

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-

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

ST. 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.

recommends it as something all greenkeepers and club managers should investigate.

Lester J. Norris, former president of the St. Charles CC, is information chairman of the Illinois Victory Garden committee.

Norris has compiled a comprehensive report on Factors Affecting Fresh Vegetable Production during 1942-43. Reading this report shows many and urgent reasons why golf clubs and greenkeepers should take an active interest in pushing the highly important Victory Garden move. A copy of the Norris report may be secured from Lester J. Norris, Illinois State Council of Defense Victory Garden Committee, 188 W. Randolph St., Chicago, Ill.

Michigan State Turf Course Attended By 52 Greensmen

THE eleventh annual greenkeepers' short course at Michigan State College, E. Lansing, March 12-13, was attended by 52. Short course address digests follow.

Prof. C. E. Millar said that although many golf courses have already secured fertilizer for 1942, fertilizer practices will necessarily be modified since nitrogenous materials, especially soluble compounds, are being diverted to war purposes; organic nitrogenous compounds will be substituted for the soluble forms as much as possible; phosphate and potash supplies are adequate at present; prices will be higher.

Experiments which have been conducted by Dr. James Tyson, MSC convention chairman, indicate that nitrogen and phosphorus are needed in larger amounts than other elements. Potassium, iron, calcium, magnesium, copper, baron, zinc, and other elements may under rare conditions be limiting, but seldom are, on mineral soils.

Prof. Walter Morofsky, who substituted for Prof. Ray Hutson, indicated the areas in Michigan where white grub injury could be expected during this season, and likewise explained how they can be controlled through the use of lead arsenate. Morofsky's talk on aquatic insects was very interesting to the greenkeepers, showing them how to clean up the areas which serve as breeding places for mosquitoes, deer flies, and other pests. His remarks and pictures showing the result of stream improvement on the insect life and trout feeding was of especial

April, 1942

NELSON

Sprinkling Equipment

"Silver Top"
Quick Coupling
Valves
Rain Bird and Lark
Sprinklers

Send for new
catalog

**L. R. NELSON
MFG. CO.**
PEORIA, ILLINOIS



Time — Money — Effort —SAVE ON ALL THREE!

Reduce your sales effort—but increase your sales. Sounds strange you say? But not if you're located in the Lytton Building—the golf trade buying headquarters of the world. You'll then 'cash in' on the drawing power of the golf companies, golf publishers, and the golf associations located in this building.

Your Chicago Office Should Be Here!

More pros, by a wide margin, pass through the entrance of the Lytton Building than at any other address. YOU should take advantage of the consequent greater business that 'being in' the Lytton Building gives you. Rents are reasonable, suites are conveniently arranged, and there's not a better maintained building anywhere.

THE LYTTON BUILDING

Golf's Most Famous Address

14 E. Jackson Blvd.

Chicago