

CHAMPIONSHIPS RUN SMOOTHLY

National and Western Opens are models of efficient handling

OPERATING problems of the National and Western Opens have been given such thorough study by the golf associations and the officials of the tournament clubs during the past several years one need not wonder that the National Open at Cherry Hills and the Western Open at Westwood were run in practically perfect shape. Especially impressive was the manner in which the clubhouse traffic was handled at Cherry Hills.

Lacking the clubhouse area of most clubs at which major tournaments are run, it was thought by an outsider observer, prior to the tournament, that Cherry Hills would be swamped and the service problem would have the manager, officials and guests on the verge of warfare. In actual operation, Cherry Hills served with speed and neatness that hasn't been beaten by any of the clubs. Part of the answer was in the cooperation of other Denver district club managers with Manager Lawrence Marrin of Cherry Hills in loaning him expert waiters. Another factor that solved the problem was the service of meals *al fresco* on a veranda adjoining the dining room. An outside bar, serviced from the clubhouse, also was set-up and took part of the rush load off the inside of the house.

The use of emergency outdoor spots for serving the buffet luncheons was highly successful at Merion Cricket club during the 1934 Open, and at Oakland Hills in 1937, but at Cherry Hills this was handled with ideal speed. Golf tournaments owe considerably more than is realized to the fine spirit of helpfulness that managers of tournament clubs display in advising the manager whose club is unaccustomed

to major event crowds. How these managers can manage to present buffet luncheons at moderate prices and present the attractive set-ups they do, is something that must puzzle the inquiring guest.

Concession operations on the grounds showed great improvement in neatness. At Westwood the concession tent was kept immaculate by the colored waiters and busboys assigned to the place.

Caddie instruction and assignment and the storage of players' bags were excellently handled by the pro department at Cherry Hills, under the management of Harold Long, and at Westwood where James Cockburn is pro in charge. Caddie management at tournaments has come a long way in the last 6 years, and seldom, now, does a player have to keep yelling for his kid who may be at some remote spot around the clubhouse.

Green Section's Value Shows

The U.S.G.A. Green Section's valuable influence was evident in the condition of the courses at Cherry Hills and Westwood. At both places the Green Section turf culture recommendations have been carefully heeded. John Meade is chairman and Henry Hughes, greenkeeper at Cherry Hills. At Westwood, the positions are occupied, respectively, by Leo Bauman and Albert Linkoger. Greens at both clubs were virtually as perfect as putting surfaces could be. Fairway lies at Cherry Hills were firmer than at Westwood, for the simple and adequate reason that turf culture in the St. Louis district requires longer fairway grass. The condition was complicated the first day of the Western Open by rain having prevented fairway mowing. After cutting was made possible, the fairway lies were highly satisfactory, and the turf was an impressive demonstration of how first grade turf can be obtained by a correct fertilizing and watering schedule in the St. Louis sector, where fairway watering

Bridgton Highlands GC at Bridgton, Me., where Jack Fisher, Jack Spratt, Charley Rice and Ralph Barton see to it that things are kept in attractive condition for the resorters, pulled a fine publicity stunt. During Air Mail week, the first flight of air mail from Bridgton took off from Highlands, so the club reasserted its place in local history.

Getting a golf club lined up as one of the feature spots of any local celebration, is something worth remembering by other managers and pros.

Corpus Christi (Texas) G&CC has just completed a \$70,000 enlargement and improvement program, including an additional 9 holes, a watering system, remodeling of the clubhouse and construction of a swimming pool and tennis courts. As a result of the program, over 75 new members have joined the club.

for some time was attended by the development of heavily weeded turf, especially strong in crabgrass.

Newspapers reported in great detail the complaints some pros made about the narrowness of fairways at Cherry Hills and the luxuriant, closely-knit rough immediately adjoining the fairways at that club. Regardless of the valid pros and cons of the argument, the public's reaction to the complaint was that if the stars didn't like the rough, why didn't they keep out of it, as they were supposed to be able to do? Veteran tournament players commented that the rough wasn't any tougher than it used to be prior to 1920. The oldsters ribbed the younger players who complained, by saying that the low scores of the modern generation were made on courses where there was no rough that really could qualify as rough under the earlier definition.

Rough Presents Problem

Some players pointed out that the rough bordering the fairway was much tougher than that farther away, for the reason that the cut-in fairways had been well fertilized and watered. Consequently, so these fellows said, a very wild shot frequently ended in a better lie than did a shot that just rolled into the fairway border. Ralph Guldahl, a smart player as well as a mechanically great one, took care of this by using a spoon off most tees so he wouldn't get a roll that might take a curved ball into the fairway fringe. Guldahl also showed keen headwork in shooting for the greens rather than the flag, because the greens, in many instances, were bordered by long grass. It required extreme command of a shot to be able to hack with delicacy and precision out of that lush grass at the sides or back of a green, and many a player blew precious shots from the thick grass as a result of having tried to draw too fine a line on the pin.

At Oakland Hills last year Ed Dudley was especially unfortunate in blasting what appeared to be an excellent chance to win the National Open title, because

his approaches to the pin strayed very slightly and left him with deep lies in thick grass out of which he had to play precision approaches. The shot is the most difficult one in golf. Again at Cherry Hills the shot ruined fellows who usually are able to take a wedge-type niblick and bang the ball up to a reasonable one-putt distance from the flag. Sand traps by greens no longer are disturbing elements to the stars, but that long grass from 10 to 25 yards at the sides or backs of greens, has them troubled plenty. However, their voluble comments on the severity of this hazard probably is one of the reasons why it will continue to be a feature of National Open championship courses.

The reduction in maintenance costs resulting from use of this long grass as a greens hazard is another reason why it will keep growing. The ordinary member is in there often, but he is reconciled to trouble.

Spend Money to Attract Full Membership, Club Says

SOMETHING to think about, from a Bulletin of the Tam O'Shanter GC (Chicago district):

"The business concerns in the United States today that are making money in the face of trying economic conditions, are those that have the courage to judiciously spend their money when it should be spent. Business men, bankers, and manufacturers are beginning to realize that the "tight-wad" policy which might have been successful in days gone by, will not suffice to meet competition in the new order of business which we have to face in the future.

"Let us apply this rule to the golf clubs on the north side of Chicago. How many clubs have gone bankrupt within five miles of here? How many clubs have ceased being membership-only, and gone over to public fee? Why have so many done this? You know the answer—because they have not spent money and made the club attractive to bring in a membership that would support their needs."

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Capt. Charles Clark, veteran pro-mgr. of the Willowick fee course at Cleveland, gives some testimony on the value of fee courses as nurseries for private club membership. In the 10 years Cap has managed Willowick, 131 of its regular players have become private club members in Cleveland.