

# Every Club A Recreation Center!

By LES FREEBURG\*

**T**HERE 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-

board, roque, croquet and horseshoes are good games. The time isn't far distant when the up-to-date golf club will have a few bowling alleys with regular league schedules being rolled by the club members.

Do you think the idea is fantastic? So is the war! Out of this great emergency great changes will come. Some things will be done out of the pressure of necessity that will establish themselves permanently in the scheme of things. In this emergency, country clubs will wedge their way into the very lives of their members—or they will lose an alarming percentage of those members! They will make their premises more attractive to their members or pay the penalty of a drastic shrinkage in revenue. Maybe some of the high-hats will shudder at the thought of turning the grand ballroom into a gymnasium; maybe they will shudder a little more to think that their fairways might be turned into pastures!

The professional stands on the threshold of a great opportunity but he must realize that the promotional work is pretty much a one-man job. If he has the initiative and the persistence to put the job across, he can make a better job for himself—a more secure job—than he ever had before!

This isn't going to be a bumper year—it's going to be a bump-off year! Club officers and professionals will do well to remember that they were born with two ends—one to sit on and one to think with. They'll get by—or go bye bye—depending upon which end they use the most!

## St. Charles Club Installs Victory Garden Plots

**S**T. CHARLES (Ill.) CC is helping its members with their Victory Gardens and in unplayed sections of the course is installing Victory Garden plots members can cultivate with the general help and supervision of the greenkeeping force. A. L. Brandon, sec.-treas., Greenkeeping Supts. Assn., and formerly greenkeeper at St. Charles, is taking an active interest in the Victory Garden campaign and

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