



## Winter Golf in Northern Illinois

Golfers who live in the vicinity of Franklin Park, Ill., a Chicago suburb, can keep sharp during the winter-time by practicing and taking lessons at Lou Esposito's indoor range. Besides the conventional tee facilities, the range also is equipped with a sand trap. At right rear is the pro shop which adjoins a lounge. The indoor range also is air conditioned for summer play.

work arduous, but results were rewarding.

"Prospects for 1957 are bright, but competition for the consumer dollar is equally keen. It scarcely seems feasible to review the various phases of merchandising in any brief resume, but foresighted professionals must continue to keep informed and alert. In short, it is a fair-sized business that most professionals are operating today. As such, success only can be achieved by adopting modern business-like methods of operation.

"Altogether the outlook for the industry in general, and professional golf in particular, is encouraging. Statistics compiled by the National Golf Foundation reveal a nominal but steadily increasing number of participants and a similar continuing gain in golf course facilities. The 4-day work week may not be around the proverbial corner just yet, but the upturn in overall golf activity is significant, and it is reassuring that very real progress is being scored now in expanding the golf market."

### Supts'. Foresight Valuable

Wm. A. Cleary, pres., W. A. Cleary, makers of golf course chemicals, comments that the extremes of heat, cold, moisture, drought and the usual catalog of diseases and pests at the nation's courses during the past two years have directed attention to the professional advancement of course supts.

"Application of research, foresight and preventive methods have enabled supts. to minimize or escape course damage that several years back would have been enormously costly.

"This achievement isn't recognized by the golfing public," Cleary says, "nevertheless it undoubtedly is the most significant development in golf course maintenance since it became a profession instead of a casual and minor sideline of agronomy.

"From now on the supt. must think in terms of prevention of trouble — even that caused by weather — and insure the preservation of excellent playing conditions by materials, machinery and the foresight, skill and research genius of men."

Herbert C. Johnson jr., head of Nadco Sporting Goods Co., takes a bright view of the weather factor that often plagues golf business. Johnson advises more attention to lengthening the golf playing and business season in a lot of the country—a sound suggestion that produced the leaf-cleaning programs that are standard maintenance procedure at many courses and the Christmas golf gift sales campaign by pros.

Says Johnson:

"Although early bad weather in 1956 delayed sales, we noticed that the active selling season lasted four weeks longer this year.

"Shipments from our plant on golf products in the month of July were 64% above July of a year ago. This extension of the season in 1956 may well be a forerunner of what to expect in the future.

"We noticed a very large upswing in golf cart sales in September in that many pros took advantage of the demand for golf carts by people who are still accustomed to using caddies during mid-season, but who needed carts when the boy caddies returned to school. These golfers have extended their playing season because of the golf cart.

"Active Christmas promotions by more and more pros every year are another indication that the selling season can easily be lengthened.

"In 1957, we look forward to a good year, and a longer selling season.

"We believe that every pro should give serious consideration to extending his selling season, eventually with the view to making it a year-round activity."