

Consuelo Trevino Alaniz . . . Edmundo and his beautiful bride, after their wedding reception at Country Club of Monterey, came from the clubhouse under an arch of clubs held by Mexican golging notables, to set forth on their honeymoon.

Second international matches between U. S. and Mexican men and women amateurs at Casa Blanca CC, Laredo, Tex., drew field of 137 . . . Event is a Good Neighbor promotion of Casa Blanca pro "Lefty" Stackhouse to boost Laredo as Mexico-U.S. tourist center . . . Laredo Jaycees and golf assn. active in the promotion.

Jimmy Adams of British Ryder Cup team signed as pro by Royal Sydney GC . . . This Australian club has 27-hole course, 20 tennis courts, 3000 members . . . Victor East was named pro there when he was 14 years old . . . The pro on the job drowned and Vic, his asst., was promoted . . . Frank Walsh's retirement as pro at Red Run GC (Detroit dist.) after 9 years is giving him a chance to patch up ulcers that had him in critical condition last spring . . . Max Faulkner, 1951 British Open champion, signed as pro at Blackmoor (Eng.) GC . . . Faulkner, Demaret and Snead are the three pro stars who could get by as professional entertainers . . . They could work up a TV program series that would have a wider range of entertainment than strictly golf routine.

(Continued on Page 71)

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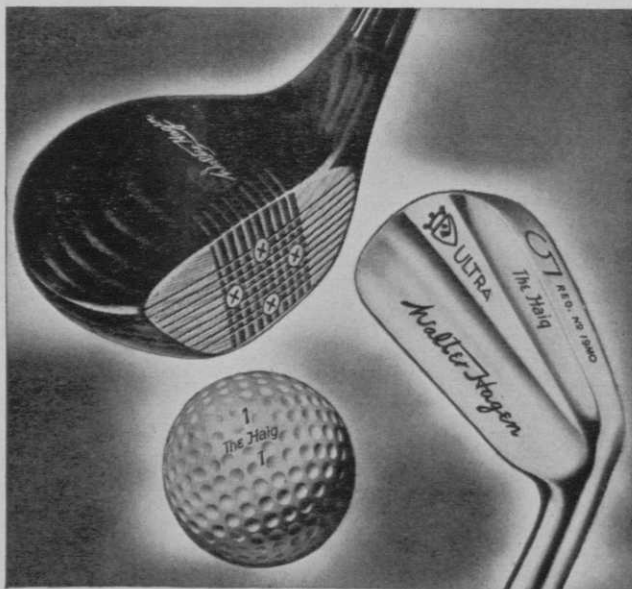


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JANUARY • 1952

Golf Business Sound but Must Heed Danger Signs

By **JOE GRAFFIS**

Very little complaining has marked the public course general increase in fees. That's undoubtedly the highest tribute that could be paid to park commissioners and supts., course supts. and pros collaborating in public golf operation. Caught between political pressure and the public's strong demand for public course facilities closely approximating private course standards the public course men have handled a delicate job exceptionally well.

What makes the public course operating problem unusually tough is that in many cases the public courses are the only municipal recreation operations that are virtually self-supporting from playing fee income and often produce profits that finance construction of additional public courses as required and offset the deficits of other park recreation facility operation.

Course supts. at parks have the extremely difficult task of maintaining good playing facilities despite heavy play by men and women golfers who need a great deal more education in their responsibilities in how they're expected to treat the course. The National Golf Foundation has scheduled for release early this year printed matter on player's responsibility for course condition for general distribution to public course players.

Juniors Do Public Relations Job

An important factor in minimizing complaints against public course fee increases has been many pros' activity in junior golf at the courses in high-school tie-ups. The kids have been made public relations missionaries for the park board and public golf by pro work in making the youngsters golf enthusiasts.

Reduced fees at restricted hours when play of junior golfers can be accommodated, and group lessons, have been strong elements of the public relations job done by park golf executive and operating officials. The pros' class lessons for beginner adults also have figured prominently

in selling the public on public golf management.

The semi-public courses have had no alternative to a rate increase. They've had to raise rates or go broke. In most cases rates have been raised enough to permit some attractive course alterations or improvement in playing conditions which have more than nullified the possible drop of patronage because of higher fees.

Adjust to Loss of Slots

In numerous semi-public and private club cases the loss of slot machine revenue has been serious. Perhaps on a basis of ethics the best thing that could be said about a slot machine was that it didn't take a .45 off its hip and walk out and stick up a victim. But, on the practical basis of humans being human the slot machines did get revenue painlessly from many who otherwise wouldn't spend. What knocked the slot machines out was the politicians' inability to control the mobsters who commanded the racket phase of the machines. In view of the RFC, Internal Revenue dept., and Dept. of Justice corruption it's somewhat surprising the government would bear down on any racketeers.

However, the fact remains that loss of slot machine revenue has necessitated considerable readjustment of financial and operating practices at a number of clubs. More attractive programs of clubhouse, golf and other entertainment are necessary.

Dues Increases Studied

Increased dues are inevitable at many clubs, although as John P. Garrow, chmn., Club Management Committee of the Chicago District Golf Assn., pointed out in the committee's annual report a study of what the traffic will bear makes it obvious that increased dues and annual assessments are not the complete answer to the problem of private club deficits.

Garrow's committee, in its analysis of Chicago district clubs which cooperated in a survey of private club condition, found basis for estimating "that generally less than one-third of a club's membership adequately supports dining room and bar."

The Club Managers' Assn. of America at its 1951 national convention's country club round-table stressed livelier, more comprehensive entertainment programs to get more members and guests patronizing club affairs. The managers' program for their 1952 convention again will emphasize this detail of management and again will contend with the problem of getting club officials and committee heads to cooperate for more house revenue.

One difficulty the managers had in 1951 was reluctance of club boards to approve price increases on food, especially, to cover increased food, preparation and service costs. Managers have been getting gray-headed in a losing battle to maintain private club service standards.

Course Labor Costlier

Course supts. too are having acute troubles with labor shortage. They're facing another year of demands for high maintenance standards from players, and higher wages and less work from course workers. In one metropolitan district course workmen went on strike at a leading club because their pay was less than that of many of the caddies. Superintendents in another metropolitan district say they can't get competent labor when dishwashers in the clubhouse get paid more than course labor.

Those are typical operating problems club officials have to face with their department heads this year.

Taxation problems undoubtedly will be a headache of increasing intensity.

Golf's Appeal Stronger

On the bright side is a steadily increasing popularity of golf and increasing recognition of the physical and mental benefits of golf play, together with more appeal of the clubs for women's and juniors' play. The majority of metropolitan district clubs seem to have protected themselves against reaching a dangerously high average age of members by making inducements to get members among desirable younger businessmen.

Pro Percentage Slumps

The professionals have discovered that mounting operating costs have cut their net profit to a percentage that's too low for a seasonal business. Larger sales volume is the pros' main reliance in making the business attractive enough to draw and hold the sort of pro businessmen clubs need.

Development of Christmas business and apparel business has added volume that in

a lot of cases has kept the gross profit from flopping despite the sharp decrease in net profit per dollar of sales revenue. In some cases of smaller clubs where alert and energetic pro service is the hope for improving the over-all financial and operating picture, the limitations of pro income have the pros just about breaking even and looking for other jobs.

It is certain that club cleaning, storage and minor repair monthly charges will be increased at many clubs this year. Pros to get satisfactory assistants and even club-cleaning boys often have to pay wages about equal to what the pro himself is paid by the club. Examination of all charges involved in club-cleaning, storage and minor repairs and conditioning, plus the added complications of bag cart service, have revealed that the monthly club service charges may cost the pro money the member is supposed to pay.

However painful the discovery may be to the professional, the true net figures on club service only are a minor item among other operations that should be fully examined and corrected by golf club officials and department heads before another season gets under full swing.

The golf situation, by and large, is in sound financial shape and certainly is in excellent condition as far as number of players is concerned. But financial and operating danger signals that appeared last year call for clear recognition and immediate action.

WEISS HAILED BY LEHIGH



Paul Weiss (left) honored by Pres. Harold Mumma (right), members of Lehigh CC, Allentown, Pa., and section's supts., for 25 years of Paul's cheerful, able service to the club. Clifford Kolock and Raymond Behney, also 25 year vets at Lehigh were feted. Weiss came to the club with Toomey and Flynn when Lehigh was being built. He stayed on and developed Lehigh into one of the country's best conditioned courses. He's got detailed course operating expenses since 1926 in his files.

Turf Experts Lined Up for GCSA Columbus Convention

The 23d national Turf Conference and Equipment Show of the Golf Course Supts. Assn. of America will move at high speed from Monday, Feb. 4 thru Feb. 7 at the Neil House, Columbus, O. Executive committee sessions will be held Feb. 3 and 8. If weather permits, inspections of some Columbus District courses will be made Feb. 4. A get-together party on Monday evening will be sponsored by the GCSA and Central Ohio Golf Course Supts. Assn. A program for entertainment of wives of the superintendents has been arranged.

Tuesday, exhibits and educational conference will be officially opened by the GCSA pres., Wm. H. Johnson, supt., Griffith Park courses, Los Angeles. Mayor James A. Rhodes of Columbus, widely known for his energetic and sound sponsorship of municipal golf and caddie welfare will speak on "Public Golf Relations." Purdy Carson of Worthington Mower will talk on mower maintenance and Charles Gardner of Briggs and Stratton will speak on "Motor Maintenance." Ted Booterbaugh, who has done a notable job in conditioning the Grand Hotel course at Point Clear, Ala. will relate "A Northern Supts.' Results in the South." Other slants on southern turf maintenance will be given by B. P. Robinson, Georgia Coastal Plain Experiment Station, Tifton, Ga., in the Wednesday a.m. session which will have as its chairman, Philip I. Cassidy, Weston (Mass.) GC.

Poa Annua Debate Subject

The Wednesday afternoon meeting, with Willis H. Glover, Fairfax (Va.) CC, as chairman, will feature a discussion on "Poa Annua, Friend or Foe." A supts.' team headed by O. J. Noer, will have as Noer's team-mates Dave Bell, St. Clair CC; Oscar Bowman, Algonquin GC; Lawrence Huber, Ohio State U courses; A. R. Twombly, James Baird State Park; L. E. Lambert, Oakwood G&CC; and Paul Weiss, Lehigh CC. On this subject of poa annua the research and extension team, led by Fred Grau, USGA Green Section director; will have Dr. Wm. H. Daniel, Purdue; Prof. H. B. Musser, Penn State; Alexander M. Radko, USGA Green Section; Ralph Engel, Rutgers; B. P. Robinson, Georgia Coastal Plain Experiment Station; Lawrence Munzenmaier, Purdue.

Thursday morning Frank Dinelli, Northmoor CC., Chicago dist., will direct a ses-

sion that will open with Dr. Virgil Overholt, Ohio State University, lecturing on "Soil Structure and Drainage."

O. J. Noer, Milwaukee Sewerage Commission, and Dr. Wm. Daniel of Purdue's agronomy dept., will explain and demonstrate tests for showing plant food deficiency. The "Fairway Maintenance Program at Los Angeles CC," which has been watched with keen interest by supts. and green-chmn. in the LA area will be detailed by the club's supt., Bill Beresford. "Control of Chickweed and Clover in Fairways" will be surveyed by H. B. Musser, prof. of agronomy, Pennsylvania State College. Alexander M. Radko, research agronomist, USGA Green Section, will present "National Coordinated Crabgrass Results."

John Price, Southern Hills CC, will be chmn., Thursday afternoon, with Taylor Boyd, Camargo Club, speaking on "Golf Course Records and Labor Management;" Frank P. Dunlap, Country Club of Cleveland, setting forth his ideas on "Superintendents' Relations," and Roger J. Bear, safety director, Kroger Co., talking on "Relationship Between Golf Course Supt. and Club Member."

Short vs. Long Fairways

A discussion on short vs. long cutting of fairways will have advocating short cutting Fred Grau, Ralph Engel and Robt. Henderson, CC of Buffalo, and speaking for long cutting will be Wm. H. Daniel, Dr. J. A. DeFrance of the University of Rhode Island, and Clarence Wolfrom, Maple Lane GC.

All sessions will conclude with question and answer periods.

Exhibits of equipment and material for course maintenance will be supplemented by educational exhibits worked up by Central Ohio Golf Course Supts.' Assn., Ohio State University agronomy dept., Ohio Central District GA and the GCSA.

GOLF ARCHITECTS TO MEET JAN. 14-16, BELLEAIRE, FLA.

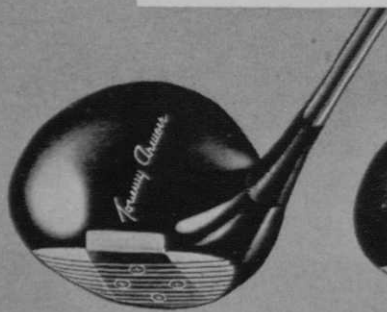
American Society of Golf Course Architects will hold its sixth annual meeting at Belleview-Biltmore hotel, Belleaire, Fla., Jan. 14, 15 and 16. Officers of the society are: Pres., Wm. B. Langford; vp, Wm. P. Bell; sec.-treas., Wm. F. Gordon.

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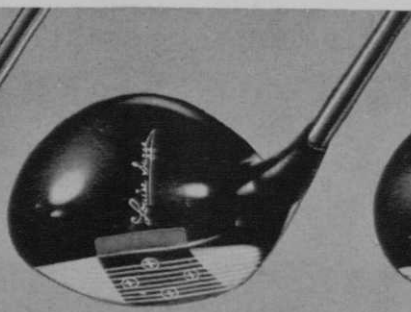
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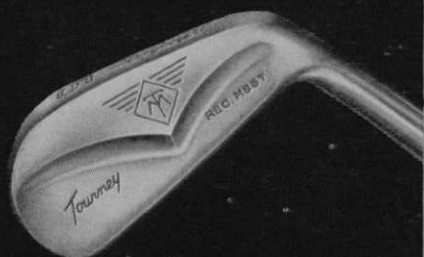
Louise Suggs



Byron Nelson



EQUIPMENT



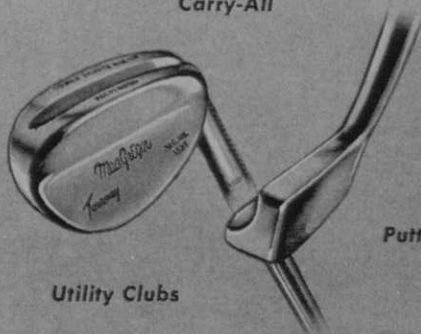
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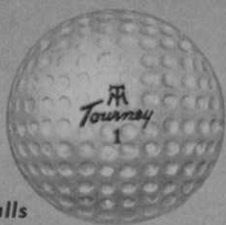


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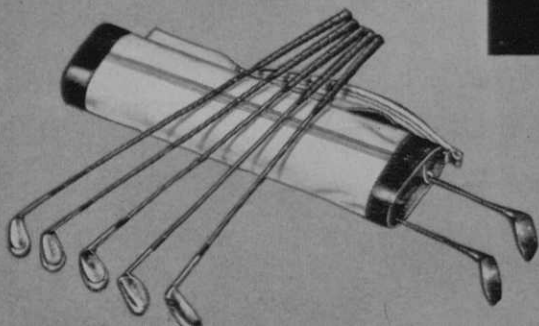


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Delegates, manufacturers, officers and guests turn out for President's dinner at 35th annual meeting

PGA Meet Serene, Except for Tournament Puzzles

By HERB GRAFFIS

Home club pros had mainly tournament pro problems to worry about at the 1951 annual meeting of the PGA. The part of the meeting concerned with home-club pros was calm routine business of the association program that has proceeded smoothly under Joe Novak's administrations. The association has grown to approximately 3000 members, about 2000 of them Class A pros.

Horton Smith, Detroit (Mich.) GC, former secretary of the PGA, was elected president. The vote was 57 to 19 over Harry Moffitt, Heather Downs CC, Toledo, O. Moffitt was elected secretary and Harold Sargent, East Lake CC, Atlanta, Ga., son of a former PGA president, George Sargent, was elected treas.

High spot of the PGA meeting in general golfing interest was the appearance of Robert T. Jones, Jr. at the President's

dinner. Bob had a bad flight up from Atlanta, spoke brightly at the dinner; and flew back the next afternoon after a reunion with many of his old pro pals. He is having tough going getting around with a cane after several operations but otherwise looks great.

Make Learning Fun — Jones

Bob told about the nuisance he was to Stewart Maiden when Bob was a little kid fooling around the pro shop and driving Maiden to junior promotion in self-defense. Jones urged the pros to make golf instruction less of an arduous chore for the pupil for, said Jones, a person who wants to play golf for fun isn't going to stick at something which is treated as hard, dull labor in the teaching stage.

The pros and their guests hailed Jones with the most enthusiastic and prolonged



of the PGA in Chicago's Sheraton Hotel, Nov. 26, to hail Robert T. Jones, Jr. Bob was guest speaker.

demonstration ever witnessed at a PGA affair.

The award to the PGA Golfer of the Year was accepted by Chas. Bartlett, Golf Writers' Assn. sec., for Hogan who did not appear.

James D. Standish, Jr., USGA pres.; Malcolm McLaren, representing Wm. Johnson, pres., National Assn. of Golf Course Supts.; Joe Novak, retiring pres., PGA; and Bob Hudson, retiring chmn., PGA Advisory committee also spoke at the dinner with George S. May functioning as m.c.

Reveals PGA Financial Status

Satisfying evidence that the PGA had progressed in getting its operations on a business basis was presented in the first financial statement the association had freely released in years.

The general fund showed dues and initiation fees of \$86,683 and PGA championship net of \$20,184, and other income bringing the total to \$109,534. General expenses included \$31,565 for the Chicago office, \$14,702 for the annual meeting, \$3,000 for the executive committee, golf promotion (including junior promotion) \$4,538; a miscellaneous item of \$4,376; insurance fund, \$4,000; seniors' championship, \$4,000; and \$6,250 set aside for expenses of 1953 Ryder Cup matches in

England. General fund showed an excess of \$4,595 over expenses.

The tournament bureau fund, including \$30,200 as sponsors' fees and \$25,000 from the Athletic Institute showed income of \$5,455 over expenses. Dunedin operations, including \$25,553 as dues from PGA members and \$22,400 as green fees, showed a profit of \$8,588.

A surplus of \$13,635 over all expenses was reported for the year's operations.

Highlights of 1952 Plans

Plans for 1952 include publication of a golf instructor's manual, increasing pro instruction of junior and college and military groups and two new tournaments. One tournament proposed by the PGA's Tournament committee, but a very doubtful possibility, is a Champion of Champions affair bringing into competition winners of all events on the tournament circuit. Net of this championship would go to the PGA. The other event approved at the PGA convention is a team match between American PGA representatives and a Canadian team with the Canadians strengthening their side by naming players from British commonwealth nations as well as resident Canadian pros.

The prospect of a Yank team competing against a team that might include Bobby Locke, Norman Von Nida and a British

A black and white illustration of a golfer in mid-swing, wearing a light-colored suit and dark shoes. The golfer is holding a golf club, and the ball is visible on the tee. The background features several curved lines suggesting motion or a circular path. The text 'MORE HITTING POWER' is overlaid in large, bold, black letters.

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