

Summer Resort Pro Makes Golf Delightful Vacation Feature

By ROBERT E. BAILEY

The responsibilities of a golf professional at a summer resort are more acute, if possible, than those of the home club pro in that contact with the guests is for a limited time. The home club pro must be all things to all members at all times whereas the professional at a summer resort must be all things at one time or at most only a few times. Working on this assumption the prime consideration for us to keep in mind is that the guest is on vacation and no stone must be left unturned toward making this vacation—playing golf—as delightful as possible; every advantage offered, every service given.

Our first and last desire is to see that all of the guests at The Balsams enjoy the Country Club facilities to the utmost. This is possible only through the close unity and cooperation between the owner and manager, Mr. Alvan E. Kallman, the professionals Buddy and Jack Bailey, Steward Lou Linke, and Caddymaster Jack Campana.

The Balsams Country Club and Golf Course are located on top of one of the White Mountains, Dixville Notch, New

Hampshire in a beautiful setting overlooking Canada and Vermont, two miles from The Balsams Hotel. Consequently, the first problem is transportation to and from the course. For this we use a comfortable 20 passenger bus which operates on a 20 minute schedule day and night. The guest is met at the bus and greeted properly and courteously by Jack or myself, and is then introduced to the facilities of the Club, bar, dining room, and pro shop. The guest is assigned a locker, is made to feel that he is a member in finest standing, and that his every desire and wish is to be fulfilled.

Before the guest goes out to play we take time to show him over the course via a jeep, explaining the difficult 6,530-yard Donald Ross layout over rolling terrain which, like most of his courses, was built for expert play instead of for the average golfer. We explain that a fair score on this layout is equal to a lower score on most courses.

Diagram of Each Hole

We cut the fairways wide, keep the rough cut to normal height, and the traps well maintained. In general we do every-



A great aid to the visiting golfer on the Balsams CC course is a detailed diagram of the hole posted at each tee. This aid for the stranger contributes to the enjoyment of his game and gives a valuable assist any player to a new course would like to have before teeing off.

thing possible to assist the golfer in scoring well and enjoying his golf at The Balsams' course. A new and original idea with us which has been of considerable help to golfers playing this course is a detailed diagram of each individual hole posted prominently on each tee. Every new player to the course has commended it highly and I believe the same or a similar idea would assist all golfers playing a strange course, especially resort, daily fee or municipal courses where caddies are not too plentiful.

We use the Big Four fundamental instruction method consisting of correct overlapping grip, square stance, feet the width of the shoulders, ball in the center of the feet with the iron clubs, and inside the left heel with the wood clubs. A swing with rhythm and timing, not a hit, the head remaining in a fixed position so that the body turns by rotating, and the importance of reading the hole. We try to give speedy, effective instruction, never changing the pupil's style completely but improving on his present style, and giving a fast cure for such ailments as topping, hooking, slicing, and other general misconceptions as to how a golf ball should be stroked.

We keep an index file on each individual golfer as to his peculiarities, habits, and faults; the improvements in his scoring, the number of clubs in his bag, and any preference that he may have regarding equipment.

We pass out many free tips on the first tee, and use a roving instruction system over the course by jeep to insure that the proper methods of play are being placed into effect.

Refer to Home Pro

All of this keeps us busy — how well it pays off is attested to by the fact that we receive numerous letters from golfers who have played here and have returned to their home courses, reporting lower scores, and added interest and pleasure in golf. Also, we receive some requests for instruction by mail. We take care of this by courteously referring them to their home professional.

We never pass up an opportunity to do this for several reasons. If we acquire a new golfer and start him playing the game at a time when he is away from the responsibilities and cares of his work more often than not he will continue playing when he returns home and will continue his instruction with his home professional. This man may have been too busy, or thought he was too busy, to take the time to learn when he was on the job. With a little encouragement he may become a regular player. If so, he's a new customer for the home club pro. On the other hand, the experience of this man may be relayed

to others who want to spend their vacation playing golf — that's where we come in. Likewise, the professional is in a position to pass the word on to members for the same reason. One good turn deserves another.

To sum up our operation, we offer the finest in transportation, dining and bar service, locker room facilities, a well-stocked attractive pro shop, wonderful caddy service from our own Caddy Camp, and a well-groomed golf course, a real test of golf. Along with many various types of tournaments, where most all of the guests receive a prize with The Balsams' insignia to display to their friends, additional and unusual service is the key to our operation here at The Balsams. We like this operation — it does work out wonderfully, and we are happy to pass it on to you.

It's On The House

By TOM REAM
Mgr., Westmoreland CC

Common sense is the club manager's best steering wheel.

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A club manager writes that his staff is composed of skilled and agreeable men and women. Under these circumstances the manager's job should be most agreeable.

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There is a standard in service. Choose that standard — and save.

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Being brilliant by spurts may be all right in the arts, but it won't get you far in business.

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A good, stiff, sour complaint is invigorating, and puts you right up to the line.

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Good employees in any club are creative only as creatively directed by good executive management.

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Are you content to do no worse than the people around you; no worse this year than last year?

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The spirit of hospitality impregnates every good club.

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You know how to judge a driver by the condition his fenders are in, and how the inside of his car is kept. Well, it's just as true of a club. Use the same kind of a glance.

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With so many clubs not successful the club profession is an ideal one in which to be successful.

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It's what your members think well of, rather than what you individually and personally like. Don't intrude your ideas when you find that they are only your ideas.