

Set Program for Supts. Annual Convention

Program for the 27th annual Turfgrass conference and equipment exhibition of the Golf Course Superintendents' Assn. of America at Long Beach, Calif., Feb. 5-10 has been set by the association's convention and educational committees collaborating with the host association, the Golf Course Superintendents' Assn. of Southern California.

The convention headquarters will be at Hotel Wilton, Educational sessions and exhibits will be at the Long Beach Auditorium.

The program:

SUNDAY, FEBRUARY 5

Executive Committee Meeting — 9:00 A.M. Wilton Hotel

MONDAY, FEBRUARY 6

Registration—Wilton Hotel

Setting up Exhibits—All day—Auditorium

First round of Golf Tournament—Afternoon

Tour of Golf Courses—Afternoon

Get Acquainted Hour—Evening—Wilton Hotel

Policy Committee Meeting—8:00 P.M.—Wilton Hotel

TUESDAY, FEBRUARY 7

Registration—Auditorium

Opening of Exhibits—9:00 A.M. close 5:00 P.M.—Auditorium

Second round of Golf Tournament—Morning

Opening of Educational Conference—2:00 P.M.

Theme: Keeping The Golfers Happy
Annual Membership Meeting—8:00 P.M.—Wilton Hotel

WEDNESDAY, FEBRUARY 8

Registration—Auditorium

Exhibits—9:00 A.M. close 5:00 P.M.—Auditorium

Educational Conference—

9:30 A.M. Theme—Cool Climate Golf Course Maintenance

1:30 P.M. Theme: Warm Climate Golf Course Maintenance

Speaker's Luncheon—12:05 P.M. Wilton Hotel

Annual Banquet—7:00 P.M. — Wilton Hotel—And awarding golf prizes

THURSDAY, FEBRUARY 9

Registration—Auditorium

Exhibits—9:00 A.M. close 5:00 P.M.

Educational Conference

9:30 A.M. Theme: Business Techniques for the Golf Course Superintendent

President's Luncheon—12:05 P.M.—Wilton Hotel

1:30 P.M. Inspection of trial plots at Meadow Lark Golf Course

Membership Meeting—8:00 P.M.—

Wilton Hotel—Election of Officers

FRIDAY, FEBRUARY 10

Exhibits—9:00 A.M. close 1:00 P.M.

Educational Conference

9:30 A.M. Theme: Progress in Golf Course Management

1:30 P.M. Panel Conference—Home Lawn Clinic

SATURDAY, FEBRUARY 11

Executive Committee Meeting—9:00 A.M.—Wilton Hotel

The host association, the Golf Course Superintendent's Association of Southern California, is planning an extensive entertainment program for the entire week for the ladies attending the Long Beach meeting.

"Planning the Golf Clubhouse" Book Available Next January

Architects, clubhouse planning committees, golf professionals and municipal planners will welcome the new National Golf Foundation book, "Planning the Golf Clubhouse," scheduled for distribution early next January.

The new, 96-page publication sets forth an outline of basic standards to be followed in determining the prime needs and services to be fulfilled by a clubhouse installation according to the size and type of membership or pay-play course patronage to be served.

Until recently, golf clubhouses were built upon examples already in operation,

and included many of the headaches produced by uninformed design and inadequate and inefficient facilities.

Profusely illustrated with more than 150 photographs, plans, diagrams and tables of statistics, the new book is the result of 12 months' research by Harold J. Cliffer, A.I.A., representing the Building Research & Development Corporation, which was retained by the National Golf Foundation to find out just what a golf clubhouse should be and what makes it tick.

Clubhouse managers, golf professionals, building committees and club members of 92 golf clubs, including private, semi-private, municipal, military and industrial

courses, were interviewed regarding their clubhouse facilities.

The resulting information has been compiled and digested into a guide for modern clubhouse planners, enabling them to anticipate the majority of situations that arise in the operation of a clubhouse and to provide for them in the initial plan and construction of the building.

The book is conveniently divided into three parts: Planning the Private Clubhouse; Planning the Public Course Clubhouse; and Getting the Clubhouse Built.

Individuals or groups interested in obtaining copies of the book "Planning the Golf Clubhouse," should contact the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois, after January 1st, 1956.

The Grand Slammer Tells What It Takes to Make a Winner

ONE of the delightful interludes of the season in a section such as Western Massachusetts, intensely devoted to golf, is the annual visit of the emperor, Bob Jones. Jones visits Springfield once a year for conferences and consultations at the A. G. Spalding & Bros., Inc., plant. His visits are timed with the sales conferences.

Whenever Jones does appear, he holds court to talk about his favorite subject—golf, as only he can talk, considering his wonderful backdrop, his great skill and accomplishments as a player.

One of Jones' pet subjects on his latest visit to Springfield, not only on official business but also to see his son Bob, 3rd, and his grandchildren, was Jack Fleck, the new Open champion.

"This Fleck is no flash in the pan", Jones said. "Any man who can come out of nowhere and beat Ben Hogan in a playoff is bound to be great. I have never seen Jack play but on that performance against Hogan I expect him to be one of the topnotchers for the next few years."

He thinks, too, that Fleck's remarkable and unexpected triumph at San Francisco is one of the best things that has happened to golf in a long time. He's also somewhat puzzled as to why the Fleck triumph didn't come sooner but sums up the difference between victory and defeat in one word—desire.

As a matter of record, "desire" is one of the pet words in Bob's golfing vocabulary, probably the basis of all his grand success and the reason that he quit when



Bobby Jones and Spalding VP George Dawson enjoying golf talk at annual sales meeting.

seemingly at the top in one of the toughest of all sports to conquer.

"You know", he added, "a lot of people often ask why I quit tournament golf back in 1930 when I was only 28 years old. I can honestly say I gave it up when I started to lose the keenness for competition. That was my greatest weapon, of course. There were golfers in my time who had more and better shots than I. But I won because I tried harder. My competition on a course was relentless. I never dreamed of playing a shot without thinking it out first. Hogan puts it another way when he says that golf is 20 per cent ability and 80 per cent management. Mental courage is the big thing in a champion and it's completely divorced from physical courage".

Jones was asked to name the tournament that gave him the most satisfaction, the one he wanted most to win. In a flash, he came back: "I'll tell you what I told Sam Snead last year. The one I wanted to win most was the tourney I was playing in at the time".

Jones adds the name of burly Mike Souchak to those of Gene Littler and Bud Holscher among the top youngsters who are beginning to get past the old guard of the game in the big tournaments.

He refuses to become excited over the amazing scores on the week-to-week pro circuit. "There's no pressure there", he argues. "There's always another tourney on the horizon. The pressure is in the big ones, like the Open. You don't wait five or six days to win the Open. Sometimes you never get the chance to win that next one."