



View of clubhouse at Parris Island which contains pro shop, locker rooms and the Frascas' living quarters. Trees and flowering shrubs were transplanted to form beautiful setting.

Pro-manager for the Marines

Husband-wife partnership has helped Joe Frasca double at Parris Island's fine new course.

By VERNE FLOYD

A husband-wife partnership has proved the perfect solution for Joe Frasca in serving as pro-manager of the golf course at Parris Island Marine Base, South Carolina. Joe Frasca serves as golf professional and overall supervisor of the course, while his wife Mabel stays home and manages the store.

Home to the Frascas is a beautiful new, one-story building of white stucco and brick which houses living quarters, locker rooms, the pro shop and a snack bar. The only part of the entire course operation which the Frascas do not control under their contract with the base

is the snack bar, which is run by the Post Exchange.

The pro shop bulges with merchandise which is almost exclusively golfing items. "We do sell sports shirts," Mrs. Frasca said, "but for men only. The big percentage of our sales comes from clubs, balls, bags and golf carts." Mrs. Frasca makes all purchases except clubs, which are made by her husband. The shop has package deals and specials going most of the time. For example, \$90 will purchase a package of one bag, three woods, eight irons, head covers, one dozen balls and tees. Terms are one-



Pro-manager Joe Frasca (right) supervises maintenance of course, often called one of the finest service courses in the country. Here he talks to Superintendent Charles Plemmons.

third down, balance in 90 days. Charge accounts are carried for the military.

Professional Joe Frasca is on the practice tee early and averages giving about six ½-hour lessons per day, six days per week, \$3.00 the lesson. He is known to leathernecks around the world who owe him their interest in golf. He is interested in maintenance and is forever men-

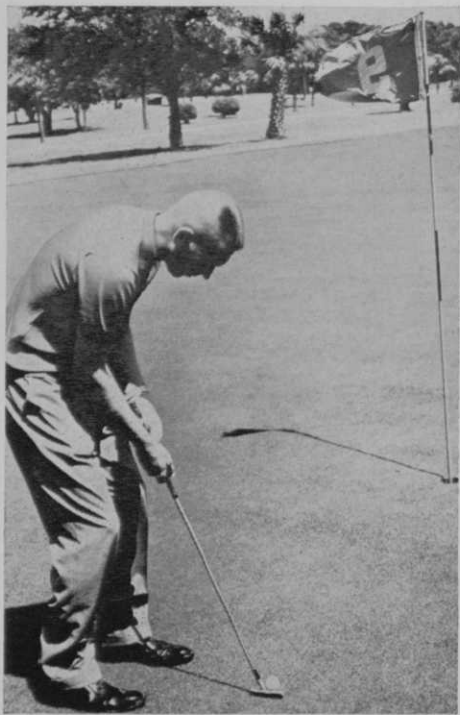
tioning some new gadget he has in mind for cutting down on labor costs.

On my visit there in late June he kept yapping about a topdressing scheme he had for greens. I reminded him of our experience several years ago when he bought from me a crab grass killer which was quickly and heavily applied to green No. 5. On the next day all grass had

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Mrs. Mabel Frasca manages the pro shop, and is shown here waiting on service customer. She orders all merchandise for the shop except golf clubs which are ordered by her husband.





Lieut. William H. Stuckey, Informational Services Officer at the Base, practices puts. He has recently returned from the Viet Nam area, sports "gung-ho" haircut.

PRO-MANAGER

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turned completely brown. Joe looked at the green, quickly departed for Savannah and the writer lost no time retreating to Charlotte. Fortunately, most of the crabgrass was killed and the bermuda came back. To this day, Joe prefers that herbicide to more recent discoveries.

Original planting on the greens was Hall's superior bermuda. This was one of the first courses to use an improved strain. It was before the Tifton hybrids and provided easily the finest bermuda putting surface available anywhere in the Mid-South. Only in the last few years were the greens changed to Tifton 328.

Joe's operation over the years has been highly successful, but I wonder how he has survived the many changes of command during this period. In Joe's vocabulary there are not many "in-betweens" in his rating of civilian associates—salesmen, manufacturers and oth-

ers in the golf trade: The guy in Joe's language is either "top gentleman" or "basically a dead beat." Joe's longevity at Parris Island just could be accountable to the fact that the latter description of individuals is directed to civilians.

Military supervision of the golf course operation comes under the Special Services Officer, who at this time is Maj. R. C. Bell, plus a Golf Committee. Civilian personnel besides the Frascas includes one bookkeeper-salesgirl, two starter-rangers, one club cleaner, one porter and an auditor once each month. Superintendent Charlie Plemmons is supplied with varying amounts of labor depending on the season, but usually averages five helpers.

Work began on the first nine holes shortly after World War II in a swamp on the island base. Today's 18-hole course is probably the finest service course in the country. Having visited the old nine-hole course before completion of the present one, a visit two years later made me appreciate what can be done in building a modern course and clubhouse. Oleanders, palm trees and flowering shrubs join giant oaks with dripping Spanish moss to give an exotic background for play.

There's a lot to enjoy on this course which was designed by the late Fred Findlay. In covering the 6,575 yards from regulation tees and 7,000 yards from championship tees, one may see how the 65 record set by the late Ed "Porky" Oliver and more recently the amateur record of 67 by "Stu" Taylor look good.

Nearby fishing is also good in swampy waters which adjoin the course. However, this brings millions of mosquitoes which make play uncomfortable if not impossible on some occasions. Weather-wise, however, play is year-round. The swamps are also useful as breeding grounds for the ever-present diamond-back rattlesnakes which kept hundreds of marsh rabbits from eating up the well-kept greens.

On a recent trip I saw a rattler on the fourth tee which was large enough to have swallowed a grown raccoon whole.

All military personnel from any area are eligible to play at Parris Island.

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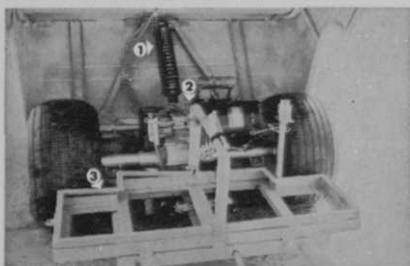


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ACCENT ON MANAGEMENT

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tion in a variety of fields. While five of the workshops scheduled for 1966 have already been completed, another ten will be held in September and October in such widely separated areas as Michigan State University, New York University, San Diego, California, and the University of British Columbia at Vancouver. The enrollment fee for CMAA members is \$85, for non-members, \$125.

Few clubs today hire managers strictly on the basis of education, the time is rapidly approaching when the title Certified Club Manager (CCM) will be a hallmark of professionalism in the field akin to CPA or CLU. It is awarded to members who fulfill specific requirements over a period of approximately ten years and represents a program and goal which has the enthusiastic backing of the National Club Association.

PRO-MANAGER

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Families of marines, including visiting immediate members of families, may play. Clubs are available to personnel not owning clubs. The course opens at 8 o'clock weekdays, at 7 on weekends and holidays. Green fees are 75 cents week days, \$1.00 weekends and holidays. Family membership is \$7.00; individual, \$5.00. Free clinics include one per year each for juniors and lady dependents and two for members.

Many important tournaments are played at Parris Island, among which have been the Interservice Golf Tournament for All Armed Forces, (the military's answer to the National Open), and the All-Marine Tournament which is open to 250,000 Marines. Excepting two generals, according to Frasca, all commanding generals have been avid golfers during his 18 years there.

Lieut. William H. Stuckey, Informational Services Officer at the Marine Corps Recruit Depot, mentioned the increased amount of play by men returning from the Far East, because the most lacking recreation in the Far East is golf, due to the scarcity of courses. Lt. Stuckey's previous assignment was ISO 3rd Marine Division, Viet Nam.