Lively Publicity Protects Against Slump
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THE coming season is going to be the real challenge to the golf pro, and he is going to need all the ideas that he can get.

We were in a rather enviable position with two large Army installations in our town. Our losses to the Armed Forces were pretty well replaced by members secured from the Officer personnel of these two installations. Actually our traffic was heavier than usual.

I do feel that we were extremely fortunate in having an alert and cooperative Board of Directors that made the Military memberships possible, and made any regulations that were necessary to make the club attractive to these men. I also feel that the heavy traffic from the Military forces acted as a magnet to the regular members, and soon they were using the club more than they normally did.

I equipped my shop with a number of better-than-ordinary sets of clubs for rentals, and made available inexpensive balls. I made it a point to greet each of these men where I could and gave freely any advice I could about their games. I tried to make them aware of me as pro and that I was interested in them and their games. It paid off in lessons, as 1943 was the best lesson year I have had at the club.

At the start of the season I had the same problem as all of the pros, and that was how far I could go with publicity. Some of the members thought that they would be criticized and called unpatriotic if their names appeared in golf articles, while I did not subscribe to this viewpoint.

I felt this was a year that I was going to need all of the outside help I could get. So with this thought in mind I set out to cultivate the sportswriters as they can do them a lot of good at this time, and if they happen to have one like Don Pierce, of the Topeka Daily Capital, it will be worth the effort.

My report wouldn't be complete if I didn't mention the part our greenkeeper, Ray Whitlow, played in making 1943 successful at the club. Despite the shortage of help and the inexperience of the help, Ray put his 27 years' experience to work and kept us playing a course that was in just as good condition as during normal times. I want to take my hat off to a fellow that can do that in face of the handicaps that he was faced with. In addition to this he planted and maintained a five acre Victory Garden for the club.

Pinehurst Tournaments Survive Another War Year

THE annual North and South golf championships will be held at the Pinehurst (N. C.) CC as usual. The 42nd annual North and South open will be played over the championship course on March 14, 15, and 16. There will be no restriction on the age of entries. Last year only players over 38 years of age, or in the armed services were eligible. Old-timer Bobby Cruickshank was the winner. The prize money will be $3000, which will be used for the purchase of war bonds with a maturity value of $4000.

The North and South Amateur championship has been set for April 10th through the 14th. It will be the 44th renewal of the event. The North and South Women's championship will be played from April 17th through April 21st.

Pinehurst golf officials believe that the North and South championships are now the oldest golf tournaments in the United States which have been held annually and without interruption.

The Pinehurst Seniors' championship, for golfers 55 years old and over, will be played from February 29th, through March 3rd.

TURN IN THOSE UNPLAYABLE BALLS