

Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



Bill Diddel, president, American Society of Golf Architects, probably is the best golfer of his age in the world . . . In his 81st year Bill has beaten his age 77 times . . . Often he goes around tough courses in par or two or three strokes more . . . He forecasts that club contracts with professionals and superintendents will require that the department heads play at least nine holes a couple of times a week with different groups of members.

It might amaze most club members to learn how few times during the working seasons pros and their assistants get to play at their clubs . . . Demands for pro service at lesson tees and in the shop cut available playing lesson time to the minimum . . . If the pro isn't seen in the shop, on the lesson tee or starting club events, some members think he is loafing . . . Something else seldom realized is that the pro under the prevailing type of arrangement may not be able to afford to play golf with members . . . His time must be given to income-producing operations because his expenses continue to mount . . . One pro at a fine club of good spending members told me that last year his income for club cleaning and storage was \$11,000 but salary and other expenses were more than \$10,000 . . . That didn't include insurance on clubs in storage, replacements of clubs that caddies or members lost (losses that, of course, were blamed on the pro) bag damage, etc . . . If the pro had charged a reasonable figure for his own salary into his operating costs, he and his officials probably would

have been shocked to see how far he went into the red on his investment.

You can look for more attention being paid by the PGA to educating the golfing public to appreciate the service of the club professional . . . PGA publicity has accented the tournament players, whose annual business in purses, TV money and endorsements is less than \$5,000,000, but has virtually neglected the service pros who do \$100,000,000 in business with golfers each year.

The PGA's top officials, Max Elbin, Leo Fraser and Warren Orlick, each contributes more to the members' enjoyment of golf than the first 50 PGA tournament money winners, but how many golfers outside the members of their clubs know who these three are and what they mean to dues-paying golfers? . . . The smart, foresighted tournament stars know that the club pros are by far the most important cheer leaders . . . It's the club pros who convert the cheers into money for the playing specialists.

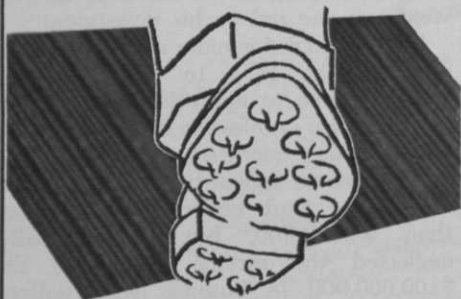
Another thing you can look for with the PGA's expanding publicity policy of selling "The better it is for the average golfer, the better it is for his pro" is a New York PGA office for press and public contacts . . . It may surprise PGA members to learn that there has been a PGA television office in New York City for a couple of years but it didn't mean a thing to the pro in Painted Privy, Neb., who was working hard trying to help his 100 members have fun out of golf and get another 100 playing.

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Robert Trent Jones is architect and board chairman of Pinefield-at-Ipswich, Ipswich, Mass., which is a development around an 18-hole course . . . Dewey Mohler building Tecumseh daily fee course in Topeka, Kan. . . Mohler's son David will manage the course . . . Mountain Home, Ida., building municipal nine . . . Winnetka (Ill.) Park District remodeling clubhouse to make it a model suburban public clubhouse fitted to needs of community players who use a clubhouse only for limited service during the day and therefore don't need a heavy investment . . . Commissioner George Bateman and Park Superintendent George Caskey also studying revision of fee schedules to simplify operations . . . Winnetka's 18 and par-3 course account for 26 per cent of the park district's income.

Hawaii's golf improvement program, sparked by the 1965 International GA Canada Cup tournament, continues to pick up speed . . . Hilo to spend \$50,000 for improvements to the Big Island's Honolulu muny course . . . Tournament there last winter didn't draw much of a gallery but got fair publicity . . . PGA's initial Four-Ball at PGA National courses had same story . . . Golfers near those winter courses seem to prefer playing to watching other golfers . . . The PGA Seniors may be the exception but, barring the galleries of pros and amateurs who watch Snead in the Seniors, the affair draws about the same as a Ladies PGA tournament.

Visalia, Calif., considering building course adjoining airport . . . Much interest and action in golf course building near municipal airports now despite roar of the jets taking off or landing . . . These airport borders certainly aren't worth much as residential areas in the jet age . . . Funny thing about how a guy accustomed to playing on the edges of an airport can stay cool and steady with a 5-foot putt and a jet overhead practically blowing his hat off and his ears out . . . But when a playmate hiccups Our Hero blows his top into orbit.

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Surrey Hills, a 1,000-acre development in suburban Oklahoma City, is building an 18-hole course that, on paper, appears to be one of the wise coordinations of course planning and subdivision—lot layout . . . **Floyd Farley**, Oklahoma City golf architect, has done some excellent jobs of subdivision course design . . . Many real estate project courses are cramped for golf as the promoters want the ground to sell for building sites.

Roy E. (Buck) Byers now pro at Llano (Tex.) G.C., . . . He comes from pro-superintendent job at Winnsboro, La. **Ty Caplin** succeeds **Al Sais** as pro at Mira Vista G. & C.C., El Cerrito, Calif. . . . Sais resigned because of illness . . . Caplin, once a Michigan State golf team captain, recently has been Assistant to **Kyle Burton** at Olympic Club Lakeside course, San Francisco . . . **Wm. Ambrose** buys half interest in Orchard Hills G.C., in suburban Waukegan, Ill. . . . **Jerry Lorber** is owner of the other half . . . Ambrose has been in operating capacities at several Chicago district fee courses, including Old Orchard, Navajo Hills and Hickory Hills.

FHA loans are financing changes of sand green courses into fairly good grass green layouts . . . Competent architecture, adequate equipment and provision for ample maintenance are factors too often forgotten in the government-guaranteed 40 year loans . . . Northwestern National Life Insurance Co. Seeking \$361,443 from about 100 members of Spring Lakes C.C., Wichita, Kan., on mortgage . . . Members named in petition filed by mortgage holder mostly are married couples who joined in an agreement to pay up to \$15,000 per couple on the note in case of default . . . Spring Lakes has been offered for sale to Sedgwick County.

Billy Sixty, veteran golf writer of Milwaukee Journal, named to Wisconsin Golf Hall of Fame and to American Bowling Congress Hall of Fame . . . Advance ticket sale for 66th National Open at Olympic Club in San Francisco. June 16-19, is going well . . . Attendance

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to be limited to 20,000 daily (18,000 on season tickets and 2,000 daily sale) . . . The 20,000 sale limit was introduced at the Open last year at Bellerive (St. Louis) but wasn't needed . . . Only time the 20,000 shutoff has been applied has been at the Masters . . . It's almost sure thing that Masters this year (April 7-10) will turn away customers after 20,000 limit is reached.

Ed Famula, former pro at Scotch Hills, Galloping Hills and Ash Brook clubs in New Jersey, signed as pro by Warrenbrook C.C., near Plainfield, N.J. . . . Warrenbrook will open this spring . . . Sil Paulini Inc. to build additional nine for Leicester Hill G. & C.C., Leicester, Mass. . . . Paulini's company recently built nine at Otis Air Force Base, Falmouth, Mass. . . . Jordan Marsh Co., department store chain, proposes to buy Wollaston G.C. 90 acres in Milton and Quincy, Mass., as site for warehouses . . . If deal goes through, Wollaston Club will build on larger location in Milton.

Lou Marsilio moves from superintendent's job at Squires G.C., Ambler, Pa., to similar post at Willingboro, a Levitt and Sons community project . . . In laying out Quail Crest Athletic and C.C. course in suburban Memphis (to be built this spring) engineers came across graves of Lulu Jones, famed beauty of the '80s, and her two husbands, Freeman Snowden, a sheriff, and his younger brother Alvin . . . Grave of the once glamorous Lulu is between that of her two spouses . . . Course architecture was altered so the headstones didn't have to be moved . . . San Jose (Calif.) Naval Construction Battalion Division and Mobile Construction Battalion Two Reserve Seabees building 18 at Moffett Naval Air Station . . . It is a year-long project . . . The Reserve Seabee outfit consists of 40 men in civilian construction trades . . . They've been highly valuable volunteers in civic projects . . . Seabee methods and machinery developed for use in World War II quickly became important factors in post-war golf course construction boom . . . Sea-

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bee ways of saving money and time in big jobs of earth moving made many sites highly practical.

Charles (Sonny) Staples now pro at Ft. Eustis (Va.) G.C. . . . Robert Trent Jones designs 20 new holes for Goodyear's Litchfield Park Wigwam C.C. which, with remodeled holes of old course, will give Wigwam 36 . . . This Goodyear Rubber property west of Phoenix is being discussed as prospective winter tournament site.

Waco, Tex., muni course, closed in 1956, now is back in operation as an 18-hole course . . . **John Bates** is the operator . . . Bates opened first nine last April and second nine recently . . . Third 18 being built at Sun City, retirement community northwest of Phoenix . . . It will be the Sun City C.C. . . More than 900 irate homeowners who built on land bought from large California developer are now seeking way to force him to make good on promise of build-

ing a golf course.

Adolph Bertucci, Lake Shore C.C., Glencoe, Ill., elected president of Midwest Association Golf Course Superintendents . . . First vp is **Dudley Smith** of Silver Lake; second vp, **Walter Fuchs** of Glenages; Secretary-treasurer, **Roy W. Nelson**, Ravisloe C.C., Box 151, Homewood, Ill.

Douglas Hoffman has leased Ville du Parc C.C., Mequon, Wis. . . . Hoffman also operates Fox Hills C.C., Mishicot, Wis., and Hoffman's Club at Riverdale, Wis. . . . Building Oak Tree C. C. 18 Sharon, Pa., to plan of **Eddie Ault** . . . **Art Race** will be pro-manager . . . **Ray Montalvo** and others building Willow Park daily fee course near Castro Valley, Calif. . . Mountain Home (Ida.) building municipal nine . . . Van Zandt County Club opens 18, clubhouse, pool and tennis courts of \$300,000 plant at Canton, Tex. . . . **John Lively, Sr.**, formerly pro at Corsicana (Tex.) C.C., is Van Zandt professional-manager.

Mystic Islands G.C. nine recently opened at Tuckerton, N.J. . . . **William**

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Roberts is manager and Sam Sherman is pro . . . Who is superintendent? . . . Can't tell you from the developers' publicity and the information was not available at press time . . . A job we have to keep at constantly is reminding officials of real estate-golf course projects that the superintendent who is responsible for the beautiful condition of the course and clubhouse grounds a great deal is an expert who should be well publicized because he accounts for much of the selling charm of the property . . . GOLFDOM has had much success with this campaign . . . The best response we've had is indicated by salary boosts for the superintendents who have added to the sales appeal of the property . . . Many real estate-golf projects are short of cash and superintendents have to work miracles on inadequate budgets.

A superintendent who actually worked himself sick in keeping in attractive condition for very little money the course and other property of a big real estate promotion in the south is the unsung hero of the recent sale of the project . . . Because of the superintendent's genius and hard work the course and subdivision looked so good it recently sold for a large profit . . . The superintendent got no bonus; not even payment of his medical expenses.

Garden Land Co. will build and operate a lighted par-three 4,000-yard 18 on 65 acres of Los Angeles International Airport property . . . It will have a pro shop, snack bar, 50-tee range and 200-car parking lot . . . Lease calls for minimum payment of \$24,000 yearly . . . City will receive 50 per cent of gross over \$248,000 . . . Robert C. Davidson, manager of airport properties, estimates the par-3 and range operation will gross \$400,000 a year and produce \$100,000 for the city . . . New York-Cal., a syndicate headed by Chin Ho, has bought the Peacock Gap C.C. and adjoining undeveloped 600 acres near San Francisco from Draper Companies.

Marion Mendenhall, superintendent,

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Kenwood C.C., Cincinnati, to build 18-hole fee course on land he owns in suburban Newtown . . . Kendallville (Ind.) C.C. being sold by estate of Mrs. E. E. McCray . . . The estate leased the club to McCray Refrigerator Co., which pays for building maintenance, taxes and insurance at cost of about \$4,500 annually . . . Elmer Newton has been running the club, which had 130 members last year . . . Asking price for the layout is \$100,000.

Jimmy Fairbairn and Ronnie Weiner, pros at Los Angeles Rancho Park course, paid for lighting Rancho's practice range, which now will be open until 10 p.m. . . . Building Eagle Bluff C.C. at Kimball, Wis. . . . Constructing first nine of eventual 18 at Attalla, Ala. . . . Expect opening of Fennwood Hills C.C., Zachary, Ala., new course and clubhouse by June . . . Open Cresta Verde course in new development at Corona, Calif.

Arrowhead Park G.C. to build nine at Minster, Ind., to plans of Robert Simon, Kokomo, Ind., architect and builder who was with the late Dick Wilson . . . Dawn Hill G.C. 18 being built near Siloam Springs, Ark. . . . Cortlandt C.C. Larchmont, N.Y., building \$1 million club property . . . Norman, Okla., studying proposed \$1 million bond issue by Norman Municipal Trust Authority for course and pool construction, reports National Golf Foundation representative who says course "should gross at least \$100,000 a year, even before greens are well established" . . . Fielding Haas, counsel for city, quoted as estimating payback on \$1 million bond issue should be about \$65,000 to \$75,000 a year with rest of revenue going for course maintenance.

Valley Development Co. plans \$100 million community including 18-hole course at Chicago southern suburban village of Matteson . . . Redwood City, Calif., leases land adjoining Half Moon Bay airport to Princeton Golf Corp. for nine-hole course and clubhouse . . . Lease runs for 25 years with two five-

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year options . . . San Mateo County will receive \$300 per month or 10 per cent of all green fees, whichever is greater; plus five per cent of membership fees, five per cent of gross amount of sales and rental of equipment and two per cent of sales of food, beverage and vending machine items.

Arrowhead C.C. nine being built near Alturas, Calif., by **John Briggs** . . . Lake-ridge C.C. at Reno, Nev., being designed by Robert Trent Jones . . . Park Forest, Ill. (Chicago suburb) considering building 18 in Central Park to plans of **John Darrah** . . . Stockton (Ill.) Community G.C. being completed with \$15,000 Farmers Home Administration loan . . . **Robert P. McCulloch**, industrialist who was prominent in establishing famed Eldorado C.C. at Palm Springs, Calif., is going to have another great course at Lake Havasu City, Calif., a new community he is building on the lower Colorado river . . . FHA approves \$109,500 loan for nine-hole course and

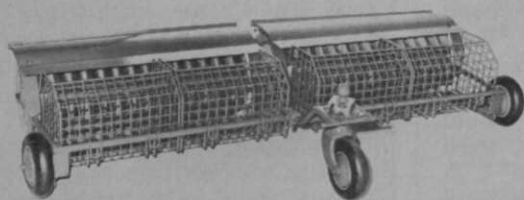
clubhouse at Iola, Wis. . . . Iola Community G.C., with membership of 105 families, put \$10,500 into the project.

Arrow Wood C.C. to build course adjoining Roanoke, Va., airport . . . **Nicholas Nerich** to build Redding C.C. first nine in Redding, Conn. . . . Napa, Calif., expects to have its Kennedy Park course opened in August . . . The course is expected to make enough to pay off a \$725,000 bond issue . . . Fennimore, Wis., Hickory Grove C.C. obtained FHA approval on \$132,470 loan for 9-hole course . . . Members are paying \$19,500 to get course and clubhouse project going.

Looks like record year in clubhouse construction . . . Among those recently scheduled for early building are Key West (Fla.) C.C., (\$300,000); Marshall Canyon, Los Angeles County (\$196,000); Mid-Pacific C.C., Honolulu (\$385,000); Arrowhead C.C., San Bernardino, Calif., (\$575,000) replacing burned clubhouse); Lincoln Park, Milwaukee, Wis. (\$109,909); Hillcrest C.C., Hollywood, Fla., (\$750,000); Pala Mesa C.C., Fallbrook, Calif. (\$400,000);

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Cape Girardeau. (Mo.) C.C., (\$211,000) and Burningtree C.C., Decatur, Ala. (\$350,000.)

Copperas Hollow C.C. building nine at Caldwell, Tex., with FHA loan . . . Pine Knoll 18 at Sanford, N.C., sets opening date for Sept. 1 . . . Pinetop C.C., in Phoenix mountain resort area, expects to have first nine in play in July . . . Milt Coggins, Sr., Phoenix pro and golf architect, is one of the principals in the enterprise . . . Waukesha County, Wis., completes its first public 18, Naga-Waukee course, to open Memorial Day . . . Ellendale C.C. to build 18 at Houma, La. . . Ford City, Pa., to build 18 to plans of James Gilmore Harrison and Ferd Garbin . . . Camden (N.J.) County Park Commission to build 18 to plans of Horace W. Smith in New Brooklyn Park section of Winslow township.

Club Managers Association of America Scholarship Fund in 1965 had more than \$7,000 contributed by 40 CMAA chapters . . . The fund aided 15 students taking club management in universities . . . CMAA expects more than 1,200 club managers and their wives to register for convention at Statler-Hilton Hotel, Detroit, Feb. 8-13 . . . More headaches for club bookkeepers in Federal Tax ruling that tip income of more than \$20 per month must be reported by employe to employer by 19th of the following month . . . This thing is getting to the point where some lockerroom guy may get the chair for being guilty of confusion in the first degree.

Charley Keating beginning his 26th year as pro at Corning (N.Y.) C.C. . . . Keating's 25th anniversary was celebrated with a big party at the club . . . He got cheers and gifts from his members and they hung on a clubhouse wall a picture of him that Bert Purvis says looks like pictures of Washington and Lincoln . . . Anthony Nye named pro at Fillmore C.C., Moravia, N.Y. . . . Club building another nine, ski area, bowling lanes, camp sites, picnic area and residential sites.

Art Hills and Associates, 5858 San Remo, Sylvania, O., renovating first nine

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and building second nine at Orchard Hills C.C., Bryan, O., starting in spring on 27 for Brynwyck C.C., Toledo, O., and are designing Lucas County 18 public, pro for Toledo . . . Ed Gauntt, pro at Twin Hills G.&C.C., Oklahoma City, Okla. (venue of 1935 PGA) says he's got the sharpshootingest bunch of seniors of any club . . . The durable gentlemen are Hackney, Nicholson, Joy-roe and Johnson who always are in the low 80s and recently birdied all four par 3 holes on a round . . . Ed says the veterans' showings encourage younger members into doing business with the pros.

A very, very fine gentleman who helped make golf course maintenance history was lost when Bill Cleary died at his desk in the W.A. Cleary Corporation's Canadian office at Belleville, Ont. . . . Bill was a practical scientist and manufacturer who united the research fellows and superintendents in the development and use of numerous fungicides and herbicides . . . He was a tremendous booster for the golf course superintendents as the men who showed how turf chemical treatments could safely and effectively be applied to lawns . . . Bill and his brother Leo developed a big business and with Dr. Paul Sartoretto have been decidedly helpful in golf.

Adel J. (Bud) Petit, Jr., 38th president of Western G.A., also is president of Knollwood Club, Lake Forest, Ill. . . . A previous WGA prexy, James Royer, also headed Knollhead . . . Mark Cox, Western's recently elected secretary was elected president of Park Ridge (Ill.) . . . Cox is Brunswick Corp. public relations chief.

Mrs. Harold McSpaden, wife of pro star of the '30s, ("Jug" is currently owner of Kansas City course and Palm Beach sales manager in Southwest), now is president of Kansas Women's G.A. . . . Los Angeles Dodgers will get some golf in on their new nine-hole course at Vero Beach, Fla., during spring training . . . J. Bud Geoghegan signed for three years as pro and golf director of DeSoto Lakes G.C. & Lodge, Bradenton, Fla., by David G. Blair. •