



To make daily fee golf pay well you have to make the most of scenic possibilities of the course. This water hole at Alderwood is one of the spots that "brings 'em back" even if they do plunk a few in

Fee Plan Brings Good Golf Northwest

WHEN GOLFDOM, some months ago, referred to the New Albany (Ind.) Country Club as a model institution for smaller towns, Lee E. Smith of Bay City, Ore., was one of the many who read the New Albany article with interest. New Albany is Smith's home town and he has lived true to the principles of the place by establishing golf on a good and

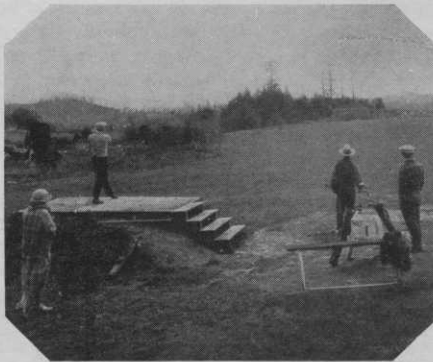
practical basis in three small towns in Oregon, where he became a resident several years back.

He is owner of two of the courses and has a substantial interest in a third. The first of these courses to be built was Alderbrook, "The Tillamook County Golf Course." Smith has had successful experience in bringing good golf to localities where the natives have been of the opinion that it would cost too much to build and operate just a passable course.

Of this experience Mr. Smith says:

"After many years of studying the golf situation and seeing the difficulty of pulling together the various groups which invariably form the social life of our American towns and the amount of capital needed to build a good course, I conceived the idea of selling playing privileges which would enable the purchasers to play golf and have all the pleasures of a country club without the collective bother of operating one.

The fact that a course is owned by an individual makes the upkeep much less than when operated by a number of committees as it eliminates duplication in pieces of equipment and waste which often



Tee maintenance, always a tough problem at a fee course, is handled in this manner at Alderwood

Walter Hagen says

“EVERY wide awake Professional I have talked to is cashing in on the matched club idea. It's the biggest thing that ever hit the Pro shop because the majority of the members of every club are using sets consisting of mismatched odds and ends. These members are all real live prospects for a set of high grade matched clubs.

“The Pros who are doing the biggest business are the Pros who demonstrate to their members that matched clubs are the proper thing by using a matched set themselves. Unless you are using a matched set yourself, you are doing your sales an injustice.

“I use a set of my matched models and know that it has helped us sell thousands of matched sets. Why not start using a set of Hagen matched irons and woods and boost your sales? I'm sure you'll like them.”



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occurs and offers golf at a yearly cost much lower than would otherwise be possible.

“Our entrance to the Alderbrook course is just off the highway on our own private road. Our advertising has been ‘dignified.’ In our caddy room is an agreeable hostess and the spirit of old-time Southern hospitality prevails at all times. To those members of an exclusive country club who might object to having golfers on the course who are not sponsored by a membership committee, I will say that we have found the game of golf to attract only clean out-of-doors people and the attitude of your hostess, pro and other employes will keep the holders of playing privileges on the same basis as members of a club.

Virgin Golf Field

“Three years ago I opened Alderbrook and at that time there were not over three men in the county who had played golf. This part of the country is famous over the world for its hunting and fishing. Tillamook is an old Indian name meaning ‘Many Waters’ and is so named for the number of rivers which empty into the Pacific. These streams are filled with trout, steelhead and salmon and offer attractive fishing.

“Realizing that a golf course would attract many visitors to this locality, the enterprising community of Tillamook and vicinity quickly purchased the playing privileges offered. These are renewed each year for the term of ten years at the same price and are transferable if the third party is agreeable to me. The course has been open since March 15, 1925, and the enjoyment of the families having playing privileges, the interesting tournaments which have been played off with other communities and the number of visitors who have played over the course each year has proved the plan to be a success.

“At the present time I am building nine holes at Bandon-by-the-Sea and will own and manage it under the same plan.

“In laying out these courses, my fairways are wide, my greens of German and Cocos Bent. The layout of all of them gives each green a character all its own and does away with all monotony in having one or more fairways paralleling each other.

“Meals are served in the club house dining rooms, a stock of balls and clubs carried at all times. My own handmade clubs keep me busy much of the time as there is a great demand for these clubs.”