

a golf course provides the maximum amount of pleasure for everyone, including the beginner who rarely gets a ball off the ground, it is not a complete success.

There should be no long grass or other hazard on a public course necessitating the annoyance and irritation of searching for lost balls, and there should be a minimum of sand bunkers.

On the other hand the course should be full of interesting features such as closely mown hillocks, hollows and swales creating fascinating strategic problems and making every hole of such a character that there is such infinite variety stimulating players to improve their games. Then the charm of the course grows and grows and grows so that golf never becomes stale.

The Old Course at St. Andrews in Scotland is an ideal public course in this respect. There is a constant stream of men, women and children playing on it all the year round from sunrise to sunset and yet it is such an excellent test of golf for a good player that Bobby Jones says he gets more pleasure in playing it than in a hundred other courses.

The course I made for Bobby Jones, the Augusta National, is similar to St. Andrews. There are only 22 sand traps on it. It is easy for the man who is content with fives and sixes and an occasional par, but it is extremely difficult for the golfer who is striving for sub-par figures. It is a private club but it would have made an ideal public golf course.

There is an old adage, "Penny wise and pound foolish," which applies as much to the laying-out and designing of golf courses as to anything else, but it requires men of vision to realize this. Records show it however, and history has proved it. Beauty and finality must be provided for at the beginning, or the life of the course will be that of a cripple struggling along on crutches.

WILLIAM MILLER, a director of Teachers, the Scotch liquor people, recently visited Chicago and told the folks among other things:

"The American's drink is about 50 per cent larger than the 'spot' consumed by the Englishman.

"Scotch liquor should be consumed with the liquor and the soda about 50-50.

"Cost of retail liquor licenses in Scotland is 50 per cent of the assessed value of the property."

Experienced Manager Needed at Fee Courses

HERE IS AN example of how willingness to work isn't all that's needed in keeping a fee course going these days. A certain group of rich golf enthusiasts during the boom days built a fine daily fee plant. None of them ever paid much attention to the plant. They hired and fired managers frequently but refused to give any of the managers they hired the benefit of their extensive and successful business experience. The last manager advised them to cut the prices as a last resort.

"O.K.," said one of the rich owners, "get out the announcements to your mailing list."

"But I haven't got a mailing list. Very few of the people who come here ever give their names and addresses," replied the manager.

The part-owner shook his head in discouragement. "What about all the automobiles that have been parked around here? You could have taken their numbers, checked up on them and compiled a great mailing list."

That compilation of mailing lists from automobile licenses and other sources is one of the first things an experienced operator does and certainly should be one of the plant's assets that owners should investigate, but it's amazing how many of the courses haven't such lists. Some of them say there's no use, they haven't the money to work the list.

That's only one small but significant instance of an expensive lack of experience in the fee course business.

SOILS DIFFER widely. It has been shown that bent grasses grow best in some soils if they are decidedly acid, whereas in other soils the best growth may occur when they are alkaline. Therefore it is impossible to state that soils for golf course turf should be within certain prescribed limits of acidity.—John Monteith, Jr.

DURING construction or reconstruction of a golf course, it is best to do all possible carting of materials in dry weather or after the ground is frozen. Carts should stay as much as possible in the same tracks, thus doing the minimum of damage to turf. Sometimes it pays to remove the turf during carting and relay it after the work is finished.