

THE NEW GENERATION

by Cecil E. Jones

Looking back to the time when golf was a pastime to be enjoyed only by people who could afford to be members of Private Golf Clubs one can now see the trend to a more realistic view of the game. The new generation of Golfers with more leisure and a better standard of living can enjoy a game that has escalated to a peak of popularity through the medium of television. With a deeper understanding of the game the populace can enjoy watching or playing the game of golf with knowledge that was formerly absent. Most golf clubs have a full membership with the municipal courses trying to cope with the overflow. More golf courses must be constructed to come to terms with a situation that is fast becoming a need to satisfy the ever growing demand of this new addiction to golf. Now that the game of golf is big business a golf course can be constructed on a long term policy knowing that if set within the green belt a successful venture is assured. Football clubs have seen the advantage of golf in the training of football players as a relaxation from the normal training. Although golf may seem an expensive game with the initial expense of equipment and a private club subscription, a days' golf need cost no more than a day out at some sports meeting as a spectator. In the early days of golf

when one considers the class of people who played golf the cost of a days' golf was rediculously low. For the modest price of ten shillings a member of a private club could play two rounds of golf inclusive of caddie, 5s. including tip, lunch 2s. 6d., bottle of beer 6d., tea 1s. and golf ball 1s.

Golf is now in line with other sports as regards amateur players striving to reach a peak with professional status in mind. The new generation, if proficient enough to join the professional ranks, have every incentive to strive to reach the top ranks with so much sponsored golf at stake, a far cry from the precarious living of their predecessors who through lack of competition had to rely on the goodwill of the members of the golf club they served.

With golf now being not only a game for the player but for the specatator also, it will need to be accommodated on courses with the appropriate facilities. The situation is fast becoming complicated for golf clubs and sponsors alike through spectator participation. Perhaps sometime in the near future a national course with all mod-cons will solve the problem. May the new generation of golfers enjoy this Royal and Ancient game of golf now flourishing as never before.

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