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O. J. NOER

September 27, 1890

July 12, 1966

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BEST OF GOLFDOM

Continued from page 32

to give complimentary bridge lessons in the morning and to serve as hostess in the morning and afternoon when bridge parties are being conducted.

"The result is that practically every bridge party that is given in Charlotte is given at the Charlotte Country Club, not only on Tuesdays which is the day set aside for this particular activity but on other days as well. On Tuesday the club is full of women, morning 'til night.

"Then on Thursday night of every week we serve a special dinner and the hostess who has charge of the Tuesday activities is also hostess for Thursday night. The women, their husbands and guests get together after dinner and have a bridge tournament, all under the control of the hostess who is an expert.

"Our dinners on Thursday night are attended by 75 to 100 people.

"I put this plan into effect about 18 months ago and I have found it to work admirably. The women are very much interested. The general committee of women appoints a special committee to have charge of activities each month and there is quite a rivalry to see which is the most active month in social activities at the club, participated in by the ladies and their friends.

"We also have a young men's committee, known as an entertainment committee for young people, which has charge of all the dances of the club. The club gives a dance every Saturday night. These dances are given free by the club, with the club paying for the music as this committee of young people is also budgeted and they, under their budget, pay for the music and other entertainment. The club, through them, gives a free dance every Saturday night. Before the dance, however, at least 100 members of the club and sometimes more than that come to dinner and therefore patronize the dining room in this way.

"We encourage the giving of private dances at the club by members and we make it as comfortable and pleasant for them as possible. They pay the club a fee for the use of the club on the night of their dances.

"We have a wonderful golf course and

I expect we have 400 members playing golf. All of these people play very systematically and of course they patronize the various activities of the club while they are there in connection with golf.

"Last year the Women's Southern Tournament was held in Charlotte. This year the Men's Southern Tournament will be held here. Events of this character also help to make the Charlotte Country Club the meeting place for practically all social activities in the city.

"It takes a lot of work, a lot of committees, but everybody is pulling for the club and before you hear from us many more years we will build a beautiful \$300,000 clubhouse."

Oscar Broyer, assistant secretary and manager of Sunset Hill Country Club, finds that the club's swimming pool is a good magnet for club business. Sunset Hill is in a St. Louis suburb and a pool naturally is a great attraction after a hot morning spent in the broiling, bustling metropolis.

The swimming pool is 115x35 feet. It is for the use of active members and their guests. Several times during the summer the club holds water carnivals to which it invites its associate members. These always are well attended.

Sunset Hill has 450 active and 1,200 associate members. The club has found a two night a week dinner dance schedule pleases the members and gets business for the house. On Wednesdays and Saturdays they have dinner dances at Sunset Hill from 7 p.m. to 1 a.m. A reasonably priced table d' hote dinner is served. Attendance ranges from 175 to 635 at these events.

Broyer tells of other phases of the Sunset Hill plan for making the club a popular rendezvous for its members: He says:

"On Sunday nights we have a concert of classical and light opera music for the benefit of those who do not care to attend the dinner dances and want to get away from jazz music. Attendance ranges from 125 to 385.

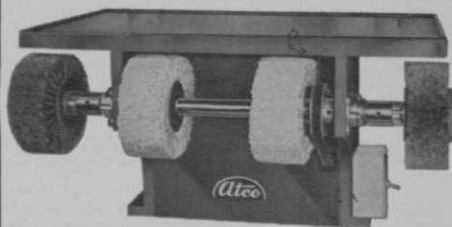
"We set aside Tuesdays as Ladies Day, when our members' families who are entitled to the privileges of the club entertain their bridge clubs, etc. We have had as high as 485 women attending

Continued on next page

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BEST OF GOLFDOM

Continued from previous page

on that day, taking advantage of our bargain bridge luncheon at \$1.25 per plate, which on other days would cost them from \$1.50 to \$1.75 per plate.

"Once in a while we have the Colonel from the flying field land a large dirigible on our grounds. This attracts and pleases our members."

Although a little additional work is required from the force a breakfast event holds forth possibilities from the viewpoints of increased revenue and interest, when there are enough members living near the club to permit anything like this on the program.

The Clearview Golf Club at Bayside, Long Island, has formed a breakfast club under the leadership of President Vincent Maguire. Some of the members living near the club have arranged to play nine holes every morning, beginning at 7 a.m. The players are organized into two teams, the losers paying for the breakfast. The schedule is worked out

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so the players can complete their nine holes, enjoy breakfast and catch a suburban train to New York on an easy time basis, arriving at their offices at the usual hour. •

MANAGING

Continued from page 37

ing up those on the first tee.

One course that met most of the basic requirements was so botched up in layout that a quick look was all it took for National representatives to refuse to have anything to do with it.

Course marshals are standard fixtures in the National scheme, and are employed whenever the traffic warrants, especially on weekends.

These design factors mostly enhance the contributions of employees, which is what National management seeks. To coordinate the three sides of the management function, National insists on a meeting every week between the golf professional, the club manager and the superintendent. At these sessions they

look ahead for the next week, and each makes adjustment as necessary to accommodate the activities.

Volume buying begins with fertilizer, which is purchased from a single distributor for the four present courses. Eventually, as Saunders sees it, gasoline, mechanical equipment and dining room essentials will be purchased the same way—even golf carts. Existing contracts and leases still in effect have prevented a rapid move in this direction. Liquor is the one commodity where volume buying offers little advantage, because State laws usually restrict buying to one licensee and often disallow volume discounts.

National expects to enlist automation wherever possible. At San Geronimo the sprinkler system is entirely underground, controlled by a time clock. This eliminates the need for night irrigators.

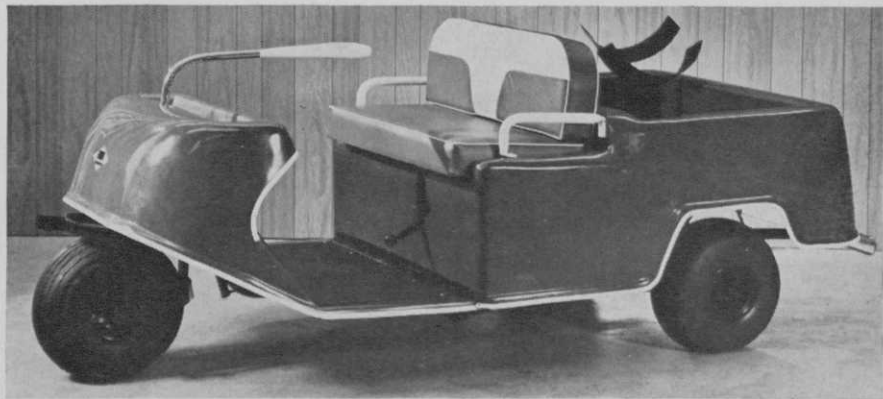
Hungate has planned his program of chemical application to achieve a consistent nutrient level for the turf. "This will give us a constant growth instead of the feast or famine that is so common

Continued on next page

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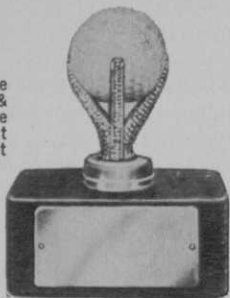
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MANAGING Continued from previous page
in turf management," he notes.

Consistency is the key in water use—consistent, but slight underwatering. "Most courses overwater," Hungate says. "The organic material in the turf helps create the ideal conditions for fungus development if too much moisture is present, so we prefer to be a little on the dry side." He points out that full account must be taken of soil conditions in every irrigation program.

The management concept occurred to Saunders about four years ago. Until then he was a weekend golfer in his own right and had established the legal framework and ownership structure for Sonoma, owned by his father for many years. In 1959 he began representing syndicate and family interests in the acquisition and operation of Colwood and Meriwether in Portland.

A real estate developer in the San Francisco Bay area who was lamenting the sor-

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rowful financial state of his show-window golf course learned of Saunders' acquaintance with the eminently profitable Sonoma and Colwood courses and said, "How would you like to take a management contract on mine?" Although he declined that offer, the suggestion was enough to cause Saunders to think about a network under homogenous management.

Not too surprisingly, he had done legal work in Honolulu for Western and Hyatt House, and some involving both the Sheraton and Hilton interests. Thus, he was familiar with their methods of operation. It was a short step to apply them to golf. He admits that the possibilities are endless. Even in the short time NGC has been in existence, management arrangements of almost every kind have been suggested. Several courses were scouted, and many are still under consideration.

Flexibility is a major feature of NGC. It may participate in the ownership of a course, set up a separate entity for ownership and manage through NGC, or it may participate only as a manager for

the owners. Courses may be private, semi-private or fully public.

Saunders believes that NGC has the most to offer the course that hasn't been built. Here, NGC can get in on the ground floor of the course and building design. He feels that Meriwether incorporates many of the attributes of good course planning. Colwood, by virtue of a new addition to the clubhouse in 1964, incorporates some of the NGC management philosophy in its design. A new addition to the clubhouse is scheduled for Sonoma this season. The most efficient of the lot and the most typically NGC, however, is the new clubhouse, opened last March 27 at San Geronimo National Golf Course. This design was directed by NGC from the ground up.

"We are in no hurry to expand," Saunders says. He believes that NGC may add a couple of courses to its management stable in 1966, and perhaps five more in 1967. However, he is looking toward the East Coast with the possibility of including an Eastern Division. •



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NOER TRIBUTE

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ences than any other expert. He popularized colored photographs as lecture material and as progress reports and in making photography a tool of course management showed superintendents how to save time and money and have available data for expert studies and recommendations. To Noer, more than to any other man, today's standard of golf turf is due. He received the USGA Green Section award and was honored by golf course equipment and supply companies that established the O. J. Noer Turf Foundation financing research and scholarships. The Golf Course Superintendents Association at its 1960 annual meeting presented a program feature of his career, illustrated by numerous pictures.

He was one of the best technical writers in any field of applied science as GOLFDOM's staff and its readers can testify from the handling and utilization of many valuable articles he wrote for GOLFDOM. He was one of the greatest all-around men in golf business. A comparative appraisal of Noer's service to golf would show him as having contributed more to enjoyment and better scoring in the game than any of the celebrated players.

Among Noer's innumerable valuable services to golf was his preservation and development of the strain of bent which, after a devious history ranging from the present site of the Pentagon building at Washington to Beechmont CC at Cleveland, then to a nursery operated by "Blondie" Wilson and Allan Bland at Toronto, has appeared as one of the superior putting surfaces. Charley Wilson, Noer's successor at Milwaukee Sewerage Commission, suggests the strain be labeled "Noer bent." •

THREE COURSES

Continued from page 46

Gleneagles CC, Lemont, Ill., where the 1958 and 1959 Chicago Opens were played. Then, from 1931 until around 1940 he had interests in Indian Wood and Park Forest CCs, both Chicago district courses that have since been subdivided. He also leased Trout Lake (Wis.) CC and Beverly Shores, an Indi-

ana Dunes club, at different times in the 30's. At some of these clubs he served as the manager-superintendent.

Both of his sons will tell you that Charlie also could have filled in as pro at these locations since he was an outstanding golfer in his day. The elder Maddox, who is about 6' 2", weighs nearly 200, and avoids excess poundage by continuing to put in up to 12-hour days around a construction site.

In its earlier golf-building phase, Maddox Construction built about 25 golf courses between 1923 and 1931. Practically all its building activity was confined to Illinois, Wisconsin and Indiana. Once, when it ventured into Florida, a speculator paid off in stock certificates that Charlie Maddox used to paper a chicken house on his farm in northern Illinois.

The 1923-31 course-building era was a rugged one, but as Charlie Maddox says, "when you look back on it, a kind of romantic one." From 1923 until 1926 most of the work was done with horses and mules. The Maddox firm owned



Chuck Maddox, Jr. battles muck of new course near New Orleans in bulldozer.

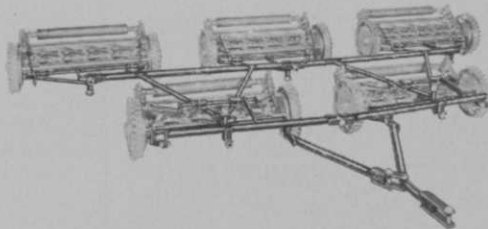
about 50 or 60 head of horses and mules and on a hot day about 40 of them were used on a job. The remainder were either indisposed or held in reserve.

Continued on next page

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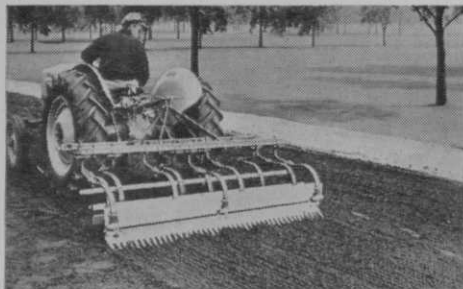
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THREE COURSES

Continued from previous page

The dirt-moving project required plowing as an initial step, and then the use of slip or wheel scrapers, pulled by four-mule trains, to move the earth and accumulate it in piles for building greens and tees and leveling fairways. Transportation of dirt across a course was accomplished by using dump wagons loaded from gas-driven conveyors.

Soil was rarely brought onto a course, with the result that rough areas were scraped to the clay bed in order to borrow topsoil. "It used to be that roughs were barren of any kind of grass for years after a course was built. About the only vegetation in them was weeds," Charlie Maddox says.

Back in 1923 greens were usually seeded to *Poa annua*, although Fescue was used on some courses and South German Bent was introduced around this time. The first stolonized greens that Maddox recalls were installed at Palos CC (later known as Southmoor), near Chicago, in 1922. Fairways were planted to Bluegrass. Seeding was picturesque: A bag of seed attached to a bamboo pole was carried on a course laborer's shoulder. As he walked along he swung the pole in an arc so that the seed, rolling down through the hollow pole, was distributed uniformly. Around 1925, a wheelbarrow seeder replaced the bamboo pole.

Green construction in the 1920's wasn't nearly as refined as it is today. There wasn't too much emphasis on smoothing the contours; the trend was, in fact, to rather abrupt breaks. Few putting surfaces were tiled in the 20's, but some time around 1929 the combination gravel-sand blanket was introduced in constructing the bed of a green.

Tree and stump removal was a rather precarious undertaking. Two-man teams, using cross-cut saws, felled the trees, and dynamite with black powder fuses was used to blast out stumps. Course workers of this era preferred to work in groups of seven on the dynamite detail, and they usually blew seven stumps at a time.

Now and then a piece of stump was blown several hundred yards beyond the course property. Once, one of these mis-