

ities in making avid golfers out of spasmodic players and would do quite a little to make the club more useful to members; something that must be considered in these days of rising dues and operating costs.

Improving Sales

And as for pro sales it seems likely that when a fellow gets out for the spring training and sees promise of a better game he's going to be in the mood to buy new clubs. What pro hasn't looked at his members' clubs and thought that if he could just get some members to hit a few balls with clubs that fitted them much better than the clubs they now are using golf would be a different and more attractive game? In the spring training shelter a prospective customer could try out clubs without damaging them.

The professionals as promoters of golf and as men responsible for the fullest enjoyment and value of the game to their members will do well to study the possibilities of the spring training idea. Club officials who are seeking new ideas to increase the interest and value of the club also will find the suggestion worthy of consideration and action in time to give

the members another attraction next spring.

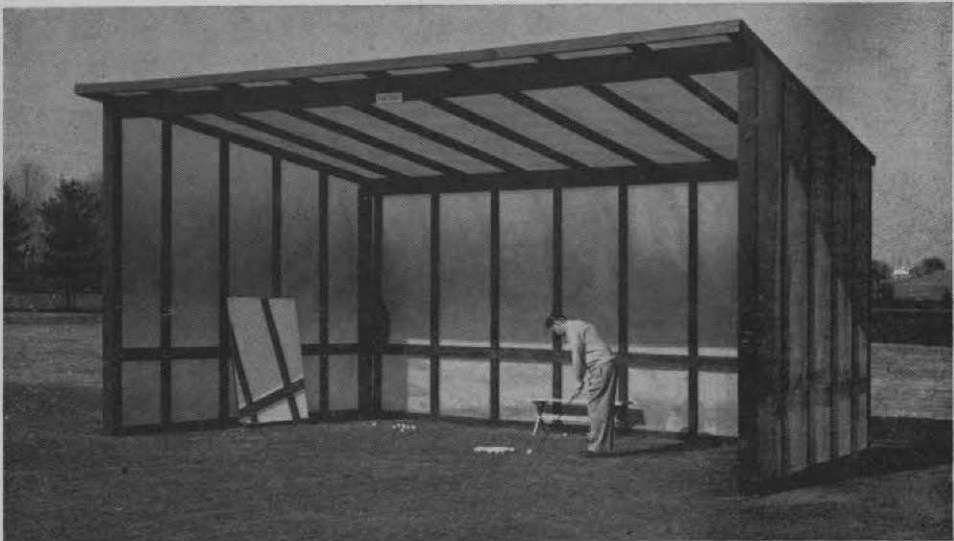
This past winter there was much more winter golf play in the midwest than during any open winter previously. It was a plain indication of growing recognition of businessmen that golf is a great thing for offsetting the unhealthy confinement of winter. But even at that it's only the hardier ones who want to walk around the course in the bracing chill of winter. The spring training in a comfortable shelter would be much more to their liking, and there they could be taught better golf under the most favorable conditions without the competition of the course and the rest of the foursome calling to get out and get going.

Western GA Conducts Caddie Forum

Western Golf Assn. will conduct a forum of caddie masters at Morrison Hotel, Chicago, April 20, at which matters of caddie recruiting, training, supervision, facilities, rewards, transportation and other subjects will be discussed.

Clubs are urged by the WGA to send caddie masters. Full details from Western Golf Assn., 8 S. Dearborn, Chicago 3, Ill.

OUTDOOR PRACTICE WITH INDOOR COMFORT



Bill Moran, professional, Concord CC, Wilmington, Del., practices under "shed" built for members who don't want the weather to interfere with their winter and early spring practice. Built of DuPont "Cel-O-Glass", a plastic coated wire mesh product, over wooden frame, the 24 ft. by 15 ft. structure although not completely transparent lets in plenty of light and heat but keeps out rain, wind and the cold. Idea for the new shed developed from a recent luncheon discussion by a group of Concord members headed by Grounds committee chairman F. S. Wilcox, Jr.