

GREEN-CHAIRMEN

Invest in your greenkeeper. Pay his expenses to the annual NAGA convention at the Hotel Netherland Plaza, Cincinnati, Feb. 15-18.

He'll return better posted on the problems of course maintenance and better able to give your members for less money the sort of golf course they want.

many younger players you have whose dues are not paid or guaranteed by a father of some means. Your club may be doing all right, but such an investigation in many clubs will surprise you.

Don't get the idea that golf is going downhill or that all clubs are suffering. Golf is progressing and drawing more recruits day by day, but some clubs aren't getting their share of newcomers for some of the reasons advanced above.

Members of one Eastern club are still talking about a bombshell thrown into their midst by an active member. He suggested that the club would be far better off financially if they would tear down the clubhouse and would build a small grill and women's locker-room above the present men's headquarters.

He added that while he was a supporter of the club's social events because he felt it his duty, he would be satisfied with a much smaller clubhouse. There were those in the audience who echoed his statements.

One cannot help but feel proud of the manner in which American golf has grown and of the fine, beautiful clubhouses which have been erected on them. But, nevertheless, it is a shame to see some fine organizations teetering because the clubhouse has been allowed to outgrow the golf course.

Pro Points to Need of More Mid-Week Golf Play

JIM DANTE, able pro at the Braidburn CC, Madison, N. J., tosses in a thought well worthy of serious consideration by pros who are planning a prosperous New Year for themselves and their clubs instead of just wishing. Dante's advice:

"A study of day-by-day play last season shows that in most cases whatever gains were made were due to increases in week-end play. Mid-week play did not show appreciable gains. The golf season is short enough without the pro permitting it to be confined to week-ends and holidays. If we have week-ends with bad weather we

are ruined and, needless to say, the club financial position is badly affected.

"Consequently, the wise pro will try to get together with the men and women officials of his club on a plan to encourage mid-week play. Minor prizes awarded even for scores on the first nine holes of week-day afternoons may be part of the answer. There will be those who will play 18, or even 27 holes an afternoon because of the attraction of such prizes.

"The mid-week business problem is one that concerns the club managers, too, so close co-operation between pros and managers on golf, luncheon, dinner and evening entertainment features is worth while.

"Unless pros collectively and individually pay serious attention to this matter we may find ourselves limited in our business to a season of 20-or-so weekends, instead of a six months' season, which in itself is all too short for making a profitable operation of a pro department at a golf club."

NEWS FLASHES

Stockton, Calif.—Municipal golf course 1937 play approximately 25% more than 1936.

Miami, Fla.—Construction begun on 18-hole \$125,000 municipal course at Miami Shores. WPA grants \$67,000 to project.

Sturgis, Mich.—Klinger Lake CC clubhouse, replacing one burned last year, will be completed March 31.

Linton, Ind.—New \$30,000 munny golf course clubhouse expected to be ready for occupancy early in May.

Richmond, Va.—Farmington CC adding \$25,000 wing containing guest rooms and women's locker-rooms.

Ticonderoga, N. Y.—New clubhouse of Ticonderoga CC under construction.

High Point, N. C.—New Blair Park clubhouse formally opened.

West Orange, N. J.—Essex County CC governors approve plans for new \$200,000 brick clubhouse. Construction awaits approval of membership.