

## Ford Goodrich Honored for 40-Years' Service

Ford Goodrich, whose name is closely linked with the vast improvement in course maintenance in the last four decades, and one of the organizers of what is now the GCSA, was recently honored at a banquet at the Flint (Mich.) GC where he is supt., in recognition of his 40 years' service with that club.

More than 50 members of the Michigan and Border Cities GCSA attended the affair which was arranged as a surprise for the veteran Flint superintendent. Receiving a gift of a lounge chair, which he expects to shun for at least a few more years, Ford learned that the Flint club will soon start construction of a new equipment building which will be named in his honor. Goodrich had been plugging for such an addition for several years.

Recounting his 40 years in greenkeeping, Ford told the banquet gathering he was introduced to the profession in 1914 when he was hired to haul sand for the traps of the original Flint CC, now known as Atlas Valley CC. Two years later, when construction of Flint GC was started, Goodrich was hired to prepare the land, build roads, sow the seed and then mow the grass under the direction of Willie Parks, the architect. Everyone was well satisfied with Ford's handling of these projects and he was officially installed as supt. in 1918.

One of the distinguishing things about Goodrich's career is that he has constantly attended state and national seminars and conventions, many of them at his own expense, in order to keep abreast of the newest developments in turf management and course maintenance. O. J. Noer, Milwaukee Sewerage Commission agronomist, and Ward Cornwall, GCSA pres., who attended the Flint banquet, both cited this as one of the reasons why Ford's work always has been outstanding.

About the only thing Goodrich has neglected in his long career is golf itself. He has never played a round.



Ford Goodrich

## Women Golfers Give Business A Lift at Dubuque G & CC

Concentrating on getting more women to come out to the course, Howie Atten has made a real family game of golf at the Dubuque (Ia.) G & CC where he has been pro since 1950. Husbands are no longer trying to slip away from their wives in order to play against more accomplished male competitors because they now find they have plenty of competition in their own households.

Atten has seen to this by running a series of free weekly group lessons during May and June for the ladies during his tenure at the Dubuque club. Results have been gratifying not only from an artistic standpoint but because they have boomed business at Atten's pro shop. Group lessons are usually attended by upwards of 50 distaff swingers where only a handful of

women took advantage of them when they were started six years ago. Today there are at least 25 competent female golfers at the Dubuque club where a few years ago, according to Atten, there were no more than five or six.

Individual instruction has steadily increased as the result of the free group lessons and the sale of equipment and wearing apparel has been growing each year because the women invariably come into the pro shop following the group sessions to indulge in shopping sprees. Atten suspects that new found skill among the feminine contingent has resulted in more males taking lessons in order to defend their laurels, although this is not readily admitted by the men, and he thinks there is no doubt that it has given business in his pro shop an added boost since wives usually influence their husbands' buying.

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## Women Golfers Help Business

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The Dubuque pro also makes an extra bid for the women's support by allotting their accomplishments more space in his monthly "Chatten with Atten" publication, a four-page pamphlet, than those of the men. Besides this, the ladies have their own golf committees made up of weekly schedule, publicity, handicap and telephone departments and all are set up and ready to go by the end of April. Ladies' Days, which are monthly events, are another promotion used to advantage in bringing the women out to the course.

Women's interest being what it is at the Dubuque club, Howie Atten's only worry at the moment is that the golf widowers may some day start grumbling.

## Gene O'Brien Attracts Big TV Following

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spent on instruction with O'Brien's woman pupil, Jack Miller, KAKE sportscaster and various local players assisting Gene in demonstrating how the game should, and

in some cases, shouldn't be played. The show is wrapped up with O'Brien conducting interviews or discussing news of the golf world.

## Plenty of Prizes

O'Brien's sponsors will have given away about \$1,000 in golf merchandise before the present series is concluded. Players in the Wichita area who score holes-in-one the previous week are given a dozen balls and a similar award is made to the person who sends in the most unusual golf story for the week. Equipment and apparel also are given away on each program as awards for distinguished golfing.

In previous series, Gene O'Brien kept interest in his show at high pitch by corraling as many big name golfers as possible for interviews and by giving Juniors, Seniors, women, duffers, star local players and miscellaneous golfers attention in a variety of ways. One of his best tricks was to bring in six completely different physical types and demonstrate how each could go about overcoming whatever handicaps he had. Viewers couldn't help but appreciate this since practically all found their prototypes in at least one of the six different specimens who appeared on the show.

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