



Activities of the Harlingen course center around this attractive clubhouse.

## HARLINGEN BOOSTS COURSE

### *Players Spread Word of Municipal Layout to Boost Tourist Play*

**C**ONSIDERING the public money being invested in municipal golf courses, it is obvious that many towns and cities are going to wake up some day and find that in their new golf courses they have civic assets that have great advertising value. When they get around to studying how a community can make a fine advertising medium of its munny course, they probably will end by giving thought to the job done at Harlingen, Tex., where Claud Liston, manager, Tony Butler pro and Ansel Gross, greenkeeper, and every employee and man and woman player at the club become an energetic advertising man for Harlingen.

On the letterhead of the club appears ballyhoo about "sweetest grapefruit" and "juiciest oranges" and information that here in "the lower Rio Grande valley of Texas golf is played 12 months of the year."

And how those fellows write letters! You get letters and picture postcards from Harlingen on the slightest provocation or on no provocation at all. Register from out of town for a round on that course and you are sure of mail that tells you you'll be missed if you don't hurry back.

To get the spirit of the Harlingen community boosting from a typical Liston

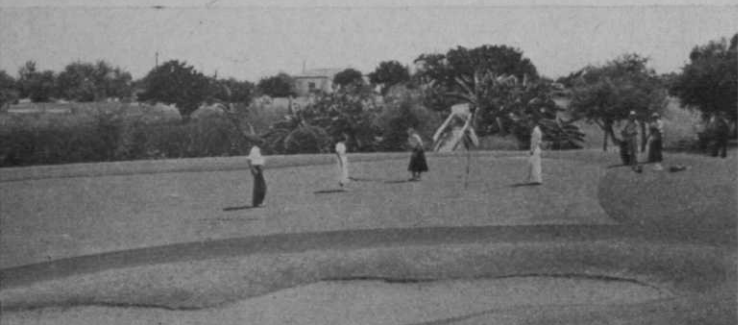
letter, read this presentation of the highlights of the place:

"Our series of Scotch tournaments during 1936 had as the secret of their success the Leap Year element. They have been increasing in size steadily; the last one held having more than a hundred entrants.

"You see, when a good looking woman player invites a golfer to play with her, he is on the spot. To be chivalrous, as all Southern men must be, he is bound to accept regardless of whether he or she "can crack an egg."

"And after they have played once, you can't keep them out. In fact, most of the entrants are and have been for some time, dated up for these affairs through December. The set date for these events is the third Sunday in the month, usually followed by a picnic supper in and around the club house.

"We have two large tournaments every year; the women's Rio Grande Valley championship and the Rio Grande Valley Amateur golf championship. This is always scheduled for the Saturday, Sunday



Greens always green, and golf twelve months a year is Harlingen's boast.

and Monday of Labor day in order to take advantage of the triple holiday which allows the working men time to play. The final in the championship flight is played on Tuesday.

"And here's something about our tournaments for Believe-It-Or-Not. We claim it as a record and as yet have never been challenged. Since the inauguration of the Rio Grande Valley Amateur golf championship tournament, a champion has never repeated but has always been runner-up the following year. Neither has any town had but the one champion. The year 1936 was no exception.

"This tournament has grown to well over a hundred entrants, with players competing from all over the state.

"Our golf course is unusual in many ways, but perhaps one of the most noticeable is the great percentage of women players. The ladies have their golf club with a luncheon and business meeting every month followed in two days by a tournament. A great many of these women were beginners at the start of the club but most of them have brought their handicaps down in amazing fashion which accounts to some extent for the popularity of the aforementioned Scotch tourneys.

"Our golf course is in better shape in the winter than in any other time, although we are blessed with good golf weather twelve months of the year. People from all over the country are finding their way down here for the winter, and golfers who have spent one winter season with us always come back. Our greens are always really green. They never freeze and a light frost is promptly counteracted by watering and care.

"Ask Walter Hagen and Joe Kirkwood what they think of us down here. In a special match here, which they lost to Tony Butler and Dick Turner, then the Rio Grande Valley amateur champion, three and two, they were followed by a gallery of more than four hundred paid admissions; this in a town of twelve thousand.

"A few weeks later Craig Wood and Henry Picard met with the same experience playing against the same two boys, losing the match three and two, also.

"This was Kirkwood's second visit here. As we said before, we have only to get them here once and they always come back. We really don't have to brag about the Lower Rio Grande Valley of Texas, garden spot of the world, because our visitors and friends do that for us."

## Claims Driving Ranges Are Great Incubators for Golf

**WALTER KELLER**, Chicago pro who has been making a fine profit as a practice range operator, remarks that new ideas and good management at practice ranges will develop many new golfers. Operators of numerous better grade ranges in the Chicago district meet informally twice during the season and discuss their work.

The customary rates in the Chicago district are 50 cents for a bucket containing about 72 balls and 30 cents for a bucket of about 37 balls. A newspaper promotion idea of free lessons for kids was prematurely announced and swamped the ranges. This experience sold the range owners on the wisdom of planning their promotion well in advance.

Keller suggests that range owners tell of their experiences and most effective ideas in *GOLFDOM*, thus bringing to the notice of the entire golf field what an important part the practice ranges are taking in golf promotion.

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**Minnesota Short Course Planned**—Greenkeepers' short course will be held at University of Minnesota, dept. of agriculture, from March 1 to 5 inclusive, according to Prof. C. O. Rost, head of the department's Division of Soils.

In addition to the usual lectures and discussions on turf culture and greenkeeping theory, the course will include two laboratory periods on Gas Engines, a lecture on golf courses as game refuges, and two discussions of golf course cost accounting.

For complete information, write Dr. Rost in care of the Dept. of Agriculture, University of Minnesota, St. Paul, Minn.

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**Aerial View on Score Card**—One of the most attractive scorecards we've seen lately is that of the Seawane club of Hewlett Harbor, N.Y., where the active, able J. A. Andrews holds forth as managing director. The entire back of the card (which has the customary fold in the middle) shows an air photograph of the course. Holes are plainly diagrammed in white.

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**WHILE** WPA money is still available it's time for golf clubs to see that work is scheduled on public highways serving the establishments.