

Greenbrier's par 3 tenth is popular with recuperating soldiers.

Golf Helps Army Rebuild War-torn Veterans

★ From the battle-torn fronts throughout the world to the peace and quiet of the 6,000 acre military reservation which contains the Ashford General Hospital in White Sulphur Springs, W. Va., is a long jump to make, but there are hundreds of patients here who have done just that.

These veterans of campaigns in North Africa, Sicily, Italy, the South Pacific, and India, have been sent back to the States to recuperate in body, in mind, and in spirit. It is the job of the Army physicians at Ashford to speed them along

the road to recovery by giving them the very best of medical care.

Colonel Clyde M. Beck, Medical Corps, U. S. Army, the Commanding Officer of this installation—the former Greenbrier Hotel—is cognizant of the fact however that medicine and surgery should be supplemented with outdoor recreation. Because of the Colonel's championship, all of the facilities which drew sports lovers to the Greenbrier in peace time are fully utilized.

Ashford General Hospital is fortunate

★ *Near miracles are being performed at military hospitals and golf is being effectively employed by Army and Navy medical authorities in many amazing jobs of rehabilitation of wounded veterans.*

Physically and mentally the veterans are picked up by the therapy of golf. A battered fellow who is enabled to shoot around a hundred

or better has his confidence revived and his sound social adjustment eased when he sees that most civilians can't do any better in scoring.

★ *This article tells how golf is being used for the rehabilitation of casualties who are receiving expert consideration at White Sulphur Springs, prewar one of the greatest of golfing resorts.*



With the Casino Golf Club as a background, and in the healthful Allegheny Mountains, veterans of far-flung battle lines recuperate from the horrors of war while playing on the former Greenbrier courses.

in having among its blessings, two 18 hole golf courses and one 9 hole course. This 45-hole layout is on the western end of the reservation and it is within walking distance of the hospital proper.

At the Casino Clubhouse, ambulatory patients and patients on crutches, are issued golf clubs and golf balls. There are approximately 100 sets of clubs which can be used. These sets were donated to the hospital by civilians. The Special Service Office has been fortunate in getting bucketsful of old golf balls which have been sent away for reprocessing. Recently, it was possible to buy additional reprocessed golf balls on the open market. From time to time additional golf balls are received from clubs and individuals for use by the patients.

The soldier-patients who play golf range from rank amateurs to skilled players. The beginners are encouraged to play on the 9 hole course where they can take their time.

Walking about the three courses you see groups of golfers. Village boys pack the golf bags for those patients who are unable to carry them. Over in one spot up by the Casino, Cpl. Peter S. Petroske, former pro at the Meriden (Conn.) CC, is instructing the beginners. Down by Howard's Creek which meanders through the well-kept courses, golfers are fishing out balls that went into the water. In the shade of the trees surrounding Swan Lake others rest and watch the swans and ducks glide gracefully by. Behind the Casino next to the tennis courts, several

Patients at Ashford General Hospital exercise muscles and enjoy fresh air and sunshine on one of the three golf courses at this military institution.—(U. S. Army Photo)





Cpl. Pete Petroske, former Pro at Meriden CC, Conn., readying a golf club in the work shop at the Casino at Ashford General Hospital before it is used by wounded patients.



Pfc. Charles Vella and Cpl. Petroske issue golf bags and golf balls to two patients at the Casino Golf Club, Ashford General Hospital.
—(U. S. Army Photos)

soldiers are on the putting green perfecting this important part of the game.

Almost every week-end there are tournaments arranged between patients, patients and duty personnel, and a combination of both against all comers. Interest runs high during these events and a large gallery follows the players.

Old timers appear from time to time to give exhibitions. Scheduled to play here early this summer are Gene Sarazen, Joe Kirkwood, Kay Byrne, and Katherine Fox. Others are on the list for later appearances.

"The importance of golf in the physical reconditioning of patients cannot be over-emphasized," says Colonel Beck who shoots in the seventies himself. "Muscles are exercised that have long been dormant. Eyes are strengthened and coordi-

nation of mind and muscles is re-developed.

"Not only does golf do this for our patients," continues the Colonel, "but this sport permits the men to get out into the fresh air and sunshine.

"While convalescing, they can take advantage of one of the most beautiful golf courses in the country. I might point out that the par 3 tenth hole of the 'Greenbrier' course is considered one of the most scenic golf holes on Eastern courses and has been chosen on an 'All-American' golf course.

"I heartily agree with Herb Graffis, Editor of GOLFDOM, when he says that the muscular and general health benefits and the restoration of confidence these casualties are acquiring from golf is not to be overlooked."

Golf Manufacturers Meet

The annual meeting of the National Association of Golf Club Manufacturers was held at the Yale Club in New York City on April 24, 1944. Camille L. Gairoard, president of The Kroydon Company, was re-elected president, a position which he has held for many years. Other officers elected were William F. King, vice president and Fred J. Bowman, secretary and treasurer, both of The Wilson Sporting Goods Company. At the annual meeting of the Golf Ball Manufacturers Association, April 24, 1944, all officers were re-elected by the directors. These officers are: President—L. E. Coleman, vice president A. G. Spalding & Bros.; vice president—Phillip E. Young, treasurer, Acushnet Process Sales Co.; secy.-treas.—James Brydon, vice president, The Worthington

Ball Co. Activities in connection with the nation-wide used golf ball salvage program were reviewed with the association members reporting their increased early season used ball receipts as indicating an awakening to the seriousness of the situation by the nation's players and all-out collection efforts by the golf professionals.

Jack Burgess, for the past 22 years pro at Lake Geneva (Wisc.) CC, died at his home the early part of April after several months illness. Jack, whose full name was John Steven Burgess, was born Christmas day, 1888, in Montrose, Scotland, and came to the United States in 1910. His congenial manner and rare sense of humor won Jack a wide circle of friends throughout golfdom. Golf lost one of its best boosters in Jack's passing.

Postwar Planning is Task for Today's Officials

By HERB GRAFFIS

FOR THE FIRST time in years, if not for the first time in their lives, a goodly number of country clubs find themselves with surpluses. During the past winter and spring more club mortgages have been burned than during any year GOLFDOM has been published—and that goes back to 1927.

The financial improvement, which prevails in sections of the country not hit hard by travel restrictions to golf clubs, accounted for unexpected increase in income brought by realization of the necessity of recreation for people deeply engaged in wartime tasks and strains, and by inability of clubs to spend customary amounts for operating labor. Such labor couldn't be secured.

Greater national income outweighed the expected effect of increased taxes on country club members and prospective members.

Now the situation at these financially stronger clubs is such that foresighted officials are figuring on how the improvement can be projected into the future and rehabilitate club properties that have depreciated because of wartime shortages of labor and materials. The material shortages don't apply to course needs, but labor shortages certainly do.

One factor prominent in the planning of many of these clubs that are in the black is that of having the property in good condition for the return of members from war services. Officials and members know that most of those fellows will have ample problems in reestablishing their personal financial positions without having to help put their golf clubs back into good condition. Furthermore, astute officials vision a decided expansion of golf that may put older and rundown clubs in a poor competitive situation against the new enterprises.

One reflection of the prevailing condition is letters GOLFDOM gets asking how clubs are handling this matter of forward-looking management of improved finances. Inquiry among officials of representative clubs has elicited interesting expressions of policy that mainly are in the formative stage.

★ C. A. Sterling, pres., Topeka (Kan.) CC tells of the condition at his club:

"We do not happen to be in the class

with those clubs which are making so much money they are building up big surpluses but we are working our way out of debt and, perhaps, by the time the war ends and the prosperous years that follow the war have passed, we shall be in a position to make improvements. The greatest need in our club is a new building—our plant is very old and will have to be replaced in a few years.

"We have spent a lot of money on our golf course and it is in excellent condition.

"I have been talking to some of our Board members about selecting a committee which might be called a 'Control' or 'Planning' Committee. This committee would be appointed to serve for a period of at least five years and would have the responsibility of studying the over-all conditions of the club and making such recommendations to the membership as they saw fit at each annual meeting or to the Board of Directors at any of their regular meetings on matters which must have immediate attention.

"It is my idea that this committee would develop a definite program for getting the club out of debt and building surpluses. As our plant is old, they would have to make suggestions as to improvements which could be made, having in mind the probable number of years that these repairs must last before a new plant could be built. They would also develop investment policies for surplus cash and, at the same time, be working on definite plans for a new clubhouse which would be appropriate for the club and could be supported by the community in poor years as well as good.

"The selection of such a committee is not easy for, in my opinion, it must include members who are fairly conservative in their thinking and, as a balance, some members who are more or less idealistic in their reasoning."

That element of conservatism in the planning is mentioned by numerous other clubs that reported attention being given to postwar planning. Apparently clubs are intent on keeping out of hock as well as on restoring the property to completely first class condition.

★ D. P. Brannin, pres., Park Ridge (Ill.) CC, remarks that golf club policy today

must have a long range view as well as being set up to make quick operating adjustments as wartime conditions dictate. He says that Park Ridge must have building work done as soon as materials and labor are available, and close watch is kept on condition of the plant so that jobs that should be done are being provided in a "deferred maintenance" account.

★ At Orlando, Fla., the Country Club, for the first time since the clubhouse was built (in 1923,) has quick assets exceeding liabilities by a substantial margin. The mortgage was reduced by \$7,100 to \$3,500 during 1943. Military members' dues of \$3,602.59 were among the increased revenue items in 1943.

Orlando's president, H. R. Cloud, says that the club's experience in firmly earmarking funds for mortgage payments worked out so well in preventing spending of operating net revenue by committees putting up the strongest selling talk that the earmarking of funds for planned long-term maintenance and improvement of the club will be extended.

What Orlando, like many other clubs, has been up against in the labor situation was disclosed in its annual report. The club had a labor turnover of 15 times during 1943.

One of the uses of the increased income was suggested by the club's auditor who suggested that the small balance of the first mortgage be liquidated so the holding corporation from which the club leases its property could be merged with the club, thus eliminating the existence of a corporation for profit, with its attendant tax hazards. Other advantages of the merger, such as simplification of operation, reduction of book work, putting ownership of basic assets directly in the club, and making more flexible numerical limitation and other controls of membership, were mentioned.

★ E. Bentley Hamilton, pres., Mount Hawley CC, Peoria, Ill., reminds that an important part of the country club's planning of its future is in attending to its present so the club won't run down hopelessly. His club was in somewhat gloomy status when his administration came in. Consequently the Mount Hawley postwar planning had to start with putting the club in condition to last through the war. The club had to get and spend more money quickly in showing present and prospective members that it would continue.

Mr. Hamilton tells what was done:

"When I assumed the presidency in January, 1943, the club was confronted with a substantial loss of active members due to enlistments in the armed forces and resignations. The latter were blowing

in like leaves in September. There were those who insisted it was unpatriotic to play golf or maintain a course and those who suggested that the club should sharply curtail all activities and cut expenses to the bare bone. Fortunately the Board of Directors supported me in my refusal to accord to these views.

"We obtained one of the best professionals in the country, Jim Noonan; established a new golf shop; installed a high dive at the swimming pool and re-finished the road to the club, which was in bad repair.

"Our theory that people could not take long trips in automobiles or go on vacations and that they would resort to the club for their recreation proved correct. When members and non-members saw that we were not going to fold up new members began to come in and during the last twelve months we have had approximately 55 new members join the club. We have, of course, carried those in the armed forces.

"In addition to that we have maintained payments of interest upon our mortgage and substantial payments on the principal. This spring we have made some substantial but necessary improvements inside the clubhouse. We have avoided any special assessments and none are in sight. Our golf course is in excellent condition and whatever surplus we have this year will be spent largely in new furniture and equipment for the club when the same are available at reasonable prices.

"Only a loyal membership and a wise Board of Directors brought us safely through the crisis and to a degree of the success which I do not believe is excelled or even equalled by many country clubs."

★ Curtailment of vacation travel has been a factor in improving club positions. This is among the points that the Grinnell (Iowa) CC counts on to keep its wartime membership up. The club's president, G. H. Hatcher, reports that the club's main effort is to do all possible for the war effort so its old members and the boys who have wanted to join the club can come back soon and find the club ready for them.

A membership campaign is in progress to finance rebuilding of greens. Some clubhouse remodeling and repair work has been done. The club's present accent on postwar plans is that of reminding membership prospects that they can play a part in putting the club in fine shape for welcoming the boys back and providing them with a place where they can forget the terrors and tribulations of war and quickly regain their capacity for enjoying life at home.

★ T. D. Griffin, pres., Ridgemoor CC

(Chicago district) points out that club postwar planning will bear in mind the "possibility of deflation as well as inflation." He says:

"Ridgemoor may be numbered among those clubs that have found themselves in strong financial position, with the qualification that we have not found the material and help shortages to be too burdensome. As to our financial position, the first of May we paid off a balance of \$13,500 due on our mortgage, so that the club is now free of debt other than for current expenses. After paying the mortgage we are fortunate in having a strong cash position and it will be the policy of our Board to move along conservatively with an eye to the postwar period.

"Our Board members recognize the possibility of deflation as well as of inflation. Due to the versatility of our management we were well stocked on material and last year our course attained its peak in the matter of conditioning. We are fortunate, too, in having such a splendid location. Ridgemoor can be reached by a combination of street car, 'L' and bus as it is within one hour from the Loop district.

"Of course, wide improvements are out for the duration but so far we have succeeded in keeping our clubhouse up to its usual standards.

"We haven't any definite postwar plans other than accumulating a surplus to meet whatever eventualities may develop, keeping in mind that the postwar curve may be downward. After we get further along into the season we are going to give consideration to removing a \$3.00 per month assessment that was levied against the membership several years ago. We have a full membership of 250 and a waiting list."

★ Samuel Heifetz, pres., Idlewild CC, Flossmoor, Ill., mentions that club officials must exercise vigilance to guard against forgetting the smaller details of club maintenance to which management may become reconciled during wartime until the plant will need a major overhauling after the war. Idlewild is in excellent financial condition and has kept its property in as good a shape as wartime conditions will permit.

Notwithstanding its current satisfactory condition Mr. Heifetz says that all, or at least a considerable part of whatever surplus the club may have after the war will be spent on rehabilitation of the club property, and that a part of the wartime administrations' duties consists of recording details of restoration to pre-war standards so the postwar officers will have par to work toward.

★ In the opinion of a number of club officials the soundest postwar planning that can be done now is reducing the mortgage. The golf club's handicap of heavy fixed expenses for a generally short season can be partially solved by reducing interest charges and putting the club in good condition for refinancing major improvements if, as and when needed after the war. And where, outside of War bonds, is a more logical investment of club funds than that of paying off the plaster, ask many successful business executives who have golf club official duties among their jobs.

This attitude is shown in the statement of Raymond M. Jones, pres. Country Club of Birmingham, Ala., who says:

"Our club is among those that are fortunate enough to find themselves in a good financial position. We are further able, so far, to secure enough labor and materials, despite shortages in both, to keep our property in a good state of repair and our two 18-hole golf courses in good playing condition. However, while we expect to continue to maintain everything in good condition if possible, we do not plan to make any developments or improvements in the nature of capital investments for the duration.

"While we have a number of plans for developments in the postwar period, the principal of which is the re-modeling of our club building to provide a handsome and more spacious ballroom, we are not making any definite plans until the time actually comes and we see what conditions prevail.

"Further, with the exception of a substantial cash back-log which we already have and expect to maintain at all times for any emergency that might arise, we do not expect to enter the postwar period with any substantial surplus because we are applying each year as much of our earnings as possible to the retirement of our mortgage indebtedness. Although this mortgage has some years to run, we have already paid approximately two-thirds of the principal plus all interest to date in the nine years that it has been in force. It was a 20 year mortgage to begin with. We plan to continue reducing this mortgage as rapidly as possible, using all surpluses to that end, and if we can maintain the present rate, we will be free of debt in a few years and this is our present and principal ambition.

"Most country clubs, certainly those in this section, have mortgage indebtedness, some very large and burdensome ones, and it is the opinion of our Board that where such conditions do exist, any surpluses that can be acquired during these times can be best applied to the reduction of these debts."

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Peps Up Members with Lively Wartime Program

IS YOUR CLUB'S ENTERTAINMENT schedule practically the same this year as it has been in previous years, or do you figure that in wartimes giving any particular attention to the entertainment program may be questionable taste?

Short Hills CC, Moline, Ill., considered those angles and many more in setting up a program of unique events designed to ease the war tension on members who by family ties and work on the home front are deeply and steadily aware that they're in the war.

Paul M. Suverkrup, chairman of the Short Hills entertainment committee, and his associates on the committee, came to the conclusion that now a country club must give new life and value to its entertainment program. Mr. Suverkrup's observation is that the membership of a first class golf club is of the temperament to be war-conscious more intensely than almost any other community social group. With the boys away at war and their fathers and mothers working harder than they have worked for years there is a strain on the homefolks that must be eased to maintain efficiency and lively spirit. It is obvious from the flourishing business of night clubs, despite the 30% tax, that there's a desire for entertainment to provide relief from high pressure. But the majority of country club members during these days of older average age of memberships aren't the night club set.

So, in supplying entertainment features that would be novel and provide refreshing laughs, the Short Hills committee is effectively using its ingenuity and keeping within a moderate budget. The events are drawing patronage to the club and reviving worn spirits of members.

Mr. Suverkrup tells of some features of the program:

"Beginning about mid-January we held a general 'Let-Down' party thinking that this would give the members a chance to relax after the New Year's celebration.

"In February we held a regular formal Valentine dinner dance. Our March party which we called 'Palm Beach Time' was a party that really went over with everyone who attended. We have had members who did attend as well as those who could not make it, request a repeat performance

sometime next winter. It is usually cold and chilly during the early part of March in this locality, and folks that were fortunate enough in getting to Florida and back appreciated the atmosphere that prevailed in the clubhouse too. We used decorations such as artificial palms trees, flowers which were real and on our raised orchestra platform we had artificial grass and the orchestra dressed in summer togs. Members and guests dressed in sport clothes, play suits, beach togs, and yachting costumes. We also had the lobby of the club covered with artificial grass, a beach table and umbrella and several life preservers hanging a round the walls. Cocktails were served underneath a beach umbrella by attractive young ladies dressed appropriately to lend the Florida atmosphere.

"In April we held a regular Formal Dinner Dance.

"Our next event on May 26th will be a Barn Dance and Victory Garden Promenade which will give the members and guests an opportunity to let their hair down, as everyone will be dressed as farmers or farmerettes, or Victory Garden workers. Of course everyone knows how these particular types dress to do their work, so it will be very informal.

"The orchestra engaged for that evening will be dressed as hill-billies and during the dance inject a few polkas and fiddlers' tunes into the program. We will have the clubhouse ballroom decorated with seed corn hanging from the fireplace, a few bales of hay on the orchestra platform for the orchestra to sit on. Our dinner tables will have red and white checkered table cloths with old fashioned lanterns for lights as well as a few of these lanterns hanging from the ceiling in the ballroom and in the foyer of the club.

"Cocktails that evening will at least resemble cider and will be served from a make shift wagon.

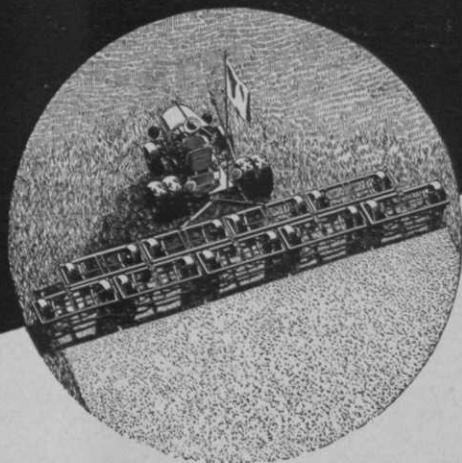
"We also have for decorations instead of flowers, vases of carrots and dishes of garden produce, to lend the garden atmosphere, as well as a few garden tools set up in various parts of the clubhouse.

"In June we will celebrate the 20th anniversary of the opening of our club-

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house. At this time we will present and pay our respects to those members who have held active membership since the day of our clubhouse opening in 1924. This will be a formal dinner dance and the members honored for their continued membership will receive their dinners on the house. Their ladies will receive corsages. This will be our most expensive party, but we know it will draw the largest crowd.

"We haven't anything scheduled for July except a family potluck, buffet lunch, or picnic on July 4th.

"In August we will hold our annual summer Formal Dinner Dance.

"The balance of our program for the year has not been decided upon but we definitely have a policy at Short Hills of creating interest among the members by keeping them guessing as to what type of entertainment their club is sponsoring for them. Our members know there are other places to find relaxation and fun, but they are practically unanimous in their sentiment that when they miss a Short Hill Party they have really missed something. We have found that our programs have certainly assisted, during these trying times, in maintaining our membership, especially since so many of the younger men are in the armed forces.

Expect Record Gate at Chicago Victory Event

THERE ARE HIGH HOPES that the Chicago Victory national golf championships to be played at Edgewater Golf Club, Chicago, June 28-July 2 will produce for hospitalized veterans' recreation funds more than the \$25,000 the Chicago Victory tournament of 1942 raised for the USO and Navy Relief.

Lowell D. Rutherford, pres., Chicago District GA, is confident that Edgewater's location, closest-in of almost any metropolitan district golf club, will draw record crowds. This year's Victory tourney will follow the policy established in 1943 by the CDGA when it gave proceeds from its Victory Open at Beverly to constructing practice putting greens at Hines and Downey hospitals.

The American Legion, Bundles for America and the American Women's Volunteer services are cooperating with the CDGA, Edgewater and Illinois PGA pros in ticket selling. Ticket for the entire five days is \$3.00; single days are \$1.00, with hikes to \$1.25 and \$1.50 on Saturday and Sunday respectively.

Wood, Nelson and McSpaden head the list of certain entries. A good showing of golfing stars from the armed services and women's reserves is expected, but of course will be governed by luck of the uniformed golfer in getting leaves.

Prior to the 72-hole medal play main event will be 36-hole two day pro-senior, pro-amateur and pro-lady events.

The field for the Chicago DGA National Victory championship will be qualified on the basis of past performance. Qualified to compete are all past winners of the

U.S. Open, P.G.A., British Open, Masters, Chicago Victory Open, Illinois P.G.A., Western Open, Canadian Open, Los Angeles Open, Metropolitan Open, Ryder Cup present members, U.S. Amateur, Walker Cup players, Western Amateur, British Amateur, Chicago Victory Amateur and National Inter-Collegiate.

In addition all those who during the last five years were among the 10 leaders in the U.S. Open, Quarter-finalists in the P.G.A., five leaders in the Victory Open, winning amateurs in the Chicago Victory Open, Illinois State Amateur champions and winners of Vardon Awards.

Five low scorers in a 36 hole qualifying test open to members of the Illinois Section CDGA, not otherwise eligible under the above regulations also will qualify.

MacGregor Golf, Inc.—New Name for 100 Year Old Firm

Crawford, MacGregor, Canby Co., Dayton, Ohio, one of the oldest and most widely known names in golf playing equipment, henceforth will be known as MacGregor Golf, Inc. Prompting the streamlining of the 100 year old firm name was the reasoning that the new company name would be easier to remember and would simplify correspondence. The official announcement of the change in name is in line with the long established habit of both players and pros of referring to the company, as well as its products, simply as MacGregor. Remember—from now on its: MacGregor Golf, Inc.