

ing it up with thousands of dollars' worth of advertising, have amazed many pros with the ease of making comparatively big money sales to members who formerly were doing well if they spent \$10 a year for new clubs. The market for matched sets is barely scratched, notwithstanding the big sales volume that has been attained.

"So, if the boys are wise," concluded this eminent party, "they will give the power of their example to the highly profitable sales campaign they should be conducting to take full advantage of the opportunity."

Before you omit work that means a substantial reduction in the greenkeeping budget consider whether or not you will have to spend, next year, far more than your saving of this year to rectify omission of the work.

"Ring Around Rosy" Course Good for Resorts

BY FRANK MACDONALD

TEN years ago the vacationist in search of a satisfactory resort for a summer rest demanded good swimming and boating, a tennis court or two, a place to dance, and comfortable and substantial meals and sleeping accommodations. Golf was an unimportant factor. Today, with the present popularity of the game, the summer resort must have a golf course to be a popular haven with the vacationing public; and when I say a golf course, I do not refer to a pasture and flagpole, but a

really well-constructed layout that will furnish a good variety of shots and be comparable in a modest way with the average metropolitan course.

However, the cost of even the cheapest kind of course is too big an obstacle for the majority of summer resorts. While construction costs will vary noticeably depending on soil conditions, clearing, drainage, and water supply, the expenditure necessary to put in a full length 9-hole golf course with sufficient variety and strategy will be prohibitive nine times out of ten.

It is with this in mind that I suggest resorts construct a 9-hole-3-green course, consisting of three fairways, three greens, and nine tees, 3 to each fairway. This arrangement, as can be seen in the accompanying drawings, supplies a full length 9-hole course laid out in such a way that, although the same fairways and greens are used three times for each hole, the strategic and shot requirements are entirely different. This type of layout, if carefully planned, will supply a good test of golf and at the same time effect a great saving in labor, materials, acreage required, and maintenance costs. On the latter item alone, one man should without difficulty be able to keep the entire course in good shape.

Select Acreage for Future

Fifteen or twenty acres will accommodate in ample style a 9-hole-3-green layout. It is suggested that the acreage be selected in a location where additional property can later be acquired when play over the



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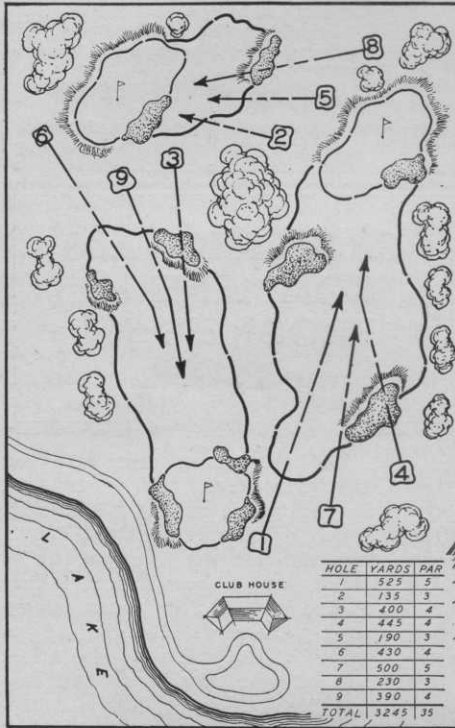
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Elevator, Warehouse and General Offices, GRANGER, INDIANA

course has returned sufficient funds to finance the additional construction, and six holes added without destroying the existing three. The capacity of a 9-hole-3-green course is obviously smaller than a regular 9-hole layout, but the course can accommo-



This is MacDonald's hunch of how three greens each with three tees will give far better results than the ordinary small resort courses

date comfortably at least six foursomes and is an ideal for private estates and resorts with limited funds. At any rate, it is far superior to the common 18-hole putting courses whose original cost is but slightly less in the last analysis.

The golf enthusiast in a small town usually meets with failure in any attempt to arouse enough financial enthusiasm among the local residents to allow the installation of the usual 9-hole layout. The money to construct a 9-hole-3-green course would be available with far less promotional work, and once such a course has been installed, it should be a simple matter to interest enough local golfers to finance the construction of the additional six holes.



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