

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-

ly, and whose members are close to the red line, think the car profit is the answer to all problems . . . But with nothing in the car operation for the pro and his staff, the standard of car operation, (especially in the south and southwest) this winter has dropped . . . too many cars are dirty, battered, run out of power . . . And there's no blaming the pro . . . It's not his business.

A pro at a prestige winter resort club used to have an \$18,000 payroll of assistants . . . The club took the cars away from him and the cars were good for a little less than \$20,000 a year . . . What would any of the members do if \$20,000 were cut off their revenue? . . . Reduce the cost of service . . . That's what's happening and a club of superior service became very ordinary . . . The slump wasn't the pro's fault . . . He can't pay his help with counterfeit money. **Mrs. Blanche Collender Graffis**, 70, wife of **Joseph M. Graffis, Sr.**, founder and now co-publisher of **GOLFDOM**, died January 18 in Evanston (Ill.) hospital following a brief illness . . . She is survived by her husband, her son, **Joseph M. Graffis, Jr.**, of the mid-west advertising office of **Golfdom**, her daughter, **Mrs. Marion Hooker**; five grandchildren, her sister **Miss Gladys Collender** and her brother **Dewey Collender** . . . Joe's vivacious and charming wife was extensively acquainted with golf families and often was hostess to lively gatherings of golf businessmen and their wives . . . Joe is deeply grateful to those who expressed sympathy.

Florida Citrus \$100,000 Open scheduled for Rio Pinar CC, Orlando, March

Continued on page 14

"HIGH FASHIONS" CONSCIOUS PRO-SHOPS ONLY!

CONTACT

GEIST & GEIST Inc.

550 7th AVENUE, N.Y. 18 N.Y.

Knitted Sportswear
for

COURSE & CLUB-HOUSE

Jackets — Shirts — Sweaters

Knickers — Skirts — Slacks

Golf Socks — Knee Socks

Geistex
REG US PAT OFF

*See APRIL FASHIONS "GOLF MAGAZINE"

For more information circle number 147 on card

HERB GRAFFIS

Continued from page 11

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

Continued on page 16

HERB GRAFFIS

Continued from page 14

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

Continued on page 24

WITTEK

**WORLD'S LARGEST
MANUFACTURER AND
DISTRIBUTOR**



The finest and most complete assortment of equipment and supplies for Golf Driving Ranges (indoor and outdoor), Miniature Golf Courses, Par 3 Golf Courses and items for Resale. Also—Baseball Pitching Machines and all types of golf and baseball netting.

Balls • Markers • Clubs • Retrievers • Tees • Golf Bags • Mats • Obstacles • Pails • Ball Washers • Grips • Ball Pickers • Nets

WRITE
FOR YOUR
1966
CATALOG



WITTEK
GOLF RANGE SUPPLY CO. Inc.
3650 AVONDALE • CHICAGO, ILLINOIS 60618

For more information circle number 251 on card

HERB GRAFFIS

Continued from page 16

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 club-houses 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-

Continued on page 154

NEW! CUSHMAN HEADQUARTERS

for Nebraska, Western Iowa, the Dakotas

- New Cushman Golf Cars!
- Rebuilt Cars!
- Used Cars!
- Turf Truckster
Utility Vehicles



Fleet Lease and Rental Programs of all Kinds

Call, Write or Wire

JOHNNY BOZARTH, Manager
Cushman Distributor Sales Company

976 North 21st St. • Lincoln, Nebr. 68501 • Tel - (402) 435-2131

For more information circle number 169 on card

NEW ENGLAND HEADQUARTERS

BUCKNER Sprinklers
JARI Power Scythes
LINDIG Shredders
MILORGANITE Fertilizer
MODERN Grinders
PAR AIDE Accessories
ROTO-WERL Spreaders
RYAN Turf Tools
TORO Mowing Outfits

THE *Clapper* CO.

1121 WASHINGTON STREET
WEST NEWTON 65, MASS.

For more information circle number 271 on card



Some of the
finest golf
turf includes
**HIGHLAND
COLONIAL
BENTGRASS**

For information write
HIGHLAND BENTGRASS COMMISSION
2121 Front Street N.E.
BENTGRASS Salem, Oregon 97303

For more information circle number 222 on card

Driving Range Operators and Distributors

We specialize in rebuilding golf balls with all new materials, and a new cured tough cover. Satisfaction guaranteed.

WAYNE GOLF BALL CO.
31117 Little Mack Ave.
Roseville, Michigan

For more information circle number 188 on card

IRRIGATION Continued from previous page

course can't afford the Quail Creek type of system, or we don't need that much 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.

My contention is that you can't afford not to have a good irrigation system. As comparison, a good manual system that would cover the same area will cost approximately \$70,000 and the automatic system approximately \$100,000. The \$30,000 difference can be paid for in less than five years in labor costs alone. Our system at Quail Creek originally cost approximately \$100,000. This includes everything I have just described. •

HERB GRAFFIS Continued from page 24

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 English** 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

Continued on next page

Before you buy any sprayer SEE THE BIG PERFORMER



Root-Lowell's new DURAPOW[®]

You get better results from any sprayable material with Durapower*. Tops for all gun or boom applications. 14 wheel or skid mounted models. Tank sizes 50 to 300 gallons. All have super smooth Duracyl*. Pumps available in 5 or 10 GPM models with working pressure to 400 lbs. p.s.i. Write today for full specifications by return airmail.

*Trademark

DURAPOW[®]

ROOT-LOWELL CORPORATION

Div. of Root-Lowell Mfg. Co.

Lowell, Michigan Dept. GD 616/TW 7-9212

For more information circle number 180 on card

PIER 39

415 • 781-2997
SAN FRANCISCO

STUDIO:

3186 OLD TUNNEL ROAD
415 • 939-6300

ROBERT MUIR GRAVES GOLF COURSE ARCHITECT

LANDSCAPE ARCHITECT • SITE PLANNER

LAFAYETTE,

CALIFORNIA

For more information circle number 228 on card

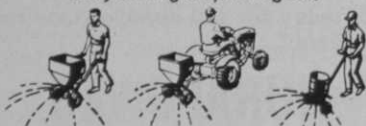
STRIPE-FREE!



Cyclone BROADCAST LAWN SPREADER

Unmatched in speed, accuracy. Uniform, feathered-edge spread eliminates stripes. Easy to use. For seeding, spreading granular and pelleted fertilizers, pesticides, soil conditioners, ice melters, etc. Broadcasts 6 up to 8 ft. swath. Saves time, work and materials. Write for free literature.

There's a Cyclone for Almost Every Seeding & Spreading Job.



THE CYCLONE SEEDER CO., INC.
Dept. 60, Urbana, Indiana 46990

For more information circle number 192 on card

HERB GRAFFIS

Continued from preceding page

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 Penngift 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 *GOLF-DOM* and other publications.

Ed Famula now pro at Warrenbrook CC, Warren township, N. J. . . . **Garry Nixon**, long a teammate of **Sam Snead** at Greenbrier and Boca Raton, and later pro at Philmont CC, Philadelphia, moves to Hominy Hill CC, 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**,

INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster—no mildew

- Provides a neat appearance
- Faster, easier storage
- Easy to install and add more as needed

Patented • SEND FOR FOLDER

THE A. G. STAFFORD CO.

2000 Allen Ave. S. E.
Box 287 • Canton, Ohio
A. C. 216 - 453-8431

For more information circle number 146 on card



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 Garbin**, 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. •

For wearing on the green



At Leading Pro Shops

Golf fashions by Kunik Kasuals, famous for comfortable styling, precision tailoring and fine fabrics. For him: Slacks, Bermudas, Tommy Bolt Sport Coats, Knit Shirts, Velours. For her: the newest in "Koorinated Sets" plus Bermudas, Kulottes, Blouses, Knit Shirts, Velours. *Free catalog for pros only.*

KUNIK KASUALS, Inc.
6818 Ventnor Ave. • Ventnor City, N.J.

For more information circle number 193 on card

Specialists in Golf Course Construction Since 1924!

GOLF COURSE CONSTRUCTION BY CONTRACT

For further information, write or call

MADDOX

CONSTRUCTION COMPANY
GOLF COURSE BUILDERS

Mailing address P.O. Box 66, St. Charles, Ill.

BATAVIA, ILL.

• 879-3843

DANVILLE, ILL.

• 584-0315 & 584-6641

• 442-2411

For more information circle number 175 on card