

# Marines Establish Beach Head on Postwar Golf Boom

By CORP. ERNIE HARWELL

**A** FORECAST of more and better golf after the war could be partially founded on activity in the game at the Marine Corps training base, Camp Lejeune, N. C. Camp Lejeune's attractive 18-hole layout, Point Paradise CC, provides attractive and economical recreation for the base's thousands of men and women trainees.

Only prerequisite for a tour of the well-manicured course is a Marine identification card. Membership in the club and use of all its facilities are free. A group of three professionals is on duty to give expert instruction without cost. If a player has no clubs he can take his choice from more than 300 sets, also without fee.

Despite 20-mile training hikes under full pack or tiring days of mock assault landings along the nearby beaches, the course has never lacked players. And on weekends it is crammed. During May, 4,452 golfers played 18-hole rounds. The monthly average is well over 2,000 for the year in which the course has been operating.

The sport has gained at least 5,000 new enthusiasts in the past nine months, according to Master Technical Sergeant Allan J. Burton, of Chevy Chase, Md., the club's energetic professional. Before he enlisted with the Marines in December, 1942, Burton was professional at the Army and Navy CC in Washington where he used to straighten out drives for Adm. Ernest J. King and demonstrate to Army Lieut. Gen. Omar N. Bradley a surefire method for dropping putts.

After helping construct the course, Burton offered instruction to all hands. They took him up on the offer—in droves with much brass and braid intermingled with the stripes of enlisted men. He taught classes and gave individual instruction, often holding 15 to 20 sessions daily.

As membership in the club and interest in golfing grew, Burton was given help. Sergeants Andrew L. Butcher, of Roanoke, Va., and Denzel Blair, of Huntington, W. Va., are his assistants. They are now introducing the game to an average of 16 initiates a day among the base's constantly changing personnel.

Burton says members of the Women's Reserve are his most apt pupils.

"Women, in general, have more rhythm and a better sense of timing than men," declares the mentor who in civilian days had coached Mrs. David Clark, of Washington, to the Virginia State and Middle Atlantic titles.

"In addition, this natural sense of timing has been developed to an even greater degree by their close order drilling, physical exercises and other training activities.



Official USMC Photo

## MARINE'S PRO

Master Tech. Sgt. Allan J. Burton, formerly pro at the Army & Navy C, Washington, D. C. heads pro staff at Marine's Camp Lejeune, N. C., where golf has gained 5000 new enthusiasts in the past nine months.

They seem to catch on quickly. A number of them should become better than average golfers."

Women Marines receive lessons regularly twice a week. Enlisted and officer

personnel take their instruction on a "catch-as-catch-can" basis, sandwiching golf among regular duties. The three pros also teach the wives and children of men stationed at the base.

The Lejeune links was designed by Fred Findlay, greenkeeper at the James River (Va.), and Richmond (Va.) country clubs. Its construction was supervised by Marine First Lieut. George W. Cobb, a golf and landscape architect from Savannah, Ga.

Lt. Horton Smith of the Army Air Forces, and two Marine major generals, Kellar E. Rockey and Seth Williams, helped inaugurate the course September 6, 1943. Lieutenant Cobb was the fourth member of this initial foursome.

Although it didn't need a shot in the arm, golf interest at the base was heightened last spring with an exhibition by Gene Sarazen's clever troupe which included Joe Ezar, Kay Byrne and Katherine Fox. They played to a gallery of 1500 Marines.

To insure year-round play, the fairways and greens are carpeted in the summer with Bermuda and in winter with Italian rye. The trying traps dotting the course are filled with sand from Onslow Beach where Marines practice assault landing technique.

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## Competition Is the Life of Golf

By GENE O'BRIEN

WITH THE UNLIMITED opportunities to come in the post-war period, now is the time for all good pros, promoters, and club officials to come to the front with a sound program to be put into use when Johnny comes marching home.

There are literally hundreds of golf features to entice Dad, Mom, and Junior to the course. To think that your members play golf for purely the exercise they derive is pure folly. It is this complacent attitude which put many a club on the red side of the ledger. Give your club members the real incentive by introducing a continual season of competitive play. This takes work, of course, but how else can you keep a club on the good side of the ledger?

While waiting for a greeting card from Uncle Sam, I figured that if I weren't called in two or three weeks, I could promote a system of continual match play for the boys I proed previous to my call. This I thought would keep a little fire burning during my absence. In three weeks I introduced and put into use a Merchants' Golf League. I have one league in operation and have almost completed a second. Using a Sponsor Entry Fee for

prizes, I hit a number of birds with one stone—such as excellent merchandise prizes for good interest, advertising for the merchants, and seven weeks of golf competition.

This League idea has in three weeks changed the golfing situation in Hutchinson, Kan., from fair to very good, and does, as I thought it would, promote enthusiasm and interest which are the two keys to promoting a successful club.

If it is possible to organize a successful local Merchants' golf league, then it would be possible to organize a nation-wide golf congress on the same principle as bowling. And who will deny the fact that bowling isn't a success? The reasons are obvious. First it gives the bowler a competitive interest. Second, a sense of being a part of something that he can actually engage in. These are just two reasons. There are many more. And remember this, when a bowler bowls, he does it in a bowling alley. When a golfer golfs, he goes to the golf course. It's up to you and me to get the golfers interested, and now is a very good time to be doing a little thinking on the subject. If the pro, directors, and tournament committees don't put their heads together now to lay out plans for the post-war period, it may be a case of too late and too little for holding your membership.

I have learned from experience that every golfer enjoys very much the chance to try and beat his buddies, with proof of a trophy or prize to show for it.

I have outlined only one method of continual match play. There are many more. There are too many cases where golfers have had to depend entirely upon themselves to enjoy the game. In these cases the club is losing. It is our job as pros, promoters, and club directors to see that the competitive interest of our particular membership is continual.

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### TEACHES CONVALESCENT VETS—

CPT Times of the Army Air Forces regional hospital at Salina, Kans., carries a front-page story on Pfc. Joel Bennett, former pro, teaching golf to convalescent patients. Lessons are given at the Salina CC. Mike Murra, pro at Wichita (Kans.) CC furnished the clubs and balls being used. The Smoky Hill Army Air Field paper also gives the hospital's golf an illustrated story, one of the illustrations showing convalescent soldiers taking calisthenics with golf clubs. The exercises are based on correct movements in the golf swing. The Salina club has play of about 20 non-hospitalized soldiers on weekdays and gets as many as 100 on weekends.