

Bertholy Promotes, Sandusky Golf Booms

By HY WESTON



Paul Bertholy

Driving along the scenic south shore of Lake Erie, on routes 2 and 6 in Ohio, an exceptionally attractive range stretches out for 225 yards in prominent view, with a brilliant display of lighting and neon with 5 ft. letters telling us this is the Sandusky Golf Range. It is a chapter in the story of how Sandusky, a city of 30,000, was administered golf promotion in large effective doses.

Paul Bertholy, a golf pro, is the reason for the story.

Golf did not always enjoy the popularity in the locality it now does. Bertholy, 33 years old, of English-German descent, started caddying when he was about ten years old. So the promotional period runs over a 23 year stretch, proving the wisdom of caddie development.

Caddying at the Plum Brook CC, Bertholy found his first real love, golf. A caddie team was organized and matches with out-of-town caddie teams resulted in a long string of wins with Bertholy, now 13, rushing the results to the local paper. Strong and lasting friendships were being made and thus without realizing it, the young golf enthusiast was laying a firm foundation for favorable public relations.

The caddie team had done so well that a high school team was formed by Sandusky high school Principal Whinnery, present Supt. of Schools. This team, of which Bertholy was a member, went undefeated for three years of match play. Bertholy, working now for the local paper while attending school, took care of the coverage.

In the meantime, Woodlawn, a public course, was opened but failed because the town was not ready for a fee course.

Opening in 1930, it failed in 1935, with Bertholy and his brother Charles trying to revive it during 1936. The effort proved to be a failure.

Finally getting the City Commissioners interested in a WPA golf project in 1938, ground was broken in 1939, and on Decoration Day, 1940, a 9 hole course was opened to the public with Bertholy as pro-manager. The going was most difficult with the course not being finished when the commission split in disagreement. Injunction was threatened with one commissioner predicting that the course would not have 25 people on it in a whole year.

Fingers were pointed at the failure of the first public course five years before. With fairways incomplete and the remainder of the WPA funds not forthcoming, the new course had two strikes on it before it started. With high school boys on week-ends, Bertholy cleared up most of the rock-strewn fairways. It was suggested that trees be left standing so when the course failed, it could be used as a picnic park.

As the course progressed under the able guidance of Bertholy, trees were removed from the center of fairways and from in front of greens. Tees and greens were enlarged, fairways were topdressed and fertilized until today the course offers a good playing layout.

No extra funds were forthcoming for this finishing work, but Bertholy and his caddies had a plan and it worked. Each year Bertholy would select six to ten of his most able caddies, and with these boys set to work to improve the course. These boys earned memberships this way, and Bertholy also rewarded them with golf

This golf range constructed and operated by Paul Bertholy at Sandusky, O., is proving a powerful factor in developing new golfers. Night operation is especially attractive to beginners.



clubs and plenty of lessons. Slowly a program was being evolved, and the feeling against the course was being licked with more and more golfers becoming interested.

From the outset Bertholy organized golf leagues which grew more popular as time went by, till four leagues were in operation and the country club in town had also copied the plan with a ten team league of its own.

Revives High School Interest

Bertholy went before the high school and lectured on golf to the interested students. The high school golf team had been dropped due to lack of interest. Bertholy revived this interest with free lessons to both boys and girls, also furnishing free balls and clubs. The most talented of Bertholy's young followers proved to be a boy named Leo Biagetti, who promptly set the junior state golf circles on fire with his talents. Golf interest began to mount. Leo won the Toledo District Junior Title three years running, smashing records right and left. He copped the city and county titles. Chick Hendrickson, a Plum Brook caddy, was given the opportunity to play by Bill Gordon, the Plum Brook pro, and golf was on the move. Chick won the National Caddy tournament at Columbus in 1946.

In 1947, a Sandusky high school team of Leo Biagetti, Chick Hendrickson, Pete Koelsch and Art Kurtz walked off with the state high school golf championship, with Leo, who had already won the Ohio Junior crown, succeeding Frank Stranahan, now annexing the state high school individual title as well.

Today Plum Brook CC has about all the members they can handle and Mills Creek course is busy from sun up to sun down. Bertholy has finished his new project, his golf range. Bertholy left the city course in the fall of 1946 and by the Fourth of July had completed his modern range, incorporating his own plans. The eight most promising high school boys receive their practice free at the golf range and Bertholy predicts another really tough team by 1949.

Some of the promotional stunts that Bertholy feels helped the growth of golf were the exhibitions of pros that Bertholy staged and the new novel tournament that he held. He personally underwrote bringing Byron Nelson and Jug McSpaden to Sandusky in 1945 and his city handicap tournament drew fields of 128 for four years in a row.

At nights when you see the sky lit up with 77,000 watts of electricity that is Bertholy's newest way of writing golf on the Sandusky horizon.

It's On The House

By TOM REAM

Mgr., Westmoreland CC

The biggest item a club has to sell is service, and the bigger and finer the club the greater the problem of providing perfect service.

Contact and thorough training will make perfect service a habit, just as surely as lack of training will make slack, inefficient service a habit.

You've got to be good to keep ahead.

Temperature control is essential for economical operation of both heating and cooling equipment.

Superior features of beauty, safety, sanitation and light make for successful modernization of club.

Dependability has no substitute.

Put braces on furniture that has become loose in the joints.

The only way labor costs can be cut is to install better and more up-to-date equipment.

The honest employee welcomes a check on his work.

Please the women and you'll sell the entire family.

Perseverance is rated as a prime requirement on application forms drawn up by some of today's biggest business firms.

Does your china, glass and silverware blend with the new modern color scheme? Women notice such things.

For most jobs, it's best to avoid both slow-pokes and world beaters and stick only to the happy medium.

It's no longer necessary to use white to prove sanitation.

Cheap brushes result in a cheap paint job.

Smart decoration is the key to successful remodeling.