

Make Your Course New Again

By LOUIS BERTOLONE

Unfortunately, too many of the older country clubs have taken on a worn look prematurely. Contrasted with the good courses which have been built within the last few years, they are so uninviting that it is a wonder that members still pay dues to belong to them. Remodeling a club costs a lot of money these days; yet, in many cases, it is not remodeling that is needed. Many older colonial club houses have as much, and in some cases more, appeal than low rambling modern buildings with their figure eight, two-toned, lighted swimming pools.

It is the little neglected things that bring on the appearance of old age. Cracks and stains in sidewalks, buildings, fences and benches detract from the surroundings. Doors are great offenders if they are marked by finger prints, dirt and scuffs from rings. It's the small, neglected things that set the mood of a club.

Appearance of the entrance way is so important that tremendous energy has gone into the making of this area the sesame of appeal. Thick, soft carpets, fringed and scalloped canopies, a doorman dressed in the blue and gold befitting a monarch all are intended to impress members and their guests.

Pruning Helps

Contrast this with the club whose driveway is littered with leaves and dirt, overgrown with shrubbery. Nothing is more depressing. What a change could be made here merely by pruning and shaping trees and shrubs and cultivating the ground under them. The same can be said for occasionally washing the entire parking area and hosing down the clubhouse. Painting faded and worn out lines in the parking area also does wonders.

Overfilled and unkept refuse containers are particularly distasteful. Containers should be emptied frequently and washed as often. They should be painted every year, placed on level ground and moved now and then to prevent wearing of the turf around them.

Worn carpets and floors, faded drapes, scuffed furniture, scratched silverware, torn linen, chipped and cracked china, mottled table tops don't give a club the mark of

prestige. All these reflect age and neglect. Dirty windows, worn door knockers, dusty plaques and scratched showcases are great offenders.

Out on the course it's wise to guard against signs of old age. Worn turf is probably the biggest culprit. You see it around the pro shop, bordering the walks, at the first tee, on much traversed pathways, and in these days of golf carts, on approaches around the greens.

Clean Ball Washers

Ball washers not only often look dirty, but secrete unhealthy odors. They should be cleaned often and filled with fresh water and soap. Dirty towels should be removed and replaced with clean ones two, three, and sometimes even four times daily. The poles on which they stand occasionally should be scrubbed and kept well painted. Flag poles should be kept in repair, and flags themselves should be replaced as soon as they become faded or worn. Every golfer who plays your course looks at every flag at least once during his round.

Equipment such as mowers and tractors look new and well maintained if they are painted at regular intervals and washed every week or so. Caddy carts should get the same treatment.

The maintenance shed usually shows what kind of a supt. you are. Unsightly oil drums littering the premises and pipe fittings, sprinklers, parts and machinery scattered around aren't going to add to your prestige. Broken fertilizer bags cast a ghastly glow. Slovenliness here breeds old age.

Even if the supt. develops something akin to housemaid's knees, some courses still show their age. Courses constructed 30 years ago are pretty much out of date today unless constant remodeling has kept them modern. A golf course with round, flat greens is as out of date as hickory shafts. The old "Punch Bowl," "The Island," "The Circus" were picturesque names for greens 30 years ago, but today they are antiques.

The modern course has its greens setting in the midst of shoulder contouring.

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Municipal Lease

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or in a fair percentage of the invested capital in a period of stress.

16. Payment should begin at the point where estimated profits begin; a minimum payment may be desirable.

17. No payments should become due until income begins; a little extra time at the beginning of the lease costs little and may be a great factor in aligning cooperative interest.

18. Provisions for securing an operator should be based on operational experience, knowledge of the whole of golf course and club management, on character of the lessee; not primarily on price bids.

19. Time may be extended in the lease in place of capital outlay in any reasonable amount.

Pro Has Obligations

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cheap as the few cheap members I've got.

When I reviewed my situation — my members and their attitude toward me and my business, and my own attitude toward them as customers — I recalled something said by an old Scot who gave me my first job as his assistant.

The great, old fellow remarked: "Blame somebody else for what is your own damn fault. It saves you the strain of getting smart."

The way I now look at this matter of members' loyalty in buying from me is to think first about what special things I have done to deserve and develop buying loyalty that makes mine such a good business. I'm emphasizing the importance of this attitude to my assistants.

I am confident that it will mean better business for me and for the club and more enjoyment for the members.

Canadian Open

The Canadian Open Championship, scheduled for July 10-13 at Westmont G & CC, Kitchener-Waterloo, Ont., will be held in conjunction with the centennial celebration of the city of Waterloo and Joseph E. Seagram & Sons, Ltd. Seagram has raised the prize money to \$25,000 to keep the Open in the big tournament class.

Tell Them You Saw the Ad
in GOLFDOM

Lean Over Backwards to Avoid Elimination in Flying Hills Blind Bogey Tournaments

There's a great deal of enthusiasm for the blind bogey tournaments Frank Rodia stages for his members at Flying Hills GC, El Cajon, Calif. It isn't unusual for as many as 400 or 500 clubswingers to get into the events because it's tough to get eliminated, there is a lot of fun involved and Frank makes things even more interesting by offering a substantial supply of clubs, shoes, sweaters, etc., as prizes.



Frank Rodia

The blind bogey usually runs over a period of four weeks. Players pay an entry fee of 50 cents and choose their handicaps so that their net scores will fall between 70 and 80. At the end of each week a number between 70 and 80 is drawn and all players having the same net as the number drawn, qualify for the final playoff. A player may enter the tournament as many times as he wishes, taking a different handicap for each occasion if he cares to, in order to qualify for the playoff.

On playoff day survivors play an 18-hole blind bogey round. On this occasion, handicaps also are chosen before starting time, a number between 70 and 80 is picked out of the hat, and players with nets that match it become finalists. An 18-hole putting contest decides the winner among the finalists. There are plenty of consolation prizes to salve the wounds of those who don't quite reach the final putting phase and, of course, all finalists are handsomely rewarded.

Housekeeping Hints

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Each green has its own border landscaping. Rises about the greens are gentle. The bunkers of yesterday are out of place. The harsh lines of old age have given way to the fine contourings of youth.

This contouring of the shoulders of the greens and traps is the essence of the modern course. It is the golfer's challenge. It directs his play, yet challenges his skill and determination to accept a problem and solve it as adroitly as possible.