



Charming views make the Sullivan County G&CC course a pleasant one to play, regardless of what your scorecard says. This view looks down on the No. 2 hole, across a pond guarding the second tee and to the eighth and ninth fairways.

Hotels Help Finance "Private" Club

By GEORGE A. YAEGER

High in the upper levels of the Catskill Mountains, a three-hour drive by automobile from New York City and half that distance inland from the Hudson River, the Sullivan County Golf and Country Club and its testing course, developed from land which once was a fertile farm, has been looked upon with envious eyes by the owners of scores of hotels in Sullivan County. And bear in mind, please, that Sullivan County, N. Y., boasts more resort hotels and boarding houses than there are in any other county in all of the United States!

These recreation spots annually lure thousands and thousands of New York, New Jersey and Connecticut vacationists to the refreshing mountains during the heat of Summer and the glories of Fall, and a small army of these pleasure-seekers is made up of golfers.

When the golf club at Liberty was launched 20 ago, there was not a single golf layout worthy of the name anywhere else in the county. And although the club is private, its governors neither desired to bar vacationists from playing over the links nor did they want their course so over-run with non-members as to have it result in robbing the members of the benefits of their fulfilled dream. So they devised a system which made it possible for their

itinerant friends to play, while at the same time not jostling the members off the course — and also to keep the cash registers ringing.

Resort Owners Pay Fees

Resort owners were invited to become affiliated with the club, the catch being a substantial fee with no privileges except that of sending hotel guests to play at the club. Over the years the system has been slightly altered but in substance it remains the same. It works like this:

The resort owner who affiliates with the club gains the right to advertise golf — free, with a fee or as he sees fit. To each resort owner, the club supplies books of guest cards, in attractive form and made up as a check book is made up, stubs and all. On each guest card in the book is imprinted the club's name, of course, the name of each hotel individually, a line for filling in the hotel guests's name and a line for the signature of the hotel's representative who issues the guest card.

Guest cards are numbered, and there are 50 in each book. At the start of each season there is issued to each hotel as many cards, approximately, as the hotel sent guest players during the preceding season. If a new hotel enters the charmed

circle, an estimate is made of the probable number of guests it will send during the impending season. The hotel contracts for as many cards as it anticipates guest players and for these it pays for each at the rate of the normal week-day greens fee, which is \$2. There is a stipulation that when and if all of these first cards have been used up, the hotel owner may purchase additional cards at the cut rate of \$1 each.

All that the hotel guest then need do is to obtain a guest card at the resort place where he is stopping, present it at the club, sign the register (he pays no money to the club), and he is ready to tee off.

Non-affiliates Can't Crowd

The system does not bar players from other hotels who do not become affiliated with the club. They may also seek golfing privileges, sign the register and play. But, individually, these must shell out the greens fee and pay it at the club house. And the hotels from which these players come cannot, of course, truthfully advertise that golf is available. For if the course happened to be crowded, these applicants for golfing privileges could be turned away. The club cannot bar players from the hotels whose owners have contracted to buy guest cards.

How has the plan set up for the affiliated hotels operated? The answer is that it has been highly satisfactory both for the hotels and for the club. Since the golf club at Liberty was organized and first put the plan into operation, only two hotels in the immediate area — and these the largest and most financially successful — have built their own courses, and some players from these now and then play the course at Liberty. Among hotel owners who have taken advantage of the plan, nearly all have come back year after year for the same arrangement, and a few new ones have been added. Fortunately for the regular club members, many of the hotel guest players complete their rounds mornings, even on Saturdays and Sundays. Then they depart for lunch. That clears the course for the members who with rare exceptions are year-around residents and who have time as a rule only to play afternoons and evenings, anyhow.

In the years since the golf club at Liberty has maintained this system, there have been but few instances in which a member player has been delayed seriously in his appointed rounds by a crowd of hotel players. But even if now and then he does have to

cool his heels while impatiently swinging a No. 7 iron for that shot which he knows will be dead on the green as soon as that gang in front has holed out, he finds solace in the thought that his club isn't in the red and he is still playing one of the most scenic courses in the East, perhaps in part because of that bunch ahead which is holding him up!

Why You Should Patronize Your Professional

By Hal Boles, Richmond (Calif.) G.C.

I overheard an argument in the locker room the other afternoon, after the usual hacking round of golf which was enjoyed by all. I listened carefully because one boy really knew his stuff.

The topic was "Where to Buy Your Golf Equipment and Why." This one fellow sat quietly listening and taking in all the arguments for buying the clubs here and the bag there, and getting the stuff wholesale. When there was a lull, so he could take the floor, he did and in a big way, and this is what he brought forth. "Boys," he said, "You're O.K. as far as you go, but you haven't touched the real heart of the matter. Here are my reasons for sticking with my professional, patronizing him, and knowing him personally, as well as in a business way—

"The reasons are:

1. His knowledge of your game.
2. His personal interest in you as a member, and as a friend.
3. He carries the leading standard merchandise at the lowest possible price.
4. This means when you make a trade-in on a new set, he gives you more than a fair break.
5. If he doesn't have what you want he'll get it for you at no extra charge.
6. He wants you to be satisfied and happy, because a happy member means a happy club atmosphere.
7. He has a limited clientele so can give you better service.
8. Besides the poor guy needs the money, because he works like hell, and has to listen to your beefs in addition.

"In conclusion, the least you can do is stick with him, because he sure roots for you and sticks with you."

There was a head or two nodding in the affirmative, and general agreement that the last boy really had something. Just before I left I heard one of the group shouting, "Hey! Markovich! Say, has anyone seen Pat? I want him to fix this grip for me."

And believe me Pat is the guy that can do it. I'm sticking with him.