

# Managers Review Experiences in Meeting Wartime Problems

★ Previous issues of GOLFDOM have referred to the versatility and resourcefulness with which golf and country club managers have met the often sudden and radical changes resulting from war influences. True, in many cases they have had no more trouble with transportation, supplies and equipment shortages than Atlantic City concessionaires of wheel chairs after the recent storm. By and large the managers have proved expert greeters when it came to meeting emergencies.

After almost three seasons of war their major changes in policy and operating practices have been fitted into a smooth running routine. How this was accomplished is tersely told in letters received from those who played stellar roles in helping their clubs weather the storm.

Marcel Pontillon, manager, Longmeadow CC, Longmeadow, Mass., briefs their experiences by saying: "We have curtailed menus and service and for the past two years we were forced to discontinue teas, weddings and large private parties due to a large increase in our membership, rationing and transportation. On the other hand these were replaced by informal and get-together parties restricted exclusively to members.

"We varied our program by staging golf jamborees, swimming meets, bingo parties and movies. The movies, shown outdoors, gave the members opportunities of seeing themselves in action in every line of club sports and were greatly appreciated. All of our parties either began, or finished with a buffet supper. Although private parties were discontinued we did accept Army, Navy and war industry affairs. Dances were curtailed from two a month or twelve for the summer season to two formals and two informals. War bonds and stamps were given to all tournament winners.

"Our membership is composed of 467 members and is closed for the duration. In our main room we have a handsome Honor Roll which embraces the names of 160 of our members in the armed services.

Our season has been a very busy one. It is of six months' duration from the last week end of April to the end of October. During the winter we keep our back part of the clubhouse open and a concessionaire caters to our members on a small

scale, with small parties and dances held occasionally. The winter sports are ice skating and skiing; bingo and bridge parties are also staged.

"That our activities have been well attended is confirmed by the fact that with but two-thirds of the season gone our dining and bar sales already exceed the 1943 volume in these departments. Our board of governors is busy preparing plans for a general postwar reconditioning of Longmeadow."

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In addition to wrestling with the bugaboos of wartime operations, Benjamin Geller of Fresh Meadow CC, Flushing, N. Y., tells of a golf program for service men.

"Because of the proximity of the Entertainment Centers in and around Times Square, we devoted our efforts towards extending the courtesy of our golf course to as many of the service men and officers as we were able to take advantage of our facilities. Our arrangement provided for courtesy of play which included supplying the golf clubs, golf balls, caddy fee and meals without charge.

"Hundreds of service men from all parts of the world took advantage of our offer to enjoy a pleasant day of golf at Fresh Meadow. We are quite proud of the many letters on file thanking us for the courtesies extended to them."

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Entertainment was curtailed at Baltusrol GC, Short Hills, N. J., as transportation proved a real problem to the membership which is spread over a 50 mile radius from the club. Despite this, Maj. R. A. Jones, manager, reports that: "This season our club business was more than double that of last year, the best July and August since 1936. Our best entertainments are motion picture shows outdoors—we can seat 400 on the porch. Our courses are in the best condition in many years in spite of the lack of adequate staff.

"All last season we operated four horse drawn vehicles to and from the railroad station and ran a farm. We fattened 30 steers, 120 sheep and lambs and raised 10 heifers. We made and sold 30 tons of hay."

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From Golden Valley GC, Minneapolis, manager A. C. Statt writes of a develop-

ment which has resulted in stimulating lively enthusiasm of the members wives in this essentially men's club. A Sunday event was scheduled in which their members invited their wives to participate in a nine-hole, two-ball foursome starting at four o'clock. Some of the wives had never played before and have become very much enthused. So well did the event click with the wives that they have taken the lead in promoting frequent repetition of the event. The event was followed by a cocktail hour, dinner and juke box dancing. Statt reports a gain of 30 members over 1943 and business almost double that of last year.

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"Glen Oaks CC, Glen Ellyn, Ill., had its two best years in 1942 and 1943," according to manager, W. F. Coyne, "yet, 1944 is proving a still greater year due to increased membership and business in general.

"Our social membership has been closed at fifty families, and very few golfing memberships now are available. The total membership is approximately 300 families.

"The pool at Glen Oak was open for 80 days—from June 'till Labor Day. 8,000 swimmers used it during that time; an average of 100 per day.

"This club is truly a country club for the family, as its social functions are many. Saturday night dance parties, on an outside terrace twice a month at no charge to members or guests are very popular with juniors as well as the older set. We have had three floor shows this season when the families come for dinner and stay to see the entertainment. After dinner on Labor Day night a Keno party proved very popular.

"The ladies auxiliary has card parties each Saturday afternoon . . . beginning in May with a luncheon of 150 members and guests and closing with a dinner in September.

"The Ladies golf committee is an active organization which plays each Wednesday during the season and winds up its events by having a two-day tournament the latter part of August.

"The Round-Up, the 29th annual stag affair, was held on August 18th and 19th. This event was one of the few two-day tournaments held in the district this year. 250 members and guests teed-off each day. Every contestant received a souvenir and many won War Bonds as prizes. It was the biggest field ever to enter the Round-Up.

"There were no outside parties or tournaments held at Glen Oak this season. Our dining rooms were filled to capacity so

often that the members were requested to limit their guests for the season because of food rationing and labor problems. However, the restaurants are still having their biggest year.

"The golf course is always kept in good shape as we have many golfers who appreciate their course and play it often. The officers and directors of Glen Oak are very active and often have a 100% attendance at their meetings.

"We are fortunate in having had a good staff of help all through this busy season. The club is closed on Mondays—employees day off. However, the pool and grounds are open for play, but there is no service in the locker-rooms, bar, or restaurants. When Monday is a holiday, the club is closed the following day."

## British Post War Golf Plans

Commenting that to discuss golf when victory has been achieved is yet a little premature, nevertheless THE GOLFING WORLD, Edinburgh, in its August issue suggests that those responsible for the game at St. Andrews should now consider how golf is going to get away to its quickest start after the war.

In the immediate post-war professional tournaments, the editor points out, tournaments on a larger scale than ever before will be entered upon, with the promoters of the following tournaments signifying their intention of continuing in post-war years under PGA auspices:

- News of the World Tournament
- PGA £1,500 Tournament
- Assistant Pros Tournament
- Daily Mail Tournament
- News Chronicle Tournament
- Dunlop, Southport or similar tournament
- Silver King Tournament
- Daily Sketch Tournament

A tournament to celebrate the victory will no doubt be held at the earliest possible date, states this authoritative publication, and the Leeds £1,000 tournament, run by the Yorkshire Evening News, no doubt will be restored.

In the same issue the editors suggest the possibility of breaking away from the traditional number of holes in postwar layouts: "Exigencies of the war have made us realize that, for the enjoyment of members, clubs can do with smaller courses and fewer holes. It is not incumbent to have 18 holes if a better layout can be made on fourteen or sixteen holes. Greenkeeping costs can be reduced and above all safety to the player can be insured."