OPERATING problems of the National and Western Opens have been given such thorough study by the golf associations and the officials of the tournament clubs during the past several years that one need not wonder that the National Open at Cherry Hills and the Western Open at Westwood were run in practically perfect shape. Especially impressive was the manner in which the clubhouse traffic was handled at Cherry Hills.

Lacking the clubhouse area of most clubs at which major tournaments are run, it was thought by an outsider observer, prior to the tournament, that Cherry Hills would be swamped and the service problem would have the manager, officials and guests on the verge of warfare. In actual operation, Cherry Hills served with speed and neatness that hasn't been beaten by any of the clubs. Part of the answer was in the cooperation of other Denver district club managers with Manager Lawrence Marrin of Cherry Hills in loaning him expert waiters. Another factor that solved the problem was the service of meals al fresco on a veranda adjoining the dining room. An outside bar, serviced from the clubhouse, also was set-up and took part of the rush load off the inside of the house.

The use of emergency outdoor spots for serving the buffet luncheons was highly successful at Merion Cricket club during the 1934 Open, and at Oakland Hills in 1937, but at Cherry Hills this was handled with ideal speed. Golf tournaments owe considerably more than is realized to the fine spirit of helpfulness that managers of tournament clubs display in advising the manager whose club is unaccustomed to major event crowds. How these managers can manage to present buffet luncheons at moderate prices and present the attractive set-ups they do, is something that must puzzle the inquiring guest.

Concession operations on the grounds showed great improvement in neatness. At Westwood the concession tent was kept immaculate by the colored waiters and busboys assigned to the place.

Caddie instruction and assignment and the storage of players' bags were excellently handled by the pro department at Cherry Hills, under the management of Harold Long, and at Westwood where James Cockburn is pro in charge. Caddie management at tournaments has come a long way in the last 6 years, and seldom, now, does a player have to keep yelling for his kid who may be at some remote spot around the clubhouse.

Green Section's Value Shows

The U.S.G.A. Green Section's valuable influence was evident in the condition of the courses at Cherry Hills and Westwood. At both places the Green Section turf culture recommendations have been carefully heeded. John Meade is chairman and Henry Hughes, greenkeeper at Cherry Hills. At Westwood, the positions are occupied, respectively, by Leo Bauman and Albert Linkoger. Greens at both clubs were virtually as perfect as putting surfaces could be. Fairway lies at Cherry Hills were firmer than at Westwood, for the simple and adequate reason that turf culture in the St. Louis district requires longer fairway grass. The condition was complicated the first day of the Western Open by rain having prevented fairway mowing. After cutting was made possible, the fairway lies were highly satisfactory, and the turf was an impressive demonstration of how first grade turf can be obtained by a correct fertilizing and watering schedule in the St. Louis sector, where fairway watering...
what appeared to be an excellent chance

the pin.

stances, were bordered by long grass. It

shooting for the greens rather than the

take a curved ball into the fairway fringe.

reason that the cut-in fairways had been

Ralph Guldahl, a smart player

border. Ralph Guldahl, a smart player

probably is one of the reasons why it will continue to be a feature of National Open championship courses.

The reduction in maintenance costs resulting from use of this long grass as a greens hazard is another reason why it will keep growing. The ordinary member is in there often, but he is reconciled to trouble.

Spend Money to Attract Full Membership, Club Says

SOMETHING to think about, from a

Bulletin of the Tam O'Shanter GC

(Chicago district):

“The business concerns in the United States today that are making money in the face of trying economic conditions, are those that have the courage to judiciously spend their money when it should be spent. Business men, bankers, and manufacturers are beginning to realize that the "tight-wad" policy which might have been successful in days gone by, will not suffice to meet competition in the new order of business which we have to face in the future.

"Let us apply this rule to the golf clubs on the north side of Chicago. How many clubs have gone bankrupt within five miles of here? How many clubs have ceased being membership-only, and gone over to public fee? Why have so many done this? You know the answer—because they have not spent money and made the club attractive to bring in a membership that would support their needs."

Capt. Charles Clark, veteran pro-mgr. of the

Willowick fee course at Cleveland, gives some testimony on the value of fee courses as nurseries for private club membership. In the 10 years Cap has managed Willowick, 131 of its regular players have become private club members in Cleveland.