

JANUARY, 1942

WAR

GOLF SETS ITSELF TO SERVE

By HERB GRAFFIS

GOLF in the U. S. A. is quickly changing to a wartime swing. There is a firm and calculating determination to make the game a substantial contributor to the strength and morale of the nation.

Experience in other countries to which this war is nothing new has revealed that golf because of its scope of ages, classes and both sexes, functions valuably in physically and mentally conditioning non-combatants, and in the recreation program for service men.

In Britain, although some courses in potential invasion areas have been abandoned temporarily and their fairways studded with devices to prevent possible use by enemy planes, play on courses remaining open has kept up surprisingly well.

Some Alterations May Come

In the Los Angeles sector U. S. army officials closed several municipal courses promptly after the Jap attack on Hawaii. At this writing the Army has made known no set policy concerning courses in coastal areas subject to invasion risk. It's possible that on some courses in such territory alterations will be made to prevent

use by enemy planes but to allow continuance of golf play with new hazards.

Employees of evacuated British business houses have taken to the game on courses near country locations to which offices of commercial and government establishments have been driven by bombing raids.

Although British labor is working at unparalleled extent and intensity, artisan golf continues as a needed and beneficial recreation.

Worker Output Slumps in Germany

German medical and industrial publications as far back as a year ago reported slumps in per capita output per worker in German plants caused by failure to effect correct balance of work and recreation for the worker. Such information from the enemy was valuable to the British who were confronted by a critical problem of maintaining utmost productive efficiency per worker.

According to available reports, comparatively small acreage of British courses has been converted into farm and grazing land. Generally the courses are unsuitable to growing vegetables. Much use seems to have been made of golf course grass col-

lected after cutting for making ensilage.

Recovering of golf balls is one of the means used in Britain to provide playing equipment. Quota of raw material for balls was allowed on a percentage set when golf play was at its minimum. Longer fairways, less maintenance of the rough, and the tendency of newer players to lose balls, have heightened the golf ball supply problem since the influx of evacuee workers to rural districts.

From meager evidence it is apparent that golf is being continued in Germany. The German Golf Assn. has advertised an appeal for development of an ersatz ball.

In Australia, New Zealand and India golf keeps on actively, with accent on the defense fund and war organization fund drives in the clubs' schedules of events.

The Dutch golf magazine, publication of which was suspended for two or three months after the Nazi invasion, resumed publication. As late as October, 1941, the issue showed editorial life and a substantial volume of advertising.

Nippon Golfdom, the Japanese golf magazine first published sometime after this GOLFDOM in your hands was begun, was going strong as late as the issue of September, 1941. The copy, the latest to be received in the USA, had 12 pages of advertising in a 44 page book, and there's no surer indication of the game being kept up. By then the Japs had been concerned with the Chinese "incident" more than 4 years.

Plainly from evidence in lands that have been at war for some time, golf fills a

definite and highly important place in that part of war activity behind the line. The evidence indicates that it would be as unwise to let up on golf as to abandon the movies, which although they may not contribute directly to physical development, serve a vital function in keeping temperament in proper balance.

At this writing the fate of much of the major tournament program is uncertain. The major Canadian championships have been maintained thus far through this war in departing from the precedent of cancelling these events in 1915-1918 inclusive. The USGA, the Western GA and the PGA cancelled their tournaments in 1917 and 1918. The British Open, the British Amateur and the British Women's Open were not played in 1915-1919, inclusive. No British Open, Amateur or Women's Open was played in 1940 or 1941.

At the Western GA annual meeting, Dec. 13, official sentiment favored following the lead of the USGA in action on championships. No mention was made of how WGA action would be subject to the Phoenix (Ariz.) Thunderbirds' decision, the Thunderbirds being promoters and underwriters of the Western Open's \$5,000 prize money.

War relief organization matches are sure to have top billing so far as tournament pros are concerned. Their record to date shows more than \$50,000 raised for war relief organizations; by far the greatest amount any sport has contributed.

During the First World War exhibition golf of American pros was first placed on



The army men in the above photo (taken Nov. 12, 1941), from the 74th Coast Artillery, Camp Pendleton, Norfolk, Va., are shown just before the start of a free round of golf on the Ocean View course in Norfolk. Each Wednesday, through USO sponsorship, soldiers from either Camp Pendleton or Camp Story enjoy the privileges of the Ocean View course without charge. Bags, clubs and playing privileges are all free, and balls are furnished by the USO. These boys are sent direct to the course by army truck. In addition, free passes are issued sailors and soldiers for week day play whenever they may get time off. F. G. Bingham is superintendent of Ocean View layout.

John B. Kelly Emphasizes Golf's Importance In War



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326 BOARD OF EDUCATION BUILDING
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Mr. Herb Graffis, Editor
GOLFDOM
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Chicago, Illinois

Dear Mr. Graffis:

This is the time when golf really must score for the physical and mental conditioning of American citizens under wartime pressure.

The wealth of a nation is in the strength of its people. High pressure of emergency effort demands planned balance of recreation for top efficiency. Without good food, plenty of recreation and sufficient sleep, the workers of America will not have the strength to carry on their great defense program.

Golf's strong attraction as a sport in which more than 2½ million of our citizens exercise regularly in the open air qualifies the game for national service of a vital character.

Therefore we are urging the golf clubs and organizations of America to exert themselves to the limit in expanding and enlarging their present programs to the point where there facilities for recreation can be utilized on a 100% efficiency basis to meet the requirements of individual and collective physical fitness.

No work can operate efficiently without regular periods of recreation. And America, now more than ever, cannot risk inefficiency when wartime production requires peak performances.

Very truly yours,

JOHN B. KELLY
Assistant U.S. Director of Civilian
Defense in charge of Physical Fitness

JBK/s

a popular basis and raised approximately \$250,000 for the Red Cross. Chick Evans, then holder of the US Open and Amateur titles, was in great demand for the Red Cross matches and enlisted pros as running mates.

Red Cross matches in Britain, presenting leading pro, amateur and women players, have raised approximately \$300,000 since this war started although many of the competitors are in war service and matches are dependent on the feature players getting leaves.

Chief change in US golf situation since the First World War has been the game's extensive enlistment of those whose names never appear in the society columns. More

than 500 public courses have been built or rebuilt by the WPA in its 6 years. This excellent low-price golf and that supplied by privately-owned fee courses accounts for approximately 70% of the nation's 2,300,000 golfers playing on pay-play courses.

Declarations of war have, strangely enough, put new heart and vigor into many private club situations.

Heavy taxes, priority difficulties, and pressure of defense material production tasks were presenting a gloomy picture to club officials whose optimism had been dimmed by sad experience in endeavoring to pilot country clubs.

However, the miracle of unity swiftly brought by the Jap sneak stab has sparked

Pros are requested to save the shipping cartons of golf clubs, and when they have display panels intact and clean, to use them again. All the boys being careful about this will conserve material in which the shortage is acute.

a new spirit and new policies in private clubs that were not confidently facing the future.

The new spirit that pervades U. S. golf clubs is based on the strength of the nation being the strength of the individual. Therefore, the war-time operating policy of the clubs already has begun to be clearly defined on a physical fitness basis.

The social side of club activities will not be ruled out of bounds but it certainly will be a distant second to the emphasis on physical conditioning.

Although the average private club member generally needs golf more and plays it less than the representative younger patron of the pay-play courses, the problem of getting the older private club member to consider golf as a physical and neuro-psychiatric benefit has been hard to solve.

Marked success attended the Fort Wayne (Ind.) CC campaign to sell more golf play to the businessman members as a physical benefit and efficiency promoting factor. This unique campaign of cards enclosed with all club mailings and some cards sent separately, was described in a GOLFDOM article.

Promotion Work Vital

This need of promotion work will demand from managers and pros energetic and persistent work of a sort not often done in the past. According to club officials who see a necessity of operating the club as a training camp and recreation center for the civilian member, the manager and pro will have to rise to this war-time job or lose out.

It'll be an additional labor and responsibility for the department heads, but also an increased opportunity. With shortages of help, rising prices and curtailed income of members already providing managers with serious problems the war-time job of promotion is going to be a telling test of managerial ability.

The pros, too, in view of probable curtailment of merchandise available for retailing profit will have to see to it that more customers come out for lessons and to be otherwise exposed to the value of a competent and diligent pro's personal interest in the member's golfing welfare.

On the greenkeepers will fall the desperate job of attempting to maintain satisfactory playing conditions despite labor shortages and inability to get maintenance equipment to the extent needed, and with the shipping speed needed. The fertilizer and seed situation now is about the one place where course superintendents see no serious trouble of supply or cost in immediate prospect.

It is expected that clubs wherever possible will expand their practice range facilities for use of members whose time for recreation may be sharply limited but who recognize their need of exercise.

Gasoline Rationing May Come

One factor that calls for golf club planning—just in case—is the possibility of gasoline rationing. Golf has been a major force in suburban community development. Due to golf's space requirements a transportation item is important in the game.

If the government rations gasoline many golfers will have to avail themselves of rail and bus transportation or arrange to share automobile transportation to reduce per capita use of gasoline, oil and rubber in getting themselves conditioned in the open air for withstanding the impact of the war of nerves and the long-hour physical drain of war-time employment.

Some clubs in 1941 had defense bonds as prizes for club events. This choice of smaller denomination defense securities unquestionably will be popular among golf clubs this year.

Defense stamps are being urged as a medium of exchange in golf wagering. Glenn Morris, director of the National Golf Foundation, estimates that if the defense stamp proposition is popularized in golf,

PGA committee in charge has announced that all prizes at the annual PGA seniors championship, to be held January 15-17-18 at Fort Myers, Fla., will be given in Defense Bonds.

stamps to the extent of \$5,000,000 may be bought for friendly betting use at golf clubs this year. Morris reckons that a minimum of \$30,000,000 in government taxes will be paid by golfers because of their golf, in 1942. This substantial payment to financing of Freedom's War, together with the game's improvement of individual health, morale and efficiency gives golf valid reason for confidence in its status in war-time.