

# Pro's Push Makes Small Town Fee Course Grow in Profit

By K. M. KENNY

SOME OF THE trail-blazing first class pros in the fee municipal course field deserve much more of a hand than they are getting because these boys are creating the big jobs of the future. They are turning in business performances that are showing fee course owners and municipal authorities the wisdom of getting good pros and seeing that these pros make enough money to warrant staying.

Scotty Chisholm has told, in these columns, about the masterly job being done by Willie Hunter at Montebello Park, Calif. Now the other side of the continent gets representation with some dope on the work being done by Art Grant, pro at the Sagamore Springs G. C., Lynnfield Center, Mass. This layout is no world sensation as a fee golf course but it's a flourishing moneymaker at moderate rates. When Grant went with the outfit, at the start of Sagamore, there were dire prophecies being made for it. The course was 9 holes. There was no clubhouse. Fees were 50 cents week days and 75 cents Saturdays, Sundays and holidays. Folks around Lynnfield Center said the Sagamore fellows were nuts and would go broke before the first season ended.

August 6, this year, Sagamore opened its second 9, making the total yardage 3,000 out, and 3,150 in, and par 35-36-71. Three thousand people attended the opening exhibition and saw Jesse Guilford and Henry Cuici play against Dave Hackney and Donald Brault, the 15-year-old boy from Barre, Vt. There is private and fee course competition for Sagamore, but the same crowd that Grant helped assemble when the course was opened, still plays there. The 9-hole course averaged around 1,800 rounds a week this year. No figures on 18-hole play are handy as this is written.

## Selling and Simplicity

Grant has kept constantly busy on development of new patronage at the course and at the same time maintained an active interest in the old trade so it feels like the course is home. This year the course

opened a clubhouse that is located on the top of a hill overlooking the course. Light lunches and refreshments are served. The establishment is simple but adequate and inviting. A spacious porch where the hill-top breezes lull, makes a great place for the weary, or the non-participating wives of the players.

These women are being introduced to the game by Art's class lessons. He takes classes of 10 or more, children, or men or women, and gives them group lessons for an hour at a cost of 50 cents a pupil. It is tough work to assemble such groups for instruction but Grant is keeping at it in the confident belief it will make more players for the course. He is a booster for this group lesson proposition, as he is of the opinion it's a lot easier for the pupils to get introduced to golf in this fashion. Some of the class pick up the game quickly and become good advertisements for the pro and the course.

The owners of the course are the kind of astute men who realize the more they give their pro a chance to earn for himself, the more the pro is going to earn for them. On this account Grant persistently conducts a selling campaign for Sagamore. He outlines one feature of his selling work by relating:

"I have compiled a list of clubs, hotels inns, municipal buildings and hospitals within 25 miles of our course. I keep making personal visits to each one and spend at least a few minutes with the key men at every place. You know almost everyone who plays golf has a good story to tell about how they 'would have had a nice 39 for the first 9 holes if they hadn't missed an easy putt.' Well, I just listen to those stories as if I were the one who missed the putt. In that way we became real friendly and the next thing I know they are telling me what day they are going to come out and play.

"I start after them again every spring. The trick is to keep this business when you get it, and I find that's easy if a fellow will only try a bit and not be afraid

to put himself out some, Any good pro job is work, but that's what we are supposed to do. It seems to me that a lot of the fellows who holler about the pro business are fellows who think the pro job ought to be a vacation, and that a pro is doing O. K. on the job when he looks pretty and plays now and then. It'll be a great thing for these boys when they realize they have to get after business the same as any other business man, and they have to be courteous and solicitous even to the punkest dub."

Grant has no complaint about time dragging on his job. He has plenty to do as sales manager, instructor, reception committee, merchandiser of playing equipment, advertising manager, stage manager and tournament conductor. Each detail of the job he considers of vital importance and does a masterly job of handling each of these phases of business getting and operating.

Lynnfield Center is not the prize spot of the universe for a money-making fee course but this sort of work by Grant and a policy of encouraging a good pro on the part of the course owners has given the Sagamore Springs plant an earning record that establishments in larger cities might envy. And after all, when the plant is making a profit, the owners are going to put more money into the facilities to increase profits, and in the end the players benefit most of all.

## Member Care That Helps Course Superintendents

By C. C. CROW

(In "Oregon Golf")

**G**OLF IS A gentleman's game. It calls for polite consideration of the other members of your foursome. Consideration for the caddies and an appreciation of the influence the player has upon them. Consideration for a strict observance of all rules and customs of play, and last but not least, consideration for the course.

A golf course is not policed like a barracks, a national forest camp grounds or a city park. A thoughtful golfer does not need to have someone follow him around with a waste paper basket and a set of garden tools. He takes a personal pride in doing those things which he ought to do. He has the greatest of consideration for his course, realizing that the condition in which it is kept determines to a large extent the pleasure of his game.

Did you ever make a long drive into the rough and go to what from a distance appeared to be your ball and find that it was a crumpled cigarette wrapper or part of a score card, then as a result lose the line on your shot and probably lose the ball? Did you ever find matches and cigarette stubs carelessly left lying on a green? This happens every day to someone. The man who litters up a golf course with trash of this sort is thoughtless in the extreme. Provision is made on every tee for the disposition of refuse and there is no excuse for any player not observing this rule.

Then there is the replacement of divots. As the season advances the replacing of divots becomes increasingly important. Deep holes gouged out of a fairway now quickly become dry and constitute not only an unsightly scar in the turf, but also an unfair hazard that penalizes good and bad players alike. There is no satisfactory halfway method of replacing a divot. It is incumbent upon the player to see to it that his caddie picks up the divot and replaces it *carefully in the exact spot* where it came from.

And now we come to sand traps. It is astonishing how few men give any thought as to how they should walk in and out of a sand trap, to say nothing of smoothing over their tracks. The thoughtful player always enters a trap at the point which will enable him to reach his ball in the fewest number of steps. To carelessly walk the full length of a sand trap to a ball which is near the opposite end is inexcusable and is grossly unfair to other players, who then have the added hazard of numerous deep footprints out of which it is frequently impossible to make a satisfactory recovery shot.

It should not be necessary to have rigid rules governing the treatment a golf course is to receive from players. Common sense and an appreciation for his own property should prompt every intelligent man to have consideration for his golf course. During these days when the average golf club is finding it necessary to practice more economy than usual, it is doubly incumbent upon the player to do his utmost to make it possible for the greenskeeper to maintain the course in good shape with a minimum of expense and that calls for more consideration of tees, fairways, rough, sand traps and greens, and instead of detracting from the pleasure of the game, such co-operation adds to it.