



THE PRO

who is Saving Golf in '44

● Before it's too late, let's face a few facts. For the time being, *not one new golf ball can be made by any American manufacturer.* Later on conditions may change, but right now we don't see any signs of a green light flashing this season.

Except for the balls in manufacturers' warehouses that have been reprocessed or are waiting to be reprocessed, you and your members have *all the golf balls there are.* They are in your storerooms, golf bags and lockers. . . . Those are the balls everyone will be playing with this year — *the only balls.*

Just forget about balls made from artificial rubber. There *ain't no such animal* — yet. And there won't be for some time to come — if ever. It's not only a question of supply. It's a question of quality. So far, in spite of experiments, *no one has been able to produce a high-grade ball* from any of the synthetic products available.

So remember — *no old balls, no golf!* Golf goes out, unless old balls come in. It's not just a matter of having everyone take care of those he has. He, you, *everyone* must send those balls in for reprocessing — or else! Acushnet Process Sales Co., New Bedford, Massachusetts.

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USED GOLF BALLS

MAKING THE Swing

THE GOLF WORLD'S NEWS IN BRIEF

By HERB GRAFFIS

★ Although 70 members are in armed services Annandale GC, Pasadena, Calif., has been able to reduce its mortgage \$25,000 in 13 months and expects to be out of hock entirely this year. . . . Robert Standish, former mgr., Monroe GC, Pittsford, N. Y., recently was promoted to first lieutenant. . . . Indoor putting courses had a big come-back in the winter now ending.

California, Mo., has turned its 9-hole course into pasture due to most local players now being in brown or blue uniforms. . . . Butte, Mont., CC reports year-round program effective in making past 12 months most successful in club's history. . . . Indianola (Ia.) G&CC at directors' meeting decided course must be kept in good condition as a duty to club's 36 members in armed service. . . . Rod Munday, former tournament star, and a fine youth, now is sergeant of a mortar outfit. . . .

St. Charles (Ill.) CC has made temporary repairs to burned clubhouse. . . . Despite ammunition shortage skeet and target shooting has been surprisingly extensive at country clubs during past winter. . . . Club shooting has been especially popular with members expecting to get induction greetings from their friends and neighbors.

Soangetaha CC, Galesburg, Ill., stocked its lake with 10,000 adult fish last fall and is considering special fishing memberships. . . . Mutual Life Ins. Co. of N. Y. has filed for foreclosure of \$80,000 mortgage against Knollwood club, White Plains, N. Y. . . . Walter Scheiber will divide his time between a job at Grumman plane plant and his new spot as pro at Glen Oaks, Lakeville, L. I. . . . Jack Patterson, 20 years at Midlothian (Chicago district) and a great veteran, is going to Macomb, Ill. as pro-gkpr. . . . Don Erickson, once LA city champ and later pro at Altadena, Calif., now is out of a hospital with a medical discharge from the Army.

Topeka (Kan.) CC annual meeting revealed past 12 months as the club's best year financially. . . . Topeka club's profit was nearly \$12,000, making book

value of stock \$341 a share. . . . Columbia (Tenn.) Herald is campaigning for a municipal golf course. . . . Edgewood GC, Coffeyville, Kan., will continue operation this year because former players now in uniform requested continuance, says Pres. C. P. Neis.

Jug McSpaden, whose return to brilliant form headlined the winter tournament boom, says one reason for the success that won him about \$10,000 in war bonds and cash was shortening his club shafts and increasing weight in clubheads.



Flying officer Richard Burton, winner of the British Open in 1939, probably will hold his title longer than any other national open champion. Harry Vardon won the British Open in 1914 at Prestwick and was succeeded by George Duncan at Deal in 1920 after World War I. . . . The new long term record in the British Amateur probably will be held by A. Kyle. J. L. C. Jenkins won the British Amateur in 1914 and was succeeded by Cyril J. H. Tolley in 1920.

Ridgewood (N. J.) CC has started a "Postwar Contingency fund" by setting aside \$6,000 in U. S. Treasury Certificates of Indebtedness and plans to increase the fund as conditions permit. . . . Donald Ross, Pinehurst sage, says American tournament golf reached its peak in the 1942 North and South open with Ben Hogan's 271 victory by rounds of 67, 68, 67, 69. . . . Steve Grady, former asst. to Johnny Revolta at Evanston (Ill.) GC, has been honorably discharged from the Marine Corps.

Medinah CC (Chicago district) has renewed its contract with Tommy Armour, the noted Silver Scot, for three years. . . . Pinehurst's 42nd North and South Open, March 14-16, will be open to all pros and ranking amateurs this year instead of being restricted to older players and uniformed star golfers as was the 1943 N & S. . . . This year's North and South will not be on the

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TURF FUNGICIDES

PGA winter tour schedule because its prize money doesn't meet PGA official requirements. . . . However, no competing events are slated, and leading available pros and amateurs will be in the field at the nation's foremost golf resort.

Harold J. Sanderson, pro at Canoe Brook CC, Summit, N. J., is serving overseas with the Red Cross, and his wife is in charge of the pro shop during his absence. . . . Robert D. Pryde, who's been active in New England golf for 52 years, recently was appointed assistant in the food conservation section of the Connecticut War Council. . . . Bob's work as a member of the 1943 New Haven War Garden committee was credited with being largely responsible for the marked success of that program.

Dick Metz, one of the brightest of tournament stars until an automobile accident checked his playing career, recently bought a 1200 acre ranch east of Arkansas City, Kan. and joined the local country club where he started as a caddie. . . . Dick also owns a 4,000



acre ranch near McAlester, Okla.

Industrial recreation research at Purdue university under the direction of Dr. Floyd Eastwood contemplates the possibility of some definite measurement of the effect of sport exercise and relaxation on players. . . . Frank Strafaci wrote John Sproul, US Rubber golf ball mgr. about a South African paying 100 pounds (\$322 American money) for a dozen balls at a sale in Melbourne, Australia. . . . Frankie also said he played 9 holes in a driving rain one day in Australia, with a bathing suit as golfing garb.

You'll be fairly safe in betting the PGA championship will be renewed this year. . . . Spokane probably will be the host city and the time, August.

Lieut. Percy Belgrave (Laddy) Lucas, 1933 British Boy champion, Cambridge university golf captain in 1937, and one of Britain's ranking pre-war amateurs, recently was awarded the Distinguished Service Cross. . . . Lucas previously had won the Distinguished Flying Cross for his performance in the Battle of Malta. . . . Major Robert T. Jones, jr., of U. S. Army Intelligence, at a press session in London said his "prospects do not look too good for a game of golf for some considerable time."



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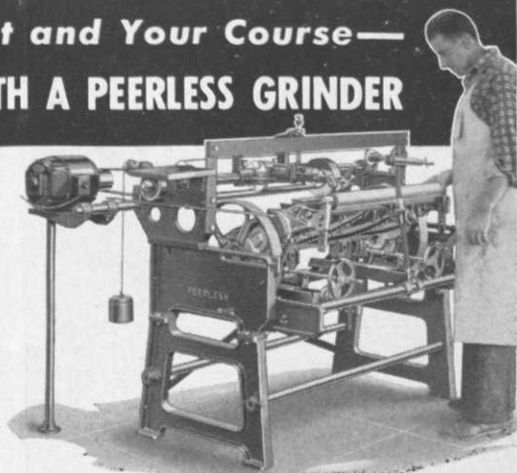
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TIMELY TURF TIPS

Right now clubs should forget fairway fertilization. Milorganite fed courses will not fare too badly without being fertilized for a year or two. After the war, or when fertilizer is more plentiful, fairways can be restored quickly—with Milorganite alone—or by using Milarsenite first to curb weeds and clover.

Greens and tees should not be neglected. They should get enough fertilizer to ward off disease and maintain dense turf. Some Milorganite will be available for this purpose, but if you can't get all you need, please remember that MILORGANITE, too, has gone to war . . . for increasing food production and for building turf on airfields.

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Jim Haines, ingenious course supt. at Denver CC has the leaf problem solved by a rake 11 ft. wide operated from a tractor. . . . Jim's greatest new production, though, is a red-headed new son. . . . Wartime production at the Denver club has been notable, Jim's new son being matched by the new baby daughter in the family of the club's manager, Howard Mehlman.

AROUND WITH THE PROS

★ Stanley Davies, Omaha (Neb.) Field club veteran, always comes up with an idea for the good of the cause. Last month Stanley took his first time off in two years and took a quick trip to Florida. He says Jack Ross, George Gordon and Steve Ploudre were among the many who treated him to a most sincere and cordial welcome. He remarked that he realized the imperative need that all pros keep their conduct up to the high standard of gentlemen sportsmen to merit the appreciation of such hospitality.

Stanley tells of a very interesting visit with Ned Everhart at Miami Biltmore. Although Miami Biltmore has been taken over by the government as a rehabilitation hospital Ned is still kept busy healing the battered soldiers with golf. Ned told Stanley of a colonel who had an arm shot away. The officer was virtually essential in an important job. In getting him back into shape Ned had the colonel shooting a pretty fair game of golf with one arm, and by that means restored the man's confidence and built up compensating dexterity with the man's remaining arm. Ned said it was a job that he's prouder of than any other individual case he's handled in many years as a pro, and Everhart has turned out some good golfers.

Ned further told Davies that after talking with doctors and seeing the work golf has done at that rehabilitation hospital he is sure that very few

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* * *

J. H. Taylor is authority for the statement that Arnaud Massy, only Frenchman ever to win the British Open (1907), had an English vocabulary then limited to "Ladies and gentlemen, I thank you very much." . . . Massy married a North Berwick girl. . . . His daughter, born while he was winning the British Open at Hoylake, was christened Hoylake Massy. . . . James Braid, "Golf Monthly," also reminds, had a son born while he was winning the British Open at Muirfield the year before, and named this first-born Harry Muirfield Braid. . . . Damned good thing the same circumstances didn't occur during the U. S. Open resulting in babies named Shinneck, Myopia, Baltusrol, Winged Foot, Canterbury or Colonial.

* * *

One fellow who has a tough new job ahead of him and who will do it well is Bruce Herd, recently appointed genl. mgr. of Flossmoor CC (Chicago district) where the 1923 National Amateur was played.

That grand old gentleman, Frank Brunner, who's been the club's manager for more than 20 years, retired and Bruce was ordered to take over. Bruce is one of the soundest businessmen in pro circles. He has fine judgment, can read the story in figures, and has been a close companion and keen student of the managers and greenkeepers at clubs to which he's been attached, so he's learned a lot from some of the best men in the business.

The appointment of Bruce Herd as general manager of a first class, large country club is an indication that the fellow in pro golf who considers himself to be in a big business rather than merely the operator of a little teaching, sales and caddie-management department, doesn't need to worry about golf not having a future for him.

* * *

Floyd Farley, pro at the Woodlawn Public GC, Inc., Oklahoma City, Okla., says that the pro who thinks that his players are ball hoarders and won't turn in old balls for reconditioning is not going after the used balls in the right way.

Farley sent out 1000 letters that gave his members the real close-up on the ball situation. Results astonish him. He says that when the "tennis shoe" golfers will respond it's proof that the private club members can be sold on cooperating in the used ball collection

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campaign. The job, Floyd says, is to get across to the players that unless they kick in there won't be any golf—and they do want golf.

* * *

An interesting combination sales idea comes from By Chamberlain. By makes an offer of lunch at the club and a golf lesson at one price. He says pros who intend to use the idea had better be sure that transportation is such that the players can get out to the club for lunch.

* * *

Amel Lentz and his wife, who make a great team in conducting pro dept. operations at the Interlaken GC, Fairmount, Minn., haven't sold a member or guest more than two balls per round since the manufacture of new balls was discontinued. When the necessity of collecting used balls for reconditioning became sharp, the Lentz' insisted on having a used ball turned in before a reconditioned ball could be purchased.

By proving to the members that the ball situation really was tough Amel says that he and his wife have the members in the habit of helping in the ball campaign and keeping the game going.

* * *

Mike Murra, pro at the Wichita (Kan.) CC is one of the smartest pros among the bright lot in the midcontinent. To give you a tip on how Mike doesn't overlook any bets: He has been giving free classes for women once a week this winter. The women turn out in large numbers and appreciate Mike's thoughtfulness because most of them are so busy in Red Cross and other war work that their golf has been slumping, and their recreation opportunities are few.

Mike did a great job at his shop last year by keeping it well stocked with what equipment he could get and with accessories. It took a lot of writing around and shopping but it paid off by having attractive and ample stock. Murra asks his members to turn in an old ball for every reconditioned one bought, and gives them the same credit he's given by the makers.

He followed up on instruction closely last year; checking to see that his time was made convenient for members so each of them could get a lesson about every two weeks. He supplied the practice balls. Mike's big worry last year was the caddie shortage but by making up the shortage of boys with kaddie karts he managed to keep his players satisfied.

* * *

In about 15—or maybe 50—years Joe
Golfdom

Novak of Bel Air may receive due recognition as the one who got the PGA really going in organizing golf instruction on a generally effective basis comparable to instruction in other sports. It has been a hell of a tough job and only a guy of Joe's diplomacy and high standing with his brother pros could have carried the PGA instruction committee activities as far as they have gone.

The positive individualistic opinions of many pros regarding instruction have made Novak's job difficult, as he has to reconcile conflicting ideas without getting operatic temperaments so riled the artists won't cooperate. But the groundwork nationally has been established firmly by Joe and his committee.

Right now, in our opinion, the PGA is missing the biggest opportunity of its history by not having an instruction and entertainment film on the order of baseball's magnificent films widely distributed to soldiers and sailors. That should be among the first of golf's link with war effort.

We recently have seen returns to an Esquire magazine poll which gets tremendous response from civilians and American soldiers and sailors in this country and at all overseas bases.

One of the questions asked was whether golf instruction measured up to instruction in other sports. The majority of answers would be a shock to the pros and impressively indicated that the instruction committee should be recognized by pros and manufacturers as the most important of the PGA public contact committees and strongly financed.

But, the foregoing is aside from the swell job Joe's doing at his own club. One of the standout features at Bel Air is the way caddies are handled. As the caddie still is regarded as virtually essential at the private club and as there is very little twilight in California, golf games must be started at noon instead of the start being delayed until after school hours. This means the clubs are forced to use full-time boys as caddies.

In order to make the job attractive to these caddies Bel Air has a clubroom for them, and operates a lunch room for them; a lunch room in which they can get everything from ham and eggs in the morning to steaks (if available) at night. The caddie restaurant very often offers, in addition to its own menu, some item from the club's main restaurant.

(Continued on Page 42)

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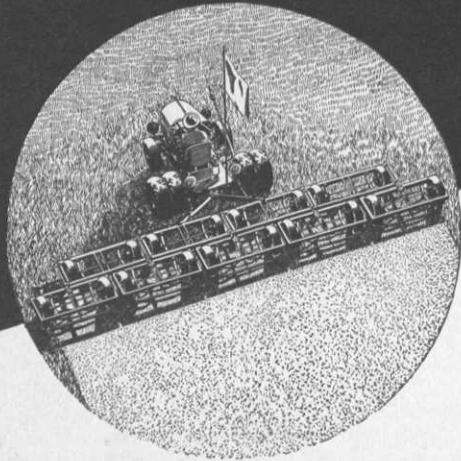


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