

ion he is worth his weight in gold to the course owner—especially, if such free professional teaching services are properly publicized by advertising. And, if your professional staff is anyway dependent upon private lesson income, it will be found that proper dispensation of free elementary “tips,” and watching and nursing beginners as well as others in difficulty, will get more lesson bookings than any other method.

The National Golf Foundation recently published a treatise entitled “Renting Golf Club Sets to Increase Play,” a copy of which will be sent free upon request to interested fee course owners or operators. This treatise gives details of the City of

Cincinnati's method of handling club rentals and other valuable information about this club lending library plan as successfully used in many other large cities.

Course owners and professionals interested in doing a thorough-going promotional job by passing out free instruction literature will do well to take advantage of the Foundation's share-the-cost offer on supplying its recently published textbook for beginners and golf class students, “Golf Fundamentals.” Copy of this attractive 16-page book, lithographed in two colors, with full particulars, also sent free upon request to professionals or course operators; address National Golf Foundation, 14 E. Jackson Blvd., Chicago, Ill.

## Southwest's Open Handling Presages More Major Tourneys for Section

By HERB GRAFFIS

AS a result of the manner in which the 1941 National Open was handled at the Colonial Club at Fort Worth, it's certain that the USGA will favorably consider other national championship bids from ace clubs in this section of the nation.

There's been a question about the advisability of awarding National Open championships to the southwest because of the comparatively small USGA membership in this part of the U. S. However recognition of the southwest with an Open is expected to increase the association's roster in Texas, Oklahoma, Kansas, Arkansas and adjacent states.

Although Fort Worth probably was kept from record attendance in dollar volume by heavy rains preceding the tournament and on the second day of the competition, it's also believed that a possible over-emphasis of expectations of record galleries kept away many who wanted to see the southwest's first National Open but were afraid to buck the tremendous crowds forecast for the event.

However, the Colonial gate, in numbers came near to the record established at

Minikahda in 1930—the Jones Open finale. Minikahda's prices were higher.

The Colonial gate was approximately:  
Season tickets—4,000 at \$6 net.....\$24,000

Daily Tickets:	
Thursday—929 at \$2 net.....	1,858
Friday—957 at \$2 net .....	1,914
Saturday—1,643 at \$3 net.....	4,929
	\$32,701

Colonial members and their families were admitted free. This accounted for approximately an additional 700 admissions. A precise count including newspapermen, police, marshals, messengers and others on passes would be less than 8,500. Compare that figure with some newspaper estimates of the final day's crowd. The newspaper count on a golf championship crowd is anywhere from 50 to 150 per cent higher than the actual count. GOLF-DOM's editor, although able to figure out by simple mathematics how many people can crowd three deep around a 72d hole where most of the gallery eventually gathers, lies the same as the other boys in making his newspaper estimate. Why shatter a fine old tradition?

Greenkeeper R. M. Alexander, Jr., Man-



Grass continues to grow and must be mowed on British golf courses, war or no war. Above photo shows members of the greens crew at Richmond GC, Surry, walking ahead of the mower to spot and remove shell fragments which might otherwise damage the mower blades.

ager C. E. Nottingham and Professional Bob Byrnes, of the Colonial club handled their assignments perfectly. Byrnes, as the home club pro, qualified automatically for the Open, but found out what Bob Jones is up against at the Masters. Playing his shots while wondering how the caddies were performing, whether the visiting pros and amateurs were being completely satisfied with the service of his able, cheerful and diligent shop staff during the rush, and bearing other responsibilities of Texas hospitality was no cinch for Byrnes.

The frequency of one-putt greens attested to the job Alexander has done at Colonial. Craig Wood had 7 one-putt greens in his final round. Other boys holed many of considerable footage. While it's true that expert approaching accounted for many one-putt greens, it requires good fairway lies to make those approaches.

Bent as it's handled at Colonial Club proved its case as greens grass in the southwest.

Following the heavy rain of Friday Alexander had his men busy far into the night and early Saturday morning applying cottonseed hulls to paths and gallery areas around the clubhouse, tees and greens. It provided dry footing and protected the turf. To prevent injurious use of tee areas during practice rounds chicken wire netting was laid and anchored over the prohibited tee areas.

The clubhouse made a great case for air-cooling. The grill and the cocktail lounge finished shortly before the Open were especially attractive and comfortable spots of a beautiful clubhouse.

Clubhouse prices were kept at normal level during the Open. Seldom now is the once common practice employed of putting Broadway prices on food and drinks during a major tournament, and of serving sandwiches of tissue thinness of grub between two slices of bread.

Sulphur dusting powder was provided in the locker-room to protect against chiggers. Those who didn't use it later wished they had.

Friday's rain provided an emergency problem of clubhouse operation. Players and contestants rushing drenched and muddy into the clubhouse transformed the neat and attractive place, especially in the men's locker-room, into a sight to drive a manager crazy.

The negro locker-room and house men were unable to keep up with the rush. Emergency help was called in to clean the floors and pick up the towels and after a couple of hours the situation was under control.

Manager Nottingham also learned quickly what every club manager who receives a big national tournament, or any big regional event, generally learns to his distress. It is that a hot-weather golf gallery and contestants use more towels than



"Alert" has been sounded and these two English golfers waste no time taking to the shelter on the course of the Richmond (Surry) G.C. In competitions, during gunfire or while bombs are falling, players may take cover without penalty for ceasing play.

a fair-sized towel factory would have in stock.

Press accommodations were very good and the press was handled by the committee, officials and policemen at clubhouse entrances, just as though the newspaper men were white people and guests of Texas gentlemen. The frequent procedure of being stopped at the main highway and being compelled to convince guardians that the bearers of the USGA press credentials did not intend to burn the clubhouse, betray the waitresses and blow the safe containing the gate money, was not followed.

There was a large air-conditioning fan in the press tent, set so its blast wouldn't blow copy paper into the Gulf of Mexico. Water, Coca Cola and beer was provided. A few electric lights might have been placed over the scoreboard for the late workers, otherwise arrangements were perfect.

Press headquarters also were provided in a large room in a downtown hotel, with typewriters and wire operators present for those desiring to file overnight material or other late stuff, and for the relaxation of those pressmen desiring to chin with each other or to test the profit possibilities of a deck of cards.

Fort Worth, being two hours behind Eastern time and an hour behind Central time, presented the same problem of making editions newspapermen from farther east had when the Open was played at Denver in 1938. This makes it advisable

for the USGA to give leaders at the half-way mark early starting times for Saturday play.

A great entertainment feature for visiting golf notables and pressmen was the dinner put on by Amon Carter, widely known Fort Worth publisher and capitalist at his Shady Oaks ranch. Tom Carvey, manager of the Fort Worth club, managed the catering for this event as he does for the other famous parties Carter gives at his ranch. Carvey provided ranch grub of superb rating. He also served with noteworthy satisfaction to them, a number of nationally prominent visitors who made their home at the Fort Worth club during the Open.

Publicity on the Open was splendidly handled by the committee in charge. The official program was one of the classiest ever put out for a national golf championship. It contained no advertising. In addition to excellent golf material in copy and illustration, it contained a fine souvenir feature, "Fort Worth in Pictures."

Fort Worth newspapers got out souvenir editions on the Open. At the top of each inside page of these editions was a diagram of a hole of the Colonial course.

Down-town store window trims featured the golf motif during the week that closed with the Open.

National Distillers and Hiram Walker had special golf window trims in liquor stores around the time of the Open.