

THE BUSINESS OF TURF — GOLF COURSE
SECTION — PURDUE - CLINIC

By
Bill Lyons, Supt. Firestone Country Club,
Akron, Ohio

Topic: "Saving Money"

The subject, "Saving Money" in the turf business will have as many varied aspects as there are people growing turf.

Whether you are a golf course owner, operator or a superintendent, you have a basic philosophy about money. Term it "Sense of Value."

Worth reading is a book entitled, "Have Fun With Your Money." The author used the thesis that money is only usable for the things and ideas that will satisfy the human emotion, "I Wanta." He would have one believe that money of itself is worthless after one has satisfied all of his "I Wantas."

Were you one who saw the movie, "You Can't Take It With You"? This too is another outstanding thought about the use of money.

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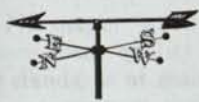
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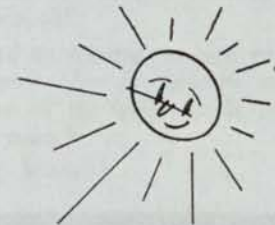
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George Washington threw a silver dollar across some river down east. What a piker he was compared to the way presidents since have been throwing the stuff all over the world. Now that we have run out of worlds we are allowing them to shoot off into space at the moon, planets and the sun.

Webster's definition of a golf course refers only to land traveled. As you think of a *golf course*, think of a *modified natural area, maintained of grasses, trees, water, sand and flowers in such a manner that it becomes irresistible (unresistible) to people.*

To create these conditions in all their ramifications, let us look on money as a tool to use wisely to produce the:

- "X" factor of satisfaction - for the
- "Y" type of golfer - for the
- "Z" type of management.

As a golf course owner, operator or superintendent it is your job to use the five (5) facets of nature to produce the "X" factor of satisfaction, first for the customer, be he junior learning the greatest game on a fee course of a bank president on a most exclusive private club and second for pride in yourself and your profession.

No matter whether yours is a public fee course or a tournament quality country club, in each there have to be standards of maintenance established and agreed upon by management and the superintendent. It simply boils down to a set of figures called a budget.

There are all kinds of golf courses being built and older ones being revamped. Some of the new ones are already bankrupt. Why? Did someone try to save money by building on cheap, rough land? Was there a golf market? Was the layout a 1910 model with present day labor costs?

Others may fail because the promoter did not inform the investor of the tremendous amount of water needed for greens, and tees, to say nothing of fairways. This is one area where short sighted savings may prove most expensive.

Many of you are operating older courses that were built using pipe sizes that are too small. Silver haired, Chas. E. "Scotty" Stewart, has told us so often at these conferences that we are paying for the right sized pipe whether we install it or not due to the increased power costs and the lack of enough water when we need it.

Much midnight oil has been burned and a lot of cheese eaten at these annual meetings discussing soil structures in building or rebuilding greens and tees. Money spent wisely in these areas is the first step in saving money for the private club or in making a "built in profit" for the fee course.

Mr. P. K. Wrigley, coined the slogan, "Fast nickles are better than slow dimes." Many courses need a practical golf designer to study the layout for possible improvements to speed up play. Thus speed up the number of rounds possible on the course and there by increase the "cash flow" thru the till.

Perhaps design can't be altered to achieve the desired results. What about maintenance? Are the golfers in our way or are we in the way of the golfer? It is a matter of attitude. What's yours?

(Continued Next Month)

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