

**Number of Rounds of Golf Played
Year Ending 1949**

— On 9-Hole Golf Courses —

Public 9-Hole (Ave.)	19,246 rounds or Total for	416	8,006,336
Daily Fee 9-Hole (Ave.)	10,266 rounds or Total for	656	6,734,496
Private 9-Hole (Ave.)	5,931 rounds or Total for	1,920	11,387,520

— On 18-Hole Golf Courses —

Public 18-Hole (Ave.)	35,090 rounds or Total for	327	11,474,270
Daily Fee 18-Hole (Ave.)	21,112 rounds or Total for	426	8,972,600
Private 18-Hole (Ave.)	13,342 rounds or Total for	1,225	16,343,950

Total **62,919,172**

golf courses, the maintenance practice of clearing away leaves in fall and the great improvement in comfortable weather-proof golf apparel make it possible for golf to be enjoyed in northern and central states throughout a longer season. About the only time when a course should be out of play is during bitterly cold weather, or when the course is covered with snow or when the spring thaws make it inadvisable to play on regular greens. In the latter case temporary greens can be played.

Woolley maintains that failure to develop more use of the courses and clubhouse facilities is the fault of the Sports and Pastimes committees. They often muffle the job of stirring up golf interest to bring the golfers out early after a winter indoors in the central and northern states. This winter may be interrupted by a golfing vacation in the south or southwest but there's no reason why it shouldn't be ended as early as possible by steaming up early golf play at one's own club north of the Mason-Dixon line, Woolley declares.

So, as a test of his idea, Woolley and his committee team-mates staged a "Spring Training" dinner party at the club. The first one of these affairs, which are to be scheduled annually, was very well attended but not as well as the committee had hoped, for the reason — later discovered — that some members just couldn't realize it was going to be an all-star golf show. But the dinner did get big play started earlier than usual at the club and got week-day play out when weather permitted, rather than let the season's play coast in on the usual week-end pattern.

Woolley got Joe Kirkwood, Sr. and Joe, Jr., and Shirley Spork of his own staff putting on instruction sessions and shot-making demonstrations in a net put up in the club lounge. Joe, Sr. presented his trick shot show. Dick Grout, Butterfield's pro; Johnny Revolta, Bill Nary, who now is assistant to Babe Zaharias at Skycrest and Bob MacDonald also gave instructive performances with Bill Gordon, president of the Illinois PGA as ring-master. Other sports celebrities — Johnny Lujack, Jack

Manders, Ray Apolskis and Gabby Hartnett — were introduced, as was young Joe's charming wife, Cathy Downs of the movies. Pres. Barnhart of Butterfield, Woolley and other club officials briefly outlined plans for club activities and got across the idea that always needs to be emphasized in club operations — that the club is a place to enjoy oneself often instead of being a place thought of as where a fellow and his family may spend too much money.

Locate Displays in Shop Traffic Paths

Orville W. Chapin, pro, Ft. Wayne (Ind.) CC says that too many pros may beat themselves out of sales and discourage customers from seeing and examining goods they need, by putting the displays against walls instead of where they'll be in the path of traffic.

Chapin tells of his own shop:

"I build a rack or stand, 15" square with tray or base shaped octagonally, to display putters, wedges, etc. The top rail is notched so that clubs won't slip sideways. I use the hollow inside for displaying umbrellas. This rack is placed close to front entrance, right in the line of entering traffic. It tripled my sale of clubs.

"I also put a good looking table with sportswear displayed on it and where customers would come against it. It was amazing to see how many members would handle and buy the merchandise. These same people, 9 times out of 10, would resist being shown merchandise even though they showed interest by looking towards cases with the same merchandise under glass.

"Another job I do is to check over club storage racks for sets which are obsolete or not well fitted to the player. I get plenty of leads for business from this."

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