

Postwar Planning of Golf Courses

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Jacobsen Explains Mower Situation

★ RACINE, WISC.:—New lawn mowers will not be available as soon as might be supposed from the recent order of the War Production Board rescinding restrictions on their manufacture. In a statement released for publication, the Jacobsen Manufacturing Company, Racine, Wisconsin, explains its position which is representative of the mower manufacturing industry.

Until the Japanese war is finished, little relief can be expected. Heavy present contracts for production of military items for the armed forces call for the limit of the Jacobsen Company's productive capacity—and to date there has been no intimation that major cutbacks in these schedules will be made.

An even greater obstacle to the resumption of manufacture of hand lawn mowers and power mowers is the lack of available materials. Grey iron and malleable castings in particular are in critically short supply, due to continuing tremendous need for these to fill high priority military orders for the next six to eight months.

"Until the war with Japan is definitely over," said Mr. O. T. Jacobsen, president, "the production of hand or power mowers, in our opinion, will be greatly curtailed and the probabilities are there will not be as many units available in the 1946 season as there were in 1942. However, irrespective of our current military contracts, we shall make every effort to resume production of hand and power mowers just as early as basic materials become available."

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Revive New England Club

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But everything did not go smoothly. Originally it was planned to build a giant ski-tow, embracing the crest of a neighboring farmer's hill which the club will be able to use during the winter, toboggan runs, and skating rinks. First, a shortage of materials was encountered and it was found that the ski-tow would have to wait until 1946.

Then the most serious problem was encountered. Because the club had been built only for warm weather use the watermains had been laid only a few feet beneath the surface of the ground. Of course no one anticipated the trouble until it was too late and a public building is crippled without running water. Skating rinks are also impossible.

But the clubhouse was opened on Sundays and a table-tennis set placed in operation. The popularity of this single feature has been startling. Enough so to prompt officials to plan to install other games, such as badminton, next winter. The social angle is to be emphasized this summer for the first time. Golf is slated to become the main one of many features of the club. Dances will be held every Saturday night for members and friends.

Before the shut-off of water the club had a chance to try out its new ideas and was delighted at the response. Two dances were held for members and friends and each found the building crowded to capacity. Many of this crowd were "friends" but the chances of their becoming social members this spring are considered excellent. This word-of-mouth advertising is the most effective of all methods. Local newspapers have done a great deal to inform the general public of the new projects.

Renting of the clubhouse was also proven feasible for special parties and dances. The local P. T. A. twice held socials and most of the parents got a chance to look around for themselves for the first time. Again excellent advertising that will certainly pay off.

The old mistake of high membership fees to make the club "exclusive" will not be made. Memberships (especially social which may be as low as \$10 per year) will be kept to a minimum. Special low-prices for children may be inaugurated next winter.

Monoosnock has discovered that the secret of a country club's success lies in its ability to make itself an integral part of the social life of the entire community; a nice but not too expensive super-playground for everyone, old and young.