

Beware Earlier Mistakes In Postwar Club Planning

By HERB GRAFFIS

THERE HAS BEEN considerable buying of golf clubs, in eastern metropolitan districts especially, during the past two years. Clubs that have been bought generally are enterprises that have been in financial difficulties for years. Between the taxes and the mortgage principle and interest payments they've had a load that kept away new members.

Despite gas rationing some of these courses have been able to do fairly well on a daily fee basis with wartime wages boosting play. But as fee courses the establishments of course haven't operated nearly at the private club standard originally intended.

There are no dependable estimates on how much the passing of those struggling private clubs has figured in making waiting lists for the private clubs that are better located and in better financial condition. But it is a sure thing that the change in status of the weaker private clubs to a daily fee has been a factor in concentrating private club memberships.

Now it begins to be reasonably certain that a building boom will follow V-J Day. Economists are expecting residential building to provide the business push that railroad building supplied after the Civil War and the automobile, road and radio building supplied after World War I. And what would be more natural than that the landscaped, scenic spots of former country clubs be chosen as suburban residential sites?

As a matter of fact the cause of a lot of the pre-war trouble of country clubs was in their becoming centers of suburban building booms. Property prices and taxes increased. The tax bill increase hadn't been contemplated in club financing. What should have gone for mortgage payments had to go to the tax collectors to pay a bill resulting from the mere presence of a country club on what had been farm property.

Already planning of postwar golf clubs is in an active stage. Costly mistakes of the club building boom after World War I will be repeated in many instances. The men who made those earlier mistakes in their trail-blazing are not officials of the proposed new enterprises. Unless the planning committees get golf architects who know those basic mistakes that were made in the 1920s, and are willing to heed the architects' advice the new clubs will start unnecessarily far behind the 8-ball.

Private clubs won't be the only ones to make the mistakes. Businessmen will build fee courses on land that costs too much to ever permit a profit with accurate bookkeeping and much competition from other courses in the vicinity.

There undoubtedly will be many more players in the market. But the capacity of a golf course is limited. A foursome every five minutes is considered about the safe capacity load of a course. With a high percent of new players the traffic is slower. Correct design of the course can facilitate handling the traffic.

However, the capacity of the course strictly limits the play that can be handled even during the week-end and holiday periods. I have gone over the figures of fee courses that have been in financial difficulties and have found several times that the courses, even if carrying capacity six hours a day, 125 days a season, could not bring in carrying and operating charges.

It is to be expected that banks and insurance companies after their experience with overly optimistic financing of golf clubs in the years following World War I won't be as easy as they used to be in participating in golf club financing. The new clubs that intend to go far out and buy acreage will be warned against current inflated prices.

Just how sharp this war's restriction

of automobile travel will be as a reminder in the selection of new club sites is anybody's guess. Probably in a few years after V-J Day travel by small planes will become so popular that the resort clubs will get a heavier play and be of higher standards of architecture and maintenance. But, the way golf-wise people are thinking now the course fairly remote from crowded residential districts will be 9 holes rather than 18, and will have attractive, but small and elastic clubhouse facilities.

The boom in metropolitan clubhouse business during the war, caused by domestic help shortage, hasn't fooled the foresighted managers any. They can't see the investment soundness of a big and expensive clubhouse unless the club is in a position to attract and handle a steady load of business of the restaurant or hotel type.

The uncertain house business before the war and the difficulties of help and rationing during the war have painfully impressed on club managers the fact that most private country club clubhouses today are for show rather than for efficient operation. But the complaints and costs come from inability to efficiently operate the showplace.

In very few instances have competent managers been asked to give their judg-

ment and advice to clubhouse planning. Chances are that condition won't be improved in the clubhouse building after this war. New clubs that haven't selected their managers won't think of paying several settled competent managers to go over clubhouse plans. The fees involved probably would be saved in operating economies in a season or so, but in the rush to get the buildings erected and furnished the obvious practical method of avoiding mistakes will not be employed.

It has been surprising to many that golf clubs have done so well during the war. It was expected early in 1942, that play would fall off sharply. Later it was thought that high taxes would reduce private country club membership to a minimum. However, the wartime operation of numerous golf clubs has brought them into better financial condition than they'd ever been before.

That wartime showing may tempt the unwary comparative newcomers to plan big golf clubs for after the war. There were plenty of them built after World War I; clubs that cost each member \$100 or more a season before the doors opened, simply on fixed charges and inevitable operating losses. Smaller, smarter and thriftier clubs are necessary to nurse along the vast expansion of the game that seems probable after Japan is defeated.

Bob Jones Views Golf's Postwar Prospects

★ AMIDST TALK of a post-war plastic golf ball which might have greater distance than the good old standard ball, Bob Jones opines that a longer-ranged ball will only be like a dog chasing his tail. When interviewed by O. B. Keeler for an article in July Esquire, Jones pointed out that as the ball gets longer, the courses get longer, and that requires more acreage and upkeep and results in layouts uncomfortably and unfairly long for the average golfer and the feminine golfer and the duffer who pay more than 90 per cent of the freight in club golf and public-course golf.

There won't be many fundamental changes in golf equipment after the war, according to Jones. The steel shaft, so accurately standardized as to eliminate the formerly variable factors of whip and torsion, seems to have taken care of everything except what might be termed the refinements of club design. Jones says the average golfer wants to play with the same kind of ball as the expert, although it would pay him to sacrifice a few yards in driving power for greater durability. But nobody wants to level off performance differences by using a shorter ball than the other fellow can get.

The better type of golf course should

be a combination that would test the expert reasonably and still not penalize the average golfer, or the short hitter if he is hitting his shots decently, for him, says Jones. No long stretches of rough in front of the tees, or cross-hazards within the range of a modest drive.

What about the post-war international relations in golf—visiting entrants in the big league tournaments, and the Walker Cup and Ryder Cup affairs? Bob Jones thinks the international matches between this country and Great Britain, and the invasions of both amateurs and professionals for play in the championship will be promptly restored after V-J. To Jones there appears to be a likelihood of team matches and visiting competitors in the big tournaments—between the U. S. A. and Mexico, and Brazil and several other South American countries.

Postwar Planning of Golf Courses

ROBERT BRUCE HARRIS
Golf Architect

664 N. Michigan Ave. Chicago, Ill.
Phone: Whitehall 6530

The Pro's Contract -or, Is Golf a Business?

By DON YOUNG

Pro-Mgr., the Mississinewa Club, Peru, Ind.

ONE of the questions most frequently asked golf professionals is: "Why do pros insist on contracts?"

The professional athlete considers such a question silly. To the public, however, the question is neither silly nor idle—for the simple reason that the public seldom thinks of the golf professional as a professional athlete. It is unfortunate that this is true.

As a professional athlete the golf pro occupies the not-to-be-envied position of first man—on the bottom—of the sports totem pole. If he plays the game for a living he seldom reaps the windfall of a guarantee for any appearance. If in rare instances this does occur, the guarantee seldom covers more than bare expenses. A snap comparison with this situation, as related to other sports activities, leaves the average playing pro wondering if perhaps he might not, over a period of years, have done better as a barber, a baker, or a Fuller Brush salesman.

If the gentleman, however, follows the lines of least resistance and becomes a club pro, he attaches himself to a phase of the game that offers him a guarantee. This guarantee comes to him in the form of a salary, the amount being generally about enough to keep the average deb fresh out of a business school typing course lying awake nights wondering just how she can get by on it.

The club pro of course doesn't. He adds some to his guarantee and hires himself an assistant. Realizing that to be a financial success on his job, as well as a professional success to his club, he must be a red-hot combination of player, teacher, promoter, public relations expert, and business man, he forgets about working hours and knuckles down to the task of trying to scratch enough moola out of the membership of his club to cover that assistant deficit and keep off the relief rolls the next winter. The fact that he manages to do so in 99 per cent of the cases escapes entirely the notice of the public.

However, if the average golfer or golf club member were aware of this situation, his mental reaction would probably be: "Whoinell would want to be contracted to such circumstances?" The average club pro frequently wonders, too—and keeps on renewing 'em. Nobody knows why.

Contract arrangements existing in the golf field today have no counterpart in any other field of sports. A football or baseball club signing a player, manager, scout, or coach, does so with the one idea in mind that the man will prove an asset to the club, the supposition being that assets of most types eventually turn into black financial figures. Seldom, however, do such thoughts enter the mind of the average golf club board member when arranging a professional contract. In far too many cases the contract is drawn because the pro insists on it. The pro insists on it because his experience with boards has taught him that there is but one way to partially protect himself from the changeable vicissitudes of such bodies—contract. The board counters by requesting periodical modifications—modifications that seldom favor the pro's position.

Pro golf is indeed a peculiar vocation, being a thing apart even in its own field—sports. Being such an individualistic endeavor, unionization, which might provide some standard for basic pro contracts, is probably out of the question. It is a comparatively easy matter to unionize musicians, bricklayers, or carpenters, and provide some sort of standard contract for the job they are to perform. Not so with the golf pro, however. The pro contract generally covers a multitude of duties, many of them so abstract they can, if the occasion arises, be construed by the party of the first part as meaning most anything or everything. Should the pro, through the idea of some influential board member, balk at the idea of weeding greens, tending bar, or cleaning up the locker room, a discreet whispering campaign serves to bring him back into line in short order. The pro, although as individualistic as the Statue of Liberty, still is as a rule more than willing to give his club full cooperation and the old college try—and very often winds up doing a great many things gratis that are usually delegated to the houseman or porter.

In justification, however, it must be noted that only about 50 per cent of the reason for this old college try is the pro's sentiment for his club. The remaining 50 per cent is due to the fact that he must not endanger his chances of covering that "assistant deficit" and keeping off the

relief rolls—even though he has a contract.

Golf clubs, and the game as a whole, are badly in need of better Boards of Directors. The golf pro is badly in need of better contracts. The former would automatically provide the latter, and could be attained by disposing of approximately 90 per cent of the average club's board personnel. Fifteen to twenty men as a rule can be depended on to forego personal prejudices and show an active personal interest in the welfare of the club as a business proposition. The history of golf, however, shows that they, as a group of golf club board members, have failed to do so—to the distinct detriment of the golf professional and the welfare of the game.

Which brings us back to the probable mental reaction of the public: "Whoinell would want to be contracted to such circumstances?"

Who—but the golf pro?

Colonial CC, Fort Worth, to Start New Tourney in 1946

★ THE FIRST ANNUAL Colonial CC, Fort Worth, Tex., Invitation tournament has been announced for May of 1946. It will be comparable in character to Bobby Jones' Masters tournament, according to F. M. Highfill, Marvin Leonard and Johnny Ballard, the committee in charge of plans for the event.

A season-long scoring system is used to determine the contestants in the Augusta (Ga.) tournament. No such system will be used by the club which was the scene of the 1941 National Open, last one held. Colonial will invite the players it wants.

"We will make this the most select tournament in the world," says Ballard.

Golfing skill will be the prime consideration, but not the only one in determining what 24 professionals and 12 amateurs which will make up the field.

The play will be on a medal score basis over 72 holes—18 each for four days.

The \$10,000 (or more) which will be distributed among the professionals will, it is believed, make the individual prizes the largest offered at any tournament. As much as \$3,500 may go to the winner.

Awards consistent with the rules of the USGA will be given the amateurs.

All players will be the guests of the club for the duration of the tournament and will have no clubhouse or playing expense.

It has been estimated by Highfill that the club will spend another \$15,000 or \$20,000 in staging the first tournament.

Exact dates of the 1946 tournament have not been decided upon but they will fall on one of the two week-ends

between May 16 and May 26. Play will start on a Thursday and end on a Sunday.

"Craig Wood's clinching 30-foot putt on the final hole of the 1941 Open was still rolling on our No. 18 green," says Leonard, "when plans for this annual tournament were started. Because of the war we had to postpone its launching from 1942 until 1946, but we feel that by next spring conditions will be favorable."

Spalding Card Rack Aids Wounded Veterans

★ CARD PLAYING helps relieve the long pull for our hospitalized servicemen. But it's tough for men with the use of only one hand to manipulate the cards. To overcome this handicap veterans are being furnished a small wooden rack manufactured by A. G. Spalding which conveniently holds the cards upright in front of the player.

A broken hand, that interfered with his game of gin-rummy gave the idea of the rack to Jack Jaffe, owner of a cigar stand in the New York Curb Exchange. He called the device "Little Jeff" the name given him by the members of the Exchange.

Distribution of the racks began with some samples he sent to service hospitals in the New York area. Letters of appreciation from veterans were so enthusiastic that it was not long before Fred C. Moffatt, Chairman of the Board of the Exchange had collected a good sum of money from the members to put "Little Jeff" into "mass production". Approached as possible manufacturer, Spalding became interested to the extent that it agreed not only to make the racks but to share production and shipping costs.

Incidentally, Mr. Moffatt at the Curb Exchange, 86 Trinity Place, New York, N. Y., welcomes the names of any veterans' hospitals or recreation associations that would like "Little Jeff". Just drop him a line giving the quantity you desire, and they'll be sent immediately without charge.

Franks Heads Allis-Chalmers Industrial Tractor Sales

★ Allis-Chalmers Mfg. Co., Tractor Division, announces the appointment of Ernest Franks in charge of sales of industrial wheel tractors and power units with headquarters at Milwaukee, Wis.

From 1927 until 1935, Mr. Franks was engaged in A-C service and field engineering. His broad experience in the field qualifies him well to handle sales of industrial wheel tractors in addition to the power unit department, which he has headed for the past ten years.

A Great Team



Lord Calvert's March advertisement, "Men of Attainment," reaches 7,028,219 readers through Life, Palm Beach Life, Esquire, Cue, Gourmet, Newsweek, New Yorker, Promenade, Time, U.S. News.

When you examine the reasons for the growing leadership of Lord Calvert, you just can't escape this conclusion: Behind the *steadily increasing consumer demand* for this superlative whiskey is the great team of a quality product and persuasive advertising... a team winning new friends every day.

Although advertising may sell the first drink to the man who has never tried Lord Calvert, only the superb quality of Lord Calvert itself sells the second... quality that's so distinctly superior that it's quickly recognized. Only quality like this could make so many discriminating people change from their former favorite brand.

This winning team is the reason the better clubs, bars, hotels and restaurants are pour-

ing Lord Calvert, featuring it on their menus.

They know—

1. Lord Calvert's prestige is in keeping with their own quality standards and reputations.
2. Lord Calvert pays an extra profit on every drink.
3. Lord Calvert is destined to be America's leading whiskey... for those who can afford the finest.

LORD CALVERT

For those who want to SELL the Finest



Blended whiskey, 86.8 proof, 65% grain neutral spirits. Calvert Distillers Corp., N.Y.C.

June, 1945

MORaine AWAITs PGA CLASSIC



MORaine CC, Dayton, Ohio, where the nation's stars will battle it out for the 27th annual PGA championship, July 9 through 15 is down in the books as (1)—a club that began as a private day school; (2)—a golf course laid out upon the terminal moraine gravel of history's three glacial slides, and (3)—the club was conceived by a man who never played golf in his life.

Moraine was selected by the PGA because it was up to the standard required, in a centrally-located spot. And Moraine bid for the event because its officers knew that the Dayton area wanted it and would

support it. This city, best known today as the central hub of the Army Air Service Technical Command, is a real golf town. The top officials of the mammoth industries and the thousands of industrial workers take their golf as a high-ranking recreation, to play and to watch.

It was not intended, at the very beginning, that Moraine should be a "difficult" course. Rather, it was the plan of E. A. Deeds, C. F. Kettering and others that the course itself would merely be a recreational adjunct to the clubhouse itself, to meet the need for a place of release from business worries.

Paid in advance!

WE still have our golf and our golf courses. But, how about the boys who paid so dearly to help preserve the game?

Our Army and Navy hospitals are filled with thousands of young men who **paid in advance** for their golf — and yours, too. Now, it is up to the golfers on the home front to see that they get their share of golf's benefits.

Today, golf's biggest and most important job is to help mend the war-torn nerves and bodies of our young veterans. It's a wide-open opportunity, for golf's mild and stimulating exercise has proved amazingly popular and effective in meeting the urgent demands of rehabilitation.

The nation-wide program of The Professional Golfers' Association has opened the way for every golf club and every golfer to do their share. Ask your pro how your club and your players can help make certain that our hospitalized fighting men are provided with golf facilities and sports equipment they so urgently need.

GET INTO THE DRIVE TO HELP
"GET 'EM BACK INTO THE GAME"!

1945—WORTHINGTON'S 41st Year DEVOTED EXCLUSIVELY TO MAKING GOLF BALLS

THE WORTHINGTON BALL CO.

ELYRIA, OHIO

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER



Tommy Bryant
Moraine's pro

In 1928, the 720 acres surrounding the Moraine Day Private Park Day School offered nucleus of an attractive rambling clubhouse, and while architects worried with its adaptation, the late Alex "Nipper" Campbell put his transit and dividers on the terrain. But, though the hills were much avoided in order that the club's novices should not be over-taxed or penalized, nature and the skill of Nipper combined to produce a club of PGA character.

For, not all of the organizing group were strangers to golf—people like ex-Governor James M. Cox, S. C. Allyn, now president of National Cash Register Company, Fred Rike, (pioneer mercantile retailer)—and others represented the nucleus of an active golf playing membership with its share of scratch players.

But, as for founder Deeds, his drol-

eries about the game he never learned are suggested by an incident that occurred in 1941 when Byron Nelson, Chic Harbert, Tony Penna and Jimmy Demaret were Moraine's dinner guests following an exhibition match. Said Deeds: "It is certainly gratifying to Ket and me to see you golfers really using the fairways. We've spent much time and money in maintaining them through the years, but not until today did I ever see them actually used. Our members simply have no use for them."

Moraine presents 18 holes that will challenge the skill of the masters. Although the normal length of the course is 6695 yards, the tees can be set to bring the course up around 7,000, making it a tough par 72. The course record at Moraine was set by Sgt. E. J. "Dutch" Harrison, last year with a 64. Nelson's best at Moraine is a recent 68.



Orville Young
Greenkeeping
superintendent
at Moraine CC.

BACK TO KNICKERS AFTER WORLD WAR II?

By JOHNNY MANION

Pro, Westborough CC, Webster Groves, Mo.

★ HERE'S A PICTURE I've kept since the St. Louis Open of 1924. You probably know the subjects. There's the Great Haig, then yours truly, then Willie Kidd, and at the right end, Abe Espinosa.

Note the knickers. Without knickers we'd all have been as much out of costume in playing golf as a ball



player would be playing second base in his tuxedo.

Knickers are far more practical for golf than slacks are. Knickers don't throw distracting shadows that waver around the ball. They don't have cuffs that get wet and dirty. They don't have to have a tailor cut and sew them to length.

I don't know how much business was taken away from the golf pro when the then Prince of Wales didn't have time to get dressed for golf and established the slacks style that Hagen adopted, and which later was pushed by Johnny Farrell as a propagandist for a cloth company.

But I do remember back in the 20s when I sold almost every member of my club his knickers and golf hose. That business made up about half of my shop business. And it was a big volume.

I'll give credit to Sarazen for sticking to knickers. Gene is a very practical guy. He knows that knickers not only are the best for a pro's playing, but they're best for the pro's business.

P**UT THIS "ASSISTANT"****TO WORK IN YOUR SHOP**

—to help sell Craig Wood Sportswear to your club members and guests. This brightly colored—red, black and white—display card placed on your showcase or in any strategic spot is guaranteed to focus attention to the line. It suggests, too, that Craig Wood Sportswear is appropriate not only for golf, but for ALL sports. Displays are on the way now to our entire mailing list, but if you do not receive yours promptly, write to the branch office nearest you. MacGregor Golf Inc., Dayton 1, Ohio.

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BUY A bigger BOND... AND keep IT!

A Tourney For Wounded Vets

By ED HARBERT

Pro, Battle Creek (Mich.) CC

THERE is a probability that at the Battle Creek CC this summer will be held a national golf tournament that will be the finest the game ever has presented. The prize money will be nothing spectacular and the scoring will not be comparable with that of other tournaments. But its field will include some of the greatest golfers of this nation. And by greatest I mean greatest.

The tournament is being planned for amputees who have been picking up golf at military hospitals. The commanding officer at the Percy Jones General hospital at Battle Creek is keenly interested in the idea and is working closely with pros of the Michigan section of the PGA to make the event national.

Britain had a one-armed golfers' tournament for some years before World War II. The first championship of this kind was played in 1933 at the Royal Burgess Golfing Society of Edinburgh. There was a field of 43, of whom 37 had lost an arm in World War I. The others were mainly victims of industrial accidents. Some highly successful businessmen were among the competitors. The Royal Burgess course is 6,300 yards long. W. E. Thomson of Glasgow, the winner, had rounds of 82 and 87. He drove the last green, 260 yards.

In Michigan the pros have been doing considerable in instructing the amputees. Frank Sprogell, Leo Conroy and I have been handling classes at Percy Jones. Al Watrous and Claud Harmon have been conducting classes at Fort Custer, and Frank Walsh and Chuck Rattan have been teaching at the Gull Lake annex. The instruction is complementary to the building of practice courses by pro, greenkeeper and amateur effort at the hospitals. This is one aspect of pro work in which nobody ever has to ask a pro twice or plead with him to sacrifice his own convenience in getting him to work earnestly. We would have nothing to do with any fellow who puts anything ahead of this sort of a job in pro golf.

The instruction of course involves interesting technical problems. But it is amazing how quickly these young men are acquiring compensating elements that give them good balance, one of the essentials of golf.

We hope and believe that the instruction is of considerable practical value in the psychological readjustment of the



GOLF TRIES TO PAY ITS DEBT—Pros instruct patients at the Percy Jones General hospital, Battle Creek, Mich., in adjustments of golf swing to limitations caused by combat damage. Several veterans show bright promise of becoming better scorers than the 95% of civilians who score higher than 95. Pros in this group are: l. to r.: E. W. Harbert, Leo Conroy and Frank Sprogell.

physically handicapped veteran. You hear a lot of talk about the necessity of the civilian public accepting the physically handicapped veteran as one whose status should not be accepted as the cause of any indiscreet attitude or expression. Well, after teaching these lads I have found myself regarding them as decided improvements over many pupils I've had who possess the usual equipment of limbs but who are just naturally clumsy and muscle-bound. So the veteran who is minus an arm or a leg quite rapidly becomes just another pupil that I want to make as good a golfer as his physical and mental nature will permit.

The pupil himself gets in that way of thinking and regards the problem of hitting a golf ball with only one arm or one leg in the swing as a technical problem rather than a tragic personal affair. Some of these lads are going to become much better than average golfers and will be able to hold their own in most golf club competitions.

The fellows, in many instances, are pretty smart in working out their own types of swing based on the necessary adjustments to their physical handicaps and the basic mechanics of bringing the clubhead into effective contact with the ball.

But, naturally, one thing that is discouraging to them is getting distance. However, that's not their problem alone. Any pro will tell you that his members are restricted, by their years or other less obvious physical handicaps, in getting distance.

On that account I have had printed three extra score cards. They are for the