

Golf in Family

Barath's wife has become Steve's biggest booster and is a real asset around the course, according to her husband. "She not only has a real flair for promotion," says Steve, "but has developed into a very competent golfer." Barath's daughters, who are 8 and 9, already have won peewee and junior championships in and around Sunnysvale and are playing the new Par 3 in near regulation figures. Strangely enough, Steve isn't a golfer, but it's only because a back injury suffered during a 16-year baseball career with the San Francisco Seals, Louisville Colonels and Memphis Chicks hampers his swing. But Barath has been kept so busy getting his course ready and keeping it going that he probably wouldn't find much time to play anyway.

Early Buildup Brings Steady Business to Par-3 Layout

To get business rolling at his Par-3 course and driving range in Lima, O., this spring, Floyd March, pro-owner, undertook an ambitious program that has led to steady patronage throughout the summer months. Starting with a mailing campaign and following up by making a lot of personal contacts, March circularized manufacturing plants, churches, schools, business firms, lodges and civic organizations with a program for setting up golf leagues within their groups.

The letters sent out by March outlined the plan for organizing leagues and many of them found their way to bulletin boards where thousands of persons read them and became familiar with the Par-3 course. Recreation directors from nine industrial firms cooperated in getting as many intraplant leagues started, several merchant leagues were formed, and as an offshoot of the March publicity campaign, 38 women banded together and formed their own association. League players pay \$1.00 to compete with 25 cents of this amount going into their prize kitty.

Probably as important as the formation of the various leagues was the wide range of publicity March's campaign got. In many cases, people who didn't join, or couldn't get into leagues, decided that playing short course golf would be fun and came out on their own to test their skills on the night-lighted layout. This has resulted in continuous and thriving traffic at the Lima Par-3. In addition, many groups have been organized for instruction sessions. March gets from \$1.00 to \$1.50

Pro Job Described in Wall Street Journal

Art Bell, professional-supt., California GC, Burlingame, Calif., is the subject of a great job of interviewing and job description done by Ronald J. Ostrow, staff reporter of The Wall Street Journal. The piece on the golf pro's job, as it is in Bell's case, appears in the July issue of The Journal and is one of a series on "Economics — mostly a matter of people at work."

For his 10 hours a day, six days a week, in a dual job at one of the top country clubs, and from all phases of his work, Bell "makes something approaching \$20,000 yearly, which he says is about 20 per cent over his earnings 11 years ago when he first came to the greens of his present employer," says the Journal piece.

The article adds that Bell certainly earns what he gets.

per pupil for group lessons.

March started his promotion campaign in March, spent most of April doing the legwork and by May 1 was all set to start reaping the benefits of the work he had done in making local golfers Par-3 conscious.

Pendleton Golf Program Helps Develop Players

Citing some of the advantages of military golf programs, Len Kennett, pro at the Marine Memorial GC, Camp Pendleton, Calif., points out that quite a few talented young players either started to play golf or developed their games while in training at Pendleton. They include Tony Lema, rising young circuit star, and Jim Cassia, both of whom have finished in the money in several West Coast tournaments; Doug McDonald, Seattle city champion; and Chuck Van Lingle, California collegiate champ.

Bob Bissett, Barstow CC pro, and Clyde Mullins, who runs the golf shop at Circle R ranch in California, also are Pendleton graduates. Some of these fellows, says Kennett, were quite accomplished golfers before coming to Pendleton, but the fact that the Memorial course was available to them made it possible for them to go right on improving their games. The Pendleton pro encourages all golfing newcomers by offering them a series of free lessons.