

## Boosts Club with Kid Event

Jimmy Fogertey, pro at Osage C. C., Kirkwood, Mo., reaped a bumper harvest of publicity for his club and himself by conducting a real tournament competition for the youngsters in his class. All of the kids were under 15 years. The publicity ran three pictures and a half-page story in the St. Louis Star; stories in the St. Louis Times, the St. Louis Globe-Democrat and the Watchman-Advocate magazine. One of the picture services took a number of shots during Jim's kindergarden tournament and these pictures appeared in papers all over the country. John Harrington, KWK radio announcer, spoke of the tournament during five evening programs.

Next year Fogertey plans to have a tournament at Osage open to all St. Louis children under 15 years of age, probably running the event in two classes: one a 10- to 13-year class and the other 13 to 15 years. Jim overlooked only one publicity bet and that was tipping off the movie news reel services to the kid tournament. He confesses that he had no idea of the widespread interest that would be aroused by the advent of the Osage papooses on the tournament calendar, but he doesn't intend to let this legitimate opportunity for publicity slip when the St. Louis kids' event is conducted at Osage next year.

The pros who are playing up this kid business are assuring a great future for the golf business as prior to a couple of years ago attention to the development of juvenile golfers was principally restricted to individual cases.

With the future of the women's market certain and the youngsters now getting class attention from the pros there is only one more class of potential golfers that requires some special nursing. That is the artisan class, and the fee and public courses that have good pros are developing material of near-champion character from the carpenters, bricklayers, plumbers, truck-drivers and others who really employ muscles in making a living. The occupational identification of the contestants in the recent public course national tournament at St. Paul gave evidence of the significant market development work the pros are doing in the artisan field.

It will be a good thing for the pros when their vital work as developers of the golf market, as shown in the cases of women, children and artisans, is fully recognized by the powers in golf association and golf goods manufacturing work.

## Ask for State U Help in Illinois Maintenance

**G**OLF COURSE superintendents and officials in Illinois are planning to make a formal request of the University of Illinois for an extension of the state institution's work to include course maintenance problems. Suggestion of this extension was made by Frank Murray, manager of the Ravisloe C. C. (Chicago district), in a letter to Guy M. Peters, chairman, green committee, Chicago District G. A. In responding to Peters' circular letter of inquiry about conditions at Chicago district courses during the recent severe siege of trouble, Murray wrote, in part:

"I would like to suggest to you, as chairman of the Chicago district green committee, that the subject of golf course maintenance needs a scientific study close at hand, studying conditions under our own central western climate and soil conditions. It should be quickly available to a greenkeeper in need of assistance. What better equipped organization is there for undertaking this work than the agricultural experiment station of the University of Illinois?"

"If a farmer in McLean County has a sick grain growth, or a fruit grower in Williamson County a new bug on his trees, or a dairy farmer in Kane County a sick herd, or a Rock River lowland farmer's corn grows only three feet high, or a Cook County truck gardener's onions are not doing so well, what do they do? The progressive man calls on the University of Illinois and he gets help.

"I am certain that if a committee of club officials and greenkeepers present this matter to President Chase and Dean Mumford of the University of Illinois they will receive immediate co-operation. Other state universities render this service. Why not Illinois?"

"It might be well to consider the advisability of increasing the dues of member clubs of the Chicago District Golf association to cover the first few years' expense of a chair at the university for this work. Financial assistance from the U. S. G. A. Green section might be obtainable."

Officials of the Midwest Greenkeepers' association were advised of the intention and their co-operation solicited. Preliminary discussions with state officials, the greenkeeping fraternity and club officials indicate that definite action along the lines proposed by Murray will be taken this fall.