

# Peps Up Members with Lively Wartime Program

**I**S YOUR CLUB'S ENTERTAINMENT schedule practically the same this year as it has been in previous years, or do you figure that in wartimes giving any particular attention to the entertainment program may be questionable taste?

Short Hills CC, Moline, Ill., considered those angles and many more in setting up a program of unique events designed to ease the war tension on members who by family ties and work on the home front are deeply and steadily aware that they're in the war.

Paul M. Suverkrup, chairman of the Short Hills entertainment committee, and his associates on the committee, came to the conclusion that now a country club must give new life and value to its entertainment program. Mr. Suverkrup's observation is that the membership of a first class golf club is of the temperament to be war-conscious more intensely than almost any other community social group. With the boys away at war and their fathers and mothers working harder than they have worked for years there is a strain on the homefolks that must be eased to maintain efficiency and lively spirit. It is obvious from the flourishing business of night clubs, despite the 30% tax, that there's a desire for entertainment to provide relief from high pressure. But the majority of country club members during these days of older average age of memberships aren't the night club set.

So, in supplying entertainment features that would be novel and provide refreshing laughs, the Short Hills committee is effectively using its ingenuity and keeping within a moderate budget. The events are drawing patronage to the club and reviving worn spirits of members.

Mr. Suverkrup tells of some features of the program:

"Beginning about mid-January we held a general 'Let-Down' party thinking that this would give the members a chance to relax after the New Year's celebration.

"In February we held a regular formal Valentine dinner dance. Our March party which we called 'Palm Beach Time' was a party that really went over with everyone who attended. We have had members who did attend as well as those who could not make it, request a repeat performance

sometime next winter. It is usually cold and chilly during the early part of March in this locality, and folks that were fortunate enough in getting to Florida and back appreciated the atmosphere that prevailed in the clubhouse too. We used decorations such as artificial palms trees, flowers which were real and on our raised orchestra platform we had artificial grass and the orchestra dressed in summer togs. Members and guests dressed in sport clothes, play suits, beach togs, and yachting costumes. We also had the lobby of the club covered with artificial grass, a beach table and umbrella and several life preservers hanging a round the walls. Cocktails were served underneath a beach umbrella by attractive young ladies dressed appropriately to lend the Florida atmosphere.

"In April we held a regular Formal Dinner Dance.

"Our next event on May 26th will be a Barn Dance and Victory Garden Promenade which will give the members and guests an opportunity to let their hair down, as everyone will be dressed as farmers or farmerettes, or Victory Garden workers. Of course everyone knows how these particular types dress to do their work, so it will be very informal.

"The orchestra engaged for that evening will be dressed as hill-billies and during the dance inject a few polkas and fiddlers' tunes into the program. We will have the clubhouse ballroom decorated with seed corn hanging from the fireplace, a few bales of hay on the orchestra platform for the orchestra to sit on. Our dinner tables will have red and white checkered table cloths with old fashioned lanterns for lights as well as a few of these lanterns hanging from the ceiling in the ballroom and in the foyer of the club.

"Cocktails that evening will at least resemble cider and will be served from a make shift wagon.

"We also have for decorations instead of flowers, vases of carrots and dishes of garden produce, to lend the garden atmosphere, as well as a few garden tools set up in various parts of the clubhouse.

"In June we will celebrate the 20th anniversary of the opening of our club-

house. At this time we will present and pay our respects to those members who have held active membership since the day of our clubhouse opening in 1924. This will be a formal dinner dance and the members honored for their continued membership will receive their dinners on the house. Their ladies will receive corsages. This will be our most expensive party, but we know it will draw the largest crowd.

"We haven't anything scheduled for July except a family potluck, buffet lunch, or picnic on July 4th.

"In August we will hold our annual summer Formal Dinner Dance.

"The balance of our program for the year has not been decided upon but we definitely have a policy at Short Hills of creating interest among the members by keeping them guessing as to what type of entertainment their club is sponsoring for them. Our members know there are other places to find relaxation and fun, but they are practically unanimous in their sentiment that when they miss a Short Hill Party they have really missed something. We have found that our programs have certainly assisted, during these trying times, in maintaining our membership, especially since so many of the younger men are in the armed forces.

## Expect Record Gate at Chicago Victory Event

**T**HERE ARE HIGH HOPES that the Chicago Victory national golf championships to be played at Edgewater Golf Club, Chicago, June 28-July 2 will produce for hospitalized veterans' recreation funds more than the \$25,000 the Chicago Victory tournament of 1942 raised for the USO and Navy Relief.

Lowell D. Rutherford, pres., Chicago District GA, is confident that Edgewater's location, closest-in of almost any metropolitan district golf club, will draw record crowds. This year's Victory tourney will follow the policy established in 1943 by the CDGA when it gave proceeds from its Victory Open at Beverly to constructing practice putting greens at Hines and Downey hospitals.

The American Legion, Bundles for America and the American Women's Volunteer services are cooperating with the CDGA, Edgewater and Illinois PGA pros in ticket selling. Ticket for the entire five days is \$3.00; single days are \$1.00, with hikes to \$1.25 and \$1.50 on Saturday and Sunday respectively.

Wood, Nelson and McSpaden head the list of certain entries. A good showing of golfing stars from the armed services and women's reserves is expected, but of course will be governed by luck of the uniformed golfer in getting leaves.

Prior to the 72-hole medal play main event will be 36-hole two day pro-senior, pro-amateur and pro-lady events.

The field for the Chicago DGA National Victory championship will be qualified on the basis of past performance. Qualified to compete are all past winners of the

U.S. Open, P.G.A., British Open, Masters, Chicago Victory Open, Illinois P.G.A., Western Open, Canadian Open, Los Angeles Open, Metropolitan Open, Ryder Cup present members, U.S. Amateur, Walker Cup players, Western Amateur, British Amateur, Chicago Victory Amateur and National Inter-Collegiate.

In addition all those who during the last five years were among the 10 leaders in the U.S. Open, Quarter-finalists in the P.G.A., five leaders in the Victory Open, winning amateurs in the Chicago Victory Open, Illinois State Amateur champions and winners of Vardon Awards.

Five low scorers in a 36 hole qualifying test open to members of the Illinois Section CDGA, not otherwise eligible under the above regulations also will qualify.

### MacGregor Golf, Inc.—New Name for 100 Year Old Firm

Crawford, MacGregor, Canby Co., Dayton, Ohio, one of the oldest and most widely known names in golf playing equipment, henceforth will be known as MacGregor Golf, Inc. Prompting the streamlining of the 100 year old firm name was the reasoning that the new company name would be easier to remember and would simplify correspondence. The official announcement of the change in name is in line with the long established habit of both players and pros of referring to the company, as well as its products, simply as MacGregor. Remember—from now on its: MacGregor Golf, Inc.