

## Jaycees Have Successful Record in Promotion

From the time a Junior Chamber of Commerce made a highly successful promotion of the 1934 PGA championship at Buffalo and demonstrated that the sponsors of a golf tournament could make a direct and substantial profit on a tournament other than the National Open, tournament golf began to get on a sound financial basis. Prior to that, tournament sponsors rarely came out ahead financially and contented themselves with publicity.

In the promotion of tournament golf the Jaycees in various cities took the major role and by smart organization and effort figured more than any other organization in the nation in making tournament golf big business.

The reason is simple. Golf is the favorite hobby of Junior Chamber of Commerce members who range in age from 21 to 35.

In 1946 the Jaycees directed their promotional genius and work to their first national junior amateur championship for boys under 19. Only seven states were represented in the initial event which was played at Indian Canyon GC, Spokane, Wash., and won by Al Mengert of Spokane. Last year boys from 26 states played in the Jaycee national Junior championship at Mt. Hawley CC, Peoria, Ill. Mengert successfully defended his title. South Carolina won the team championship.

This year more than 40 states are sending players who have passed through state qualifying rounds conducted by Jaycee state organizations. The third Jaycee national junior championship will be played at Country Club of Lincoln, Neb., Aug. 3-7. The host organization is the Lincoln Junior Chamber of Commerce. Bud Williamson is the host pro.

As usual, the entire Jaycee plan and promotion is thoroughly worked out.

The Jaycee championship, with the first USGA junior championship, the National Caddy championship, and the Hearst newspapers national junior championship make this a great year for boys' golf. The PGA junior promotion program, headed by George Lake, is tying alert pros into the big picture.

Any pro who wants to get a close-up on what an excellent and complete job the Jaycees are doing in arranging their national junior championship should write Ray Rice, Director U.S.J.C.C. Sports and Recreation Program, Room 1719, 209 S. State St., Chicago 4, Ill., for the Jaycee junior golf information and regulations material. It is free.

## Supts. and Chairmen Talk Turf at Chicago

Midwest Golf Course Supts. Assn. and Chicago District Golf Assn. chairmen and presidents met at Hotel LaSalle, Chicago, May 17 to consider mutual problems of turf management.

Don Strand, Midwest pres., Frank Whitson, Chicago DGA pres., Gerald Mott of Purdue and Midwest Regional Turf Foundation, and Herb Graffis, GOLFDOM editor, were scheduled speakers. Before the session concluded almost everybody present got into the act with the result that the meeting meant cash savings and improved course condition to every club represented.

Noer said that generally 1947 was the second worst season in 27 years for golf turf. Poa annua was heavy. Snow mold was bad. Snow came when grass was still green in 1946, then it was warm then severely cold in spring, 1947. Heavy rains that didn't penetrate in the spring were followed by hot wilting summer winds. About the only thing weather conditions favored were greenkeepers' ulcers.

However, greenkeepers managed to do amazingly well in handling greens. Fairway turf continues to be a major problem. Players are getting even fussier since 2, 4-D had eliminated dandelions and other broad-leaved weeds, Noer pointed out.

Mott told about the Midwest Turf Foundation work in developing new strains of golf grass, testing fungicides for toxicity to different strains of bent, nutrition problems and in developing technology for proper growing of turf grasses will be clearly understood. The Purdue authority said that the broad subject of good turf management ranked ahead of specific problems such as weed control. He asserted that in turf growing we are about at the same stage of development corn growing was 25 years ago.

Club officials and supts. discussed costs frankly and considered the difficulty of making helpful comparisons between costs on different courses. Norman Johnson, Midwest sec., asked club officials to cooperate in inviting Midwest Golf Course Supts. Assn. meetings to their clubs. Graffis commented that if club officials had opportunities to get comparable organizations of factory supts. to visit their factories and make expert and constructive suggestions without charge the officials would send out engraved invitations but this phase of the greenkeepers' organizations' work isn't properly understood so it's eagerly used by clubs. Whitson and CDGA member club officials present declared they'd push greenkeeper and club official coordination.