

# Golfdom

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## How Westmoor Opened With a Waiting List

IN September, 1925, thirteen young business men of Milwaukee who were not content with public park and fee course golf got together and started the Westmoor Country Club. In October, 1926, the club's 300 charter memberships were sold out and a waiting list of 600 was recorded in the club's house organ, the Westmoor Divot. On May 28 the club formally opened a first class 18-hole course with all fairways in remarkable shape, 18 greens as good as any few greens you ever saw, and a beautiful, splendidly equipped clubhouse, representing an investment of approximately \$45,000, operating.

Westmoor's tale is rich with helpful details for other clubs in the formative stage for there was nothing done at this establishment that wasn't strictly in keeping with first class metropolitan district club operations with the exception of omission of fairway trapping, which is to be put in later.

Two factors featured in Westmoor's notably speedy arrival. One was a financial plan of vision, thoroughness and caution, and the other was the "everlasting teamwork of every bloomin' soul."

Westmoor's organization plan called for two divisions; one, the land company, stock in which must be held by any member of the second division, the country club. Stock for the land company was placed on the market at \$250 and even prior to the opening of the course changed hands at \$450, of which \$50 was a country club membership transfer fee.

There were three plans of paying for the stock and memberships in Westmoor; plan A—\$250 cash, plan B—\$50 cash and \$15 a month until \$260 had been paid, and plan C—\$25 cash and \$10 a month until \$275 had been paid. The differential was approximately 8 per cent. Plans B and C were convertible at any time before their paying out, upon payment of interest charges. The club had 50 of the plan A people, 137 of plan B, and 113, plan C. The plan B and C bills were sent out on the first of the month and if they were not paid by the 15th a 50 cent penalty was attached. During the entire time there were not more than a dozen delinquents.

This financing gave the club a continual monthly income which was exceedingly helpful in paying construction costs and it also proved to be a big factor in getting the membership sold quickly so the club was permitted to proceed with its other work without having to spend the usual amount of time and effort in securing memberships.

Booster meetings and the publication of an exceedingly newsy and practical house-organ kept interest at fever-heat in the organization. Such events as stone-picking "bees" when the members and their families assembled to gather stones out of the fairway, impromptu picnics in the picturesque grove on the edge of the club's lake, a bird-house building contest for the sons of members, dedication of the clubhouse, the water-plant and tree planting ceremonies also stirred up the Westmoor

membership and created a bond of lively mutual interest and friendship among the members.

The booster meetings were great places for getting new members. Prospective members had a chance to look over the Westmoor tribe and to hear all the details of the club's development. The first booster meeting was attended by 80 of the club members and 15 new members came into the fold. The day before Thanksgiving, 1926, the membership roster closed and 40



By using the basement of an old barn Westmoor got an equipment shed that is handy, inexpensive and practically concealed from the clubhouse by the side of a hill.

applications for membership were received.

### Small and Busy Directorate

There are only five directors at Westmoor and they have met every Monday night since September, 1925. They are workers who have stayed on the job with unabated enthusiasm and giving extreme care to the many details of club construction. The club is headed by W. W. Hiller, a capable young man who is treasurer of the Wisconsin Bell Telephone company, and in Westmoor's astute financing there is evidence of the application of the Bell's careful money policies to the golf club field. As an example of how carefully Westmoor built: there were 17 estimating specifying and superintending committees composed of members who were well acquainted with the work of the committees upon which they served. As a result, Westmoor came into being with greater freedom from construction mishaps and omissions than almost any new club of recent origin that can be called to mind.

The water supply at Westmoor shows how this expert committee plan worked out. Several of the members are associated with the Allis-Chalmers company, makers of pumps. These fellows were on the job winter and summer, planning, checking and supervising construction.

This committee estimated that it would get water at 365 feet. The actual depth of

the well is 361.9 feet. A reservoir was built to care for storage and to provide an addition scenic effect. Instead of pumping directly into this lake, the water came out into a fountain made by Arch Schendel, the club's superintendent of grounds. It makes a pretty detail of grounds decoration and shows how Westmoor overlooked no opportunity to make a fine showing for its money.

### Get Good Course Quick

Westmoor was fortunate in getting this young fellow Schendel who served his apprenticeship under several masters of greenskeeping and stepping out a few years ago "on his own." He is wrapped up in his job and has kept on a long-hour schedule busier than a bird-dog in order that the Westmoor course will be definite evidence of his ability as a course construction and maintenance expert. With 17 of his stolen greens he got fine results, despite the unfavorable weather conditions. One of the greens had the "gypsy curse" on it at the start as torrential downpours fell three times right after he had completed his planting. He finally got this green on its way and at present writing it is in excellent condition.

The tees at Westmoor are small, but sufficient, and are well designed for machine maintenance. On the Westmoor fairways Schendel's mixture of blue grass and red top, 4 to 1, and sowed 180 pounds per acre, came along very well. He attributed the results in a good measure to the use of fertilizer which consisted of 1500 pounds of Milorganite and 200 pounds of acid phosphate per acre. He fertilized a week or 10 days ahead of seeding. Rough was sowed to a mixture of equal parts of meadow fescue, perennial rye, blue grass and red top, 100 pounds per acre.

Work of the drainage committee also showed to good advantage in getting the course in finished condition early. There were only three small spots revealed by the spring rains as having passed the eagle eyes of that vigilant body.

### Insure with Care

Westmoor exerted every effort to protect the organization with insurance, even going to the extent of asking Lloyds of London relative to insuring catch of seed, but found Lloyd wouldn't take this risk.

The insurance Westmoor did get included fire, tornado, public liability and workmen's compensation. They also insured the seed against fire in the ware-

house. The club built in a completely fire-proof manner, and has fire extinguishers placed in the right places. This matter of fire protection and insurance has been something of a problem for Westmoor as the club is located miles from the nearest fire facilities. Deposit guaranteeing payment for any necessary trips of fire fighting equipment have been made with three fire departments in the nearest suburban towns, and men from these departments have inspected the clubhouse during course of construction, making some valuable recommendations. Insurance inspectors checked the plans for the clubhouse and they also figured in making the nearest possible complete elimination of fire risk at Westmoor.

## Fight Texas Sun With 232 Water Outlets

BY FRANCIS SCHEIDER,

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THE average yearly rainfall at Dallas, Texas, for the period from May 1st until November 1st is 18.21 inches, therefore, one readily can see just how much irrigation our Bermuda grass requires to keep it verdant during the long hot and dry summer months.

We start watering in the early spring about March 20th, just when the tender Bermuda awakes from its winter sleep, and then confine our watering to only the greens and tees. About one month later we start to irrigate the fairways, tees, and greens regularly and water continually until the first frost comes which usually occurs around November 15th.

I have had the pleasure of viewing a great many watering systems at various golf clubs but have yet to see one quite as complete as the one we have here at Brook Hollow; our water supply is obtained from the Trinity river which flows along the very edge of our property.

On the banks of the river, we constructed a concrete well and run water into it through a 24 inch cement casing, the casing being screened at both ends to keep out trash, etc. The well is five by seven by 18 feet deep, or just about the depth of the river at that particular point. Near the well, about 25 feet away we built our waterproof concrete pumping station. It stands above high water mark about 18 feet and extends into the ground about 18 feet more. The pump is bolted to the con-

crete floor of this station. The pumping outfit consists of an electrically driven direct drive centrifugal pump capable of pumping eight hundred gallons of water a minute. The tank which is 160 feet high and has a capacity of 100,000 gallons, is situated about a quarter of a mile from the pump house. An eight-inch main is its



Fairway sprinklers and pressure from its water-tower keep Brook Hollow fairways verdant.

crete floor of this station. The pumping outfit consists of an electrically driven direct drive centrifugal pump capable of pumping eight hundred gallons of water a minute. The tank which is 160 feet high and has a capacity of 100,000 gallons, is situated about a quarter of a mile from the pump house. An eight-inch main is its feed supply. In the summer months when we are watering continually we pump almost direct to the sprinklers the tank absorbing only the surplus. Without a sprinkler going it takes about two hours to fill the tank but on the other hand with 50 sprinklers running it only absorbs enough water to run over in from five to six hours. The motor is equipped with a cut-off and acts automatically when the tank is filled.

We have a total of 232 one inch outlets at Brook Hollow, one fairway (number five), having 24 alone. With but few exceptions we have two outlets on every tee and green as some of our tees run 50 yards long. We use Buckner fairway sprinklers running over fifty at one time. Our greens and tees are watered on alternate nights while the fairways are watered continually day and night. To take care of all this watering we use over 6500 feet of one inch hose. We start watering the greens at eight o'clock in the evening and water until five in the morning when the hose is coiled and left to be moved to the adjoining tee the next night.

One man takes care of the eighteen greens making a round about every hour. One man also takes care of the fairways at night, for we keep about 34 sprinklers running on them also.

In the morning when the day man comes on he sees that all the dry spots are thoroughly soaked before the hose is transferred to the other fairways. We