

'39 Open Runs Smoothly

By Herb Graffis

EACH year the National Open is better handled by the club that holds it. The steady improvement is a reflection of the fine attitude among club operating officials who pass on full, frank reports of their experiences with the event. During the past several years there have been no complaints of a serious character from the field or spectators, so the problem of being host to the Open now has become one of seeing what interesting new features of playing facilities and service may be added.

Clubhouse admission remains the unbeatable problem of the show. There simply isn't enough room in any golf clubhouse to care for the Open crowds, so somebody's bound to beef at what they interpret as a cool snootiness of the host club. However, if the number admitted to the clubhouse were increased there'd be a jam that would absolutely rule out any chance of comfort or service.

Club's Officials Plan Well

The Philadelphia Country Club's operating executives, Joseph S. Shaw, manager; Marshall Farnham, supt., and Ed Dudley, pro, did a perfectly planned job of handling the Open contestants and crowd. Each contestant was given a large envelope on which was his name and his locker and caddie numbers. The caddie and locker numbers were the same.

On the envelope was printed the club's welcome to the contestants, and a list of its enclosures which included:

USGA contestant's badge; official car

sticker; information bulletin; rules of golf booklet; road map; golf bag tag; official score card.

The bag rack numbers were the same as the caddie and locker numbers, thus simplifying matters for the contestants. Ed Dudley's shop boys took fine care of the clubs as a courtesy to the visitors, and were instructed firmly by Ed to solicit no fee for this service, but if fees were volunteered, to say that \$1 would be perfectly satisfactory.

The locker-room is separate from the clubhouse at the Spring Mill course. Men and women were admitted to the first floor of the locker-room for bar service. Light lunches, mainly sandwiches, were served to the contestants, if they so desired, on the second floor of the locker-room building, and at their lockers.

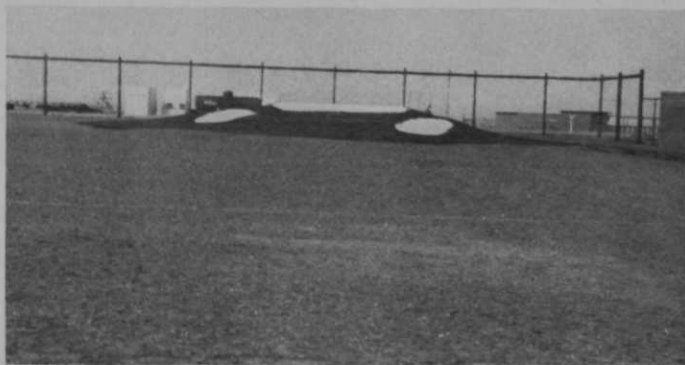
Clubhouse Traffic Well Handled

Luncheons and dinners for members and guests having clubhouse privileges provided a somewhat unusual variety and at moderate prices. Service traffic was very skillfully planned to assure speed and prevent confusion. Coupon book system was used in \$2 and \$5 books. Strolling music was one of the gay features of the lunches. Shaw and his house staff deserve high commendation for handling one of the toughest of all details—keeping the restaurants, bars, lockers and bath departments neat at all times despite the heavy pressure of patronage.

For some reason or other, there seemed to be at the 1939 Open more of a gay and classy atmosphere around the clubhouse,

Ben Coltrin, Harold Sampson and Bob Chipps, well-known San Francisco district pros, are interested in this hole-in-one concession at San Francisco's World's Fair. The concession pays \$100 for every ace holed. The customers get 6 balls for a quarter.

The ace concession is doing good business. Quite a few who patronize it never have played golf.



on the order of a movie idea of country club affairs, than generally has been possible to get with the feverish crowds at an Open.

Policing of the outside grounds and refreshment tents was prompt and thorough, too. The course was in great shape, Farnham having stood fast against high-pressureing the greens with any preliminary treatment. A heavy shower during the closing hours of the first day's play wet down the course just enough to give the grass what it needed without artificial watering. The gallery stamped down the rough so the players had no complaint about it being brutally long.

An architectural feature of the Spring Mill course that spectators appreciated is the knolls that give the gallery plenty of vantage points.

Ed Dudley put in a large outdoor shop alongside the path leading to the first tee. It was stocked with sunhats, seat canes, and the usual items found in a first class pro-shop.

This shop did heavy business as a source of supply for spectators' needs of equipment for following the players with some degree of comfort and protection against the hot sun.

USGA Issues Lightning Warning to Clubs

SIGNS for display on club bulletin boards advising golfers and sponsors of golf events to use all possible care for the protection of persons against lightning, were issued in June by the USGA. Suggestions on the sheet for the protection of persons against lightning, as recommended by the National Bureau of Standards Handbook No. 21, 1937, are:

(a) Do not go out of doors or remain out during thunderstorms unless it is necessary. Stay inside of a building where it is dry, preferably away from fireplaces, stoves and other metal objects. (b) If there is any choice of shelter, choose in the following order: large metal or metal-frame buildings; dwellings or other buildings which are protected against lightning; large unprotected buildings; small unprotected buildings. (c) If remaining out of doors is unavoidable, keep away from: small sheds and shelters if in an exposed location; isolated trees; wire fences; hill-

tops and wide open spaces. Seek shelter in: a cave; a depression in the ground; a deep valley or canyon; the foot of a steep or overhanging cliff; dense woods; a grove of trees. The USGA adds the note that "it is understood that the elevation of golf clubs or umbrellas above one's normal height is dangerous."

In view of the risk of serious accidents to golfers when an electrical storm hits a golf course, it would be a wise move for all clubs to post a number of these notices about their courses. Copies may be obtained upon request to the USGA, 73 E. 57th St., New York City.

Books Give Golf's Mental Side, Fundamentals

BEN THOMSON, veteran coach of the Yale university golf team, has written a golf book, "How to Play Golf." It sells for \$1.75 and is published by Prentice-Hall, New York.

Ben does one of the finest jobs in simple, sound instruction as he writes and illustrates his book. He deftly combines the good old school material with the modern developments and handles the material in a way that really makes his work a text book.

Thomson has turned out many fine young golfers at Yale. His methods are set forth in a way that shows golf coaching is keeping the swift pace maintained by other forms of collegiate athletic coaching.

The Mental Side of Golf, by Kenneth R. Thompson, published by Funk & Wagnalls Co. Price, \$1.50. Here's a book that will help many players get more from their pro instruction. The pro task so often is that of getting the player in a favorable mental attitude for performing the mechanics of the swing, that the Thompson book provides a definite aid.

There's some good dope on relaxation and on concentration that ought to put the average amateur student of the game in a mental attitude that will make his pro's tutoring efforts more effective. The shot-making material in the book is simple and follows the recommendations of the majority of pro authorities.