

telephone and the people at the club to feed him items. They need the publicity, they want it, they should know that the repetition of their club's name day after day is more valuable than one annual "write-up".

There is some happening of interest at every club every day, and if the local papers show an inclination to print that sort of thing it is the club's job to supply it.

Some clubs do a pretty fair job on Saturday and Sunday when there are a lot of trick tournaments to report, but during the week, when the papers are crying for golf news these clubs are dormant.

Personalities seem to be the only solution to the public course problem. In most cities the fee courses cater to 50 to 75 per cent. of all the golfers and support only 5 per cent. of the competition. No newspaper is silly enough to disregard the public linksman entirely, yet the only way to write about him is to print a line about his golf game.

Although all the newspapers aren't yet converted to the gossip idea, there isn't one that won't go for a good feature. As explained before, a feature should interest all classes of golfers and the general run of readers.

What is a feature?

1. A story about an interesting person connected with the game. He might be a war veteran, a retired champion, a duffer who has just begun to take lessons . . . anybody you or your wife might be interested in reading about.

2. A story of some club's plans and program for, let us say, the development of juniors, the increase in ladies' play, improvements on the golf course.

3. A story about instruction. Suppose a pro could lure a newspaper man to your practice tee while he handles half a dozen average players. That might be a story.

4. The golf shop story. Do players try to bend the shafts of steel club over tee boxes? What is the most common repair? What "trick" clubs do your members use?

The list could go on forever. The general run of sport writers are glad to get a tip that there is a feature story lying around at some club. The only rule is that they would like to get a crack at some new idea.

Then there are stunts and promotion schemes. These are usually arranged with a single paper and consist of such ideas as Group Teaching, Novice Tournaments, Hole-In-One events and the like. The

paper regards them as circulation builders and overplays them while the lucky club or professional cashes in on reams of free space.

That about covers the various phases of golf news. The moral of this piece is simply that the golf writer needs all the help and cooperation he can get and the people that help him are going to be the ones that get the best break.

MGA Service Section's Dinner Is Banquet of Business

SERVICE Section of the Massachusetts Golf Assn., one of the most practical and helpful sectional groups in golf, held its club officials and committeemen dinner at the Charles River CC, April 5. The program was interesting and directly applicable to golf club problems.

Speakers and their subjects:

"The Family Club"—Leon B. Rogers, Pres., Brae Burn CC.

"Budgets and Management"—S. Harold Greene, Pres., Charles River CC.

"The Use of Golfing Areas and Golf Clubs"—Charles E. Mason, Pres., Mass. Golf Assn.

"Resignations"—Charles C. Gilman, Sec., Wollaston GC.

"Golf Shops and Tournaments"—Alvah H. Pierce, Golf Chairman, Duxbury Yacht Club.

"Publicity"—A. Linde Fowler, Golf Editor, Boston Evening Transcript.

"Caddies and Their Problems"—Francis Ouimet.

"Greenkeeping of Today"—James McCormack, Supt., Unicorn CC.

SWIMMING pool construction continues to feature improvement work at leading country clubs and to give definite indication the panic has been called off by Col. Bogey instead of by Huey Long, Father Coughlin and Doctor Townsend.

Among famous clubs now installing pools are Minikahda and North Shore (Chicago district). A kidney-shaped pool between the Minikahda clubhouse and Lake Calhoun, together with a children's pool, will provide a new attraction for the club's members and their families and give energetic manager Harry Krueger another focal point for Minikahda's notable social programs.

The North Shore pool is part of the most vigorous and most costly extensions of facilities being made by any club in the country at present.