

# T a l k i n g   I t   O v e r

## Raising Standards of Small Town Golf

One of the most significant trends in golf is the eagerness of clubs in the smaller towns to reach metropolitan standards of course architecture and maintenance. Some of the smaller clubs are doing notable work in this respect, due to the energy and application of studious officials. Other clubs continue to grope around in hope of the path upward.

Recently we had a letter from the president of a club in a small town asking us if we could put him in touch with a greenkeeper whose salary could be paid out of a club annual income that approximated \$3,500. Here was a case of ambition, but not much hope for its attainment. The only advice we could offer was that this president make an arrangement with clubs in neighboring towns and share the expense of a competent greenkeeper who could divide his time between the clubs, and maintain close supervision over the operations.

Considering this particular case, and that of other smaller town clubs, we have about reached the conclusion that the general construction of good roads binding neighboring small towns together is ushering in a period when we may see fewer new golf clubs established in the more densely settled parts of the nation, but these new ones will be infinitely above the prevailing standard of the small town courses of today.

We know of one typical bit of central states territory where there are six golf courses within a circle of a 20-mile radius. They are average courses, all getting greater play each year. Construction was done by "the loving hands at home" and maintenance is haphazard. When the leases on the land where these courses are built expire, the time will be ripe for the construction of one first-class course, properly maintained, and, due to the good roads, handy enough to be convenient to a big and lively field of players—enough of them to support the club on a substantial basis.

This seems to be an era of industrial mergers, with decided economic benefits. The merger policy might well be studied by golf clubs in smaller towns that happen to be close enough together to make the construction and operation of one first-class course practical for all concerned. It would be vast improvement over the present condition.

## Where Is the "Big Money" in the Pro Field?

Gene Tunney in 30 minutes, fourteen seconds of which were spent sedentarily, earned several times as much as the prize and exhibition money earned by all of the country's golf professionals this year. Surely an impressive reminder that the pro's financial status as a professional athlete is not much, and that his salvation as a money-maker must come from his better merchandising at his club.

The average club member who will take cartoonist Goldberg's advice