

Concerted Promotion Needed to Better Field for Sales and Play

By JOE GRAFFIS

APPROXIMATELY 90% of the courses opened during the 1931 season, or on which construction was started during this season, were municipal or daily fee establishments. Today about one of every four courses is in the pay-as-you-play class. Municipal course construction was accelerated this year by the need of finding work for those unemployed who were drawing from civic charity funds. In many instances a municipal golf course meant the transportation of an unsightly piece of public property into recreation facilities that would amortize their cost in from 5 to 10 years. Construction of the municipal courses involved little expense and legal complications when compared with road building and other public works that otherwise might engage services of the communities' temporary wards.

This extension of golf playing facilities clearly points to an opportunity for market development that should be given immediate and thoughtful attention by the club and ball manufacturers associations and by the P. G. A. The manufacturers' associations met with definite success in their first market promotion effort, that of the *Golf Club Organizers' Handbook*. Almost 3,000 copies of the book have been distributed in one year and plenty of testimony points to the book prompting construction of a number of golf courses here and abroad.

Can Make Pro Jobs

Unfortunately for the pros, the public and fee course field has been neglected. Many of these courses have no professionals, and many are operating with hopeful, but unqualified kids. The play at these courses and the need for services of competent pros as instructors, course operators and sales managers of the game, actually should mean some of the best paying pro jobs in the business. Education of these course officials by the P. G. A. should go a long way toward a happy and timely solution of the pro job problem. This phase of pro golf has been a blind spot

that is costing the pros, the course owners and municipalities, and the players, money. It calls for attention by the P. G. A. at that organization's annual meeting.

Manufacturers are seeing what happens to a market when an active development and protection plan is not utilized until dangerously late. They see the very able and lively efforts of Les Mann in the kids' baseball campaign prove to be a last ditch battle for a weakening cause because the inauguration of the work came too late. Golf has the natural advantage of the caddie money angle to assure its future. Further assurance is being provided by the free lesson classes many of the professionals at private clubs are giving for members' children, and at fee courses, for school children. Co-operation between the manufacturers and leading professionals in such enterprises as free class lessons by well known professionals at municipal courses undoubtedly would give an impetus to play. It also would encourage the lesson habit and add to pro income on that account.

Push Women's Park Play

The U. S. G. A. with its Public Parks championship has been the only national golf organizations to push the progress of this phase of the game. In the very nature of the event, the interests of that big part of the potential and present market shooting "a hundred and some" must be neglected. The public parks male golfers as a class don't get much time for practice and competitive seasoning. It really takes genius, a rare temperament, or—to use the old billiard gag—a misspent youth, to rate as a public parks sharpshooter.

With the women public parks players, the situation is different. They have time to spend on their games. Their interest is so intense that they add to the assurance of continued growth of the golf market. Success of the public parks women's golf championships held sectionally suggests that the next fixture in the national championship calendar be a women's public

parks national event, with an expense allowance arrangement approved by the U. S. G. A.

There is much promotion work to be done on a definitely planned basis by those interested in golf as a sport and as a business. The casual character of the present activities is due for consideration and revision which it is hoped it will get at the next meetings of the U. S. G. A. and P. G. A. and the manufacturers' associations.

Michigan State Tells of December Short Course

MICHIGAN STATE College of Agriculture and Applied Science at East Lansing, announces a tentative program for its short course in greenkeeping which will be held December 1-4.

The program, as released by C. E. Millar, prof. of soils, features:

(Tuesday, December 1, 1931)

Grasses for Golf Courses—Dr. Monteith, Green Section, U. S. G. A.

Examination and Identification of Specimens of Grasses and Weeds and Round Table Discussion of Grasses—Dr. Monteith and Dr. Darlington.

(Wednesday, December 2)

Herbert Shave, Pres. of Detroit and Border Cities Greenkeepers' Ass'n, will serve as chairman.

Planting Design for the Golf Course—Prof. Halligan, Department of Landscape Architecture.

Diseases of Turf Grasses—Dr. Monteith. Round Table Discussion of Turf Diseases—Dr. Monteith and Dr. Nelson.

Physical Properties of Soils—Dr. Tyson, Dept. of Soils.

Examination and Judging of Soils Used by Greenkeepers.

Selecting a Topdressing Soil to Fit the Green—Dr. Monteith.

Round Table Discussion of Soils—Experiences of Attending Greenkeepers.

Principles of Drainage, Types of Tile, etc.—Prof. Robey, Dept. of Agric. Eng.

(Thursday, December 3)

M. F. Webber, Pres. of Western Michigan Greenkeepers' Ass'n, will serve as chairman.

Fertilizer Principles—Dr. Tyson, Dept. of Soils.

Fertilizing the Green—Dr. Monteith.

Round Table Discussion of Green Fertilization—Experiences of Attending Greenkeepers.

Shrubs and Hardy Trees for the Golf Course—Prof. Halligan.

Certified Seed—Prof. Rather, Head of Farm Crops Dept.

Insect Control—Prof. Pettit, Dept. of Entomology.

Identification of Insects and Round Table Discussion of Insect Control—Prof. Pettit.

Weed Control on the Green—Dr. Monteith.

Weed Control on the Fairway—Prof. Megee.

Pumps, Fittings, etc., Exhibits and Discussion—Prof. Musselman, Dept. of Agric. Eng.

Watering Systems—Dr. Monteith.

(Friday, December 4)

Green Construction—Dr. Monteith.

Electric Motors, Lecture and Demonstration—Prof. Gallagher, Dept. of Agric. Eng.

Insect Pests of Trees and Shrubs—Prof. Pettit.

Diseases of Trees and Shrubs—Dr. Nelson.

Philadelphia District Holds Course Demonstration and Meeting

PHILADELPHIA Green section and service bureau, Philadelphia Association of Golf Course Superintendents, and makers and distributors of equipment and supplies co-operated in conducting a successful demonstration and meeting at the Philmont C. C., Sept. 29.

The proceedings were (a) to observe the operation of different makes of machinery under one set of conditions, (b) to acquaint chairmen and other officials with the extent and character of the superintendents' highly technical problem in selecting proper equipment, and (c) to inform club officials about several sources of highly specialized information the superintendent must consult and appraise. This latter subject showed the attending officials that matters of detail in course maintenance were affairs best confined to the superintendent's province.

The demonstrations included tractors, fairway, tee, and hand and power greens-mowers, brown-patch preventive mixing and application, fertilizer mixing and application, and sprinklers.

Steering the sessions were Joseph Ryan, Rolling Green C. C., for the superintendents and R. C. Slotter, Philmont C. C., for the green section and service bureau.

At the evening session, the main topic was co-operation between superintendents and chairmen. Speakers were Dr. John Monteith, Jr., H. K. Reed, O. W. Schaum, R. C. Slotter, T. E. Dougherty and M. E. Farnham.