

Plan Now for Postwar

IT is the accepted opinion of outstanding golf course officials and leaders of the industry that the plans made by golf clubs in the next six months will have a far reaching effect on their club's progress during the immediate postwar years.

A veritable tidal wave of "return to golf," and other competitive sports, is definitely indicated by opinions expressed by authoritative men in the game. America is heading into its greatest golf—and sports—boom.

The defeat of Germany is assured by all high commands; only the date, somewhere between now and early summer, is uncertain. And, with the coming of that epochal day, developments on both the military and home fronts will start working a tremendously favorable influence on golf.

First, the easing of the public from the terrific mental strain of war-time conditions and activities which now is practically all-consuming. Secondly, the release of men and materials from war production which will make available adequate labor, supplies and equipments.

It would be well, however, that club plans look beyond the collapse of Germany—to the defeat of Japan, and the return of millions of young men and hundreds of thousands of our young women who will come back "health conscious" and "sports conscious."

Never before in the history of nations have competitive sports been so widely utilized as in the building of our army and navy. The large scale participation in sports by members of our armed services in all theatres of war, in addition to the demand that sports be included in military training here at American army camps and naval stations, will bring millions of American youth back home with a decidedly "keep healthy" complex. Golfers will return to the game in a flood, and bring thousands of new golfers with them.

Will your club be ready? Ready for a market of higher incomes and more leisure hours? (The forty hour week is a

postwar certainty). Ready for these millions of young men, and women of the WACS, WAVES, SPARS and other service organizations, who will seek release from the past trials of war in competitive sports?

These young men and women now know that sports proved to be their best relaxation, even though dog-tired after a strenuous day, in aiding them to let down mentally and physically, while in the war.

But a better reason for sounder planning by club officials is that these young men and women will be returning at "the age of acquisition." The acquisition of physical commodities and the American way of building up a normal family life. And it is solely the normal American family of good character, and as the molders of the future of this country, who will support golf and country club life. They are your "potentials." They will be the very life of your club.

Will your club be ready? Then, establish now, your Post War Planning Committee.

Your Committees must sit down now and put on paper, first your plans. Discuss, check and double-check each item as proposed, qualifying the essential from the merely desired. List them in their proper order of importance and then start out to accomplish each, one at a time if need be, and strike hard to accomplish them.

Decide what enlargements and improvements are in line for clubhouse and course.

See that House, Grounds, Administration and Executive and Membership committees are represented on your Post War Planning Committee. Let each committee prepare a program to be fitted into the general postwar picture. "Plan the Work—Then Work the Plan."

And, don't neglect to see that your club actively participates in community-wide sports and recreation programs. The time approaches when you must raise your sights to the demands of an athletic-minded young America.

All plans made now must of necessity be long-range for you cannot secure the labor nor materials to do the things you

want. Your plans now, therefore should be contingent on immediate action, already decided upon, as labor and materials become available.

It may be lumber first. Or it may be equipment for course maintenance. Whatever the articles, you should have a plan now to buy and put into use such materials or equipment as they re-appear on the market. To wait until supplies are announced as again available, before deciding what to do, and what to do it with, would be folly, to say the least.

Play safe by planning to meet the necessity of high wages. Unions and government alike have already gone on record that theirs will be a decided fight against lowering "wage formulas" or any attempt to change from the standard 40-hour week. So, where costs are involved, be prepared in this direction.

Then again, the purchase of replacement material and equipment will be dependent also on the enlarged social and tournament schedules you envision for these coming revival days. Once again, the country club and golf course, will on many occasions be the centerpoint for "homecoming parties" to returning members. Immediate postwar "traffic" will be heavy and, with proper foresight can be made into more than merely temporary profit.

Know now if the locker rooms will have to be refurnished and enlarged; exactly what new equipment you will need in a busier, more efficient kitchen; what new furnishings you want for the various rooms and lobby; just where you are going to paint; should the pro shop be enlarged; in what direction you will extend parking accommodations, etc. Decide now which fairways, greens or rough will need prior treatment, and what you will need in equipment and supplies, and where possible, approximate costs and delivery dates.

Be systematic about it, which is merely another way of saying "Plan Your Work—Then Work Your Plan."

Finally, no long range program should fail to include participation in community-wide golf, sports and recreation programs. Communicate and meet with officials of nearby clubs. Learn their plans. An idea may come to you for its application to your club. Arrange definite inter-club tournament dates and inter-club social activities. The war has again emphasized the necessity of co-operation. Have your club enter city, county sectional and state tournaments. Invitational play always enhances friendships that the game of golf in particular can develop.

Be prepared with an attractive program of special interest to returning servicemen whose appetites are keen for sports. Correspondence from all fronts re-

cites instance after instance where their healthy bodies and clear minds, developed from their participation in American sports, was the "edge" against the enemy that in many cases saved their lives. Having been the ones that were inducted they will well remember the large number of rejections of men who appeared normal but were found physically and mentally unfit. These men will remember that we entered the war a nation of 50 per cent 4-F's, with the highest rejection rate of any nation.

They will not want their children and their children's children brought up in any community that does not plan to develop their children's bodies as well as their minds. And they won't be satisfied with a municipal "physical education program" that stops at a few setting up exercises while standing near school desks.

Returning servicemen will demand of their communities, and their country clubs, that equipment and facilities be installed which will allow their children to participate in all competitive outdoor and indoor sports, and woe to the city or club that does not take heed of this coming demand for "sports for all." Since golf is one of the most invigorating sports for both sexes and all ages—is recommended by physicians as the best outdoor sport and recreation for development and maintenance of good health—your committees should see that golf is included in your community's recreation program.

Rewards, aside from a happy and successful club group, will be in establishing the future America on a higher plane of well-being than ever in history and in knowing that you contributed to building your nation's people to a status that no predatory nation will ever again classify us as "soft and flabby."

N. Y. Muny Golf Receipts Up; Play Down

★ With the golf and tennis season still open at this writing the following figures for these sports at the New York City parks are incomplete. As of September 9 the Parks Department reported a total of 314,017 having played on the municipal courses as against 378,086 for the entire year of 1943, with golf revenue up to September 20 of \$329,990 compared with \$291,727 for the entire 1943 season. The city's tennis courts reported 139,986 players up to September 1 compared with 194,809 for 1943, with revenues for this year up to September 10 totaling \$183,052 compared with \$160,209 to September 6, 1943.