

MAY TO SPEND \$100,000 IN GOLF BUSINESS RESEARCH

GEORGE S. MAY, president of the Tam O'Shanter CC (Chicago district) and head of George S. May Co., management engineers, has organized the American Golf Foundation as a research and management service for golf clubs. The American Golf Foundation has been chartered as an Illinois non-profit corporation.

May's new organization plans to engage in probing the business problems of golf operation and circulating the findings and recommendations among the nation's golf clubs on the same general basis that the George S. May Business Foundation makes its studies of other businesses and presents its discoveries and suggestions to business executives. The May interests have handled more than 7,200 business engineering jobs in the United States and Canada. Its reports have received high endorsement as helpful material.

Considerable information obtained in the May organization's handling of its clients' problems will be brought to bear in presenting solutions of golf club business management difficulties, May declared.

Object: Businesslike Operation

In announcing the American Golf Foundation he said: "It is my sincere hope that the dissemination of the Foundation's findings will stimulate interest in the game, make it available to more people and result in a more economical and efficient use of the facilities and conveniences involved. The Foundation's findings will be made available to golfers, golf clubs (private and public) for the promotion of the game."

Headquarters of the American Golf Foundation are in the May Bldg., 2600 North Shore ave., Chicago, 45, Ill. Officers in addition to May as president, are: C. A. Posson, v. p.; B. Westerback, sec.-treas.; John J. Coffey, jr. executive sec.; Arthur H. Witzleben, jr., director of research; and Paul C. Brines, director of public relations.

Until Jan. 1, 1945 May will make no charge for the Foundation's research services and bulletins, other than expenses in cases where men are sent at clubs' requests to tackle specific problems for those clubs. He says that he ex-

pects the American Golf Foundation will cost the May interests about \$100,000 during the five year development period he has in mind for the enterprise.

May has been keenly interested in the operation of golf clubs since he acquired the Tam O'Shanter club northwest of Chicago's city limits after it had been unsuccessful as a private club. He acquired the property as a real estate investment but became intrigued by the possibilities of applying to club operation principles which had been successfully utilized in businesses served by the May management organization.

Tam to Be Test Tube

The Tam O'Shanter club has been the guinea-pig in testing numerous ideas and although May bluntly admits that in its present status the enterprise would not be considered a profitable investment on the basis of return on money put into it, the improvement in the condition has been highly satisfactory and has confirmed his belief that general principles of business management eventually will work golf clubs into solid financial position.

At the press luncheon announcing the formation of the American Golf Foundation May said that as a preliminary study his organization had been investigating Chicago District private clubs and thus far had reason to think that only 12 of them were properly set up financially and only four actually were making money.

In view of the common opinion that the Chicago District private clubs were in better shape than those of any other metropolitan area, May said that the investigation's disclosures called for immediate action in postwar planning for golf clubs. He regards as dangerous any tendency to think that peace will solve the private golf clubs' problems. He thinks that taxes bearing heavily on the class that constitutes private club membership may be an increasingly serious menace to this type of club unless financial readjustments and sound management are put into effect while the country has more cash than it ever had before.

It is May's conviction that no other business in the country offers the room for improvement in financial and operat-

ing management that the golf clubs do with their more than \$800,000,000 investment.

Because of May's activity as a tournament promoter, sports writers at the announcement luncheon queried him on the tournament interest of the American Golf Foundation. He made it clear that the new Foundation would concern itself only with golf club business problems, and despite the effectiveness of the Tam tournaments in publicizing Tam O'Shanter, the AGF would not go into tournament promotion as a golf club business matter for a long time to come, if at all.

He expressed himself as being convinced that expansion of amateur interest in the game called for far more emphasis on amateur tournaments, and although strongly of the mind that there should be more money in pro tournament golf, conceded that when amateurs were headliners in tournaments, the pros as a group had larger incomes.

May also made it plain that his controversy with the USGA regarding an increase in amateur prizes was a personal affair with him rather than a matter involving club business management, hence the newly organized Foundation. There was lively debate at the luncheon as to whether increase of amateur per capita tournament swag wouldn't discourage development of local amateur talent by inviting growth of a class of touring amateur pot-hunters on the order of the tennis bums who embarrassed that game. The pseudo-amateur golf sharpshooters, some maintained, wouldn't allow legitimate home talent a fair and inviting chance.

May had arguments on his side, too, so the sideshow to the announcement luncheon wound up in a friendly tie. Like other arguments, nobody convinced nobody.

Tom Jones, NE Pro Vet, Dies Suddenly

TOM JONES, for 17 years pro at the Rhode Island CC prior to entering defense work last fall, died of a heart attack at his home in Warren, R. I., Aug. 20. He was 49 years old.

Jones was born in the clubhouse at Stafford, Eng. His father, John Jones, came to the U. S. as pro at Myopia, where Tom entered the game as his dad's assistant. In 1912 Tom got his first pro job, at Auburn (N. Y.) CC. Prior to taking the Rhode Island CC appointment, he

served the Albany (N. Y.) CC, Lancaster (Pa.) CC and Fall River (Mass.) CC.

Tom was one of the founders of the PGA of New England and of the New England Open championship. He was teaching junior group classes long before the idea became general in pro golf. He was a pioneer in developing caddie systems that helped the boys and the game and the players. He also was responsible for the development of many excellent amateur and pro golfers.

He is survived by his wife, his mother, two sons and a daughter.

Tom was warmly regarded by golfers in New England and other parts of the country as one of the fine characters who built the game in the U. S.

Ted Ray, Famed Pioneer, Dies in England

EDWARD (TED) RAY, burly Jersey-man who was one of golf's most colorful and competent pros, died Aug. 28 in a nursing home at Watford, Eng., after a long illness. He was 66 years old.

Although Ray only won the British Open once, in 1912, and the U. S. Open on just one occasion, in 1920, he was second or third many times and because of his impressive personality and prodigious driving was always a chief attraction for galleries.

He and his comrade, the late Harry Vardon, made several American tours and had much to do with popularizing the game in the United States. It was the Ray and Vardon tie at 304 with Francis Ouimet at Brookline in 1913 that established golf as a major American sport. Ouimet's 72 was too good for the 77 of Vardon and the 78 of Ray in the play-off, and the Boston ex-caddie as the giant-killer put golf into American sport page headlines.

Ted's 295 at Inverness, Toledo, in 1920 nosed out Vardon, the late Jack Burke, Leo Diegel and Jock Hutchison by a stroke. It was the last time an invading player has won the U. S. Open. Barnes, Walker, Macfarlane and Armour, later foreign-born winners, were American residents at the times of their triumphs.

Ray's pipe, his thick coat and trousers (a novelty in the knicker days) distinguished his appearance on American courses. What probably was his great contribution to American golf was his great length and accuracy with wood clubs. He made