

Golf Boom!

New England Enjoys
Fourth in 75 Years



Opening of Farms CC, Wallingford, Conn., last June probably was spurred by overanxious officials.

By **GEOFFREY S. CORNISH**
Golf Course Architect, Amherst, Mass.

Course construction in New England has continued at an accelerated pace for nearly a decade. To view the present construction boom in perspective, it is to be noted that this is the fourth this area has experienced since golf was first played in the U.S. some 75 years ago. Not a few of our existing clubs were incorporated in the 1890's. Indeed, a surprising number of New England cities and towns had a country club by the early 1900's. Apparently, however, except in large cities this was the only golf facility available in most communities.

A second boom starting around 1910 continued until World War I. It saw the development of fee type courses in increasing numbers. This trend was further accelerated by the far reaching effects of Francis Ouimet's victory at The Country Club of Brookline in 1913. By 1923 a third boom was underway and this continued at an unprecedented pace until the Depression.

Following the Korean War our present era of rapid expansion in golf facilities started. This decade has been noteworthy

for diversity as well as the number of layouts constructed. These include elaborate country clubs, industrial courses, armed service layouts, elaborate and modest fee type courses, Par 3's and the floodlit pitch and putts which often are part of golf centers that also include ranges and miniatures. Many back nines have also been built while numerous established layouts have been partially or completely reconstructed, with some clubs going to the greatest length to modernize.

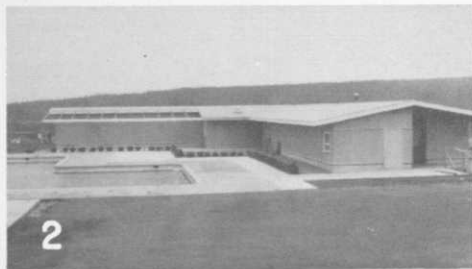
Big Equipment Helps

Heavy earth moving equipment has contributed immeasurably to this construction boom. Problems once overwhelming can now be overcome and the roughest land can be converted to a course.

In dollars spent, country club courses have led all others. At least 30 new clubs in Massachusetts, Connecticut and Rhode Island have built impressive 18 hole layouts since 1952 and others have built 9 holes. Many new features have been pioneered. Unlike undertakings in some parts of the country, most of these new clubs are member owned with only a few examples of the non-equity type of club.

Costs for 18 hole country club courses have run from around \$100,000 to \$250,-

On New England's Golf Landscape



000 depending mostly upon the type of land they are built on. But when all costs are added, including real estate, course, clubhouse, pool and equipment, the total outlay per club has run from several hundred thousand dollars upward into the millions. The two big variables have been clubhouse and real estate.

Many clubs have been financially able to construct all facilities before opening. Others have postponed building their club-



Heavy equipment has contributed immeasurably to New England's golf construction boom of last decade. Here it's reducing terrain near North Reading to workable condition.

houses, opening with 9 or 18 holes and perhaps a pool. Temporary clubhouses in the form of converted buildings, cabanas or prefabs have then been provided.

Spending Savvy

The over-riding lesson of club development is that all clubs — even the wealthiest must exercise prudence in all phases of spending to avoid a gigantic outpouring of money and to obtain a dollar or more in value for every dollar spent.

Fee type courses, private and municipally owned and varying from the most elaborate 18's to modest 9's, have nearly all been financially successful. Apparently, a broad section of the population is attracted to fee-type golf.

Several Par 3 courses have been built in this decade. Blue Rock on Cape Cod is certainly the most elaborate of these. Many short 9- and 18-hole pitch and putt courses, floodlit for night play and with grass greens and fairways, also have been

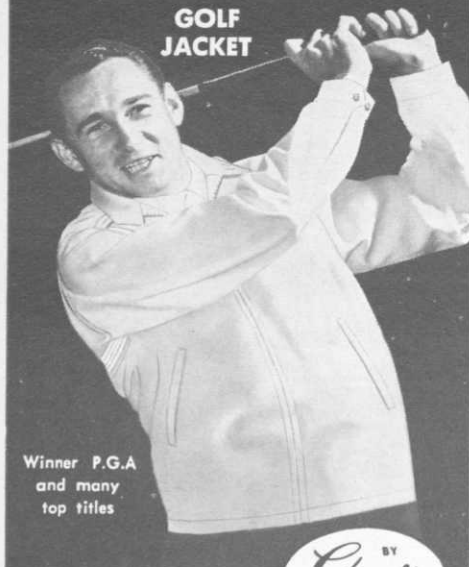
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1. Handsome clubhouse at Crestview in Springfield, Mass., has attracted much attention. 2. Cabana structure at Pautipaug, Norwich, Conn., is temporary clubhouse as is (3) prefab at Thomson Club, North Reading, Mass. 4. Runaway Brook in Bolton, Mass., has pioneered innovations including quarter-acre, irregularly shaped tees.

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northerly traffic in and out of the capitol, and today the highway runs right by his doorstep. Sam Eig also decided that light industry and government offices some day would locate in the vicinity of Gaithersburg, and that is now happening. So, as he improves and adds to his property, he is having the last laugh.

The idea of building a golf course adjacent to the Washingtonian Motel, though, wasn't his. It came to him indirectly from a source two times removed. His son, Bud, actually talked him into it. But it seems that the fellow who put the bug in the younger Eig's head was a golf professional by the name of Clarence Doser.

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constructed. In somewhat the same manner as motels, the short layouts have become increasingly more elaborate. These have proved to be amazing moneymakers attracting golfers and non-golfers alike. Although some golfers speak disparagingly of the pitch and putts, the fact remains they bring pleasure to countless persons and have enabled many newcomers to learn something about golf before they ventured onto regulation courses.

Make Major Changes

Many old established clubs, perhaps the majority, are engaged in or are contemplating major changes. Some clubs take years to complete their programs while

others complete them within a season or two. The lesson learned in modernization is that long range planning is necessary to avoid the phenomenon, often observed, of a chairman eliminating or adding a feature one season only to have his successor put it back or eliminate it the next.

A major observation can be drawn about any large golf construction project with or without a profit motive. Courage and determination are required on the part of many men to bring it to a successful conclusion. Money, too, helps.

Machine Gives Tight Control of Revenue, Expenses

(Continued from page 70)

(pro shop, restaurant, bar, etc.).

- The tickets, of which 98 to 99 per cent are charges, are separated by billing cycles and revenue accounts (greens fees, dinner, lunch, bar, etc.).

- The tabs are given to the operator of the F503 Sensimatic accounting machine who prepares the daily audit journal sheet.

- This is done by indexing the total of each check and distributing the various amounts making up the total. For instance, under lunch and dinner, separate entries are necessary for tax and gratuities.

- The machine automatically prints each entry and the indexed total. If the addition on the tab is correct, the machine prints two zeros in the last column. If it is incorrect, the difference is printed. This provides an automatic proof of waitress' addition of all checks.

- The club also accepts cash, though this only accounts for one to two per cent of the checks. These are broken down into revenue accounts and marked "cash."

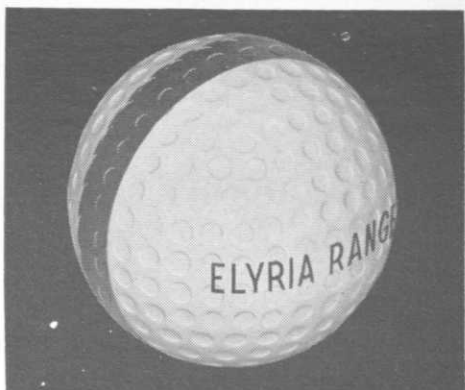
- At the end of each cycle, the club obtains a total number of tickets and total revenue. Totals for each revenue account, which are posted to individual revenue ledgers, are also produced.

- The tickets are then sorted by cycle and placed between the appropriate history card and ledger in a tray file. The member ledger cards contain monthly totals on balance, dues, charges, payments, miscellaneous, greens fees and past due. The card contains sufficient room for four years entries.

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