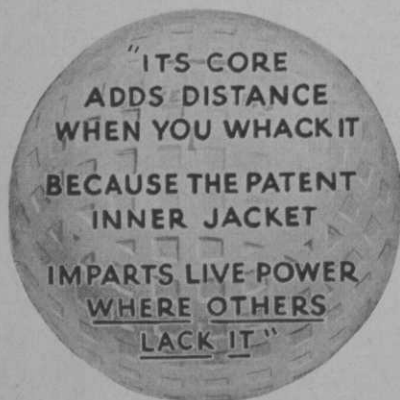


# THE KING...OF SILVER KING'S ST. ANDREWS SLOGAN CONTEST!



Submitted by

**JOHN M. BONBRIGHT**

743 Van Dyke Avenue, Detroit, Mich.

To whom the Judges have awarded a free trip for two persons for a week's golf at St. Andrews and Gleneagles, Scotland, with traveling, hotel and golf expenses paid.

Winner of Professional Award

**WILLIAM WALKER**

Englewood Golf Club, Englewood, N. J.

To whom the Judges have awarded a free trip to St. Andrews and Gleneagles, Scotland.

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## Commonsense Management of Fee Golf Courses

By THREE SEAS

LACK OF ordinary business judgment in the operation of fee courses is constantly being brought to the notice of the writer. One of the most vital points at the average fee course is the appointment of a suitable professional. The people who finance the project do not hesitate to pour money on other items, such as the clubhouse and its furnishings, landscaping, etc., but forget the fact that they are catering to probably the most "one-ideaed" man in the world. This self-centered person is the man who is out for a round of golf. Nothing else is on that man's mind. Does he care if the lounge has period furniture? He does not; he is more concerned in seeing that he gets a decent caddie. He wants the starting tee handled fairly, especially if a busy day. This means more than the average course owner realized. This work is absolutely under the jurisdiction of the pro.

The caddie service at the average fee course is usually something to be marvelled at from a point of complete inefficiency; still it cannot be wondered at, when one realizes that probably the caddie-master has been hired because of his cheapness and is not responsible to anyone but the owner, who is seldom there.

First impressions mean much to any player going to a course. If he is met by someone who gives him the idea that the club has been waiting just for him, it means much. Have the next caddie up bring his clubs in; accept his fee as if his money was conferring an honor on the place; ask him, if he is by himself, if he wants a game with a foursome. All this should be done by the pro.

A great many fee courses fall down after spending possibly around a cool couple of hundred thousand dollars, because they proceed to put at the one place where the prospective customer first contacts a man whose sole recommendation is cheapness. The same people who hired him, would, if their own business got in a jam, go get the best man they could, regardless of costs. Do you ever see a fairly well-known pro at a fee course? No! They (the owners) usually jibe at the idea of, say \$1,500 or \$2,000 more than the present so-called pro: the most penny wise and pound foolish policy they can adopt.

I have in mind a club 14 miles out of a city with already between 30 and 40 clubs.

This club engaged a pro. He is a well-known teacher and a man fairly well on in years. It was only a nine hole course four years ago, yet today it is a full eighteen with a fine clubhouse, and the owners have no need to worry about where to get the money to run the place. The last two years the season memberships have been filled by May 15 and a waiting list established. This was done despite keen competition even from private clubs offering much more palatial clubhouses. This pro or his staff is on the job all the time. I imagine at times he gets very tired trying to keep 350 men and a hundred women all in good humor; still, every one of these members swear by him and back him up all the time.

No store keeps its cheapest merchandise in the front window, yet that is what many fee courses do in their pro situation.

**TEE MAINTENANCE** is becoming such a serious problem at private courses due to great increase in women's play that several courses are considering installation of matts in some sections of all grass tees.

**BOB PRYOR**, able young golf writer, telling "Worries of a Green-Chairman" in his Newark (N. J.) *Star-Eagle* golf column, shows how the Green Brook (N. J.) C. C. green-committee tells members of its operations in a more graphic way than can be done with plain figures. From Green Brooks' greens report:

"During the year 9,500 square feet of sod were placed on the tees, fifty-five loads of top dressing were placed on the greens, twenty-four loads of sand were placed on the greens, 100 loads of sand were placed in the traps, 150 loads of topsoil were spread over the road across the sixteenth fairway. Twelve tons of fertilizer were placed on the fairways, 144 loads of fill were placed on the bank below the ninth tee and used in enlarging the tees, 400 pounds of seed were used for the greens and 800 pounds for the fairways."

**NO GOLF** hole should punish more severely a shot which rolls over the green than a shot which is short of the putting surface. There is too much timidity in golf; boldness should be rewarded.

## STOKES

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