Every Club A Recreation Center!

By LES FREEBURG*

THERE is something for the pros to worry about in the golf ball shortage. Ball sales have been a substantial part of pro-shop income for many years. Ball sales were regular—club sales were occasional. Ball sales have been the "beef-steak" for the pros; club sales, the "French pastry".

One answer to the problem of replacing the loss of ball income is for the pro to do a better merchandising job on clubs, bags, clothing and accessories; items which they can get to sell. Better stocks should be carried and a better selling job done.

Another answer is for professionals to do a better job of golf promotion than ever before. Daylight saving is a "natural" for the promotion of many special twilight events. Some players are in the service but their wives are not—their kids are not—and men too old for military service will stay active in the game if they get the right kind of encouragement.

**Promotion Is Pro's Job**

That promotional job belongs to the professional. It belongs to him because his job is at stake. He should not wait for a tournament committee to function unless he gets a lot of fun playing hide and seek with his creditors!

There is an untilled field just waiting for the pros to stick their plows into! Is there any reason why a golf club should not be a recreational center? There are a lot of sports besides golf which may be engaged in by club members. Tennis should be encouraged and events promoted. Badminton is a game that can be played by the old and the young—the men and the women—indoors or out. What about table tennis? There's a popular game—maybe you already have a table and a couple of paddles at your club. Have you promoted any tournaments? Have you scheduled any special exhibitions? Did you ever stop to think that your club might need five tables instead of just one?

Pool and billiards are popular. Shuffle-

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*Extracts from a talk given by Mr. Freeburg, secy., Wilson Sporting Goods Co., before members of the Mid-West Professional Golfers Assn.*