glad to cooperate. The pros could do their part by giving their services at a reasonable rate. They would donate in services what the others would put up in cash. With shorter working hours and more machinery humming, people simply must have exercise and something to do in spare time. We should go after them, get them started playing golf before they get started at some other sport. I believe the plan should go as far as having a developing committee in each state. There are a lot of chislers making money on the sale of golf goods who do nothing toward its development. Its time they kick in and do something toward this end.

There are a number of membership chairmen, club officials and club members who have worked hard at getting new members to join their club and this has been a big help in golf development. This class has worked hand in hand with the pro. For a continuous growth of the game we simply have to sell more golf, get more people started playing, and devise ways and means to do so.

Everybody who is now getting an income from golf or any part of the game and expects to continue in the golf business must do a share in developing new customers, and I don't mean their participation should be limited to letting the other fellow do it.

A SUCCESSFUL method of financing a $17,000 swimming pool was employed by the Audubon CC, Louisville, Ky. Basis of the financing was the sale of $100 subscriptions, the subscribers being given coupon books for swims. Prices for use of the pool were 25 cents for subscribers, 35 cents for others and 70 cents for guests.

Officials of the club estimate that 40 members at $200 initiation fee joined because of the pool. Dinner and bar revenue has been increased substantially by the pool, which keeps the club active until 10 p. m.

Most of the pool use is by children and a few mothers up to 4 p. m., after which time adults take over the place. Audubon officials estimate that about a third of the adults using the pool cannot swim, but merely splash around in the ample space of safe depth.

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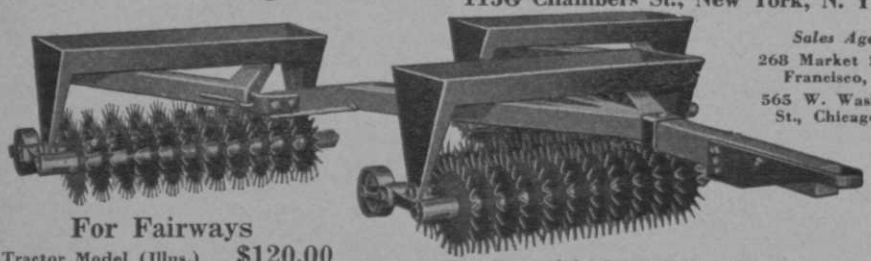

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