

One of the recreation conference exhibits made by students at Massachusetts State College Short course.

Massachusetts Leads Featuring Sports as Big Business

MASSACHUSETTS STATE COLLEGE led the country in establishing a highly timely and valuable work with the recreation conference held at Amherst, March 16-18. Other state institutions are due to adopt the idea President Hugh Baker and his associates presented for the enjoyment of "the new leisure" and the utilization of state resources.

The Massachusetts event went off with such definite value and keen interest that probably the MAC organization itself was amazed at the success of its first conference. Certainly the athletic goods field was caught napping in not realizing the nature of the market development work inaugurated at Amherst.

The "Cage," indoor athletic establishment at Amherst, housed exhibits of athletic goods dealers and the usual annual display of course maintenance equipment and supplies as well as an impressive exhibit of the work done by students at Prof. Lawrence Dickinson's short course in greenkeeping. There were several demonstrations made by sharpshooters and casting experts in the employ of manufacturers and wild life exhibits presented by park commissions.

State's Second Largest Business

The tip-off to the importance of the MAC conference came in a casual reference to recreation being the second biggest business in Massachusetts. This was made by

Harris A. Reynolds, secretary of the state Forest and Park association, during a talk on bridle trails. Massachusetts this year opens a cross-state bridle trail along back-country roads. Figuring that a rider spends about \$10 a day when cross-country riding, the amount of money put into circulation by this sport alone is going to be farm relief to many of the rural residents.

Naturally, golf was a featured subject because the whole affair was more or less an outgrowth of the highly successful greenkeepers' short courses conducted by Prof. Dickinson. The alumni of the eight annual short courses organized at Amherst during the conference and as you look over the names and locations of the members of this alumni association you realize that Amherst is going to be growing in importance as the focal point of some significant greenkeeping research work. Forestry, hunting, fishing, landscape, hiking, skiing and other winter sports, game preservation and women's outdoor activities were sections of the conference, which, in addition to golf, were given extensive treatment.

Jaques Heads Golf Program

On the golf end of the program, Herbert Jaques, president of the USGA, was the leading speaker. Jack Mackie was headman for the pros, the secretary of the Massachusetts GA gave an interesting address in which he brought out that the state had

from $\frac{1}{2}$ to $\frac{3}{4}$ of an acre of ground per player devoted to golf and Tom Jones, veteran manager of the Harvard Club of Boston, together with S. G. Sleeper, manager of The Country Club at Brookline, were the headliners on the club managers' section.

The greenkeepers were given a program of practical value. These addresses will appear in GOLFDOM as space permits. Dickinson had mustered such authorities as C. A. Hollister, Guy West, A. P. Dachnoski-Stokes, Prof. H. F. North, Casper McCullough, Walter Hatch, Dr. Ernest Herman, Paul Wanberg and Wm. Perkins on his program.

Herb Graffis, GOLFDOM's editor, also spoke, giving the happy news that clubs are due for a brutal hike in course maintenance costs this year because of the increased wage scale they would have to pay on account of competition for labor with national and state government work scales. The Graffis address is printed in this issue, not because the GOLFDOM mouthpiece is enraptured with his evangelism, but because the greenkeepers at Amherst requested that chairmen and other officials be acquainted with the fact that a greenkeeper can't compete on a 35c scale for labor with Roosevelt who pays 50c.

Notes taken on this Amherst session would fill the Congressional Library, so instead of trying to give the laddies the complete box score, we'll have to hit only a few of the high spots.

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"We asked golf architects, greenkeepers, green-chairman, pro and amateur stars, high handicap players and landscape men what they observed about greens. In varying order they answered:

"Speed, grain, color, roll, kind and vigor of grass, color, purity, effects of treatment, length of cut, weeds, wearing of turf around cup, trap grooming, landscape frame of green picture, physical condition."
—C. A. Sawyer.

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"Golf is intricate enough in its mechanics to confound the experts.

"The automobile's enlargement of area available for golf courses was the biggest single factor in the growth of the game.

"Golf should take on new vigor; it's now so easy for the unattached golfer to find a club home.

"Caddies get from \$5,000 to \$20,000 an-

nual income from golf in comparatively small metropolitan communities.

The 208 men concerned with determining the PGA platform on fundamental principles and mechanics of the golf stroke won't find that there is a 'secret something' in the stroke, but they will end the confusion brought about by so many instructors saying his way is the only way."

—Jack Mackie.

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"Get the public interested in any legislation for the sound development of recreation and the legislators will act."

—S. A. York.

Golf Main "New Leisure" Sport

"Golf is the leader in public recreation programs because the self-liquidating possibilities of public golf courses can help to reduce the tax rates and bring benefits of 'the new leisure' to the public.

"You can't take the recreation business away from Massachusetts like the shoe, textile and farming business can be taken away."

—Harris A. Reynolds.

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"If you have several sites for a golf course, don't be misled into buying the cheapest simply because it is the cheapest."

—Walter B. Hatch.

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"Solve the social problems or look for revolt or dictatorship.

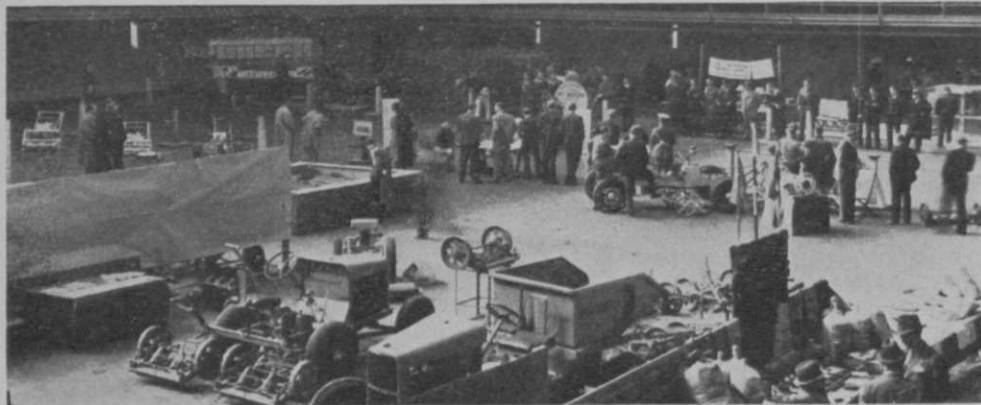
"The cuddled manner of living in the winter has undermined vasomotor efficiency and has been responsible for many diseases preventable by participation in outdoor winter sports.

"The finest contribution golf can make to the social life of the country is in making the clubhouses available for year 'round use on programs that will prevent the trend toward the break-up of homes.

"The husband goes off to play golf and leaves his family to shift for themselves in the hunt for recreation. (*The speaker evidently was unaware of the large number of husbands who have to muscle off the lids of cans for dinner while their wives are playing golf.*)

"Golf is the greatest moral game we have.

"Golf is a comparatively simple sport with a large number of skilled illiterates among the golfers. (*Whereupon Jack Mackie, Alec Lindsay and other pros in attendance, giggled softly.*)



The "Cage" at MAC provides a great location for exhibition of course maintenance equipment.

"The professionals' opportunities are constantly growing. In the future he will not only be a golf pro as we recognize these gentlemen now, but will be a recreational director."

—Dr. Ernest Herman.

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"This was the best winter we ever had for winter sports.

"We have a sliding scale of winter sport membership rates, dependent on the number of days skating and coasting are available.

"Winter sports are not expensive and they enable the greenkeeper to keep key-men of his crew instead of having to train new men at the start of the golfing season."

—Paul Wanberg.

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"I now show you a chart that will prove to any official or greenkeeper the lowering in condition of a course that is inevitable when budgets are reduced at well-managed courses.

"Fairway watering increases mowing costs 10% to 12%."

—Prof. Lawrence Dickinson.

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"In every sport maintenance of the field is blamed for the loss of games, but the schedule makers never consider the weather and its effect on turf in setting the events.

"The football field with its huge surrounding stadium radiating heat and cutting off circulation of air, is the baffling problem in turf maintenance."

—William Perkins, Supt. Yale University sports fields.

"Fairway watering caused the members to kick about lessened distance, but you don't hear elderly men complaining about being tired after they have played around over watered fairways."

—Frank Wilson.

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"The reason for medal play in the National Open is that it's a case of each pro playing against the field; in match play for amateurs, it's each man playing against his opponent.

"The increased use of club property at Brookline this winter was a bright sign for the extension of golf clubs usefulness and attractiveness.

"There were 115 members actively engaged in curling this winter at Brookline.

"Profit on the sale of shells to the trapshooters at our weekly competitions made an appropriation for shooting facilities unnecessary.

"Merchandise sales have shown increases when the package design is made more attractive; that indicates the play of golf will be increased by the attention greenkeepers are devoting to making their courses more attractive."

"We are recovering from the headaches given us by the unreasonable large house investments we made at our clubs. Golf will have a good year with its 1934 model because national psychology now is such that people believe they might as well have some fun for their money.

"We all can rejoice that the business principles of 1929 didn't sink us."

—Herbert Jaques.