

AUGUST, 1943

# Sell Golf to War Workers

S. Calif. Publinx Body Fits Golf Into War  
Needs of Its Area, Builds Future Patrons

A GREAT job of fitting golf into the wartime needs of the nation is being done by the Southern California Public Links Golf Assn., Inc. an organization having as members the following clubs in the Los Angeles district: Altadena, Balboa Park, Brentwood, Brookside, Clover Field, Fox Hills, Griffith Park, Lake-wood, Montebello, Inglewood, Palos Verde, Rancho, Recreation Park, Rio Hondo, Santa Anita, Southern California, Sunset Fields, Western Avenue, Woodland Hills.

A War Workers' golf service division and a summer junior golf instruction program are main features of the SCPLGA's current operations. Of these activities A. H. Mauer, president of the organization, says:

"The War Worker's Service Division is functioning through the recreational directors of some 50 or 60 of the major defense plants in the greater Los Angeles vicinity, and its activities and the further program has met with enthusiastic success.

"The Junior Golf Instruction Program is designed to build interest in golf on the part of the youngsters; to give them an active and healthy summertime interest under proper supervision; to build future business for the pros, and increased business for the golf courses and members for the clubs.

"The program has the endorsement of many of our leading pros of the Los Angeles territory, including Olin Dutra, president of the Southern California

PGA, Joe Novak, Willie Hunter, Stanley Kertes, Harry Bassler, Geo. Lake, Marvin Clawson, Geo. McNerny, and many others. The program has been endorsed by the Pasadena and the Long Beach City School Boards, as providing an excellent activity and supervised recreation for children, many of whose parents are engaged in the defense plants and industries.

"The professionals named, along with others, conduct classes at their respective clubs in accordance with the plan outlined in the bulletin. Thus it will be seen that the benefits are not limited to either the public links clubs and courses, but will be contributed by the private clubs very materially, as well.

"It is our intention to make the program an annual summertime affair, and it is felt that by so doing we can generate a constantly increasing interest in and enthusiasm for the game on the part of the generation to whom we must look for its sustenance in the future, and at the same time accomplish the double purpose of building present business for the professional and the course operators or managements."

Details of the two phases of the association's plans are given in highly informative bulletins. The War Workers Golf Service division bulletin says, in part:

"The Southern California Public Links Golf Association, as the established organization representative of the interests of the public links golfers of this area, has taken it upon itself to bring to the

golfing war workers of this community all the cooperative benefits and facilities of the Southern California Public Links Golf Association.

"The Southern California Public Links Golf Association therefore offers:

"1. All of its facilities and its services, through the medium of its Coordinating Committee, to any group, or organization of golfers who are bona fide war workers or connected or identified in their employment with any plant, company or employer engaged in defense work, in all matters involving the game of golf.

"2. For these purposes there has been established a Tournament Consultant Service where there will be available advice on all types of tournaments. Also this department will function as a medium of arranging tournaments or inter-plant or inter-community play.

"3. The committee will serve as a consultant on the USGA Rules of Golf, in any instances when application is made therefor.

"4. The Association through its committee will also be glad to furnish speakers on golf or allied subjects. Likewise it is prepared to furnish interesting material for publication in any plant periodical desiring same.

"5. An important service which the Association is prepared to furnish to our war worker golfers is a uniform handicapping system, which is designed to properly and equitably handicap all participants in all events, whether of previously established handicap rating or otherwise; and to furnish duly qualified course ratings and printed and uniform handicap record sheets and rules and regulations.

"6. It is proposed to make available printed matter, posters and placards, embodying the purpose and spirit of the things herein set forth, with such of the practical details as may be necessary to denote the services and facilities thus made available."

#### **Lessons for Juniors**

The summertime junior golf instruction program was planned for high school and junior high school boys and girls. Professionals at various local clubs were enrolled to conduct class instruction of the junior golfers in a series of six lessons in a 3-week period, to start a week or so after the end of the regular school term.

Quoting from the SCPLGA bulletin on the subject: "Classes should be conducted

on two days in each of the three weeks, on whatever days at whatever hours are most convenient for the purpose. Classes should be conducted in two divisions; the boys' division starting at 10 o'clock or whatever hour is selected, and this class to be followed by the girls' division at 11 o'clock. This grouping will greatly conserve and facilitate transportation.

"As much personal contact with each pupil as can be given is advisable; those who disclose exceptional ability can be especially selected and encouraged, and outstanding proteges developed. In past experience, classes with as many as fifty pupils have been found to be highly successful.

"As another step in the program, an endeavor will be made to arrange with the course management, wherever these classes are held, to allow the boys and girls to play nine holes after each lesson beginning with either the second or third lesson.

"Then, as a final step in the program, the series of lessons will conclude with a tournament the week following the conclusion of the course of instruction at the courses where the players have received their instruction. Results will be tabulated centrally and prizes and trophies will be awarded to the winners.

#### **Only Nominal Fee**

"The only charge which will be made either for lessons, practice play following the lessons or for tournament play following the conclusion of the course of instruction is a nominal charge for the use of the balls. This charge can be arranged for in either one of two ways, according to the professionals' preference: (1) by charging a flat fee of \$1 to be collected before the classes begin from each enrollee or (2) a charge of ten or fifteen cents per lesson collected on each class from each attendant; the flat fee to be collected in advance has proven in most cases to be the best.

"The broad purposes of the foregoing are in accordance with the design of the Association's Coordinating Committee for this year, namely to disseminate the broadest possible interest in and enthusiasm for a game of golf, and to generate a constantly increasing enthusiasm therein and dovetailed with this purpose, the further design to build and contribute in every way possible to the business and the interest of the golf professional and of the operators and management of the individual golf courses."