

SEPTEMBER • 1950

How Golf Figures Its Place in War-Time Economy

Domestic developments since the start of the war in Korea now make it plain that wartime economy will be in effect until the threat of communist aggression disappears. Adjustments will be essential in the American way of life. Regardless of partisan political maneuvering taxes are going to rise in preventing runaway inflation. Materials and labor in increasing amounts are being devoted to defense equipment and supplies.

It also is perfectly obvious that golf must feel the solid impact of this adjustment. Golf club officials and department heads who recall the tardiness and difficulties in properly adjusting golf to World War II conditions don't need many reminders of the wisdom of planning as far and as thoroughly ahead as possible to meet conditions that will control the business and playing of the game until the Russian menace to world peace and security vanishes.

One trouble of the necessary adjustment is the frequent turn-over in golf's official roster. Comparatively few who now are active in the operating of golf clubs had experience with the problems of golf clubs during the preceding war.

But GOLFDOM's inquiries have brought forth ample evidence that on the operating level, especially in course maintenance, golf clubs are preparing for proceeding in sound condition to meet wartime requirements. Almost every sectional organization of golf course superintendents has considered the situation thoughtfully. The extent to which foresight can be effectively applied depends

on the finances of the clubs but getting equipment and supplies for wartime needs is taking precedence in the plans of the majority of clubs.

Tom Mahan, pro at the United Shore CC, Beverly, Mass., and pres., New England Section PGA, looks at the present picture from the perspective of experience. Says Mahan:

"It was just about five years ago that a bedraggled golfer with a synthetic ball in his hand was as common a sight as that of the numerous boys in uniform who had given up a peaceful way of life for one of war. Now we are face to face with the same problem that was ours during the span from 1941 to 1945.

"The fact that we are engaged in a serious conflict is before us, and we cannot ignore it even though many of us would like to. Just as in World Wars I and II and many other wars before these, our way of life has been attacked. True, this time it has been attacked indirectly but nevertheless it has been attacked.

"How has the ordinary American who likes to pack his clubs in his car and set out for a pleasant day of golf reacted to this Korean situation? Has he started to join the rest of the panic-stricken Americans in the rush to hoard materials that may be scarce? Has he equipment? These and other questions like them are the ones that I as a golf professional must ponder and answer.

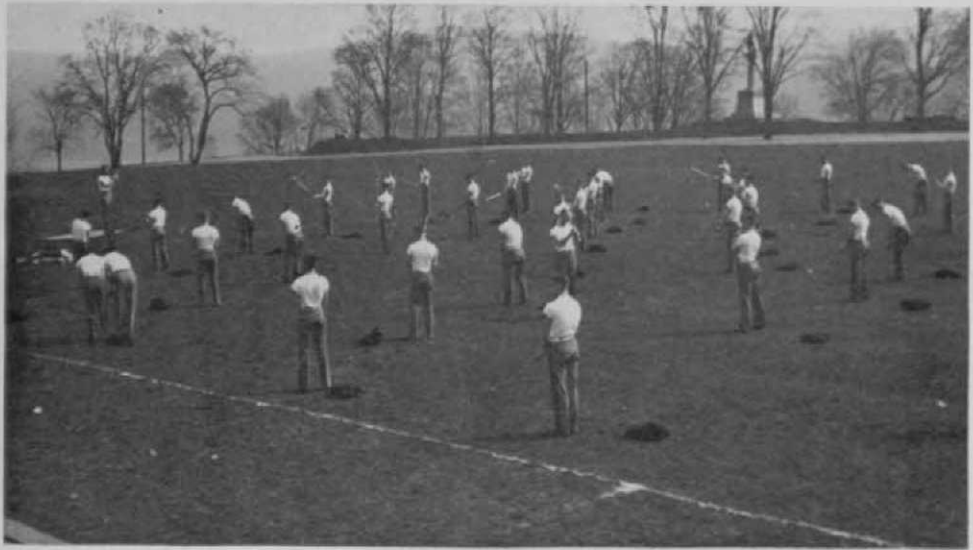
No Need for Hoarding

"I must first admit that I can see the problem that faces the golfer, for I have

ARE YOU PROUD OF YOUR PRO SHOP?

GOLFDOM wants to print more pictures of attractive pro shops to show club officials and members how the professionals are applying excellent merchandising operations to serve their members. Send us a photograph or two of your shop and write us what you've done in making your shop a place that invites business and serves your customers to their full satisfaction. Thanks for cooperating with us in advancing pro business volume and standing.

Herb Graffis,
Editor, GOLFDOM



WEST POINT GOLF INTEREST "ON THE DOUBLE"

With their new golf course now available cadets at U.S. Military Academy at West Point, N.Y., are joining up at a brisk rate for golf instruction. There are more than 150 cadets now in the instruction and intra-mural competitive program. Col. Green, director of physical education at West Point, is a strong believer in golf for the Army men. His assistants in the golf program are Bob Bruce, Bob Evans and Dennis Lavender who is greenkeeping supt. of the academy's course and golf coach of the cadets.

had the unpleasant feeling of hitting a synthetic that looks and sounds like a wet sponge. It is an experience that I do not wish to encounter again if I can help it. However, I must emphatically say that I do not think that hoarding is the answer to the problem, nor do I think that there is any need for hoarding at the present time. I cannot deny that I have sold more golf balls in the past two months, and larger quantities than in any two previous months in the last four years. That this enormous increase in sales is a result of a war scare in buying is apparent. However, what policy am I as a golf pro going to put into effect with my members?

"Before I answer this question I would like to make a brief statement on the current situation in the world of golf. I have been repeatedly informed by the manufacturers of golf equipment that there isn't any cause for alarm. Golf balls and golf equipment are not dangerously scarce, nor is there a probability that they will be in the near future. There are tons of rubber thread in the hands of the manufacturers of golf balls right now, and there are tons of raw material in the warehouses. They have told me that all my orders will be filled, and that there isn't any cause for alarm. I believe these men because I have known them all my

life, and never have they been anything but honest with me.

"If my members choose to buy a large quantity of balls, I simply tell them what I have been told for I wish to be honest with them. Then if they still wish to purchase large quantities of golf balls, I will sell the balls to them, when I can get the balls.

"I do feel though that I owe it to my members at this time to sell only to them and to no outsiders. In brief then I will sell balls and golf equipment to my members as long as they wish to purchase them and as long as I have the merchandise in stock. At the present time I can see no reason for equalizing the distribution among my members. However if the current situation should enlarge itself I will have to modify this policy and set up a system to equalize the distribution."

Do Wartime Planning Now

Wm. H. Johnson, supt., Griffith Park municipal course, Los Angeles, in reviewing World War II experience of golf, believes planning and acting should be done now to fit golf into a wartime picture. Johnson's opinion is that with the draft already in operation we must recognize that we have to adjust to war conditions. He says:

"The importance of golf in the rehabilitation of war casualties and as recreation

for servicemen was so great during World War II that with the possibility of another conflict it would be well to review what has been done in the past.

"Professionals, golf superintendents and club officials all joined toward making golf available to military personnel. Golf courses were constructed at various hospitals and military fields, funds for which came from private sources, tournaments and special matches by professionals. Seed and equipment were offered by greenkeepers, golf balls and clubs were donated by manufacturers and pro shops and free rental of clubs and balls made many converts to the game.

"At the same time regular courses were expected to be in pre-war condition by the general public and in most cases were, considering the many difficulties that plagued golf superintendents. Small operating forces put in many long hours working with patched or inferior machinery and short supplies.

"None of this was in vain, in my opinion, as I believe there is no other game that offers so much toward relaxation, both physical and mental. Many foursomes starting out total strangers became friends by the end of their round, a heart-warming experience to servicemen away from home.

"It is time now that all organizations should start forming committees towards rehabilitating or building golf courses at our military establishments, assembling golf equipment and organizing instruction for military personnel. Green fees might be waived or reduced for our boys.

"Tournaments could be organized for war workers and starting times given to fit into the working schedule of these people. Superintendents should prepare for the possibility of having to maintain their layouts with limited equipment and labor, and to offer their assistance to training centers, airfields and wherever turf is used.

"The need for widespread participation in physical fitness activities is recognized by the armed forces. It must also be recognized by those on the home front."

Look Ahead at Maintenance

Arthur Snyder, supt. of the Longue Vue Club in the Pittsburgh district, appraises the prospects as they appear in his part of the country. Says Snyder:

"First in importance comes golf course equipment. Most of my headaches during World War II came from inability to get replacement parts when break-downs occurred to mowers, tractors, sprayers, water lines and booster pump. New equipment was, of course, unobtainable. So, buy the new equipment that is needed, see that all old equipment is in good condition. Put into stock those replacement

parts which are most likely to wear out. Then take the best possible care of every piece of equipment.

"Second in importance come insect control. Grub-proof those areas in which infestations of grubs may be expected in the next year or two. Keep enough insecticide material on hand for spot treatments as needed.

"Less important (in my opinion) is disease control by the use of chemicals. Under good management, turf is seldom killed completely by disease (in contrast to the utter ruin of good turf by grubs.) Most serious and lasting damage from disease in the past has come from large brown patch, and if Du Pont can supply us with Tersan (Thiosan) as they did during the past war, we need have little fear from that angle. Dollar-spot in our close-cropped South German bent fairways (untreated) has never been fatal to the turf, so I am not stocking up a large supply of the war essential compounds of mercury and cadmium.

"Our normal carry-over stocks of fertilizer, plus what we may be able to purchase, should be sufficient to keep our turf in fair growing condition for several years.

"I expect that maintenance crews will be made up of older men and boys and may, perhaps, include women and girls."

Maintain Energy for War Work

Ward Cornwall, pres., Michigan and Border Cities Golf Course Supts. Assn., points out that the wartime economy is going to mean a return to the long hours and heavy strain that gave superintendents a rough deal in providing a recreational balance for those far back of the fighting areas. Says Cornwall:

"Clubs should buy equipment and materials up to the point that isn't hoarding so the superintendents can operate courses efficiently during labor shortage. The superintendents' aim is to furnish recreation spots for the war worker as well as the factory owner where the home-fronters can be kept in keen physical and mental condition.

"The greenkeeping superintendent who was on his course during the last war knows what it means to work around the clock to provide invigoration relief for other workers in wartime. We are ready to do that again if called upon. We feel that in supplying such a place for, in some cases as high as four hundred families, we are serving in a necessary work during a national emergency."

Resourcefulness Prime Factor

John S. McCoy, widely experienced supt. of the Cincinnati (O.) CC, says that most clubs are in better position to meet a war-

(Continued on page 46)

of Ornamental Horticulture of the University of California, Los Angeles, and his assistant, John Gallagher, Jr., under the guidance of the Turf Advisory Committee. Dean A. W. Hodgson, when opening the First Annual Field Day on Turf Culture, encouraged the group present by stating that within two years the College of Agriculture would plan their budget to maintain the Turf Gardens and inaugurate a turf research program. There is real evidence that as the College supports and assumes full responsibility for the studies of turf grasses and soil there will be funds coming from interested parties for special research studies in the nature of fellowships.

Financial support so far has come from the thirty-four clubs composing the Southern California Golf Association, most of the sixteen golf clubs organized as the Public Links Golf Association, County and City park groups, cemetery interests and commercial organizations. All this financial support is stimulating and inspiring to the College of Agriculture to endeavor to develop a program that will serve turf interests.

Those who attended the two turf conferences held in May, 1950 at Los Angeles and Berkeley asked the University of California to become active in both turf research and extension. These two conferences did arouse the interest of a number of the soil men on the staff of the College of Agriculture. They soon will be bringing forth facts that will be helpful in the solving of turf problems. An Extension Turf Specialist would have the opportunity to correlate agricultural facts from the College applicable to turf and information developed by the Green Section of the United States Golf Association and other Agricultural Experiment Stations conducting turf research programs. That Turf Extension Specialist would find the interest of all green chairmen, greenkeeping superintendents and other people wanting facts that would help them to produce better turf. This interest was evident in all groups the writer was privileged to meet during the period a turf survey was made for the University of California in conjunction with the Southern California Golf Association and directed by the Turf Advisory Committee.

The opportunity to see and serve those interested in better turf in Southern California was enjoyable and, it is hoped, beneficial to all. There will always be turf problems to solve but after being in Southern California three months one is sure these problems will be solved as they appear. This will be due to the aggressiveness and sound judgment of the Turf Advisory Committee. Yes, better turf is on the way in Southern California.

USGA announced during National Amateur at Minneapolis its 1952 National Open would be held at Northwood Club, Dallas, Tex., and the 1952 National Amateur at Seattle (Wash.) GC.

1951 Open will be played at Oakland Hills CC, Detroit, Mich., and 1951 National Amateur at Saucon Valley CC, Bethlehem, Pa.

HOW GOLF FIGURES

(Continued from page 27)

time program than they were at the start of World War II. McCoy summarizes:

"The majority of clubs have replaced their most obsolete equipment and have, or are trying, to build up a supply of parts which are not as readily available now as at the start of War II. Some are trying to get new equipment now. Clubs have tried to improve course conditions through drainage, aerification, fertilizing, changing to better strains of grass and so forth. There will undoubtedly be some stockpiling of fungicides and fertilizers.

"In the final analysis what any individual club can do will depend upon finances and supplies available but more important will be the resourcefulness of the various grounds committees and their superintendents."

W. C. (Bill) Gordon, pro at Tam O' Shanter CC, Chicago and pres., Illinois PGA, says he thinks the pros will be able to solve their possible wartime problems easier than the greenkeepers. Bill's opinion:

"The situation with pro shop merchandise now is more the result of a buying stampede than of any serious or threatening lack of merchandise. The manufacturers' and distributors' stocks have been cleaned out far more than is usual even at this time of the year when golf business experiences a seasonal reduction. The difference represents stock that has been bought up by members, and possibly in plenty of cases, to the extent that those members won't buy at a normal rate next year.

"The rationing that has been done by pros and manufacturers to control the buying stampede and hoarding I believe has pretty well cared for the situation so that there'll be balls enough to allow all the golf that can be properly fitted into the wartime needs of recreation. If the comparatively minor rubber and steel requirements of the golf industry are cut, say 10% or 20%, conservative selling and wise control will enable pros to care for the players' needs, although not to the extent possible under normal conditions. We also must bear in mind that the game is growing and whatever cuts there are in

golf merchandise may represent denying to many the opportunity of taking up the game and getting the exercise that people in factory and sedentary work especially need.

"Essential materials for the upkeep of courses probably will be harder to get than golf playing equipment, according to what I learn from my team-mate Ray Didier, Tam O' Shanter grounds supt. Sound stock-piling with a view to use of materials and equipment on a normal basis rather than going hog-wild ought to get golf clubs in condition so all could keep playing.

"Clubs that have a heavy volume of play and clubhouse patronage have their past experience to guide them and will buy on that basis rather than become panicky. Ordering now for next season's use probably will be a good thing in forcing foresight on some pros and clubs."

Team-Work at the Clubs

GOLFDOM's look into what clubs are doing to prepare themselves, in case, brings out plainly that club department heads generally are more concerned about the prospects and planning than are club officials. This is to be expected as the department heads, in numerous instances, have recollections of the clubs being caught short during World War II and comparatively few club officials were on club jobs during those days.

The team-work of club department heads is most valuable in informing club officials of the highly advisable preparations. At Duluth's Northland CC the pro, greenkeeper and manager have worked together and compared notes. Harold Clasen, Northland's pro, reports:

"As far as the golf pro getting ready for another war I think the manufacturers have just about set up our schedule. Balls and clubs are now on allocation and there is no chance of us buying for future sales. If a few pros were permitted to buy up all the merchandise the rest of us would be in a hell of a position. I have asked the membership here to give me their orders for clubs and I will try to get them for them as soon as possible. I have limited the sale of balls to prevent hoarding. This fall I will put on a drive to get all the clubs in shape and if it works out as it did in the last war I will do a good repair business.

"Art Asplund, our greenkeeper, has been busy getting his equipment in shape to guard against the possibility of a lack of replacement parts. He purchased a new green mower early this season so we now have three in use and one extra which can be used when needed. We have made several improvements on the course this year and he has three major projects

for this fall which he will try to get finished to guard against the possible labor shortage. He will keep his crew busy till the snow flies this year as he has already lost two men to the navy.

"Joe Beda, our club manager, is busy getting his equipment in shape, such as stoves, dishwashers, etc., but is not laying in any great supply of food because of the anti-hoarding principle.

"I personally feel that if we get into an all-out war golf will have to go along with the policy set up by the government and outside of getting our machinery and clubs in shape there is little we can do in preparation.

"Several of our members who were in the reserves are waiting to be called and we all hope that things can be settled without an all-out fight."

Organize Now On War Plans

Gene O'Brien, pro at Rolling Hills CC, Wichita, Ks. and pres., Oklahoma PGA, comes up with the observations of a World War II veteran and urges definite planning and action instead of just "sitting around on our pocketbooks and winding up with golf unprepared as it was before World War II." Gene suggests that the PGA at its annual meeting next November in Chicago set up a wartime organization and plan or have nobody but itself to blame for failure to do, or be able to do, a thorough job.

O'Brien makes the point in this connection that golf, or no other sport that is allowed to continue while Americans are being killed and maimed in battle, can take any bows smugly for all that can be done in play for war benefit funds and bond drives. The limit in that respect should be expected of every American sportsman who's out of firing range. What golf can contribute to the production capacity and competitive spirit of people engaged in home work for the war O'Brien says should receive more attention than it ever has before.

O'Brien says:

"Golf and other sports rate high with the armed forces in that they are great morale builders. The importance of morale on the home front cannot be overlooked. Where possible, golf should be kept alive. Factories, corporations, etc. employing several thousand people should have a definite golf program.

"I think that the most practical thing to consider at this point is the organization of a group to map out a program for wartime conditions. Golf cannot be played without equipment, therefore, the manufacturers, the various amateur bodies, greenkeepers and the PGA should form a wartime organization to carry out a general program for the armed forces and the civilian forces.

"The return to prorations and allocations by the manufacturers has proved necessary. I think that the businessmen of golf such as myself should make plans now for a proration program within our own clubs. Sneaking balls out from under the counter to privileged members is a lousy way to do business. Keep them on the counter and dole them out one at a time, two at a time or what have you. The golf manufacturers as well as the professional should protect those that put him in business. The professional with limited buying power as well as the golfer in the same status should be considered at all times.

"Without golf balls we are out of business. The hoarding of golf balls in the past by the professionals and golfers alike should be frowned upon by all concerned. The manufacturers need only to check the books to stop a lot of this. During the last war certain balls brought \$75.00 a dozen. This shows the importance of a program to ration golf balls by the manufacturers as well as the professionals.

"The importance of each golf plant to encourage and carry out a program to pool rides to and from the course cannot be overlooked.

"The preservation of golf course machinery should be considered for without

golf course maintenance we might as well play golf in a vacant lot.

"The businessmen of golf in an organization could easily draw up a wartime golf program and put this program in the hands of the government, golf professionals, golf manufacturers, factories, etc. The organization necessary to carry out such a program might be as follows: PGA, USGA, golf manufacturers and other leaders of the golfing public.

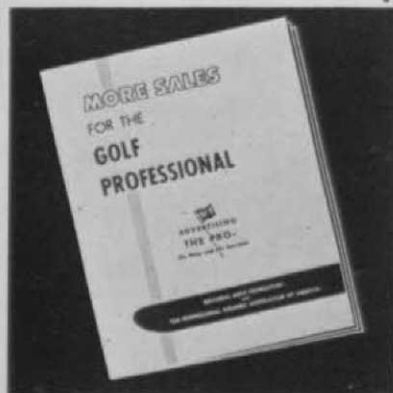
"The makers of golf equipment of all types should make an effort to keep in close touch with the users of their merchandise in regards to the availability of same. If we know how to buy no one can get hurt.

"The golf professionals where possible should encourage clinics and instructions in factories. Where possible and practical, golf exhibitions should be staged at the many army, navy, and marine establishments. Golf tournaments of all kinds should be encouraged whether they be money or club events. Factories can very easily set up golf leagues within their organizations. This form of golf competition should be encouraged.

"The writer was delayed for five years during the last conflict and found the going a little tough upon being discharged. Therefore, I think the smartest

ADVERTISING THE PRO

—His Shop and His Services



A 28 page 8 1/2"x11" book fully illustrated for ready reference. A MUST for every pro businessman.

Price \$1.00

Send for your copy today

NATIONAL GOLF FOUNDATION

407 South Dearborn Street

Chicago 5, Illinois

The first of a series of three helpful business manuals to be published under the general title

MORE SALES FOR THE GOLF PROFESSIONAL

by the National Golf Foundation with the co-operation of the Professional Golfers' Association.

A new book for the professional who seeks to make every phase of his operation both praiseworthy and profitable.

SUGGESTIONS for planning the campaign from season opening to Christmas gift time, for letters, folders, cards and timing mailings.

IDEAS on how to get newspaper publicity, how to use the club magazine, and ideas for new letterheads.

INFORMATION that can be used in public talks and demonstrations, club talks and movies, radio and television programs, and classes, clinics and exhibitions.

thing the pros could do would be to set up a credit union or a means of getting funds to get back in business. The manufacturers should also respect the many pros coming back from service in regards to merchandise. The pro that spent several years wearing Uncle Sam's Tans and Pinks should be given every consideration within reason.

"With some sort of wartime program necessary the emphasis should be placed upon patriotic integrity with all concerned. Hoarding, chisling, etc. are certainly not patriotic performances."

Finding Golf's Place in Wartime

Frank Goldthwaite of the Texas Toro Co. warns that unless golf adjusts itself to wartime conditions the adjusting will be done for it by bureaucrats who haven't any particular regard for the customary manner of operating golf establishments. At present the avowed disposition of official Washington is to allow businesses some leeway in adjusting themselves to wartime conditions but unless golf gives evidence of making its own adjustments somebody who hankers to be bossy will find golf an exposed target.

Goldthwaite's comment:

"The place of golf clubs in connection with wartime conditions was thoroughly discussed, and a good many of the points that follow were obtained from Dr. How-

1914 **FULNAME** 1950
THE ARISTOCRAT OF GOLF BALL MARKERS

PROFESSIONALS

Ball Prices rising!
Fulname marking insures
return of lost balls.



REMEMBER

Every golfer is a Fulname prospect.
Every unmarked ball a prospect for Fulname
marking.

Push your profits while the sun shines.

KNOW what you are buying.

SATISFY your members.

BUY-THE-BEST!

The Fulname Co.

BUY FULNAME!

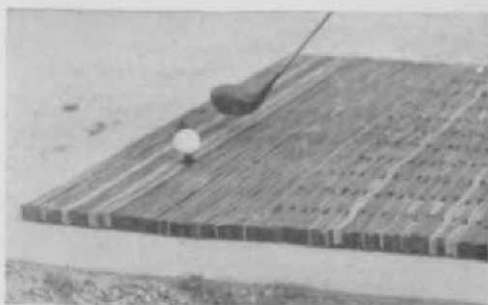
Cincinnati 6, Ohio

"The best tee mats
we ever used" ...

MELFLEX

That's the word of all the
hundreds of users of

HEAVY DUTY DRIVING MATS



The one outstanding tee mat that is made of unbelievably
wear resistant bomber airplane tire fabric.



Operators say their Melflex Mats take more beating and abuse without showing it than any other mat available.

Full one inch thick, with the under-foot feeling of turf your players like; smoother for sure-footed pivoting and slip-proof wet or dry; always stays flat; reversible for added service. Let us show you what goes into golf's No. 1 tee mat that delivers the best buy in range safety, service and maintenance. And, the savings you make with the famous Melflex Rubber Tees.

Your inquiry about any Melflex product will receive prompt attention.

**MELFLEX Leaders
for the Clubhouse**

Mel-Isle Runners
Vinyl Runners
Rubber Range Tees
Landing Mats
Step Trends
Shower Mats



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

ard B. Sprague, past pres., Texas Turf Association. Dr. Sprague has long been connected with research work in turf agronomy, and we feel that his statements will cover the position the golf courses should take under future wartime operation. The body of our discussion is as follows:

"The place which golf courses should fill in the national defense effort is based on the belief that we are in the early stages of what will become a general mobilization involving as complete a conversion of industrial facilities as the economy of the nation will permit. Eventually, about 50% of the total economic potential of the nation will be devoted to the military support, as contrasted with about 44% at the peak period in World War II.

"Golf as a means of maintaining physical fitness of all persons who are seriously engaged in essential activities—both military and civilian—is in line with the conversion of our national resources to meet the emergency. Among the things that golf courses should do to fit into this picture are: (1) Rapidly trim off all luxury aspects of golf course operations and devote essential labor and materials to maintenance of grass and facilities actually needed for the game of golf. A careful scrutiny of all new projects and of every operational expenditure to separate the really essential items from those that are merely pleasing or that have only social value, must be done by someone at each club; and that someone should not only be interested in the coordination of golf courses into the national effort, but the persons making these decisions should have sufficient courage and determination to 'sell' the decisions to the membership and governing body.

"(2) During the last war there was a great movement of people away from home, to war industries and into military service. Many thousands of these people were doing work that called for great mental concentration and effort, and were

denied nearly all opportunity for exercise and recreation necessary to keep mentally and physically fit. By contrast, people who continue to reside in their home communities have access to golf and other means of exercise and recreation, and military personnel stationed at a permanent installation are required to keep physically fit. For the great numbers of civilians who are working away from home, and the military personnel whose duties prevent them from taking regular exercise at a permanent station, golf courses can render a highly important service by making it easy and convenient for these essential workers (both civilian and military) to come in for a round of golf whenever they find spare time to do so.

"This will be highly disturbing to that small class of golfers who use the clubhouse and the course merely to make life more pleasant during the emergency, or who are using golf to pass the time until the current unpleasantness is liquidated and they can return to their normal peacetime routines. Fortunately, this class of membership which is highly vocal when their pleasures are disturbed, makes up a small percentage of most golf clubs, and they may be convinced of the value of wartime service to 'strangers' if the matter is fully explained to them. The golf clubs will need to exercise some judgment in admitting strangers, but identification of all persons engaged in the civilian and military war effort will usually be easy. These people all should pay modest fees to cover cost of the facilities they use—mostly the golf course, and not any fees for the social or luxury items which will not be open to them.

"I believe these are the two basic principles that should underlie all adjustments in golf course operations. If they are accepted and rigorously applied to all aspects of golf in advance of any governmental restrictions, golf courses will render a useful service to the country."

NEW ALPS GOLFWEAR --- STYLED BY SCOGGINS

DESIGNED ESPECIALLY FOR PROS AND GOLFERS



Style: St. Andrews

No. 265. St. Andrews. Finest quality 100% wool knit all purpose Sportsman's shirt with Special Felted Finish for extra wear. Long sleeve with tailored cuff. Special feature "SCOGGINS" under-arm action panel for free-swinging comfort. Specially constructed zipper with no exposed metal parts to catch on bare chest. Extra long 10" zipper front for easy pull-on and pull-off. Two tailored breast pockets with button flaps. Taped shoulder seams to prevent sag at vital points. All seams sewn with Lock Stitch for extra strength. Regular shirt-tail bottom for wear inside slacks.

COLORS: Navy, Tan, Grey, Maroon.

Exclusively through

HOWARD SCOGGINS GOLF CO.
DUNEDIN, FLORIDA