

Swinging around golf

by Herb Graffis



PGA Merchandise Show, according to numerous exhibitors, was the most productive of these annual presentations originated and developed as a side-bar of seniors' week . . . This show is beginning to reduce, in time and money, the expense of selling to widely scattered pro shops where buyers may be tied up with lessons or other work when salesmen call . . . Plans are being made to conduct an annual PGA Merchandise Show in the west . . . Such shows long have been highly profitable and useful operations of sporting goods dealer organizations.

Decision was made by exhibitors and PGA during the merchandise show to restrict admission to the exhibits to pros and buyers bearing credentials from their pros . . . There has been too much buy-it-wholesale snooping and curiosity "shopping" by general golfing public taking time of exhibitors . . . Publicity on "how many" rather than "who" attended the show had built up a nuisance traffic.

Biggest business at the show was done by the soft goods people . . . Pros like to buy fairly close to the date of retail sale of golf apparel because of the fashion factor, but with this late buying there's danger of not getting delivery of the hottest items in time to cash in on the early season trade . . . With pros' wives being along with them in Florida, as experts in apparel buying and the tax laws O.K.ing that business teamwork while blizzards grip northern and central states, the apparel market at the PGA show was bound to be good.

Not too much change in women's golf fashions except that my wife tells me pros' wives said to her that women's shorts last year didn't

sell as they had in the past, but were bought with better judgment . . . A lady doesn't need eyes in the back of her head to know that everyone doesn't look good in pants.

Yet there was a fair volume of shorts sold at the merchandise show for younger and smaller girls . . . A woman golfer's garment that is going to sell very well and do a smart job in costuming the buyer is the culotte dress, so pros' wives forecast.

Now the next thing is how to sell what was bought at the show . . . The Di Fini demonstration at a fashion show at the PGA clubhouse, and the "How to Buy and Sell" PGA seminars put on by Ernie Sabayrac's organization at spring PGA business schools in several localities and other extensions of the PGA business educational program certainly should help to make 1968 a record year of sales to golfers at golf clubs . . . That probably will mean that more pros will have shop concessions taken away by clubs that need money.

It's undoubtedly true that the better a job is for a good pro the better it is for his employer, but you can't get any facts and figures

to prove that from the PGA . . . PGA will get into official sweats about picking up a ball on a green or other matters of a tournament circuit involving about \$5 million annual in prize money, but hasn't got an authoritative golf business research and marketing department concerned with the part of pro business that's getting close to \$200 million a year . . . PGA delay in getting established as a golf business authority is costing pros many millions, and in a keenly competitive situation it is risking pros' command of a market that pros built.

Pros' big business in apparel is requiring considerable financing by manufacturers and careful look at pro credit . . . You get an idea of how big pro retailing of apparel and golf shoes is when you learn that the Sabayrac organization does an annual volume exceeded only by a few of the leading club and ball makers.

At the merchandise show you heard from a lot of pros that the trade-in club situation is getting worse due to the availability of good-looking new clubs at moderate prices . . . A veteran pro who retired last year has \$3,000 tied up in clubs he took as trade-ins . . . Charley Penna, pro at Beverly CC, Chicago, won't take trade-ins and the members continue to buy very well from him . . . Charley tells them "I can't make money with the allowances wanted for used clubs, and the poor, slow market for them, and I need money to take care of my payroll of seven . . . My investment in club stocks is for the members' service and convenience and that shouldn't penalize a pro who's doing everything he can for his members."

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fairway fashions...with DiFini



The wonderful world of DiFini is everywhere golf is spoken. Even a rack room comes alive when Fairway Fashions make the scene. And DiFini lets you in on the latest lessons in swinging Spring-Summer styles, colors, and fabrics.

(Left) He's fitted to a tee in his coordinated **Pinehurst** link-stitch golf cardigan of washable 50% Dacron*/50% Orlon* blend, over a boucle'-styled **Pinecrest** mock-turtleneck shirt of "Wintuk" yarns, 100% Orlon* acrylic, with accent collar stripe. His tapered slacks feature continental pockets and are a cool blend of 65% Dacron*/35% rayon. Cardigan, about \$18; shirt, about \$9; slacks, about \$16.

(Center) She's ready to swing in her coordinated golf set of full-fashioned sleeveless mock-turtleneck shell of silky Antron* with collar stripes and dyed-to-match, man-tailored silk-blend shorts, topped off with luxurious mohair and wool link-stitch golf cardigan. Shell, about \$11; shorts, about \$14; cardigan, about \$15.

(Right) She calls the shots in her single-needle tailored sleeveless blouse of cotton blend, with matching polka dots on her shorts glimpsed through the peek-a-boo action "D-skirt"—a DiFini exclusive! Blouse, about \$7; combination skirt and shorts, about \$19.

*Du Pont's registered trademarks.

Di Fini

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Available at Country Club
and leading Resort Pro Shops
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Graffis

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Something that stood out at the merchandise show was the lengthening season for club, bag and ball sales, due to the large amount of golfers' travel and golf resort play . . . Smartly timed advertising is getting business when golf club and bag advertising conventionally has been light . . . If foreign travel restrictions go through, European golf resorts will be badly bumped as the better new ones have been built on expectation of large revenue from Americans . . . Mexico and the isles southeast of the United States surely will boom with golfer business.

Eisenhower Trophy world amateur tournament in Australia, the World Cup international pro tourney of the International GA in Rome and the Curtis Cup matches in northern Ireland don't call for enough money leaving this country to worry anybody . . . And the events are to be played in countries where you can take a walk on city streets at night, which is more than you'd dare do in Washington.

The stockholders at the Interlaken Golf Club in Fairmont, Minnesota have voted to expand their golf facilities and construction has started on another nine holes with completion set for fall of '68 . . . The new nine should be ready for play in the spring of 1969 . . . Golf professional at Interlaken is Tony Kowski, former technical editor of GOLF Magazine; Lloyd Stovern returns as club manager and Wayne Torgerson has been hired as greens superintendent replacing the retiring August Hillmer . . . Interlaken has also voted to expand their clubhouse facilities, improve parking, build a new maintenance shed and increase the membership from 275 stockholders to a maximum of 350 . . . Sounds like things are hummin' in Fairmont, a real friendly town.

Advertising men who have paid out millions to pro golfers in testimonial and TV advertising money say the PGA tournament committee was smart to run away scared when it was proposed to have male and female pros on Shell's Wonderful World of Golf show, the one golf television presentation

with a consistently high rating . . . Only the Shell show, the Masters and the National Open have much sales appeal to sponsors . . . Other male pro TV affairs are regarded as usually dull and hard to sell . . . There's a problem of what to do with them before the golden rug of TV is pulled out from under pro tourney golf and it becomes something like wrestling . . . The girl pros, with livelier play and color, certainly would not "enhance the stature of the PGA on a professional basis," advertising experts agree.

For the first time since the PGA Seniors were organized there was an annual dinner of the veterans without a top PGA current official attending . . . President Elbin, Secretary Leo Fraser, Treasurer Warren Orlick and executive director Robert Creasey were in New York in a huddle with USGA officials on the rules of golf conflict which popped up when the pro tournament boys wouldn't continue to go along with the USGA . . . Controversies were about the continuous putting rule which (in our observation and opinion doesn't save time) and cleaning the ball more than once on a green . . . The ball-lifting frequency reminds me of what a famous old playing star said to me: "In Scotland we used to hit the ball around the course; here the boys want to carry it around."

The farewell address of Ronald Teacher at the Seniors' banquet had a beautiful theme of auld lang syne that was unique in sports dinners these years . . . Teacher's company and their American distributors, Schieffelin & Company, sponsored the Seniors' championship and the U.S.—British PGA Seniors championship, for 15 years . . . Fred Corcoran proposed the tourney and sold the idea to Ronald Teacher and Tex Bomba of Schieffelin . . . Ronald and Tex told how they'd enjoyed the friendship of the pro seniors (and spending about \$1 million) in making the event extraordinary in sports . . . The PGA Seniors definitely has been a prime mover in tying together the PGA nationwide and in establishing the PGA National Club as a nationally-famed golf-real estate development . . . PGA Seniors' president Paul Erath, the banquet toastmaster,

Bill Kaiser and others spoke with feeling of what Ronald Teacher and his teammates had done for American senior golf pros and through them, for all American golfers.

Johnny Gaucas, new president, PGA Seniors, is secretary-treasurer, Northeastern N.Y. PGA and pro at Van Scaick CC, Cohoes, N.Y. . . . Johnny has been mentioned several years as one to be considered for the New York Golf Writers' Ben Hogan award, given to the golfer who makes a valiant recovery from serious injury . . . Johnny had a leg amputated a few years ago and by high-hearted determination got playing excellently one-legged.

Paul Voykin, superintendent Briarwood CC, Deerfield, Ill., has written "A Perfect Lawn the Easy Way" which Rand McNally is publishing this spring . . . Marion (O.) CC has completed the first and \$275,000 stage of a clubhouse and course updating project with a new pro shop for Ross Carley among the features of the project . . . Course renovation and guest apart-

ments are among other major points of the program . . . Very attractive booklet on "Thirty-Seven Years of Southern Seniors' Golf" includes a list of 54 clubs the Southern Seniors have played in the 19 years Chester I. Williams has been executive secretary and treasurer of the organization . . . A.J. Wittenberg, Ponte Vedra, Fla., now is Southern Seniors board chairman and Travis Johnson, Atlanta, is president . . . The Ancient and Honorable of Dixie are playing eight courses on their 1968 schedule.

Tommy Wallace, formerly assistant of Jimmy D'Angelo at Dunes Golf & Beach Club, Myrtle Beach, N.C., succeeds Jimmy as pro . . . Charley Grant, who went from Barrington Hills (Ill.) CC to pro job at Hole-in-the-Wall Club, Naples, Fla., and left that spot in 1966, now is pro at Illini CC, Springfield, Ill . . . He succeeds Archie Hambrick who died recently.

Johnny Pott got a new job at Broadwater Beach hotel course at Biloxi, Miss., and promptly got his

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SELL

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For more information circle number 193 on card

first tournament win in years by topping the field at Bing Crosby's Big Show.

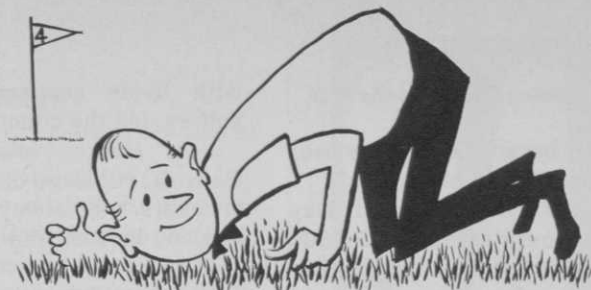
Quarter Century Club and PGA National GC stroke championships at the PGA National course, starting Jan. 8 with Arnold Palmer Company and Lincoln-Mercury putting up the money drew record fields . . . Advertising agency men are laughing at monkey-business being done to push Ladies PGA out of some tournaments and get the sponsors' money for the minor league tournaments of the PGA . . . Ridiculous, isn't it? . . . When you figure how much money has been made by a limey hairdresser promoting Twiggy, an under-nourished nice little London slatty kid with a "what's two-and-two-make" look compared to the high-powered pro golf promotions in the U.S., you begin to wonder how smart our promotion geniuses are.

Clubs in British areas where hoof and mouth disease epidemic hit were closed down to prevent the disease, which killed sheep and cattle, being taken by golfers' feet, clubs and clothing into other localities.

For the few pennies per year per golfer that filter via the USGA into Green Section coordinated turfgrass research at 21 universities come the biggest returns on a tiny investment that you'll see in golf business . . . Dr. Marvin H. Ferguson, director USGA Green Section mid-continent region and the Green Section's national research coordinator, recently reported in the USGA Green Section Record on examples of golf turf research work now being conducted . . . A course superintendent on a first-class job and his chairman (or whoever else is boss man) who hasn't read this Green Section research report had better look up the January Record and make sure he has an idea of what's going on.

National Golf Day, the PGA annual fund-raising drive for golf's educational and welfare activities, long has been a substantial contributor to USGA Green Section research financing . . . On National Golf Day in 1967 participants were more than in 1966, but revenue

Continued on next page



Let our man listen to your turf problems. He just may be able to help.

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Ever wish for your own turf consultant? Someone you can discuss turf problems with — without feeling obligated. Someone who can review your maintenance practices, to make sure you're getting the most from every turf dollar. There is such a person. And he'd like nothing better than to go to work for you — *free of charge*.

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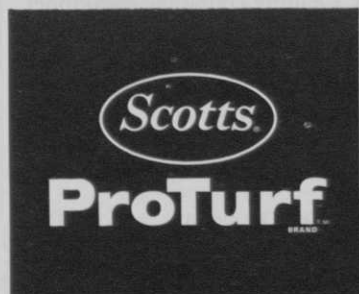
The rest of the year he spends with golf course superintendents and other commercial turfgrass managers—applying his knowledge to help solve a wide variety of turf problems.

Our man is *not* a salesman. In fact, he frequently helps his clients without selling a single Scotts product.

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For more information circle number 150 on card

Graffis *Continued from preceding page*

ran behind because no TV sponsor for the event could be secured . . . Of the 1967 National Golf Day \$96,285 receipts (about \$4,000 ahead of 1966) the Michigan Section was number one with \$8,189 . . . In 1966, Illinois led with \$8,274 . . . This year Illinois was second with \$7,338 . . . This year Allie Russo, pro at Palm Beach Lakes Golf Center, a very popular place

with lively gentlemen and lady golfers, led the country with \$1,309 . . . Al Huske, veteran at Glen Oaks CC (Chicago district), and his members, who always are quick to kick in, in 1967 ran second, with \$661.45.

PGA President Max Elbin jabbed PGA members by reminding them that too few of the PGA Class A members had their club members participating in National Golf Day . . . PGA benevolent, relief and

education funds get about a third of National Golf Day revenue . . . Caddie scholarships get about a quarter and turf research directed by USGA Green Section, GCSA turf school scholarships and golf programs at veteran hospitals get the rest . . . The two champions (National Open, Nicklaus) and (PGA, January) give their services in playing the Round of Champions which sets up the target score for those who pay their Golf Day dollars.

John Panton, veteran Scot Ryder Cupper, guest of honor at big party at Glenbervie Club, where he is pro, celebrating, among other things, John's victory over Sam Snead away back last summer, for Teacher International Pro Seniors tourney; one of the few British victories in 1967 international pro golf . . . Bob Rosburg succeeds Bob Franey as pro at Westwood CC, St. Louis . . . Rosburg, 1959 PGA champion, and occasionally a tourney threat, is an excellent instructor . . . Jack Wenzler, after 43 years as pro at Ridgeway CC, Memphis, Tenn., retires to be able to play more golf.

Leon Faucett and Max Ewing at their Duck Creek GC, Garland, Tex., again hosts to Southwestern Golf Salesmen's tournament . . . Clayton Stubbs, Uniroyal, topped the field with 76 . . . Other winners were John Maloney of Spalding and Bob Oliver of Ernie Sabayrac . . . Cypress Lake CC, Fort Myers, Fla., has among its members five retired professionals who have been associated with course management at superbly conditioned courses.

Jimmy D'Angelo, happily now in grand health again, is going back to a pro job again . . . During his illness last winter Jimmy resigned as pro at the Dunes Golf and Beach Club, Myrtle Beach, S.C., where he'd been since the club started . . . Jimmy and founding members of the Dunes originated the Golf Writers' Association annual tournament the week-end before the Masters . . . Jimmy conducted the affair so successfully that the event was highly profitable and effective in developing Myrtle Beach as a major coastal golf resort between Boston and Miami . . . DeLeon, Comanche and Dublin, Tex., plan-



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For more information circle number 215 on card

ning 9-hole club with FHA loan.

Franklin D. Hammond, 77, another who made history by growing fine turf on New England golf courses, died recently . . . He was superintendent, Tyngsboro, Mass. GC from its beginning until about 15 years ago when he switched to Unicorn CC, Stoneham, Mass., where he was active until his retirement . . . Two more Massachusetts veterans have been hospitalized . . . Arthur Cody, superintendent at Wollaston GC, Quincy, Massachusetts for 20 years until his retirement five years ago, laid low by a heart attack . . . Michael McDonough, who retired several years ago after 25 years as superintendent, Oyster Harbors Club, Osterville, Massachusetts suffered a stroke and now is in a nursing home . . . He was succeeded at Oyster Harbors by his son-in-law Dave Gardner . . . Managing a golf course is an all-weather, all-hours, tough, worrying job and when we are told about so many older superintendents breaking down and running into long heavy hospital expenses we wonder if their clubs had insurance to ease the last round of Old Faithful . . . Private club officials who can pass the responsibility to the next administration seldom are in the same class as industrial employers in insurance and retirement money for the help.

Another thing that has us wondering about golf club protection and insurance of its workers is being reminded that Jim Savabek, Bradenton Fla. CC and his neighbor, Gordon Hinn, have been injured on their jobs . . . Bud Quandt, Airco GC, St. Petersburg, is new president, Florida West Coast GCSA, Jack Graves is vice president; Jim Savabek is secretary-treasurer and Carl R. (Bud) Pearson, superintendent, Lakewood GC, St. Petersburg, is editor of the Florida West Coast News Letter . . . "Sy" Graham, Franklin Manor, 1445 N. Tamiami Trail, Sarasota, Fla., formerly with Milwaukee Sewerage Commission, is assistant editor of the region's newsletter and gives a major league boost . . . Graham has been ailing but is recovering . . . Some of those Florida West Coast superintendents are doing magic jobs on budgets that are

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Putting green

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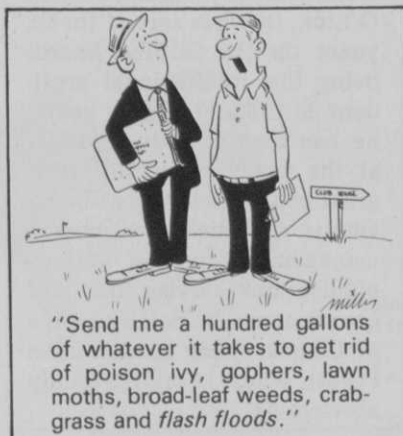
His men are instructed to fix ball marks before starting to mow the green, but it is rarely done properly, due to the time problem.

One problem is that women golfers find it difficult, physically, to repair ball marks. Why not educate caddies to do this, Fulwider suggested? While there are tools available to do this job, a common table fork works very well.

On the subject of cup changing techniques, Roberts observed that the big problem on small greens of around 5,000 sq. ft. is that you often end up with only 500 to 800 sq. ft. of suitable cupping space. In this case, you must use slopes sometimes. However, he added that, even then, he always allows a couple of feet around the hole that is level.

Roberts said that on his course, his men were instructed to move the cup in a clockwise pattern away from the last cup. This way, whoever did it always knew which way to go. It was his practice to make two cuts, using a standard cup cutter, break the plug in half and put it in the old cup. It heals quicker, and putts better than putting it back in one piece. Roberts said he played a little golf himself, and when changing cups, likes to consider the hazards around the green and whether his members or players of professional quality were playing that day.

After William Bengeyfield thanked the superintendents for a most informative session. Mr. Henry H. Russell brought the meeting to a close. □



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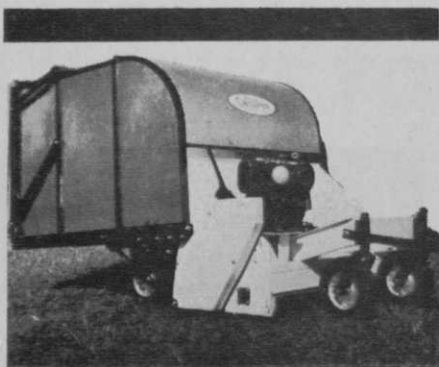
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Graffis Continued from page 105

tighter than warped doors.

How many other golfing ladies are there who have done as well at their home clubs as Mrs. Robert M. Monsted, new head of USGA women's committee has done at hers? . . . She's been champion of the New Orleans CC 10 times . . . She also is reigning Louisiana State women's champion . . . David K. Olin, 3000 S. Michigan ave., Chicago, who's been lively as a golfer, a club official and a Chick Evans fan for some years, has a big collection of historical items associated with Chick and is gathering more, especially medals and trophies, for an Evans exhibit in Western Golf Association headquarters at Golf, Ill. . . . Many of Chick's trophies were at his home club, Edgewater GC at Chicago, and have vanished from there . . . The medals he won generally were given to a pretty lass at the club where Chick was winner . . . Now they are scattered far among other souvenirs of grandmothers' romantic evenings . . . The putter Chick used in winning the 1916 National Amateur at Merion was given back to him at Milwaukee at a selection affair for 1968 Wisconsin caddie scholars . . . Veteran golf writer, Billy Sixty got Governor Knowles of Wisconsin to make the presentation.

There is considerable favorable comment about the PGA growing up as a business organization . . . It is beginning to pattern after the USGA which probably is the sports organization with top business operating standards . . . That's natural, considering that the USGA has officials who are among the nation's foremost businessmen . . . PGA President Max Elbin's "State of the Nation" address given at the PGA annual meeting and later printed in the association's organ, told all PGA members, sports writers and the golfing public what the score was in PGA operations for the year . . . For the first time, also, in PGA history, treasurer Warren Orlick presented the association's financial statement openly so all members got an idea of how the association stood . . . Tournament players who have business

Continued on next page

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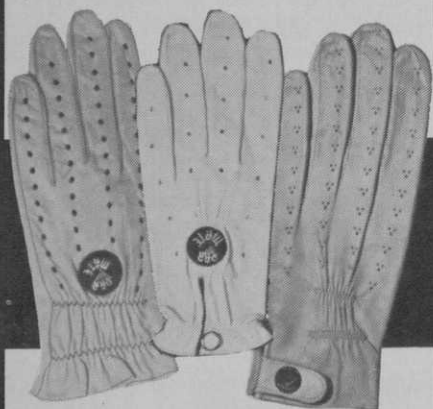
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Graffis Continued from preceding page

education already are very happy that the PGA stood strong on its position when some players threatened to split the organization, thoroughly louse up arrangements with clubs that provide the tournament sites and workers and set back television deals.

PGA secretary Leo Fraser had the idea that settled one long-standing complaint of the home pros who take care of club members and pay-play golfers and build the golf interest on which the tourney boys cash in big . . . Fraser proposed the \$50,000 annual championship for club pros . . . It will be played at the PGA National course in November or December after sectional qualifying . . . With prize money goes a gold Walter Hagen trophy contributed by the Hagen division of Wilson.

Walter Hagen still battling valiantly but his physical condition is rough . . . He's lost use of his right arm and is learning to write with his left hand so he can communicate . . . Charles Bartlett Memorial Award committee formed to award journalism scholarship yearly to an Evans Caddie Scholarship student in memory of Charles Bartlett, many years golf editor of Chicago Tribune and founding member and secretary of Golf Writers Association of America . . . Officials representing men's and women's golf organizations in Chicago area, PGA and Golf Course Superintendents Association, with Marshall Dann, executive director, WGA; Mrs. Albert Gordon, Women's Western GA; Mrs. T.J. Meindl, Swing Club; Miss Carol McCue, Chicago District Golf Association; George Strickler, sports editor, Chicago Tribune; Harry Pezzullo; Joe Graffis, Sr., Golfdom and Golf, and others participated . . . Tom Walsh, pro-manager, Westgate Valley CC, a Bartlett buddy since the late Charley was a cub on the golf beat, is active in the Bartlett award planning . . . John Huzar now is Chicago Tribune golf writer succeeding Bartlett.

Many times over many years we've heard of club memberships getting into feverish arguments be-

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? Club
operation

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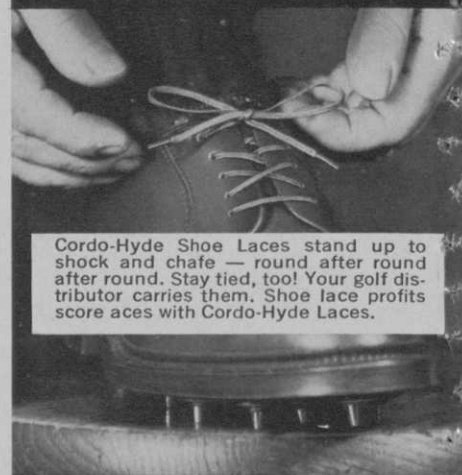
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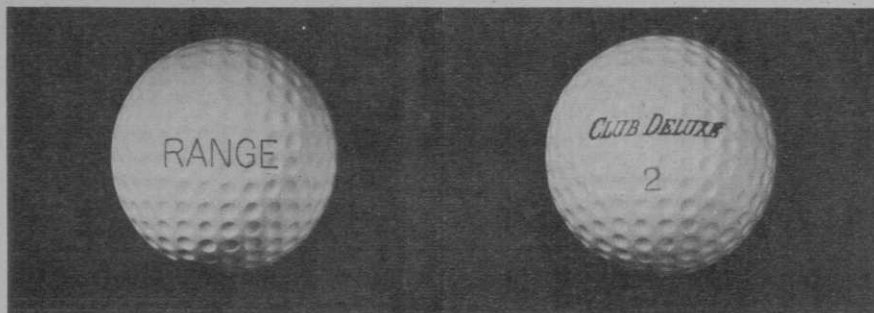


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Graffis

Continued from page 110

cause a pro was fired, usually as a victim of club politics, but lately club family tiffs are being caused by good superintendents quitting because other clubs offer them more money.

Another recent development in golf business I heard discussed several times at the PGA National Club by pros who are connected with fine private clubs is the growing use of the "golf director" title and with it, over-all direction and responsibility for all golf activities at a club or resort . . . A veteran pro at the top club in a city of 130,000 said, "I'm kept so busy on so many golf jobs for my members I don't get many chances to teach or play with them any more or pay much attention to my own game . . . Golf department operations have to be reorganized and modernized . . . Now neither the member nor the pro can get as much as he used to get from the pro job."

Art Snyder, superintendent Paradise Valley CC, Scottsdale, Arizona, took time off to build a golf course at Point Barrow, Alaska . . . Art, father of sons who star in golf course architecture and management, is one of the proficient and versatile pioneers who established and maintained the pattern for today's high standard of course maintenance.

Carlton E. Treat (81) who died at Livingston, N.J., recently after a long illness, retired five years ago after 26 years as superintendent Montclair (N.J.) GC . . . Previously he'd been manager and superintendent at the Woodland GC, Auburn-dale, Mass . . . The gifted, diligent and generous Treat was a man of considerable power in putting golf course maintenance on a scientific basis . . . He was a Harvard graduate who took up golf course management in about the same philosophic spirit that another Harvard graduate of about 1850, Henry David Thoreau, author of "Walden" and of "A Week on the Concord and Merrimack Rivers" . . . Treat assisted the late Professor Lawrence S. Dickinson (winner of the 1962 Green Section award) in getting the golf course management

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school at the U. of Massachusetts started and conducted so it became the root of turf management schools... Through his influence in making golf courses more attractive, hence other turfed areas beautiful, Treat in a practical way did a lot more than the famous Thoreau in helping his fellow Americans escape from the deadening clutches of the dreary concrete jungle... The dedicated, brilliant and foresighted Treat was the leader of the higher education and public service in turf management but lived and died unsung... The GCSA should recognize the value of the man who first felt and devoted himself to what he believed was the high public service of a man entrusted with a golf course.

Don Fischesser, long active in PGA educational program, goes from pro job at Evansville (Ind.) CC to Edgewood CC, River Vale, N.J. ... Collection of old clubs and balls gathered by the late Bob Zeddies and bequeathed by him to Western GA, formally dedicated by Western at headquarters, Golf, Ill., Jan 27... Shell's Wonderful World of Golf in its seventh season is more interesting than ever before and by a long way the top golf show on television... Amazing how Sarazen and Demaret keep looking and acting and talking so young on this show... Harold B. Harrison, for 21 years pro at Center Hills CC, State College, Pa., has retired and with his wife Helen is moving to Arizona... Harrison has been a lively promoter of golf and developer of a lot of youngsters who've grown up to be low handicap, active members of clubs.

Advice from superintendents of larger clubs, from state agricultural station and field men and moderate cost of good plastic pipe installations have most of the remaining sand green courses converting satisfactorily into grass greens... Equipment and supply dealers estimate about 40 courses made the switch last year... Horicon, Wis., got \$9,441.28 from Washington through Congressman Bob Kastenmeier for new golf course and qualified for addition \$3,700 of federal money in the Agricultural Stabilization Conservation Service Green Span program.

Continued on page 120

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Graffis *Continued from page 115*

Sahara Tahoe Hotel course with ninth tee in Nevada and green in California to open this summer . . . Sahara \$111,111 Invitation tourney probably will be played alternate years at Las Vegas and Lake Tahoe . . . Bernard M. Alleman now pro-manager, Westfield CC, LeRoy, O . . . Club is adding its second nine . . . Alleman, with degrees in health and physical education from Akron and Kent State Universities, also attended PGA business schools . . . He was one of the state's top amateurs.

London (Ky.) adding second nine to plans of John Darrah, will be the first 18-hole course between Lexington, Ky. and Knoxville, Tenn. . . . Reduced rates for senior citizens are becoming general at municipal courses in moderate-sized and smaller cities and at several places, substantially increasing the play . . . Pros at some of these courses comment that the old boys play faster than most of the younger men and women . . . Reduced rates for high school students are pleasantly crowding numerous munny courses in the summer . . . Course officials say the kids have admirable golf manners and playing savvy, and in general are the communities' superior youngsters.

Walnut Valley GC near Pomona, Calif., bought by National Golf Courses, Inc., headed by Bill Saunderson, a Honolulu attorney, has name changed to Pomona National GC . . . Club had 390 members who'll get little, if anything for what they paid . . . Regular memberships cost from \$850 to \$1,250 and there were 210 of them . . . There were 60 holders of "permanent" memberships who paid from \$2,500 to \$5,000 and some "lifetime" members who paid up to \$2,400 for dues-free, non-transferable memberships . . . Roger Roeller, jr, is clubhouse manager at Pomona National and director of clubhouse operations for National Golf Courses, Inc. Southern California courses.

Jim Boyle back at Rancho Santa Fe, Calif. after being away for three years on pro jobs at Borrego Springs Country Club and Crystal Springs Country Club. □

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