

# CLUB PAPERS HAVE NEW VALUE

By CALVIN POOLE

THIS year, the job done by the little papers many golf clubs publish monthly has been far more valuable than ever before. Newspaper sports space has been reduced by newsprint curtailment, reduction in advertising revenue and shortage of sports reporters. That has meant that golf's general publicity has been cut. Reduction in tournaments and in the class of tournament fields also have reduced golf publicity.

In view of the loss of considerable of the widespread publicity on which golf usually depends for steaming up player interest, the task of the clubs' own papers has become highly important. The member who is getting dull from constant application to war work and worn by the insidious strain of wartime worries, may need golf more than he ever needed it before, but he's feeling too tired to go to any trouble to get to his club. He doesn't look forward to the possibility of having to caddie for himself. And, thinking of "the good old days" he may not be strongly attracted by wartime course conditions and clubhouse service.

So the fellow for whom golf can do a valuable job in wartime stays home simply because there hasn't been effective advertising and selling focused on him by his club.

## All Types of Printing

It is that condition that the club paper corrects. There are many excellent papers, some of them printed and some mimeographed, that clubs are issuing monthly—or more often during the playing season. One of the punchiest of them is *Fairways* of the Virginia CC, Long Beach, Calif.

Right after Pearl Harbor A. M. Lockhart, chairman of the club's publication committee, began applying golf sales psychology in *Fairways*. While this factor alone doesn't account for the Virginia club having virtually a filled membership, it is certain that the *Fairways* has been responsible for arousing, directing and enlivening interest of members so that others who are eligible have felt the appeal of the sprightly spirit.

*Fairways* is a four page monthly, occasionally enlarged to six pages, 6x8¼ page size. Color of paper stock varies.

Due to the unfinished paper stock it uses, it can only print line cuts. The cuts are stock cuts on hand in almost any first class print shop.

The January, 1942 issue of *Fairways*, the first one after Pearl Harbor, carried, under the head "Virginia Will Carry On" an editorial that defined the club's status and task in wartime. The editorial laid down a policy that has been successfully followed.

In part, it read:

"To what extent this bitter business of war may affect our club activities is of course a conjecture, but it is to be hoped that we won't allow the emergency to curtail the beneficial, recuperative powers of golf playing, for under stress, as much or more than at any other time, one needs a means of venting his surplus physical energies, and thereby refreshing his mental machinery. Golf is a fine answer to this need and Virginia is the ideal course that fills the need. May we therefore place this brief plea before you fellows who are sooner or later to be affected one way or other by this darn nasty imbroglio that has come upon us?"

"Don't let it get you down. We've had wars before; depressions have been our lot, earthquakes have smitten us, and now another war. As before, we'll survive this ordeal; we'll lick those sneakies, but meanwhile we've got to keep on living and trying at least to enjoy it. To keep fit and have pleasure, play golf. And do it now, mister—for your own good."

## Good Coverage

Personal items abound in *Fairways*. Generally the publication seems to allot its space first to personals, then to announcements and results of club events, then to handicap changes. News of changes and plans in club operations, new members, and humor also are regular features of the *Fairways*.

An interesting and effective use of the publication is its printing of handicap changes in almost every issue. This is a feature that is sure to keep playing interest keen and to make instruction business good for the club's widely-known pro, Larry Gleason. There apparently is good cooperation received from club department heads

by the editor. Manager Walter Brauen, Hostess Pearl McInnis, Supt. William P. Bell and Greenkeeper Rodney Barker, as well as Gleason, supply news tips and personal items. And it's certain that *Fairways* wouldn't contain such a wide range of members names in its items unless the members themselves were giving Editor Lockhart a hand.

### Plenty of Names

Where most golf club publications miss the boat is in their failure to carry plenty of names. Lockhart obviously is not without his troubles in this respect, judging from his pleas for volunteer reporters that appear in *Fairways* now and then. But instead of succumbing to the usual conclusion of club papers who decide "to hell with this unpaid job" when they are left to play a lone hand, he keeps pounding and has members pretty well educated to supplying items.

Of course references to members and members' sons and daughters in uniform supply numerous items, but the usual run of personals written in a chatty vein supply the keynote of the *Fairways* intimate interest. In its coverage of women golfers' personal items and news the paper excels any other golf club publication we have seen for several years. Although Virginia's women are exceedingly active in war work they seem to manage their time so they can balance their toil with some golf, and women's activities at the club are high despite a general falling off in women's play at most clubs this year.

Treatment of general subjects of special interest to club members and bearing on the club's progress is exceptionally good. Its comment on gasoline rationing and the labor situation as these wartime factors effect club patronage and operations helped to adjust members to meeting the new conditions imposed.

*Fairways* never overlooks a chance to give a hand in membership solicitation and unquestionably has far more than paid its cost by its influence in bringing the Virginia roster to its present satisfactory status.

When horse-racing was suspended in territory near to Long Beach, *Fairways* said:

"Due to the cessation of horse-racing, temporarily at least, golf and tennis throughout the local and nearby counties are enjoying a healthy upsurge of interest, and as a result country clubs have sharply increased their membership rolls.

Virginia should be no exception to this development. Now is a good time to fetch in your friends to fill the limited openings in our club.

"Naturally, all applications have to be submitted to the board of directors for examination and approval, in compliance with club rules, but the wait is not long and your good friends are most likely to be found entirely eligible, and welcome, to join us.

"So, fellow members, fortify yourselves with a few application blanks and put them to immediate use!

"A membership is normally very beneficial, but now especially the advantages are many-fold. Golf is your one safe, interesting means of assuring a full priority of moderate exercise, and if it's good for you, it's a dandy tonic for your compadres! Bring 'em in."

Only once in the past two years does *Fairways* seem to have picked a live subject too hot to handle. It announced that the Virginia men "are going to offer us their ideas of the prettiest, wittiest, most charming women golfers in the club."

In the issue following that announcement, the editor printed a brief note declaring that the competition was a tie.

## War Plants Fit Golf Into Employee Recreation

JULY bulletin of the Industrial Recreation Assn. reflects prominence of golf in employee recreation in wartime. Servel, Inc. (Evansville, Ind.) has a golf league with a lengthy list of prizes. Indianapolis plant of RCA prints in its house organ a series of golf lessons and offers personal pro instruction to employees. "Off the Fairway" bulletin keeps golfers of Curtiss-Wright, Propeller div., New Jersey plants informed of the workers' golf activities.

Southern California PGA members are especially busy in promoting golf as a war workers' recreation. The sun-kist pros are giving class lessons to war plant workers and have introduced an innovation in class lessons for the children of war plant employees. The latter development has received nation-wide publicity as an exceedingly promising recreation job in helping to solve the difficult problem of wisely engaging the time of youngsters who otherwise would be roaming around and subject to juvenile delinquency risks while their parents are in the factories.