



The inviting dining room at Stevens Point CC brightly reflects the club policy . . . that regardless of their scores the members will have a keen delight in their club.

Get Club Spirit Fired Up; Rest of the Job Is Easy

By ED LANDEEN

Professional, Stevens Point (Wis.) Country Club

THE old spirit of golf is ablaze again. What accounts for that revival I don't know but I am sure that it is the big factor in the prevailing golf boom.

Population increase, the "new leisure" and a more general distribution of wealth undoubtedly have contributed greatly to an increase in golf interest and play beyond the capacity of courses to handle the demand in many locations.

But beyond those material factors there has been a return of the lively spirit that accounted for the great growth in golf in the '20s and early '30s.

Older professionals who have had extensive experience see and feel this revival of the old spirit. I certainly see it at Stevens Point CC, which I believe is representative of many of the desirable smaller towns.

I broke into pro golf under Tom Vardon, brother of the noted Harry, when Tom, Willie Kidd, Jock Hendry, Norman Clark, Bill Barrett, Ernest Penfold and

a few more of the pioneers of the Twin Cities were training young professionals.

They taught us well. I did my hitch at designing courses and modernizing old layouts, in addition to handling the customary pro duties. That helped me get deeply implanted the policy of the old boys which was that golf must be fun for everybody at the club and not exclusively the reward of the par-shooters.

Fun for All in Golf

Now we're back again to the idea of every member of the club getting big value in enjoyment and that's the reason for the solid spurt in golf. You and I as professionals know we can improve the games of those who score over 100 and we wish they'd give us more of a chance to help them, but regardless of their scores we want to be sure that they have keen delight in their club.

When I came to Stevens Point I felt the community was on the verge of a brisk advance in its golf development. I made

myself acquainted in person and by letters to the members, got beginners and juniors classes going, wrote a golf column in the local paper with the assistance of Matte Otte of the Stevens Point Daily Journal and was on radio with Al Mayer of WSTP.

The PGA movies were shown as a spring golf party feature.

These promotion activities met with the sort of response that cheers and inspires a pro. Sometimes a pro can work hard and try everything to spark golf interest and get nowhere but when his work receives attention and cooperation then the job richly rewards his planning and energy.

The response depends on the spirit of the membership.

The population of Stevens Point is 20,000. The course has 9 holes. Construction of another 9 is contemplated soon. The original design by architect Wm. E. Jackson called for 18.

New Clubhouse Gets Action

When the new spirit began flaming at the club the decision was made to build a new clubhouse. Now we have one of the most attractive and serviceable clubhouses you'll see in any city of 20,000 in the country. The lockerroom, dining, grill and kitchen facilities and the pro shop are excellent. On the second floor is an apartment for the professional and superintendent.

One thing at our club you don't see often enough at other clubs in smaller towns and cities is adequate, well laid-out and well maintained parking space, with good lighting.

The club has been foresighted in its landscaping, planting pines 25 years ago and now having this planting fit into the course and landscape architecture as though the trees had been there forever. We also have a large Norway pine nursery from which the club sold trees last Christmas.

Under consideration are a swimming pool, tennis courts and a curling rink.

Membership Large, Active

With the lively spirit that prevails at the club and the inviting facilities it is no wonder that the club's membership of 392 is the largest of any club in the Northwestern Wisconsin Golf Assn.

Local businesses are staunch and vigorous supporters of the club, with the Hardware Mutual Insurance Co. being especially active. The local Chamber of

Commerce considers the club one of the many fine assets of the community.

Our president, M. H. Kraus, our green chmn., Bobby De Guire (who was club pro for 16 years), our Sports committee chmn., Nick Zei, and our Ladies' committee head, Mrs. Dave Pfiffner, have programs that keep the members continuously enjoying the club. Here the committees work as teams instead of letting a few carry the load.

When pros, course supts. and managers get together and compare notes on how they can aid the progress of their clubs they usually conclude that the main and first thing any club needs is money.

I can tell you after seeing the way the Stevens Point CC has developed recently that an enthusiastic and resolute club spirit is the primary need of any club. When the spirit is there the money comes.

BOOK REVIEW

The Complete Guide to Golf. Published by Bobbs-Merrill Co., Inc., Indianapolis and New York. Price \$2.75.

This is a collaboration by Armour, Hogan, Snead and Middlecoff, with chapters from the books of each. Armour leads off by telling the reader why he (the reader) may hit good shots now and then but scores badly. The Armour advice on gearing one's game to one's capabilities has become a classic since Armour's book was first published, two years ago. Then Armour handles the grip subject.

Hogan's material is on the unity of the full swing which is properly started by the recoil from the forward press.

Snead contributes instruction on how to get more distance, and adds a number of sound tips.

Middlecoff presents two excellent chapters; one on the use of the various clubs and the other a treatise on putting.

Phil Galvano writes on "The Psychology of Learning." Gene Gregston describes what he believes to be "The Five Finest Rounds of Golf." Gene Little, in the introduction, says "All of us on the pro circuit have learned a great deal from each of the four authors of this book." And so will any other golfer studying this book.

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