

FILLED UP

Winter Membership Drive Based
On Old Ideas, Arouses
Town and Fills Roster

By BRUNO MINKLEY
(Golf's Ali Baba)

DARNEST thing I ever saw in the golf business, and I have seen a plenty, is the way the Corry (Pa.) CC filled up its membership during last winter and its pro, Tony Joy, kept busy enjoying himself and making some dough for himself and his club while the snow was thicker than a wrassler's head.

It was the old "suit club" idea applied to golf membership. I remember the idea because I used to pay my 50 cents a week and hope to be lucky and have my number drawn for a suit before I had gone 30 weeks and paid in the full \$15 for which I got a fine all-wool two-pants suit. But if the suit club idea has been used in golf before I never heard of it.

Tony went around Corry, which is a live little town, selling the right folks chances on a golf club membership at one dollar a week. Every Sunday afternoon the ticket buyers and the club members met in the hotel lobby at Corry and had the drawing. If a fellow's number wasn't drawn before he had paid in \$25, he got a membership anyway.

The memberships were at a bargain price for a darn nice club with a swell pro (a customer of mine), and with only a buck a week as the rap there were no suicides when a guy's number wasn't drawn.

It got 100 new members, and it got the right kind of members—fellows who are live enough to take a chance and meet and enjoy each other in the winter as well as at the golf club in the summer. It was a sort of a spark plug idea to get the membership solicitation business going and get names on the dotted line. You know how it is with fellows about golf club memberships in the winter. They keep putting off and putting off and blowing their dough on other things so that when spring comes and they are kind of itchy to join up, the wife and kids need a couple of hundred dollars worth of clothes, so the guy says I guess I will pass it up for a while.

Now a hundred members at \$25 is \$2,500 and it is something for a small club to start the year with \$2,500 nice fresh dough in the kitty. In the ordinary old way, they

The M. G. A.

(MICHIGAN GOLF ASSOCIATION)

GOLF COURSES

Unite to Say.....



To the 8,232 new golfers and the thousands of other golfers the M. G. A. Courses wish to say—at no time have our courses been in better playing condition. Great care and thought has been given to greens, fairways and clubhouse service, etc. Everything that has to do with these splendid golf courses are improved so that your comfort will be greater than at any time during our history. Our clubs are your clubs, and we want you to be at home in them... Golf is health building and a pleasure.

COURSE NEAR YOU

No matter where in Detroit you are located you will find an M. G. A. course near you. If you're not prepared for time, play each course this season at least once or more.

Improve Your Game—Practice

Play golf often. It's healthy to walk and do light exercises of some sort, on practice daily... the one sure way to improve all shots and your health. Misses reducing a pleasure.

Clubhouses Open to All—Good Food

Every clubhouse serves excellent food and refreshments of all kinds. Dance floors, etc. Just the place to hold your parties year 'round. Play Golf this weekend and Deception Day.

Be a Member of Some Club... Cut Costs in Half

Membership cards to M. G. A. courses are very reasonable. Enjoy golf to the fullest. A fine place for the entire family to enjoy the cool of summer evenings.

Members of Michigan Golf Association

<p>WEST SIDE REXHOLM—Innervale and Berg roads NORTH HILLS—On York road 1/2 mile east of Telegraph ROSSINI BROOK GOLF CLUB—On York road and Rossini WARREN VALLEY—On Warren, east side of 12th St. and Telegraph road PERMUTE COUNTRY CLUB—On South Telegraph road 1/2 mile east of Farmington MUNICH NEIGH—On Chicago road, east side of 12th St. LANCASTER HILLS—At 70th and 12th Sts. WEST SHORE GOLF AND COUNTRY CLUB—On West River road, Greenacres</p>	<p>LOCH ALPINE—On Brown River road, 1/2 mile west of Ann Arbor THE WILD GOLF CLUB—On a side road 1 mile west of Farmington road NORTH AVENUE NORTHWEST—On North Avenue, two miles west of Dove GREEN CREEK—On Green Lake, 1/2 mile west of Pontiac LAKE HILLS—On Lake road, west of Warren, Mich., on Lake road BALD MOUNTAIN—On Forest Hill road, near Brown Road, Greenacres WILSON—On Forest Hill road, near Brown Road, Greenacres LAKE ROAD—On Forest Hill road, near Brown Road, Greenacres WILSON—On Forest Hill road, near Brown Road, Greenacres CLUB—On Forest Hill road, near Brown Road, Greenacres</p>	<p>EAST SIDE STUYVESANT—On Eastern road 1/2 mile east of 12th St. EASTWOOD—On 11th, on Livernois road, 1/2 mile north of 12th St. BELLEVIEW—On a way of Schuylkill road and Greenacres RANGLER—On Elm road at 12th St. HARLEIGH—On 14th, on 12th St. and Greenacres SPRINGBROOK—On 12th St. and 1/2 mile west of 12th St. AMERICA AVENUE—At 12th St. and Greenacres STUYVESANT—On 11th, on Livernois road, 1/2 mile north of 12th St. SPRINGBROOK—On 12th St. and 1/2 mile west of 12th St. AMERICA AVENUE—At 12th St. and Greenacres</p>
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This advertisement appeared in Detroit newspapers after the close of the successful public golf school conducted by the Detroit News. It's a fine example of co-operative follow-up of a promotion that interested more than 8,000 in golf.

would work to beat hell trying to sell fifty members at \$50, with a lot of hooie and hurry, hurry, hurry neighbor, and the chances are they'll flop. But when you have a hundred of the right kind in a club you get action. With the club operated on a cash basis, as most smaller clubs are, you don't have any credit risks. After the boys are in and their families are using the club and enjoying its social life and influence, they'll pay dues all right.

It is a grand idea of Tony's, getting live fellows into a club, including some very fine younger men who haven't much dough in a lump but who can carry their load going along.

I think it's something that will help many other smaller clubs, whether the idea is used in the summer or winter.

Iowa 1937 Short Course—Iowa State College at Ames will hold its 1937 Greenkeepers' conference on Monday and Tuesday, March 1 and 2.