

public relations job, we are asking him to give away not only a good percentage of his professional time but fully as large a percentage of his income. So large a percentage in fact, that the average pro who has turned to or doubled up in war work may have found that the necessary qualifications for pro golf easily draws greater compensation in some other field of endeavor.

The answer to this problem is in the general awakening of club officials to the realization that a boosting of pro salaries, combined with a public relations program, will pay real club dividends. If necessary a few dollars raise in dues would not be out of line. A \$5.00 raise per year in dues on a club membership of 200 provides an even \$1,000.00 for public relations work. The pro as a result could spend a considerable part of his time in free instruction to members, rounding up the inactive 35% and making them an integral part of the club's activities, and in general do a public relations promotional job that would assert itself in real dollars and cents in club interest and income.

Quite obviously if the pro must rely so greatly on merchandise sales as a major part of his income, it is only human nature that he will avoid as completely as possible the member who may buy his clubs and balls downtown or from a whole-

sale catalogue. Certainly he can have very little feeling as regards this member's club and golfing welfare. Under his present set-up he must play the favorites and play them to the limit. He'll salvage what he can from the inactive 35% and cut the black sheep as cold as possible and still hold his job, even though his sentiment toward the club may be unquestioned.

Some years ago an eastern club solved the public relations problem in a single stroke by raising the dues \$10.00, increasing the pro's salary \$3,000.00 per year, and advising all members that the club's pro was available certain days of the week by appointment for personal instruction at no charge except caddy fee. The plan was outstandingly successful. Such a plan of course might not be applicable generally through the field, but something akin to it is highly desirable and perhaps almost inevitable in the future.

It is the writer's opinion, through twenty years of close observation, that the pro field is capable of performing this important public relations job and is in the most advantageous position of any club department to do so. Whether the pro will be asked to do it, and both he and the golf field benefit from it, depends entirely on how far and clearly the present-day American golf club official can see into the future.

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## Simplified Layouts Will Speed Golf's Growth

By EMIL LOEFFLER

Greens Supt. Oakmont Country Club

**M**ORE and more sharply, as the European war approaches its climax, those who are entrusted with the administrative and operating responsibilities at our thousands of golf and country clubs are concentrating their thinking on the opportunities, and problems, that will begin to knock at golf's door when our business in Berlin is completed.

When we went to war, there were close to two and one-half million people playing golf in the United States. That total, in itself, is sufficient to clearly indicate that golf embraces qualities of wide appeal. The volume of civilian play during the war years, despite the many handicaps that beset the players and those who have kept the courses operating, plus the amazing growth in the popularity of the game

among the men in training at our service camps and stations, supports our most optimistic views of golf's postwar future.

At Oakmont we have had more rounds this year than in any year since the club was organized, and practically all of the play was by members, as play by visitors was discouraged. In the late month of September alone we had over 2,400 rounds. I have heard, and can understand, that clubs generally have been used more this year than in many years past. Acute shortages in everything pertaining to golf put the game to the acid test and I believe all will agree that it is coming through stronger than ever.

As to its future developments, we are going to see its most rapid spread toward the smaller communities where towns,

with populations of 6,000 and upward within a radius of 15 miles, will install golf courses. Many of the courses will be a part of public recreation centers, where young and older people will find attractive facilities for the enjoyment of their favorite sports. As to the golf courses, they will not cost nearly as much to build as the prewar layouts, and their design and construction will permit more economical maintenance. Many will utilize grassy mounds and cut-outs turfed with grass, instead of sand traps around the greens. These will be so contoured as to detract little, if anything from the accuracy and skill required from the player, yet will allow all mowing through the fairway up to the green to be handled with the fairway cutting outfit.

The pace at which new golf course development will proceed is going to depend largely upon modification of our architectural and construction ideas to achieve the greatest possible economy in year-after-year maintenance. This winter I will be engaged in laying out several new courses on which construction will proceed as soon as conditions are favorable. All of these courses will be planned to lend themselves to simple, low cost upkeep, yet offer a challenge to every shot in the bag. All but one of these new courses will be 9 hole layouts and every one of them will cost under \$15,000 to construct, including seeding and piping to the greens. When the war is over some marvelously efficient machinery will be available to help in materially cutting cost construction.

The most practical procedure to follow in trapping a new course is to await completion of the entire layout before placing them. The old idea of placing a trap around 200 yards from the tee is out. Placing traps on that basis hasn't worked out. At Oakmont we have taken out more than half of our traps and no one can say that Oakmont is a push-over as a result. Most of the off-the-tee traps were put in when 230 yards was considered a good shot. Now, they slap them 270 yards and the traps catch only the poorer, or less powerful players who have far less reason for being penalized. Wait—don't put the traps in until you are sure where they belong.

As to the length of a nine-hole course, I should say between 2,900 and 3,300 yards. If the space will permit, 3,500 yards would be still better. If the terrain is suitable, 50 to 60 acres should be adequate, but again, 70 acres would offer advantages. Every green should total at least 4,800 sq. ft.

Golf enjoyed tremendous expansion following World War I. The end of this war will bring even broader expansion and we must be prepared to guide it along lines that will speed and protect its advance.

## Social Activities Help Your Club

★ Directors of most country clubs during the present war emergency have come to realize that with the ladies and older men, and children of members, being the majority they have to cater to, social programs to induce use of the clubhouse would have to be enlarged and conducted more often than during peace times.

A number of such social activities, some novel, are herewith reported for consideration of other club managements:

Hold an annual **NEW MEMBERS PARTY**. Make it stag and see that everybody gets acquainted. Once the men get acquainted the family introductions seem to follow quickly, especially if encouraged by the following two activities:

**FAMILY NIGHT DINNER AND MOVIES**. Serve the meal family style.

**SUNDAY NIGHT BUFFET SUPPERS**. This also proves popular despite rationed foods.

**SWIMMING CARNIVAL** and exhibition. One club had 350 dinner guests to this type of party and 800 in the audience. Arrange contests for members children.

**STRING ENSEMBLE** for the cocktail lounge on Sunday afternoons. One club found this very popular. Call it the Musical Cocktail Hour.

**BOOK REVIEWS** by a well-known reader prove more popular than you would expect at a country club, another club reports.

**HI JINKS PARTY** can close your season for the men. Make this stag with nothing but a good time from morning until night.

Of course, practically all country clubs have conducted war bond sales, arranged challenge matches for the benefit of the Red Cross, bridge and children's parties. As usual, it is the management's ingenuity and enthusiasm that originates and puts over the social programs of clubs, only these days it takes more effort than in past years.

## Nelson Quits As Pro: Becomes Executive

★ Byron Nelson, leading 1944 money-winner with \$39,875 in war bonds from tournament play, and golf professional at the Inverness Country Club, Toledo, Ohio, since 1940, resigned on October 6. The 32-year old Texan has accepted a position as vice president of the Hass-Jordan Company, a Toledo umbrella manufacturing concern.

Nelson is reported to have stated that he will continue in tournament golf and retain his membership in the Inverness club.