

Increasing P(L)AY on the Public Course

By WILLIAM E. LYONS

(Greenkeeper, Firestone Tire & Rubber Co. course, Akron, O.)

Here's a story some planners of publinks might keep in mind. A bowling alley owner once told us, "When I set out new pins on my alley I always take a heavy hammer and round off a corner."

Sure you get it—the customers loved it. They got a better score on his alley than on alleys of his competitors.

The short golf course can be even more exciting than the long one; first, because it can be played in less time and one doesn't have a feeling of being pressed for time. "Gee, I ought to be doing this or that" or, "Gosh I got to leave you here, I promised my wife, etc." or "No I can't go another nine, gotta mow lawn, etc." Secondly, some courses are too long to play 9 after supper on a late summer evening let alone crowd in 18.

Firestone's publinks in Akron, Ohio, is a short one as compared to the championship Firestone CC layout. The yardages are respectively 5488 and 6550—almost a mile difference.

To put more fun in golf here are a few things on our Firestone schedule for this season:

SAFETY—ever get hit with a golf ball? No fun in that is there? But, there is no use passing judgment on any 18-hole course that should have been a 9-holer. Many of these have parallel fairways and danger spots.

Having these risks, do you have to live with them till you get killed or go be a pallbearer to a buddy? I think not. So we sold the idea to the boss to have a **SAFETY** Engineer, a **LAWYER** (liability engineer) a **CONSTRUCTION** engineer and golf course architect to look over the layout.

Safety Recommendations

Their program was easy to sell—**SAFETY FOR FUN.**

Screens with a strong 1½ in. No. 10 material from 6 to 12 ft. high near several tees and greens as protection from these wild shots so common on the publinks.

A suspension bridge 170 ft. long from No. 7 to No. 8 tee, just for fun. It's a novelty to walk a bridge like that for many folks. It was no fun for anyone to walk down a gravel hill with stones al-



William Lyons, Firestone Course Supt.

ways coming loose under spiked shoes. Then to climb an even steeper hill 40 ft. up. No fun having the honor of shooting first here on a par 3 hole that has a narrow green with a lovely deep trap to catch a bit of slice, when you're all out of puff from climbing a steep bank.

Ever try to make a putt when you had the feeling that a guy who knew not or cared not about that gentlemen's code called golf etiquette was going to plant one in the middle of your neck? We use all sorts of publicity methods to caution this kind of player. But we still have them. So we screened the danger greens.

Well-placed trees at tees makes golf a more leisurely game. We Americans play our golf and drink our beer too fast to enjoy either. Good shade trees at a tee are an inviting place to linger a minute to give the player ahead his fair chance.

There's possibly a chance for argument here but bag carts are in many peoples opinion easier to handle than a bag of 10 or more clubs. It's for sure that they won't talk up when you're ready to putt like most untrained caddies at public courses. Then too, few "publinkers" take caddies.

The public course is smart that has rental clubs at two different prices—the

(Continued on page 92)

**Sure Grip
for Golfers**

**Sure Profit
for Pro Shops**

with

GAUZTEX

THE SELF-ADHERING GAUZE

Famous pros first used Gauztex for non-slip grip. Now golfers everywhere keep the Sports Tin handy in their bags. Gauztex, the self-adhering gauze, is perfect on hands to prevent blisters ... on clubs to prevent slipping.

This summer you'll sell more Gauztex than ever before. Prominent Sports Tin ads are reaching millions in the Saturday Evening Post and Golfing. And, of course, that's in addition to the regular Gauztex year-round campaign.

Gauztex now pays you bigger dollar profit ... and the new Sports Tin display adds a powerful *plus* in sales appeal. Get your share of Gauztex profits!

Order the Sports Tin from your wholesaler today!

Order the attractive counter display carton today!



GENERAL BANDAGES, INC.
Chicago 5

The plan was divided into three equal zones with six holes in each group. Every division was separated by its own gate valve with drains being placed at all low spots. The water supply came from a small lake formed by damming the never failing creek that flowed through the grounds. This body of water plus the pump house completed the job.

There were many features about this creation that could not fail to please the greenkeeping superintendent who is entrusted with its care and upkeep. Even the landscaping of the grounds had been done with a view of keeping it in line with present day machinery. All trees and shrubs were planted and spaced so that there was ample room for the passage of equipment. The place was well provided with proper plantings at all points of vantage. This was not overdone as is so often the case.

Having been on a golf course since my boyhood days as a caddie, I could not help but being impressed with what I had seen. Everything about the place pointed to simplicity, not complication. Its creator had followed the lines of nature and had added very little to his picture that was artificial. Everything was pleasing to the eye. The most outstanding and commendable part of this architecture was its strategy of construction. It had been done and planned by one who knew and realized that after he finished the job, the course would have to be cared for. The designer and builder had a working knowledge of greenkeeping along with his ability to create and construct.

INCREASING PUBLIC PLAY

(Continued from page 37)

old "cast-offs," a wood—3 irons and putter, that rent for 35 to 50 cents, and a few good sets of 12 or more clubs for the occasional "club member" visitor who forgot his clubs—\$1.00 a round. Many a customer renting a good set comes in and buys a set just like it.

Must the publinker go on playing on weedy fairways, hunting for balls in fairways that are yellow with dandelion blossoms? No fun in that. The cost to kill weeds on a fairway is usually not many green fees.

You have played on unwatered fairways on a hot summer day and got the usual golfers "mile of roll." You have smelled the hot grass fairly burning up, and you have had those tired "hot dogs" from walking on the soil dry as concrete. Any fun in that? Now that watering can be done at many places with "walking type" sprinklers inexpensively more fun

Golfdom

Another **NEW**

BURTON

BAG

To WIN
Friends
And
Influence
Players



Leather
Numbers
to retail
\$39.00
to
\$45.00
&

"Vylan" Canvas
\$21.00

A new Bag with eye- and price-appeal, built with the careful attention to detail and master craftsmanship that feature all BURTON products. Big, roomy, durable, they win and hold the confidence of your customers and make greater profits possible. Write for full particulars on this MODEL 100.

BURTON

MANUFACTURING CO.
JASPER, ALABAMA

can be put into summer golf for the "pub-linker." He'll have the feeling of satisfaction that he's getting his money's worth. He'll come and p(l)ay oftener just because it was fun.

It's been argued that p(l)ay on the 19th hole is not enough to show a profit. For the fun of holding "post-mortems" over the score card and to display a downright friendly attitude coffee and coke ought to sell for a nickel. It gives the customer the feeling that he's not being "gouged" just because he's thirsty and you have the only drink available. Maybe that's a "little thing" to argue about but the guy who coined the phrase "friendship in a cup" had an eye for business. This year's p(l)ayer has a keener eye on his pocket-book than last year's. Looking after "little things" on the publinks will bring him back to p(l)ay and p(l)ay many times oftener than if we try to take him too much on the first hand.

TEAM MAKES JOBS BETTER

(Continued from page 36)

A run-down golf course is certainly not good for the professional and is also bad for the manager's side of the ledger for the same reason bad operation of the golf shop keeps people away from the club. The duffer may not be smart enough about the game when it comes to feeling the touch of the contact of the clubhead with a golf ball, but he usually knows when conditions of tee, green, and fairway are not right. He loses interest in the game when he feels that he has finally hit a good one and it doesn't pay off.

At the St. Joseph CC, I can say without hesitation that the three of us have worked for each other's good just about as much as we have our own. But I am going to have to admit that on one point, I guess, that we have staged some of the biggest arguments that I have ever witnessed around a golf club.

During the off season when our eight hours work is not tough and as serious as the number of much longer hours that we give to our jobs in the summer months, we can't miss that noon hour session of ping-pong. Since the club has provided all of us with our mid-day meal and we usually eat together, the argument as to which one of us can do what to whom starts just as soon as we take our seats at the table. It's always a game of doubles with some of the other employees filling in for a fourth.

To win is the goal, and it's no laughing matter to lose a point over the net because of a boner. Any one of us will draw blood where we can find it, and then argue we are right even if we are wrong.

Golfdom