

Plan Now for Postwar

IT is the accepted opinion of outstanding golf course officials and leaders of the industry that the plans made by golf clubs in the next six months will have a far reaching effect on their club's progress during the immediate postwar years.

A veritable tidal wave of "return to golf," and other competitive sports, is definitely indicated by opinions expressed by authoritative men in the game. America is heading into its greatest golf—and sports—boom.

The defeat of Germany is assured by all high commands; only the date, somewhere between now and early summer, is uncertain. And, with the coming of that epochal day, developments on both the military and home fronts will start working a tremendously favorable influence on golf.

First, the easing of the public from the terrific mental strain of war-time conditions and activities which now is practically all-consuming. Secondly, the release of men and materials from war production which will make available adequate labor, supplies and equipments.

It would be well, however, that club plans look beyond the collapse of Germany—to the defeat of Japan, and the return of millions of young men and hundreds of thousands of our young women who will come back "health conscious" and "sports conscious."

Never before in the history of nations have competitive sports been so widely utilized as in the building of our army and navy. The large scale participation in sports by members of our armed services in all theatres of war, in addition to the demand that sports be included in military training here at American army camps and naval stations, will bring millions of American youth back home with a decidedly "keep healthy" complex. Golfers will return to the game in a flood, and bring thousands of new golfers with them.

Will your club be ready? Ready for a market of higher incomes and more leisure hours? (The forty hour week is a

postwar certainty). Ready for these millions of young men, and women of the WACS, WAVES, SPARS and other service organizations, who will seek release from the past trials of war in competitive sports?

These young men and women now know that sports proved to be their best relaxation, even though dog-tired after a strenuous day, in aiding them to let down mentally and physically, while in the war.

But a better reason for sounder planning by club officials is that these young men and women will be returning at "the age of acquisition." The acquisition of physical commodities and the American way of building up a normal family life. And it is solely the normal American family of good character, and as the molders of the future of this country, who will support golf and country club life. They are your "potentials." They will be the very life of your club.

Will your club be ready? Then, establish now, your Post War Planning Committee.

Your Committees must sit down now and put on paper, first your plans. Discuss, check and double-check each item as proposed, qualifying the essential from the merely desired. List them in their proper order of importance and then start out to accomplish each, one at a time if need be, and strike hard to accomplish them.

Decide what enlargements and improvements are in line for clubhouse and course.

See that House, Grounds, Administration and Executive and Membership committees are represented on your Post War Planning Committee. Let each committee prepare a program to be fitted into the general postwar picture. "Plan the Work—Then Work the Plan."

And, don't neglect to see that your club actively participates in community-wide sports and recreation programs. The time approaches when you must raise your sights to the demands of an athletic-minded young America.

All plans made now must of necessity be long-range for you cannot secure the labor nor materials to do the things you

want. Your plans now, therefore should be contingent on immediate action, already decided upon, as labor and materials become available.

It may be lumber first. Or it may be equipment for course maintenance. Whatever the articles, you should have a plan now to buy and put into use such materials or equipment as they re-appear on the market. To wait until supplies are announced as again available, before deciding what to do, and what to do it with, would be folly, to say the least.

Play safe by planning to meet the necessity of high wages. Unions and government alike have already gone on record that theirs will be a decided fight against lowering "wage formulas" or any attempt to change from the standard 40-hour week. So, where costs are involved, be prepared in this direction.

Then again, the purchase of replacement material and equipment will be dependent also on the enlarged social and tournament schedules you envision for these coming revival days. Once again, the country club and golf course, will on many occasions be the centerpoint for "homecoming parties" to returning members. Immediate postwar "traffic" will be heavy and, with proper foresight can be made into more than merely temporary profit.

Know now if the locker rooms will have to be refurnished and enlarged; exactly what new equipment you will need in a busier, more efficient kitchen; what new furnishings you want for the various rooms and lobby; just where you are going to paint; should the pro shop be enlarged; in what direction you will extend parking accommodations, etc. Decide now which fairways, greens or rough will need prior treatment, and what you will need in equipment and supplies, and where possible, approximate costs and delivery dates.

Be systematic about it, which is merely another way of saying "Plan Your Work—Then Work Your Plan."

Finally, no long range program should fail to include participation in community-wide golf, sports and recreation programs. Communicate and meet with officials of nearby clubs. Learn their plans. An idea may come to you for its application to your club. Arrange definite inter-club tournament dates and inter-club social activities. The war has again emphasized the necessity of co-operation. Have your club enter city, county sectional and state tournaments. Invitational play always enhances friendships that the game of golf in particular can develop.

Be prepared with an attractive program of special interest to returning servicemen whose appetites are keen for sports. Correspondence from all fronts re-

cites instance after instance where their healthy bodies and clear minds, developed from their participation in American sports, was the "edge" against the enemy that in many cases saved their lives. Having been the ones that were inducted they will well remember the large number of rejections of men who appeared normal but were found physically and mentally unfit. These men will remember that we entered the war a nation of 50 per cent 4-F's, with the highest rejection rate of any nation.

They will not want their children and their children's children brought up in any community that does not plan to develop their children's bodies as well as their minds. And they won't be satisfied with a municipal "physical education program" that stops at a few setting up exercises while standing near school desks.

Returning servicemen will demand of their communities, and their country clubs, that equipment and facilities be installed which will allow their children to participate in all competitive outdoor and indoor sports, and woe to the city or club that does not take heed of this coming demand for "sports for all." Since golf is one of the most invigorating sports for both sexes and all ages—is recommended by physicians as the best outdoor sport and recreation for development and maintenance of good health—your committees should see that golf is included in your community's recreation program.

Rewards, aside from a happy and successful club group, will be in establishing the future America on a higher plane of well-being than ever in history and in knowing that you contributed to building your nation's people to a status that no predatory nation will ever again classify us as "soft and flabby."

N. Y. Muny Golf Receipts Up; Play Down

★ With the golf and tennis season still open at this writing the following figures for these sports at the New York City parks are incomplete. As of September 9 the Parks Department reported a total of 314,017 having played on the municipal courses as against 378,086 for the entire year of 1943, with golf revenue up to September 20 of \$329,990 compared with \$291,727 for the entire 1943 season. The city's tennis courts reported 139,986 players up to September 1 compared with 194,809 for 1943, with revenues for this year up to September 10 totaling \$183,052 compared with \$160,209 to September 6, 1943.

Practical Club Operation

By **CARL J. SUEHOFF**

Secy.-Manager Ft. Worth (Ind.) CC

FIRST of all it's a good thing Herb Graffis is over in London. Otherwise this bit of literary endeavor would find its way into the waste basket. The story begins with an offer received by a club manager for a job which paid \$12,000 annually. It was made less than 30 days ago. The picture painted by the president of the club over the 'phone was really the last word.

'Twas a Sad Awakening

It is really hard to believe that intelligent business men who conduct their own businesses profitably can kick club investments around. As a case example, let us take this club which offered the \$12,000 salary and analyze the set-up. They have had *eleven managers in sixteen years*, which is the best answer why the club operates at a loss of more than *fifty thousand dollars* annually. The club house is excellent and the golf course is in fairly good shape considering the acute shortage of help. But, oh man!—their *financial statement was really sad*. Their income was terrific from dues, but the thousand and one leaks made it disappear.

Help Turnover Ruinous

This club, like so many others, was being run by cliques. Whoever was in power had his own special group of friends on the committees.

Let's approach this problem of management turn-over in a cold blooded way. Take any company with its stock listed on the New York stock exchange and pass out the information that over a sixteen-year period it had changed managers eleven times and that stock wouldn't be worth five cents on the dollar. The company would be the laughing stock of the financial world and rightfully so.

Clubs must be taken out of the category of rich men's toys. Because a man operates successfully his own business does not make him a club manager. Another important point is the pretty poor job being done by clubs in the way of public relations. You might say they do not need to care. This opinion of "why should we worry about what the people think" is responsible for the attitude of the clergy in taking a well deserved crack at country clubs. Editorial writers at times refer in a "smirky" way to the country club set.

All of this can be overcome if your club renders a service to the community in a

limited way. No club should be so exclusive that it cannot open its doors to worthwhile affairs. There are always members who will put up a squawk but their little shriveled souls are definitely selfish. Please note I say that these affairs should be within bounds.

From a practical standpoint it does build membership to let the people know what you have to offer in the way of food service, etc. What does the average country club do to build an interest in golf? Without fear of contradiction one public golf course does a better job of increasing the number of players than the combined efforts of four private clubs. And right here, may I pay tribute to the "Flo" Ziegfield of Golf—George S. May, of Tam O'Shanter, who is not only an outstanding promoter, but a good showman with lots of good business sense. His activity in creating far wider interest in golf deserves the sincere thanks of all country clubs.

May I close with one more thought. During the past few years many clubs have had excellent dining room and bar business. What have you done with the profits? What is the condition of your mortgage? These are good days to get your house in order. Clubs should get away from "Committee Management" and place the entire job in the hands of a competent manager who knows finance, public relations, and the art of entertainment for members. Whenever a manager gets in back of the bar and mixes drinks he immediately gets out of the good managerial class—he should open up his own tavern instead.

Kimbrough, Football Star, Takes to Golf

★ "Jarrin" John Kimbrough, rated by many as the greatest fullback of all time in the Southwest, has taken to golf, and according to Willie Maguire,¹¹ veteran Houston (Tex.) CC pro, is also destined to star in this sport. Maguire reports that after a two-hour lesson Kimbrough went out and shot a 100; after his second two-hour lesson an 88, and following the third instruction session he played a 77 round. All told, Kimbrough erased 23 shots in three days.

Wartime Machinery Upkeep

By JOHN ANDERSON

Grounds Supt., Essex County Country Club

NEVER in the history of golf has the overhauling and repairing of the tractors, power mowers, and the various pieces of equipment and machinery required to keep the golf courses running been so vital to the greenkeeper and the club as now.

Machinery Deteriorating

Golf course machinery has been taking it on the nose these past two seasons, mainly due to: 1st. Shortage of necessary repair parts; 2nd. Lack of skilled mechanics to service them, and last, but certainly not least, because of unskilled and untrained operators who can take more out of machines in the shortest time, than the best mechanic or the shrewdest greenkeeper can ever put back in.

Replacements and Inventories

Now at most clubs where machines are the crux of the upkeep operations, the machines are beginning to show signs of wear, and there is little prospect of enough new replacements to put them all in A-1 shape. The greenkeeper will have to bring all his energy, past experience, and know-how to bear, in order to get all his equipment ready for another season. When he takes inventory he will probably find stocks are very low, with many important parts exhausted altogether and with little chance of getting supplies from manufacturer or dealer. Then he begins to realize just what a job it is going to be to get his equipment ready for another hard gruelling season.

Lack of Skilled Operators Big Handicap

It would not be so bad if he could be sure of finding a few skilled operators, but he no sooner gets hold of what he thinks may be a good man, and after spending a lot of time and money training him, and running the risk of having at least one machine knocked out of commission in doing so, the guy leaves, often without notice, and so it goes. Tough on machines, tough on the greenkeeper.

A couple of years or so ago *Golfdom* published an article entitled "Mechanize and Save." Well, we mechanized to save, and found that it was to save many courses from closing down for the duration, and now that same mechanizing is threatening to back-fire at us and stop us

from operating altogether, if we cannot get the necessary parts to fix the machines up and keep them going for some time longer. Some of our sympathizers fix the time at about one more year; then, they say your troubles will be all over. Be that as it may, we have to get ready for the 1945 season, and if any club or its greens chairman thinks that their greenkeeper is going to have a nice long holiday this winter, they had better pay a visit to the equipment sheds and the tool-house, and find out just how little they have to work with, or are likely to get, in the way of spare or replacement parts necessary to put the equipment in serviceable condition. Yes—they'll find inventories very low, and while it will be possible to secure some replacement parts, others cannot be secured anywhere at any price. And, if that is so what are we to do?

Try Makeshifts

In some cases it is possible to have small parts made at a local machine shop. We have had steel shafts made, if we can supply the steel, using discarded steel shafts turned down. We have also had gears filled and reground and new teeth cut; makeshift jobs, but they have served their purpose, all of which goes to show what Mr. Greenkeeper is up against, whether his club or the greens chairman know it or not. At Essex County we are what might be called fully mechanized. In other words, any maintenance job that we don't have a machine to do, is not done at all, as no labor is available for hand-work, and has not been for the past two seasons. This would seem to simplify matters, but it is not as simple as it looks. For instance, we have more individual pieces of self powered equipment, than we have men to handle them, meaning, that 3 or 4 men out of a crew of possibly 8 men (and that is about the maximum number we have had for two eighteen hole courses these past two seasons . . . on many occasions the number has been down to 5) have to be trained to handle several different pieces of equipment. Is it any wonder then that the greenkeeper is turning gray or that so many machines are in the hospital waiting for new parts to put them in condition for opening another season.

Manufacturers and Dealers Cooperating

To offset this gloomy picture it is necessary to point out that the manufacturers of course equipment and their dealers have been cooperating most closely with the greenkeeper in trying to keep their machines running, and the fact that so many courses have been reported to be in excellent condition despite an abnormally dry summer in the past, bears this out. It could not have been done otherwise.

Lessons Have Been Learned

What have we learned from all this, that will pay dividends in the future maintenance of our courses? 1st: It has been brought home to many clubs and greenkeepers alike, that the better machine are going to stay with us. 2nd: That no matter how good, nor how fool-proof they may be, we are going to need a mechanic to keep them running at ca-

capacity service, at least until we are able to train and hold experienced operators. 3rd: That more and better machines are required, some of them to replace hand operations, especially as the older type of men who could use a scythe become extinct.

Manufacturers Should Consult Greenkeeper

In the not far distant future the manufacturer will be glad to consult the greenkeeper, more so than he has done in the past, as to the type and design of many of the machines he will make, especially those to be used for special purposes. For example, mowing the rough; spiking; cutting steep banks; raking sand traps, and gathering fallen leaves. There is much room for improvement and many greenkeepers have been pondering these matters over and some of them have definite ideas as to what is best suited for specific operations.

Mechanical Ball Retriever for Driving Ranges

Below is pictured the newest thing in golf ball retrievers for driving ranges. The new ball retriever is described by William H. Nicholas, Park supt. City of Pasadena: "We are using one of these new machines on our driving range at the Pasadena Municipal golf course.

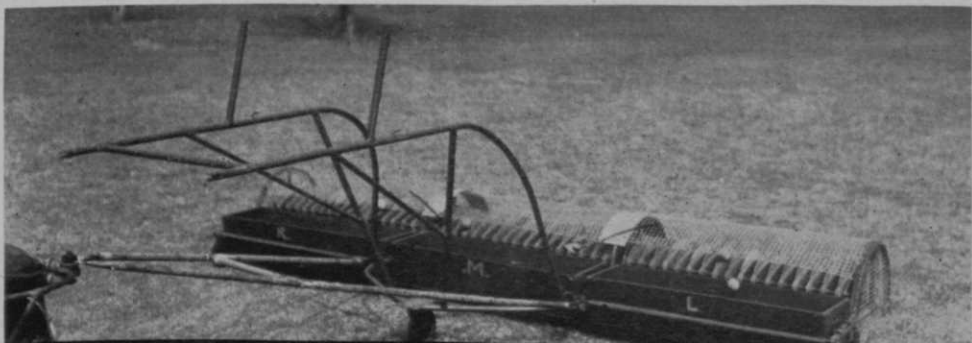
"The retriever consists of a series of ply-wood discs, just a trifle narrower in spacing than the diameter of a golf ball. The weight of the equipment spreads the discs allowing them to pick up the balls. And, as it rolls around, fingers push the ball out into boxes in front.

"These boxes are removable and you can drop your balls into your buckets. The framework in the front is made to pull by hand; however we have put another hitch on as you will see in the picture and will pull it with a Cushman Glide. The interesting thing about it is that in our situation it is a big conservation of manpower as it replaces two boys who used to pick up the balls and does the job much

more efficiently and quickly. The machine is designed and built by Mr. Martin E. Fonken, 308 East Grinnell Drive, Burbank, California.

"Recently, we started the construction of a 990-yard 9-hole Pitch Putt golf course in an 11 acre piece of ground that was a large estate on our main downtown street, less than three-quarters of a mile from the center of down town. We were able to secure priorities from the War Production Board because the area is just one block from the Army hospital and we believe will help serve in the great rehabilitation program for our servicemen.

"In addition we propose to encourage the youth of the community to use it, and we are designing the course so that the greens will be large enough and should prove an excellent practice area for the many golfers who are members of all the golf courses in the Pasadena area. Incidentally the design and supervision of construction is being done by Mr. William P Bell.



Public Relations and the Pro

By DON YOUNG

THE phrase "public relations" describes probably one of the most potent forces as well as the least understood activities of modern American business. The radio comedian who recently wisecracked that a "hillbilly is a guy who thinks 'public relations' are people on relief" really had something on the ball.

Without the public becoming more than barely conscious of the fact, public relations during the past ten years has become a part and parcel of any casual retail purchase and an integral part of the economic activity of everything from frying pans to flying machines. It has in fact invaded practically every field but the American golf club; an amazing fact, as the successful operation of a golf club depends more perhaps on the sound application of public relations activities than any other single feature of its existence.

It is somewhat difficult to strike a compromise between this fact and the fact that the golf field can boast of a good many outstandingly successful clubs who maintain no public relations department, but at the same time are perhaps disregarding almost entirely the fact that a bang-up public relations job is being done within the club and contributing greatly to its success. Careful investigation of such cases will reveal that the pro, or a man acting as combination pro-manager, may be doing the job. If so, the club can feel that it is exceedingly fortunate, as good public relations men are not only hard to find but also command rather important compensation. To have one successfully combining the job with other duties, at a single compensation, is little short of pennies from Heaven—and a circumstance that is not likely to continue to favor the golf field for any great time in the future.

From a departmental standpoint, public relations activities in a golf club mean something more than operating a golf course that members enjoy playing, a dining room where members enjoy eating, and a pro shop where members enjoy buying merchandise and instruction. On such a basis it is probably safe to say that the above covers a continuous activity of approximately 65% of the membership. The remaining 35% are those who make comparatively little use of the various club departments aside from paying their dues because of business or social reasons and playing a few rounds of golf a year. This 35% group accounts greatly for the av-

erage club's continued necessity for membership drives and the accompanying membership turnover. It also can comprise the difference between a club "breaking even" or showing a profit. It likewise comprises the group where the least public relations work is done—and the most needed.

It is highly probable that the time is close at hand when club officials, especially those of private clubs, will be forced to look this public relations angle straight in the eye and give the problem some quite serious consideration. The forcing of this issue will be due to the return to civilian life of thousands upon thousands of new golfers who have had their first contact with and yen for golf while in various army and navy camps, and the natural desire for physical activity which healthy service training has promoted. The greater percentage of these young men will be desirous of obtaining some expert advice and instruction and will be ill equipped financially to afford it. Regardless of this fact, this influx of new golfing personnel will comprise the backbone of America's golf future from every standpoint, and the steps taken by club officials to meet the situation will gauge to a very high degree just how great this future may be.

As before suggested, public relations work in a golf club can scarcely be delegated exclusively to one department. Basically, however, a golf club is operated primarily to play golf, and a time-proven fact in club operation is that if a member can be induced to play golf he will as a natural result make use of all other club departments. Because of this it is not illogical to assume that the most effective public relations work can be done in the pro department. However, delegating the job to the pro on a general basis throughout the entire field requires some consideration.

First of all, pro salaries as a general rule are not very high, certainly not enough for the pro to live on. Most pros spend more than their salaries for assistants. As a result their sole source of actual income stems from merchandise sales and lessons. The successful pro therefore must focus his efforts on these activities, especially sales. If he is a successful pro, which means handling competently all other club pro duties as well, he will have very little time indeed for other activities.

If we ask the pro to take over this

public relations job, we are asking him to give away not only a good percentage of his professional time but fully as large a percentage of his income. So large a percentage in fact, that the average pro who has turned to or doubled up in war work may have found that the necessary qualifications for pro golf easily draws greater compensation in some other field of endeavor.

The answer to this problem is in the general awakening of club officials to the realization that a boosting of pro salaries, combined with a public relations program, will pay real club dividends. If necessary a few dollars raise in dues would not be out of line. A \$5.00 raise per year in dues on a club membership of 200 provides an even \$1,000.00 for public relations work. The pro as a result could spend a considerable part of his time in free instruction to members, rounding up the inactive 35% and making them an integral part of the club's activities, and in general do a public relations promotional job that would assert itself in real dollars and cents in club interest and income.

Quite obviously if the pro must rely so greatly on merchandise sales as a major part of his income, it is only human nature that he will avoid as completely as possible the member who may buy his clubs and balls downtown or from a whole-

sale catalogue. Certainly he can have very little feeling as regards this member's club and golfing welfare. Under his present set-up he must play the favorites and play them to the limit. He'll salvage what he can from the inactive 35% and cut the black sheep as cold as possible and still hold his job, even though his sentiment toward the club may be unquestioned.

Some years ago an eastern club solved the public relations problem in a single stroke by raising the dues \$10.00, increasing the pro's salary \$3,000.00 per year, and advising all members that the club's pro was available certain days of the week by appointment for personal instruction at no charge except caddy fee. The plan was outstandingly successful. Such a plan of course might not be applicable generally through the field, but something akin to it is highly desirable and perhaps almost inevitable in the future.

It is the writer's opinion, through twenty years of close observation, that the pro field is capable of performing this important public relations job and is in the most advantageous position of any club department to do so. Whether the pro will be asked to do it, and both he and the golf field benefit from it, depends entirely on how far and clearly the present-day American golf club official can see into the future.

Simplified Layouts Will Speed Golf's Growth

By EMIL LOEFFLER

Greens Supt. Oakmont Country Club

MORE and more sharply, as the European war approaches its climax, those who are entrusted with the administrative and operating responsibilities at our thousands of golf and country clubs are concentrating their thinking on the opportunities, and problems, that will begin to knock at golf's door when our business in Berlin is completed.

When we went to war, there were close to two and one-half million people playing golf in the United States. That total, in itself, is sufficient to clearly indicate that golf embraces qualities of wide appeal. The volume of civilian play during the war years, despite the many handicaps that beset the players and those who have kept the courses operating, plus the amazing growth in the popularity of the game

among the men in training at our service camps and stations, supports our most optimistic views of golf's postwar future.

At Oakmont we have had more rounds this year than in any year since the club was organized, and practically all of the play was by members, as play by visitors was discouraged. In the late month of September alone we had over 2,400 rounds. I have heard, and can understand, that clubs generally have been used more this year than in many years past. Acute shortages in everything pertaining to golf put the game to the acid test and I believe all will agree that it is coming through stronger than ever.

As to its future developments, we are going to see its most rapid spread toward the smaller communities where towns,

with populations of 6,000 and upward within a radius of 15 miles, will install golf courses. Many of the courses will be a part of public recreation centers, where young and older people will find attractive facilities for the enjoyment of their favorite sports. As to the golf courses, they will not cost nearly as much to build as the prewar layouts, and their design and construction will permit more economical maintenance. Many will utilize grassy mounds and cut-outs turfed with grass, instead of sand traps around the greens. These will be so contoured as to detract little, if anything from the accuracy and skill required from the player, yet will allow all mowing through the fairway up to the green to be handled with the fairway cutting outfit.

The pace at which new golf course development will proceed is going to depend largely upon modification of our architectural and construction ideas to achieve the greatest possible economy in year-after-year maintenance. This winter I will be engaged in laying out several new courses on which construction will proceed as soon as conditions are favorable. All of these courses will be planned to lend themselves to simple, low cost upkeep, yet offer a challenge to every shot in the bag. All but one of these new courses will be 9 hole layouts and every one of them will cost under \$15,000 to construct, including seeding and piping to the greens. When the war is over some marvelously efficient machinery will be available to help in materially cutting cost construction.

The most practical procedure to follow in trapping a new course is to await completion of the entire layout before placing them. The old idea of placing a trap around 200 yards from the tee is out. Placing traps on that basis hasn't worked out. At Oakmont we have taken out more than half of our traps and no one can say that Oakmont is a push-over as a result. Most of the off-the-tee traps were put in when 230 yards was considered a good shot. Now, they slap them 270 yards and the traps catch only the poorer, or less powerful players who have far less reason for being penalized. Wait—don't put the traps in until you are sure where they belong.

As to the length of a nine-hole course, I should say between 2,900 and 3,300 yards. If the space will permit, 3,500 yards would be still better. If the terrain is suitable, 50 to 60 acres should be adequate, but again, 70 acres would offer advantages. Every green should total at least 4,800 sq. ft.

Golf enjoyed tremendous expansion following World War I. The end of this war will bring even broader expansion and we must be prepared to guide it along lines that will speed and protect its advance.

Social Activities Help Your Club

★ Directors of most country clubs during the present war emergency have come to realize that with the ladies and older men, and children of members, being the majority they have to cater to, social programs to induce use of the clubhouse would have to be enlarged and conducted more often than during peace times.

A number of such social activities, some novel, are herewith reported for consideration of other club managements:

Hold an annual **NEW MEMBERS PARTY**. Make it stag and see that everybody gets acquainted. Once the men get acquainted the family introductions seem to follow quickly, especially if encouraged by the following two activities:

FAMILY NIGHT DINNER AND MOVIES. Serve the meal family style.

SUNDAY NIGHT BUFFET SUPPERS. This also proves popular despite rationed foods.

SWIMMING CARNIVAL and exhibition. One club had 350 dinner guests to this type of party and 800 in the audience. Arrange contests for members children.

STRING ENSEMBLE for the cocktail lounge on Sunday afternoons. One club found this very popular. Call it the Musical Cocktail Hour.

BOOK REVIEWS by a well-known reader prove more popular than you would expect at a country club, another club reports.

HI JINKS PARTY can close your season for the men. Make this stag with nothing but a good time from morning until night.

Of course, practically all country clubs have conducted war bond sales, arranged challenge matches for the benefit of the Red Cross, bridge and children's parties. As usual, it is the management's ingenuity and enthusiasm that originates and puts over the social programs of clubs, only these days it takes more effort than in past years.

Nelson Quits As Pro: Becomes Executive

★ Byron Nelson, leading 1944 money-winner with \$39,875 in war bonds from tournament play, and golf professional at the Inverness Country Club, Toledo, Ohio, since 1940, resigned on October 6. The 32-year old Texan has accepted a position as vice president of the Hass-Jordan Company, a Toledo umbrella manufacturing concern.

Nelson is reported to have stated that he will continue in tournament golf and retain his membership in the Inverness club.

Teaching Problem Draws Comment

★ Judging from letters received by GOLFDOM, from golf professionals throughout the country, the comments on professional golf instruction, by Ed M. Fitzjohn, professional at the Albany (N. Y.) CC, in August issue of GOLFDOM, revived wide awake interest in the department of pro operations which has long awaited needed improvement. Definitely, the pros are ready for guidance which will help them improve their teaching methods.

This does not mean that the pros admit that the American standard of teaching golf is anything but the best developed in any country, but their comments confirm the fact that their methods are far from perfect.

Pros from the four corners of the nation presumably rushed to their typewriters, or writing desks, to partially or wholly, agree, disagree, limit or enlarge upon the claims of Fitzjohn, that pro golf teaching in this country has deteriorated since the embryonic days of the game when golf instructors were of the "old school from the other side," and that no accepted basic teaching pattern has been designed by American pros that can be followed with reasonable assurance of lowering the average score of his members to the prouder side of 100.

Joe Novak, chairman of the PGA Teaching Program Committee, which includes as members Byron Nelson, Craig Wood, Harold McSpaden and Larry Nabholz, in no wise accepts Fitzjohn's statement that British golfers have scores averaging ten strokes less than American business men golfers, stating that is "only an opinion," subject to proof.

Novak claims that the time and money spent by the PGA on their tournaments is basically and psychologically correct in keeping the "horse before the cart" by getting the public interested in first taking up the game of golf, then teaching it to them as they apply at courses. Such tournaments, Novak claims, keeps bringing new followers to the game.

For over three years, Novak states, the PGA Teaching Committee has been developing a teaching program based on questionnaires sent to their members throughout the country. He writes: "In recent years a new life and determination have been placed in the PGA Teaching Program. Under the leadership of Tom Walsh, analysis of players, equipment and swings were made and much valuable information has been gathered. . . . Motion pictures have been taken of players in actual competition, clinics have been held

and conducted throughout the country . . . and this program will continue to be put into effect with one thought in mind, and that is to provide the PGA professional with any and all information necessary to aid him in being most able and efficient in his work."

Willie Maguire of Houston, PGA treasurer, wrote that, "I am sure the PGA Post War program is being dealt with by a number of our Committeemen who are good merchants themselves" in answering Fitzjohn's fears that stores would "grab" most of the after-war supply business. Continues Maguire: "I have always thought that a good sound teacher and a good business man will be able to control at least ninety-five per cent of his members' business." Maguire concludes his remarks with a cordial invitation to Fitzjohn to attend the coming annual PGA meeting in Chicago during November and discuss the question with officials and members.

In the main, the pros accepted the subject of Fitzjohn's discussion as a matter of vital importance to the golf professional's welfare. As one put it, "An exchange of ideas . . . can only lead to greater interest in the game . . . and I believe articles such as Fitzjohn's will tend to crystalize thought and stimulate action along constructive lines! Less theorizing and more factual evidence should be developed covering Fitzjohn's recommendations with reference to 'controlling the ball'. Future popularizing of the game should place more emphasis on control and less on strong backs".

A leading southern pro says, "I feel sure most of the profession are in accord with the general sentiments expressed (by Fitzjohn); and certainly there will never be a better time than the present when the general public, due to the war, is so extremely mechanical minded, to go thoroughly into present teaching methods and find out, if there is, first a better method of arriving at a proper golf swing, and secondly, better methods, in fact much better methods, of putting instruction across."

This writer points out that too often the "popular" golfer of the year is too apt to be put up as the prized example of how to play, with teachers and golfers alike trying to ape him. Comes the new year with a new "top player" with a different style and all previous instructions "goes to pot". "So, why not set up a fundamentally sound method," he concludes, "and rather than accept the ideas of to-

day's star, we can actually take his methods and check them against a fundamentally perfect swing, and find out the strength, or weakness, if any."

A top-ranking California pro writes: "How to go about training professionals to teach is a problem". He further states, "I feel it takes many years of experience and study to become a successful teacher of golf."

Other pros feel that perhaps some mechanical contrivances might be developed for use in instruction, one pro claiming such contrivances "would not be too difficult to figure out, with the result being a much more intelligent understanding by the pupil and a far more definite, uniform method of having the instruction carried out than is now the case".

The most caustic comment was received from a nationally known pro, winner of many leading big-purse tournaments, who penned: "I can tell you in very strong terms that pro golf instruction is losing out because it hasn't contributed sufficiently to the average pupils' improvement. He still can't break 100 and he's tired of having the pro tell him how nice he looks. The golf pro will have to learn the scientific way of teaching golf, utilizing, for instance, slow motion pictures, which have proved so effective in the highly accelerated pace with which millions have been successfully taught during the war emergency. Why not use this visual education at Sunday supper clinics?"

A leading amateur golfer, now in his fiftieth year, pointed out that many of the older golfers do not want instruction. He writes: "There is undoubtedly need for expert instruction for young folks. Personally, my interest in playing now lies in companionship of the links rather than trying to improve my game and I rather suspect this is true of most men over 50." He touches an indicative spot however, when he states "The demand for competent instruction is not as great today as the early twenties or as it used to be in Great Britain . . . most club members allow themselves only a limited time from their routine for recreation and prefer to spend the time in the happy associations of the links rather than on the practice tee or taking lessons."

Resigns After 21 Years

★ Tommy Wilson, golf pro for over 21 years at the Ansley Park Municipal Golf Club, Atlanta, Ga., resigned on September 1st. His resignation was due to ill health, it was reported. Wilson came to Atlanta 24 years ago as assistant pro at the Druid Mills GC, accepting the Ansley Park position three years later. His brother, Billy Wilson, who came to America three years after Tommy, is pro

at the Bobby Jones Municipal GC. They hail from New Castle-on-Tyne, England.

War-time Golf Course Maintenance

★ Reports from greenkeepers, superintendents and golf pros throughout the country on golf course maintenance during the current year, all point to two major difficulties of operation during war-time, namely the shortage of help and the lack of equipment.

With respect to the former, one superintendent aptly speaks for most when he says their club hired "anyone who could stand reasonably erect and move in a generally forward direction."

With the problem of supplies, the adages of "Make it do, use it up and do without" held sway.

Nevertheless, most greenkeepers and officials continued research and testing for solutions to their local problems, and many a home-made implement was devised. In most sections of the country severe drought was the bane of those responsible for the maintenance of playable fairways and greens, with all seeming to have pulled through without too many complaints from members, now war-problem conscious in their own business enterprises.

Reports state that more expenditures were made in connection with clubhouse repairs and additions rather than on the courses, where the rule of "it has to do" generally applied due to replacement and repair scarcities.

A number of maintenance men, possibly more visionary than most, foresee the use of numerous electric outlets, similar to water outlets, all over post-war golf courses. They claim electrical equipment, particularly electric lawn mowers for the greens, will be in demand, along with a lot of other electric gadgets "that would let us have more fun than a bride in a brand new kitchen."

Army-Navy "E" for Spalding

★ For their outstanding record in quality and quantity of war production, the men and women of A. G. Spalding & Bros., Inc., Brooklyn plant, were awarded the Army-Navy "E" at ceremonies held at the Masonic Temple, Brooklyn, October 16th. Since shortly after the United States went to war the Spalding plants have been devoted entirely to the manufacture of war materials with an increasing volume of their production in the past year representing athletic equipment ordered by the government for men and women in the Services.