have invited these women to show their films after one evening's dinner at the clubhouse you can depend on it, there would have been a capacity dinner business.

### Many Chances for Movie Parties

At every lively club there are many events during the season that warrant the taking of movies and their showing at dinners of a later date. Not only are these events such as tournaments of men and women, children's parties, important matches, etc., of general club interest, but such "home-grown" films as the story of preparing a dinner at the club or a pictorial explanation of the many painstaking details of course maintenance would be of great value in promoting a better understanding of the club's involved and expensive operations. Such films would do more than hours of talk in bringing to each member the importance of each of the many behind-the-scenes phases of running their club.

There are many films available in rental libraries that are ideally suitable for golf club presentation so an hour or so after dinner could bring forth a diversified program, having a proper balance of films of sharply localized and of general interest.

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Naturally, in view of my business connection, I have given the use of home-made movies at the golf club some study and feel confident of a rapidly increasing use of these movies, but it is only human to suspect that I might be the victim of undue enthusiasm so I suggest that the manager and house chairman look into the matter for themselves. I can only say that if their investigations impel them to put in movie equipment at their club they are engaging in a golf club interest-building and business-promoting activity that has yet to fail to pay out profitably in increased meal service volume at the club.

## If It's Not Right, It's Your Own Fault

THE Ashland (O.) C. C. has managed its entertainment program so no one has cause for complaint. Early in the season the club issues an attractive booklet giving the entertainment schedule from July 1 to December 31. Golfers' breakfasts, bridge and sewing luncheons, children's parties, dances, stag parties and dinners are listed and each event has different hosts or hostesses.

Each unit of the party pilots tries to stage a better party than all the competition and the roster of the entertainment sponsors includes as nearly as possible every one active in the club.

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