



## NEWS OF THE INDUSTRY

### Computer handicapping

A system for obtaining golfers' handicaps has been developed by Jerry Norsman and Bill Young of **Sports Computer Systems, Inc.** The computer, named Max, can figure out at once more than 300 individual handicaps. The company plans to concentrate on the "individual, week-end golfer who wants to improve his game

and his competitive spirit on the course."

According to Norsman, within the next year every golfer who intends to enter any tournament will have to submit to an official United States Golf Assn. handicap. Young says, "Our system corresponds completely with USGA standards and procedures and that makes it official."

Special IBM cards with space for up to eight average scores, course ratings, name, address and signature are given to an individual using the service. He fills in the information, mails it to SCS and within 48 hours Max produces the handicap. An official USGA-approved card showing the current handicap is sent by return mail. At present, it costs \$6.95 for one year's service.

The company's address is Sports Computer Systems, Inc., P.O. Box 5407, Madison, Wis. 53705.

### Pine Tree to host senior golf tournament

**Pine Tree GC's** first Annual Senior Golf Tournament will be held December 3d to 5th, 1969. Players who have reached their 55th year by December 1st are eligible for an invitation. For further details, write: Tournament Chairman, Jackson B. Hancock, Pine Tree GC, R.R. 1, Pine Tree Box 200, Delray Beach, Fla. 33444.

### Metcalf elected president of AGCMA

**David A. Metcalf**, president of Viking Corp., a golf car manufacturer, was elected president of the American Golf Car Manufacturers' Assn. It was announced at the association's annual meeting.

Released at the meeting were the association's annual production figures for the fiscal year ending June 30, 1969. A total of 42,260 golf cars were manufactured in 1969, which is an increase of 15 per cent over 36,760 cars produced in 1968 and represents a dollar value increase of 18 per cent.

### Bryson James, Hercules awarded by SNA

At the Keynote Luncheon of the Annual Convention and Trade Show of the Southern Nurserymen's Assn., held recently in Atlanta, Ga., Dr. **Bryson L. James** of Hercules, Inc., was presented an Award of Merit for "outstanding research efforts in the

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*John Consiglio, head pro, Glenmere CC, Chester, N.Y., and executive pro at Phil Galvano Golf Academy in New York City, is one of 80 pros representing as many country clubs in the Metropolitan area who have volunteered to help raise extra money for the Caddie Scholarship Fund. This worthwhile project is being sponsored by the Fleischmann Distilling Corp. The giant Black & White bottle-banks are displayed in the pro shops. Proceeds go to the Metropolitan PGA.*

# New!



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interest of ornamental horticulture and the nursery industry."

The board of directors of SNA also presented Hercules with an Award of Merit for Dr. James' contributions. Both presentations were made by Arthur J. Lancaster Jr., SNA president. George E. Osburn, sales manager, turf and horticultural products, accepted the award for Hercules.

### Golf course construction company formed

Several experts in the field of golf have joined together to form the **National Golf Course Construction Company**, a move which was prompted by the expanding popularity of golf and the recent trend toward the building of golf communities.

The company, headed by **John R. Doran** as president, **Frank Batto** as vice president and **Santo Madrazo** as secretary-treasurer, will specialize in complete golf course design construction including land development, irrigation, grassing, sewerage and water, roads and seawalls. Says Batto, "...we can take a parcel of raw land, design and transform it in every phase of development into a complete lush green manicured golf course..."

On the drawing boards for the new company are plans for courses in Leisuretown, on the Broward-Dade borderline, Meadowbrook Homes in West Palm Beach, Leisureville in Boynton Beach and one in Homestead, Fla., which is not yet finalized.

Offices are located at 5500 North Powerline Rd., Pompano Beach, Fla.

### About the golfer . . .

**GOLF Magazine's** latest reader study reveals that the typical golfer is a man (96.8 per cent), who plays an average 47.5 rounds a year taking 88.9 strokes per round, is a golf or country club member (56.5 per cent) and has purchased 33.3 new golf balls in

the last month. More than 38 per cent of **GOLF Magazine's** readers earn over \$20,000 a year and 57 per cent are supervisory executives or professionals. Over 42 per cent of the readers took at least one lesson from a golf pro during the last year.

### Golf Course notes . . .

Hired as club manager of The Yacht & CC of Stuart was **R.G. (Bob) Peters**, who since 1967 has been club manager of the Seminole Lake CC, St. Petersburg, Fla. . . **George Jackson**, assistant golf pro, River Plantation Golf and CC, Houston, Tex., is taking **Jackson Bradley's** video golf unit on a two month tour of golf courses in western Texas, New Mexico and Oklahoma . . .

**Kenneth Morrison** and **John Philp** join Great Harbour Cay, Berry Islands, Bahamas, as resident professionals. Morrison formerly worked under Max Elbin at Burning Tree, Bethesda, Md., and Philp was an assistant at St. Andrews, Fife, Scotland . . . After 22 years at Houston CC, pro **Dick Forrester** has moved to Bear Creek, a 36-hole municipal facility . . . **Gus Moreland** has resigned at Houston Westwood and applied at Houston CC . . . Former touring pro **Doug Higgins**, after two years in the investment business, has returned to Diamond Oaks, Fort Worth, Tex., as pro-manager. He follows Bob Pritchett, who resigned . . .

**Sam Speer**, a fixture at McAllen (Tex.) CC for years, has replaced **Tommy Thompson** at Mission CC. Thompson is now part owner of a course at Mercedes . . . Former PGA tournament supervisor Joe Black, now pro at Dallas' Brookhaven CC, has added **Linda Bains** to his shop staff . . . **Jake Clark** drew a promotion from assistant at Houston Lakeside to the head job at Forest Cove in Humble, a Houston suburb . . .

**William Devereaux** has been named resident manager of El Conquistador Hotel and Club, Las Croabas, Puerto Rico . . . **Joe E. Bowen** named manager Bermuda Dunes CC, Bermuda Dunes, Calif.