

May Puts Tournament On Big Business Basis

★ **TAM O'SHANTER CC** plans for golf's top money event to be played at the course on Chicago's northwest boundary Aug. 21-27 give evidence that George S. May is applying to the fullest extent in tournament promotion the same basic business principles he recommends in golf club operation. A vigorous sales promotion campaign by newspaper and radio is scheduled for the event.

Possible tangles in the amateur situation which loomed when May first announced bond prizes higher than the USGA limit have been avoided by a revision in accord with the association's amateur ruling. The amicable agreement was whimsically regretted by some sports writers who were counting on the energetic May to provide lively copy with a controversy on the amateur situation. However, on the pro end, the \$30,100 maturity value in war bonds out of a \$42,500 maturity value total, left practically no room for differences of opinion between May and the hopeful commercial contestants.

May's 1944 All-American tournaments will be bigger and better than his previous events, he declares. To spectators, players, and the working press entrepreneur May solemnly promises more entertainment, more comfort, more conveniences. His views on these and related topics are set forth in substance below:

That all-time richest prize purse of \$42,500 in War Bonds insures the presence of the finest available field of players and sets the stage for drama in the competition for the \$13,462 first prize.

The Tam O'Shanter course is an excellent test of golf. Its yardage (6,753) is practically the same as the average (6,775) for the ten most famous championship courses in Great Britain. As proof of toughness, the lowest 72-hole tournament score made at "Tam" since the course was lengthened was that Nelson-Heafner 280 in the All-American Open of 1942. The layout is ideal for both players and galleries—just rolling enough to be beautiful and interesting but with no steep hills to climb. Only steep hill is on the sixteenth hole and there you go down, not up. Layout of seven water holes and width of bridges is such that there is little bottleneaking.

To enhance the beauty of an already

picturesque course and provide additional shade, 227 mammoth elm, chestnut, and maple trees were removed to Tam O'Shanter from Des Plaines and Morton Grove since the 1943 All-American tournaments. These giant trees, averaging 25 years in age, 30 feet in height, and 10 tons in weight, were lowered with hugh cranes into holes of bomb-crater dimensions. Experts called it the largest tree-moving project in the history of Cook County. Other recent improvements at "Tam" include replanking of bridges and a red-and-white repaint job on the rambling Colonial clubhouse and the "halfway house."

New Grandstand. For the convenience of foot-weary spectators, a commodious, roofed grandstand is being built around three sides of the eighteenth green and new bleachers back of the first tee. The grandstand's roof will be railed and otherwise designed to provide vantage points for cameramen, radio broadcasters, and operators of the public address system.

Refreshments. Four large concession tents amply stocked will be placed at strategic spots around the course—one south of the clubhouse, one near the first tee, one near the fifth green and one near the sixteenth green. Too, the clubhouse with its four bars and spacious dining room will be open to the public as will the "halfway house" near the tenth tee, with its bar and porch-table setup. A sufficiency of comfort stations will be provided, probably one at every other hole, and public telephones to the limit of availability will be scattered around the course. Parking space for 20,000 cars will be provided.

Improvements in the communication setup are also in the cards. By installing bigger and better scoreboards, using walkie-talkies to supplement the telephone hookup of last year, and utilizing the public-address system, May hopes to insure that all present will know what's happening all over the course at all times. And for those not present he's planning a half-hour nationwide broadcast of the Sunday finish over a major network.

May promises an expert marshaling job by the same well-trained, experienced crew that has so ably handled the ropes in previous years. If the crowd stays back everyone can see; if they push in close nobody can see," he explains. "True,

it's hard to sell that idea, but our marshals are tactful salesmen. That's why they handled 67,000 spectators at last year's All-American with almost no complaints."

Press representatives assigned to the All-American will be comfortably housed in a spacious first-floor room close by the eighteenth green—a room with three-way ventilation.

Betterment of countless small tournament details is also in prospect. Lapel badges, for example, will be bigger and better this year. Newspaper men, radio broadcasters, newsreel photographers, tournament officials, contestants and their wives, and "Tam" members and their wives and children will be supplied with large buttons with names of individuals and company connections printed thereon.

The tournament machinery has been additionally oiled this year by streamlining of the paper work. Under this new setup, the application blank returned by each entrant shows name, address, club affiliation if any, amount enclosed for entry fee, and whether the applicant is a pro, amateur, or woman. This information is recorded in two ways under breakdowns for pros, amateurs, and women: (1) on cards made up in duplicate for numerical and alphabetical indexing, and (2) on forms made out in quintuplicate, copies going to the club's cashier, tournament committee, publicity department, pro, and program committee. On receipt of these copies, the cashier immediately writes to the applicant, acknowledging receipt of his entry fee; the tournament committeemen decide whether the player is exempted from play in the qualifying rounds and inform him accordingly by mail, their decision being duly recorded on the index cards; the club pro assigns to the applicant a locker number which is recorded on the index cards and also on a tag which the pro holds for later attachment to the player's bag; use of copies by publicity and program committees is self-evident. On arrival at the club, the entrant is given an envelope containing all needed information about hotels; transportation; club dining-room prices for himself, family, and guests; parking instructions for his car, etc. The name of his hotel is later recorded on the duplicate index cards. A supplementary set of cards prepared by the club's publicity department shows condensed golfing records of practically all potential contestants in the coming All-American.

May expects fine weather during the tournament in view of research findings on late August weather for the past ten years. August is the least windy of the twelve months in Illinois, he says, and the average daily rainfall, 7 A. M. to 7

P. M., August 21-27, for the past decade was only .038 inches.

Admission—83 Cents

The price of daily admission will be 83c plus tax, which figures up \$1.00 gross.

All entry fees will be donated to the Chicago Servicemen's Center.

All three tournaments will be 72-holes medal-play. Fields will be reduced to 24 in the Amateur, 24 in the Women's Open, and 80 in the Men's Open (plus ties) after 18-hole qualifying rounds to be played at Tam O'Shanter respectively on Monday, Tuesday, and Wednesday, August 21, 22, 23. Starting Thursday, August 24, the three tournaments will be played simultaneously, 18 holes of each event on each of four days through Sunday, August 27.

Male amateurs may play in either the Open or the Amateur meet, but not in both, after qualifying and paying the proper entry fee—\$25.00 for Open and \$5.00 for the Amateur tournament.

MAJOR PRO TOURNEY SCHEDULE

★ ★ ★

PGA CHAMPIONSHIP

Manito G&CC, Spokane, Wash.

August 14-20

★ ★ ★

ALL-AMERICAN

Tam O'Shanter CC, Chicago

August 21-27

★ ★ ★

NASHVILLE INVITATION

September 2-4

★ ★ ★

DALLAS OPEN

September 8-10

Postwar Planning of Golf Courses

ROBERT BRUCE HARRIS

Golf Architect

664 N. Michigan Ave. Chicago, Ill.

Phone: Whitehall 6530