

Golfdom

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CINCINNATI GOES

GOLF-MINDED

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IN Cincinnati's municipal golf, under the direction of the local Public Recreation Commission, the most phenomenal increase has taken place. During 1936 11,500 different persons registered on the two municipal golf courses. This was in contrast to 4,000 different players in 1934. In 1930 there were 14,000 greens fees sold at Avon Fields—the only municipal course at that time. In 1935, the new California municipal course was open, with the first nine holes in play. By 1936 the number of greens fees at the two courses had reached the total of 37,000.

Analysis of the situation as it exists today, indicates that the new policies and new methods applied to municipal golf in Cincinnati have succeeded to such high degree that several additional courses will be required to take care of the new demand on the part of people for golf facilities. The two municipal golf courses in Cincinnati are now over-crowded to the point of discomfort. Players are delighted with the facilities, but a great many of them give up playing on the municipal courses, and go on to private courses be-

cause at the week-end and holidays there is no room to play.

The new interest in golf at Cincinnati is not due to any one thing. It is due to a combination of many things. Above all, it is due to the decision of the Recreation Commission not to operate municipal golf with the object of deriving an excess of receipts over expenditures, which receipts could be applied to playgrounds and other recreational activities.

It is also due to the earnest efforts which have been made by the Commission to transform the thinking of the people of Cincinnati with reference to golf. The Commission has endeavored in every proper manner to educate the people to a realization of the possibilities of golf as the most universal of all outdoor sports, appealing to the entire population, the old and the young, the rich and the poor.

The attitude in Cincinnati, like the atti-

tude in most parts of America, has been that golf is a rich man's game, a game for a particular class and social group—not a game for the masses. It has not been merely the matter of the cost of the game. It has been the feeling that golf necessitated membership in an exclusive social set; that it involved wearing unusual types of clothes. Golf has been particularly the game of the leisure class. The average American who worships work and whose social traditions necessitated work as a very root of his life, has maintained a deep antagonism toward the game of golf.

Until 1932, the Recreation Commission of Cincinnati operated golf along lines which did not eradicate common citizens' opposition to the game. Since 1932, new policies have largely swept away the old antagonism.

Campaign Changes Public Opinion

As I have stated, the complete reversal in public opinion toward golf has been brought about not through one thing alone, but as the result of sweeping changes along many lines. Prices were dropped from \$1.00 to 35c. High school boys and girls were invited to play at 15c. A bag of golf clubs was available at a rental of 15c. Free group lessons were open to every one in the neighborhood, in the factories, in the department stores, in the physical education classes at high schools. The full cooperation of the newspapers was secured to make a new interpretation of golf and to make known to every one the new policy.

The community has been made to see that not only can any one afford to play golf who can afford to go to the "movies," as the price is no greater, but that one can be sure he will not be embarrassed because of his awkwardness. When we opened the new course at the California Water Works in 1935, 60% of the players were beginners. The word spread about that workingmen, clerks, and those of all ages and groups were taking up municipal golf.

The writer introduced the idea of group golf lessons and group tennis lessons to the Recreation Commission staff in 1932. At that time, the writer did not know that golf and tennis were being taught in group lessons. Since that time, he has learned that other cities have been doing that sort of thing, at least in golf. How-

ever, the idea was not original with the writer in any sense. He had observed in the year 1918 how swimming was being taught through group lessons in the city of Seattle, at a time when he was organizing recreation in that city. Group lessons for golf in Cincinnati started with the realization of the necessity for some means of teaching the masses to play, and introducing them to the game.

Lessons to 5,000 Pupils

Starting with a few classes in 1933, registration in the classes has increased until in 1936 there were more than 5,000 different persons taking the group golf lessons.

The Cincinnati Daily Post, a Scripps Howard newspaper, has featured our group golf lessons, following our introduction of the idea in 1933, and has had a large part in popularizing both the golf lessons and municipal golf in Cincinnati.

The city-wide beginners' golf school conducted by the Post and the Recreation Commission is held every spring. Classes are arranged at both private and public courses throughout the city. The Recreation Commission furnishes the executive leadership for the handling of the Post's free golf lessons. Twenty golf professionals volunteer as teachers for this event.

During the large part of the year when these lessons are not being sponsored by the Post, the Commission continues its organization of teaching of classes. Classes are organized in both public and private high schools, in neighborhood centers, in industrial plants, offices, and in department stores. The Commission will furnish leadership for any group of 12 or more persons who have never played golf previously. It will conduct classes in any part of the city, whether in office, factory, or school room.

A series of seven lessons is arranged. Industrial classes meeting in the company's quarters are ordinarily held following the work hours. Neighborhood classes are ordinarily held in the evening at school gymnasias. High school classes are held during school hours in connection with the regular physical education program. During the summer, golf classes are conducted on the golf courses.

The steps taken in arranging neighborhood classes are as follows: 1. The neighborhood organization is interested in



New clubhouse of Cascade Hills CC, Grand Rapids, to be formally opened early in the summer, replaces clubhouse destroyed by fire. Clifford C. Wendehack, specialist in country clubhouses, is architect. Among distinctive features are a Nineteenth Hole in connection with men's locker-room, and far more space for women than generally is found in older clubhouses. The Nineteenth Hole has a high ceiling of acoustical materials to absorb the din of the whoopee and the moan of the "shoulda had's."

backing the class. 2. The local gymnasium or other facilities are secured for the class. 3. Publicity is given in the daily and neighborhood papers. 4. Mimeographed circulars describing the classes are distributed in the neighborhood.

Industrial classes are arranged as follows: 1. The personnel manager or other official of the company is interested. 2. An effort is made to create an interest in the lessons on the part of the employees directly, as well as through the management. 3. Some member of the firm is designated to handle the registration. 4. Golf circulars are given out, announcing the class. 5. Publicity, including editorials, pictures and stories, is handled through the papers.

Here Is

Lesson Outline

Robert J. Strauss, golf supervisor for the Recreation Commission, has outlined the instruction procedure as follows:

LESSON 1.—A Lecture on the Game of Golf. Brief outline of the history of the sport and reasons for playing the game. Describe the layout of a course (by use of a blackboard when indoors). An excellent plan is to describe a match from the time a foursome of golfers arrives at the first tee until they return. Golfing Terms, Rules, Etiquette, Etc. Local Facilities For Golf.

LESSON 2.—Chip Shot. Organization of class. If the class is not too large, a circle

is the most satisfactory formation. Otherwise, arrange class so that all may have a clear view of the teacher. Procedure—Explanation of shot, demonstration, practice in unison and correct individually: a. Grip; b. Stance and footwork; c. Body position; d. Back-swing; e. Down-swing and follow-through.

Keeping in mind that correct form is the most important factor when learning, do not allow pupils to hit the ball until they have developed a fair swing. Emphasize to the class the value of practice. Give them a clear picture of the use of the particular shot by referring to the first lesson.

The above technique should be followed in all swinging lessons. Each lesson review the previous lesson.

LESSON 3.—Pitch shot using half swing.

LESSON 4.—Full iron swing.

LESSON 5.—Full wood swing.

LESSON 6.—Putting lesson.

LESSON 7.—A review of the six previous lessons.

**Plenty
for \$2,000**

It is estimated by Strauss that the cost to the city for the teaching of group golf lessons during a year's period is approximately \$2,000. This includes the proper proportion of salaries, the necessary supplies and other costs.

The golf clubs used for the lessons are

the clubs rented during the season. As the Commission's rentals of sets of golf clubs reached a figure in excess of \$9,000 during the year 1936, it is obvious that the Commission is obliged to have a considerable supply of equipment and that these are adequate for the golf lessons.

Cotton balls, which are used in place of the regular balls, in order to make it possible to conduct the classes indoors, cost \$1.50 per dozen. The Commission uses about fifteen dozen each year. Cocoa mats, another indispensable item in the layout for the lesson, cost about \$1.00 apiece.

We have demonstrated in Cincinnati that our group golf lessons are of benefit to the private golf clubs. We do not accept anyone except beginners for golf instruction. Many whom we introduce to the game, on finding two municipal courses crowded, become members of private clubs.

It is self-evident that the free group lessons do not in any way hurt local golf professionals. Rather, these lessons serve to introduce beginners to the game, and arouse the interest in the sport which leads on to the taking of private lessons. We have observed that many private lessons given on both private and public golf courses in Cincinnati have been given to those who have finished the series of group lessons and wanted to learn more.

When we first launched the group lessons, many professionals objected to the Commission's policy. Since that time, their attitude has changed to one of approval. The fact that so many of them are assisting in connection with the group lessons evidences their support.

We have noted that the semi-public courses in and around Cincinnati are being played much more heavily now than during previous years. We believe that some of the play is due to the municipal promotion of the game.

Michigan Golf Organizations Hold Good-Will Meeting in Detroit

A GOOD-WILL dinner attended by officials of nine organizations of golf interests in Michigan was held April 26 at Hotel Statler. Detroit District Golf assn. was the host.

The dinner, over which Jimmy Standish, DDGA president presided, was a rather historic occasion inasmuch as it is believed to be the first time that officials of

all golf organizations in a metropolitan section have met to discuss their common aim.

Represented, besides the DDGA, were Michigan State Golf league, Michigan GA, Michigan Seniors' GA League of the Lower Lakes, Michigan PGA, Michigan and Border Cities Golf Course Supt's., Detroit Club Managers' assn., and the Detroit District Caddymasters' assn. The roster would have been complete had the representative of the Detroit municipal courses been able to attend.

Detroit newspapers were well represented and covered the affair with yarns that ought to stir further the current return of lively golf interest. Harry Taylor, chairman of Oakland Hills for the National Open and Chris Brinke, vice-chairman, told of the Open plans.

Plans of the various organizations represented were presented briefly. Judge Charles C. Simmons made a terse and penetrating address on the part that golf should play in the developing social scheme. Fred Wardell, E. L. Warner, Sr., and Kenneth A. Moore related details of the caddie welfare work in which Detroit has an edge on other districts of the country.

Plans were announced by Standish for financing the Detroit team to the National Public links tournament by a team match in which the teams are to be composed of a pro, a private club amateur, a public links player and a junior. The event is a novel one that ought to draw.

Chicago DGA to Push Ticket Campaign for \$10,000 Chicago Open

THE Chicago District GA \$10,000 Open, which will be played at Medinah CC, July 23-25, is putting on an energetic preliminary ticket selling campaign with the idea of showing a substantial net profit which can be devoted to caddie welfare.

Idea behind the CDGA plan is that with better times returning more attention should be given to caddie selection, training and assistance so the caddying careers of the youngsters will be planned preliminaries to the right start in business life.

Chicago's centennial as an incorporated city is one of the angles of the tournament promotion, which is being ably managed for the CDGA by Howard Roberts and Bob Harlow.