

is face to face with an extremely serious membership solicitation problem.

The dues reduction matter is something that is bound to come up as a problem for many club boards during the next couple of months. It will simmer down to an estimate of how much the traffic at the club can be increased at a lower cost of golf per individual and a higher collective income. In some territories this will be about the first thing private clubs have done to compete with the constantly growing charm of fee course golf played at establishments that frequently offer attractions not remotely comparable with those of private clubs.

GOLFDOM at present is at work on a market study of golf that already is revealing some interesting facts and not the least interesting is the discovery that approximately 1½% of the white population between 20 and 64 are members of private golf clubs. This would indicate that the market for private club membership is a long way from the saturation point.

Actually it seems as though the golf clubs had a job of selling to do instead of depending mainly on the rapid spontaneous growth of the game which featured the years previous when golf's advance was on the "craze" basis. Where selling starts is by making the price right. In making the readjustments of prices there may be some painful necessities of writing off white elephants and ample agony in figuring out the carrying charges on big plants put in during the circus days of several years ago. It's no easy job and it involves weighty responsibility in estimating how strong the effect of lowered dues will be on the membership situation, but according to the experience of those clubs that have reduced the dues, lower dues and more people paying them will be the successful principle in club readjustment to the 1932 conditions.

## PGA AT PEORIA

Annual Business Meeting

November 7-9

**S**IXTEENTH annual meeting of the Professional Golfers assn. will be held at Hotel Pere Marquette, Peoria, Ill., November 7 to 9 inclusive. This is the first time the meeting has been held away from met-

ropolitan centers and probably is in line with the policy of the PGA to pay special attention to the growth of golf in the smaller cities. Elmer Biggs, pro and supt. at the Peoria C. C., leading club of the convention city, is prominent in PGA executive circles as a member of the ways and means committee.

Plans for inviting leading makers of golf goods to display their 1933 lines to the PGA delegates are being considered.

Some newspapers announced in error that the PGA annual championship was to be played at Peoria Nov. 7-9. Award of the PGA championship has been made to Keller course, St. Paul.

## NAGA Plans Greens Show in Chicago in 1933

**C**ONFERENCE of officials of the National Association of Greenkeepers, held recently at Chicago, set Jan. 31 to Feb. 3 inclusive as date of the 1933 annual meeting and equipment show of the organization. Headquarters will be at Hotel Sherman. The event is the first of the many business association sessions definitely scheduled for World's Fair year at Chicago.

Fred Burkhardt, sec. of the NAGA and chairman of its show committee, will have floor plans of the exhibit space available at an early date. Details of the conference program will be completed at the meeting of the association's executive board to be held in Cleveland in November. At this time the reports on the 1932 season's experiences will be used in determining subjects of greatest practical and timely interest.

The Chicago planning session was attended by Pres. John Morley, Vice-pres. John MacGregor, Sec. Fred Burkhardt, Edward B. Dearie, jr., and Alex Binnie.

## Minnesota Short Course Has 56 in Attendance

**S**HORT COURSE in greenkeeping conducted by University of Minnesota in association with Minnesota Greenkeepers' assn. attracted 56 men to sessions that coped with the "dirt" and technical problems of course maintenance. Five men attended from North Dakota, 6 from Wisconsin and the rest were natives.