

JANUARY, 1943

How to FIT YOUR CLUB to the WAR EFFORT

By HERB GRAFFIS

THIS year golf faces its greatest test.

Nothing but winning the war really matters. If closing up golf completely would save the lives of Americans in battle or assure victory, every golf club in the nation would close today for the duration—and there'd be no moaning about the sacrifice offered.

But the cold fact is that continuance of golf on a wartime basis is required for the good of the victory effort. And golf hasn't made that fact clear and convincing to many of its own players and to the general public.

The doctors are doing the only good job that's being done in showing golf's highly important place in the war plan. The MDs who are left in private practice are probably the most overworked men in the nation, and a considerable part of their work is that of trying to restore to health, spirit and efficiency other men who have neglected to keep themselves in balance.

So the doctors say that exercise, escape, relaxation—whatever you want to call it—is essential to the maintenance of manpower in war work. For the man or woman who is beyond the years of becoming a big-muscled husky but who needs outdoor sport as a recreating change of pace, the doctors prescribe golf whenever the weather permits.

The businessman or some other indoor worker who's been conscientiously applying himself to intense and prolonged

schedules of war work and worry either has to safeguard health and spirit or become a drag on the war effort. Golf hasn't made that plain, nor has the game advertised itself as a needful item in the program of the American who recognizes the necessity of keeping in top condition.

The truth is that golf has failed so badly to tell its story as an exceedingly valuable aid to war effort that some people who don't at all mind going to the movies, to football, basketball and baseball games, or to go bowling, are shy about being seen with a bag of golf clubs. This is notwithstanding the fact that golf as a physical and mental conditioner has a wartime case for adults, sounder than that of the previously mentioned recreations.

Some have advocated turning golf courses over to pasture and farmland regardless of many farms being sold or virtually abandoned because of agricultural shortage. Harry Hopkins fakes a magazine article, per a literary ghost, in which he condemns "golf as usual" during wartime, although golf was the first sport to declare that it was not going to be "as usual" during the war but would completely adjust itself to war aid. The USGA was the first major sports body to cancel its national championships, and golf clubs have been more active than any other groups in sports in raising funds for war service benefits and in or-

ganizing Red Cross, Civilian Defense and similar war service enterprises.

The absolute demonstrable fact is that golf's actual sin in the war would be that of quitting when the game is needed to make and keep Americans fit to fight on the home front.

Taxes, gasoline shortage, long high-pressure work-schedules—all of these can and should be overcome in fitting golf into its proper and effective place in wartime recreation. Our allies and our enemies, and certainly those in command of our fighting forces, act on the essential need of giving troops, seamen and civilian workers some time-out for rest periods. Those who are kept in too long either blow their tops or become static dangers to successful war effort.

Well, what can and should a club do to keep itself vigorously in war service? Here are some of the things that are being done:

1.—Consider the possibility of consolidation for the duration with other clubs that are not so well or better located. In planning the budget for the consolidated operation, provision should be made for minimum maintenance of the course that's being temporarily abandoned. Otherwise it won't take long for the out-of-play course to deteriorate beyond hope of reclamation.

2.—During the winter work out car-pool plans for members. Some clubs have worked out estimates of amount of gasoline to be used, at average car consumption, from various parts of the city in which its members live. Others include bus transportation coupons to the clubhouse in the annual dues. The idea of this is that if a member can be brought to the club his patronage at the club will warrant the club's absorption of the transportation expense, coming and return.

3.—Work out, with the manager, house budgets that go stronger on buffet meals which will be made necessary by help shortage.

4.—If space is available, work out Victory gardens with the greenkeeper, both for the club's feeding needs and for members' garden plots—the members to pay expenses of attending to these individual plots, and/or do the garden work themselves. Several clubs have raised pigs on the clubhouse garbage. The possibility of pasturing sheep in some areas of the golf course also may be considered. However, sheep as substitutes for fairway mowing are not satisfactory. Remember,

too, that these meat animals require care. The food problem may become troublesome this year so the versatile greenkeeper as a garden director may be especially valuable to a club and its members this season.

5.—Make the club a community headquarters for meetings of war workers. Red Cross first aid and sewing and knitting groups should be invited. Incidentally, the presence of these groups is effective help in membership solicitation. There may be some objections to opening the clubhouse to war-working groups of outsiders, but it's no time to be fussy when poor, uncouth, tough kids from the wrong side of the tracks are being killed that the club members may still enjoy their clubs.

6.—Investigate the possibilities of pre-military training of caddies, through drills and lectures. The Boy Scouts in Great Britain have done tremendously valuable work. The extension of pre-military physical training to American schools gives golf clubs with their outdoor areas an opportunity to help in the work.

7.—Have War Savings stamps on sale at the club and encourage use of these stamps in golf wagering and as prizes. American flags are appropriate and unusual prizes.

8.—Arrange with special service officers at nearby military posts to allow a certain number of soldiers, sailors, marines, merchant seamen, nurses, WAACS, WAVES and SPARS free or nominal fee playing privileges per day. Have loan sets of clubs available for them.

9.—Let the club's women put on a party now and then for members of women's military organizations and nurses. These girls generally are forgotten when club parties are given for men and they ought to have a lot more attention.

10.—Ask each doctor member of the club to write a letter expressing his personal professional opinion on the value of golf in keeping men and women at top efficiency and spirit for wartime work. Send out these letters singly or in series to members and prospective members. These authoritative letters have the cash value of a visit to the busy M.D., and carry a lot more weight than anything club officials or pros could say about the wisdom of playing golf as a wartime conditioner.

11.—Adopt the USO or Red Cross pen-

alty trap idea, which means that if a player knocks a ball into a trap identified as one of these benefit hazards, he has to drop a dime or a quarter into the kitty in the clubhouse.

12.—Campaign to get a large group of the club members to contribute to the Red Cross blood banks. These blood bank contributions are beyond a cash rating. They save lives. There's not nearly the discomfort to a blood contribution that there is to a moderate hangover, so the club members have no excuse to hold back.

13.—Have a few matches during the season between a team of club members and a team from the nearest army, navy or marine establishment. These matches could be twilight events.

14.—See that your club publicity is keyed to the war-help theme.

15.—See that used ball collection is thoroughly conducted at your club and that the balls are turned in to some first class manufacturer for reconditioning.

Don't miss on this or you're liable to be sure enough out of luck until synthetic balls are further developed.

16.—Get some soldiers, sailors or marines from camps near you to put on demonstrations of the hand-to-hand combat methods they're taught, or when your pool is opened, if possible, get some sailors to show the life-saving lessons they're taught.

17.—Have civilian defense and other war-help lectures at your club in the evening. Everybody wants to know the answer to "what can I do to help?"

18.—Keep reminding members that golf club membership is a valuable privilege enabling one to keep in better shape for the added work and worry of wartime, as well as a necessary and entirely sensible and patriotic place of escape for a rational length of time.

The above list is only a partial presentation of what the golf club has to do to make itself sport's most valuable civilian aid to winning the war. There's plenty of work involved in these and other details of a worth-while club's wartime operation, and club officials often are in war industries that take almost all the time they have. However, the managers, pros and greenkeepers of the clubs need only the encouragement and authorization of club officials to go the limit, within financial and other reasonable bounds, to demonstrate their abilities to make the clubs stronger in war than in normal times.

SAYS WHO?

Pegler Raps Hopkins for Harry's Ghostly Sermon

WESTBROOK PEGLER certainly lit into Harry Hopkins about Harry's ghosted piece in December "American Magazine," in which Harry moaned against the possibility of "golf as usual."

Blasting Hopkins for not writing the bossy piece that appeared under the Hopkins name, Pegler remarked that Hopkins' suggestion of the association of "business, cocktails and golf" shows that Harry doesn't know what's going on. Pegler comments acidly, "People who used to golf were months ahead of him (Hopkins) in recognizing that golf must be from now on only a week-end relaxation, if not just a memory."

The columnist asked, "Who is this Hopkins to be warning and threatening the Americans and lecturing them as though all those not in the services of the government were a lot of drunks?"

Although Pegler didn't answer his own question, part of the answer might have been that Hopkins is a man who lies around the White House half sick because he didn't take sensible care of himself physically, but is able to get up and be a guest of honor at an extravagant cocktail party given by Barney Baruch—the sort of a party that the Hopkins magazine piece said was a flagrant disservice to this nation.

Keep Courts Up.—Better make sure your tennis courts will be in good condition for play next spring and summer; tennis experienced a surprising revival among the older members of golf clubs last year. Authoritative information on the care of courts and on specific problems of court maintenance may be secured from En-Tout-Cas America, Inc., 630 Fifth Ave., New York.

ATTENTION: CLUB PRESIDENTS

If golf is to continue, your members must be made aware of the urgent necessity of turning in their old golf balls for reconditioning.

Your pro knows of this crisis and is doing his part to combat it. But he can't do the job alone.

Give him a lift by working out, with him, a practical USED BALL COLLECTION PLAN that will reach every member early this spring.

EVERY BALL COUNTS!
