Swinging around golf
By HERB GRAFFIS
News of the Golf World in brief

Watch for the PGA to put on a long overdue public relations and educational campaign in behalf of the service pros at private clubs and fee courses . . . These pros do more for their players and clubs than the highly publicized playing specialists, yet have received only formal attention from their own organization and the golfing public . . . This neglect has been costing all phases of golf business a lot of wasted money . . . It is plain to men who know the golf situation that whatever is good for the pro is even better for his club yet the pro’s economic picture at private and public courses isn’t reflecting what the pros are doing to increase the game and business.

One aspect of the campaign will be to improve the quality of club members . . . Experienced club officials in all parts of the U.S. have observed that many newer members simply don’t know how to be members of a good club . . . The newcomers are pleasant fellows but have a very dim, if any, idea of what private club membership involves.

Selection of the men and organization to handle the delicate and urgent problem of selling the importance and value of the service pro has been proving difficult . . . The history of PGA mistakes has been that the PGA has been sold (rather than buying). This time the PGA administration is listening and acting cautiously.

One problem of the PGA golfer educational (or public relations) campaign involves golf car deals . . . With caddies being replaced by cars, some officials of clubs that are not doing well financial-
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17-20, had a press warm-up February 28, with the sponsors and club being hosts at what was billed “the fairway fiasco known as the Sandtrap Safari.” . . . Hotel Tropicana, Las Vegas, to sponsor Tenth annual National Seniors Open championships, September 30-October 2 . . . Play 72 holes at Tropicana and Paradise Valley courses . . . Pro money $50Gs . . . Amateurs $20,000 in five age groups starting at 50.

Frank H. Wilson, 79, died suddenly February 4 at Nahant, Mass., his birthplace . . . From 1923 to 1942 he was supt., Charles River CC, Newton Center, Mass. . . . From 1942 to 1947 he was an agronomist with Army Engineer Corps . . . He returned to Charles River as superintendent and retired in 1954 . . . The club made him and his family honorary members . . . Frank Wilson pioneered in transforming golf course maintenance from an almost negligible phase of farming into an important profession . . . He graduated from Mass. Agricultural College in 1909 . . . Was a teacher for ten years at Essex Agricultural School and for two years was on the faculty of New Hampshire State Teachers College . . . Frank was a founder of the New England Greenkeepers’ Club in Feb. 1924 and was one of its most dynamic presidents . . . He collaborated with the late L. S. Dickinson in getting the Massachusetts State College course management Stockbridge school at Amherst established and going in fine shape . . . He established at Charles River the first turf plots that were a cooperative enterprise of the Massachusetts Golf Assn., the USGA Green Section and the NE Greenkeepers Club . . . He was one of the first to post bulletins on course maintenance work in the clubhouse and pro shop . . . He also was the first to have a complete service shop for equipment and to set up a program for keeping key employees at work around the year . . . He was the first in New England to install a fairway watering system . . . His program for soil building increased soil depth on much of Charles River from a scant 2 inches to present fine

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condition . . . He was the first golf course superintendent to be advisor to a baseball club in getting Fenway Park of the Red Sox into excellent shape . . . Frank Wilson is survived by two sons, George Chandler Wilson and Frank H. Wilson III; two daughters, Mrs. George L. Dugrenier and Mrs. S. F. Woodward.

Frank Watson now pro at Ontario (N.Y.) GC . . . John Mason, formerly assistant to John Jendresak at Sparrows Point (Md.) CC now is pro at Green Hill Yacht & CC, Salisbury, Md., succeeding Harry Offutt who retired . . . Pros and assistants probably will be especially careful this year in getting signatures on liability waivers from golf car renters . . . Some who were negligent found themselves tangled in accident suits . . . Wm. Flenniken, Jr., assistant pro at Pinehurst CC, Denver, and Carol Ann Sorenson were married February 5 . . . The bride, one of the loveliest of the golf stars, was British women’s amateur champion in 1964 and has won many other events.

Ladies PGA prize money from March through August will be $296,500 an increase of $57,560 over the same period in 1965 . . . With Ellsworth Vines as president and Joe Mozel as executive director the National Senior Open Golf Assn. is growing up to share top billing with the PGA Senior championship . . . Mozel is at national headquarters of the National Seniors Open, 2140 Westwood Blvd., Los Angeles, Calif. 90025.

Mike Dietz, now pro at Wailus course Lihue, Hawaii . . . Wailus is a Kauai County course . . . The able Mike will exhibit first class pro department operation as another of the island’s tourist attractions . . . That’s tough about Byron Nelson having calcium spurs on his spine and possibly being out of golf play from now on . . . Here’s hoping a long shot pays off and Byron’s trouble clears away . . . Mal McLaren resigned as superintendent, Oakwood Club, Cleveland, and after a winter in Florida will return to his home, Hillbrook apartments, 145 Chestnut Lane, Richmond

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Heights, Ohio, and handle jobs as a turf consultant.

Jim Iavan resigns as pro at Charleston (S.C.) Air Force Base GC and goes with Lionel Noah at Forest Hill GC, West Palm Beach, Fla. . . . Forest Hill is an 18-hole par-3, with nine lit; and a double deck practice range . . . Adelor J. (Bud) Petit, Jr., president, Western GA also is president, Knollwood Club, Lake Forest, Ill. . . . Mark Cox, secretary, Western GA, is president, Park Ridge (Ill.) CC . . . Sidney James, president, International Golf Assn. also is president Apawamis Club, Rye, N.Y.

National Golf Day, the least publicized and the most widely beneficial of any sports fund-raising operation, last year contributed to the education of 970 ex-caddies on scholarships established by 21 regional caddie scholarship programs. . . . Desmond Tolhurst, a cellmate of mine in the new line-up of GOLFDOM, says that the PGA club pro publicity campaign ought to make use of TV plugs in the commercials of PGA co-sponsored tournaments . . . Tolhurst adds that any television advertisers would like to have part of the credit for financing 970 young men in their scholastic careers.

At the GCSA meeting there were forecasts of a quick tightening of qualifications for loans for golf courses and clubhouses guaranteed by the Farmers Home Administration . . . Either that or Uncle Sam is going to own small town golf courses he doesn’t want . . . Already several borrowers are having trouble meeting the payments . . . Competent golf businessmen remarked at the GCSA that loans for golf establishments often were made without informed planning, supervision or approval.

The FHA guarantees of loans when handled in an informed businesslike manner are great for community recreation and for golf . . . Too bad a chow-line method of dishing out money is allowed . . . What should be done by the Department of Agriculture in avoid-

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irrigation. A system can be designed that will water anything anyway you need it watered. You can have anything from a single row down the middle of the fairway, to four rows down the fairway; from one large sprinkler placed out in the middle of the green, to several valves and sprinklers placed around each green. You can have whatever you can afford, but make sure it is properly designed and installed.

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ing a bad mess and in protecting as well as substantially aiding and directing borrowers is to get examining, budgeting, building and operating guidance established by a joint committee of men who know what these new club propositions involve... Representatives of the American Society of Golf Architects, the National Golf Foundation, the Golf Course Supts. Assn. and the PGA in a few sessions with FHA men could get the golf part of this loose use of money corrected to the benefit of all concerned...

What’s going on now could explode with political damage that Sec. of Agriculture Orville Freeman and FHA Administrator Howard Bertsch certainly don’t want and with embarrassment and material damage to golfers and golf business.

A year ago GOLFDOM relayed warnings about dangerous generosity in FHA loans and tried to get FHA or Department of Agriculture information on how, why and where these loans were studied, approved and handled but got the brush-
off at Washington . . . Small Business Administration loans to golf operations think of money as money, not as hay.

Masters Tournament this year again will limit admissions and asks golf writers to advise golf fans not to make trips to the Masters without buying tickets in advance . . . April 7, 8, 9 and 10 the 30th Masters will be played at the Augusta National Golf Club . . . Bill Inglish of the Daily Oklahoman has compiled scoring records and statistics on the Masters that's a classic of tournament information . . . Average winning score in 29 Masters is 281.66 . . . Par of the Augusta National courses is 72 . . . Ringer score is 22-18-40 . . . Average age of the 29 champions is 32.03.

Roger A. Larson, who came into the Del Monte Properties Co. operation as construction superintendent for the Spyglass Hill GC 18 of the California golf associations and Del Monte Properties will stay on as superintendent of the course and supervising Pebble Beach and Del Monte courses . . . Spyglass Hill course will open this month . . . Larson got his BS degree in Horticulture at Iowa State, took graduate work at Wisconsin and is writing his thesis on minor element nutrition in turfgrass for his masters degree in soils, on a O.J. Noer Turf Foundation grant and spoke on that subject at the GCSA meeting . . . He was superintendent of Maple Bluff CC, Madison, Wis., before coming to Pebble Beach . . . Del Monte Press Bureau publicity on Larson shows how the superintendent is advancing as a

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recognized asset of a golf operation . . .
One of the many subjects informally discussed at Kansas City was value of hiring a construction superintendent who will stay on after the course is completed . . . Anybody who doesn't do that is throwing away thousands of dollars and at least a couple of years, experienced men concluded.

Burt Musser as winner of the USGA Green Section award for "distinguished service to golf through work with turf-grasses" was cheered by superintendents all over the land . . . Musser, retired professor of agronomy at Penn State, edited and wrote by far the greater part of the Green Section's book Turf Management, the standard treatise on golf course operation . . . He developed Penncross bent, Pennlawn fescue and Penngrit crown vetch . . . He long has been a leader in the training of superintendents . . . During World War II the government borrowed him for military turf work . . . He has been a very valuable and helpful writer for GOLFDOM and other publications.

Ed Famula now pro at Warrenbrook CC, Warren township, N. J . . .

Carry Nixon, long a teammate of Sam Snead at Greenbrier and Boca Raton, and later pro at Philmont CC, Philadelphia, moves to Hominy Hill GC, Colt's Neck, N.J., as pro . . . Bud Acton now pro-manager at Alva (Okla.) G&CC . . . Glen Dornie GC at Linville, N.C., scheduled for opening in spring 1967 . . . Ellis Maples is architect . . . Agnes Morton Cocke,
is four times Carolinas' women amateur champion is president of the company building the course.

**John Cafone**, pro at Manasquan River GC, Brielle, N.J., pro on Queen of Bermuda 13-day Caribbean cruise... Massachusetts GA 75 member clubs working against politicians' proposal to put 20 per cent state tax on club dues and initiation fees... Federal 20 per cent tax was repealed January 1... MGA stresses that club membership is not limited to the wealthy and already is subjected to such taxes and other discriminatory expenses that the number of private clubs in the state has dropped 20 per cent since 1931.

**Floyd Farley** of Oklahoma City elected president, American Society of Golf Architects at the society's annual meeting, held at Carefree Inn, near Scottsdale, Ariz. Other officials elected by the association's membership of 30 are Wm. F. Gordon, Doylestown, Pa., vp, and Ferdinand Carbin, Export, Pa., secretary-treasurer. Design and construction from all viewpoints of artistry and economics were discussed... Maintenance problems got a lot of consideration... The puzzling problem of what qualifies an architect also was discussed by members of the group which has had 801 years experience in designing courses.

**Al Biondi** is building 18 as the Springbrook CC at Leeds, Me... Will open in June... Biondi, for past nine years pro at Augusta (Me.) CC and for past six years president Maine PGA, is owner of First Tee indoor golf range.

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