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TELETYPE 471 **FRENCH LICK, INDIANA**

born to Jack's youngest daughter.

Elmer Border, supt., Olympic Club courses at San Francisco, has designed a 9-hole, Par 3 course for Joe Carrera which will be built at San Rafael, Calif., this spring . . . Place also will have a golf range, swimming pool and trout ponds . . . Last year there were 78,000 rounds played on the two Olympic Club courses . . . Gomer Sims and Cecil Hollingsworth now operating five courses in southern California.

New munny course at Springfield, Ill., where Allen Wyman is course supt. and Francis Schuster is supt. of parks, has been named Lincoln Greens . . . I. C. (Rocky) Schorr, pro at Bluefield (W. Va.) CC, in Clearwater (Fla.) hospital for short time recovering from heart attack during Seniors' Week.

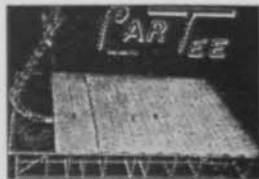
Dick Wilson designing 18 for G. A. San Roman to be built at spectacular location in mountains at Caracas, Venezuela . . . San Roman got C. C. Shaw of Hector Supply Co., Miami, Fla., to fly to Caracas and arrange for complete inventory of equipment and supplies for operating new club . . . Dick Wilson architect of Layford Key Club course being built at Nassau, Bahamas . . . C. C. Shaw designed complete watering system for Layford Keys.

L. E. (Red) Lambert, in charge of building new course for George Bennett Enterprises in Kansas City dist., and who will stay there as supt., says he thinks something of a record was made in building 18 greens in 15 days

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In the Lubbock Country Club, Lubbock, Texas, (shown above) HOLMES Quality 282 was installed in a smartly styled, specially monogrammed pattern. This design with *your club initials* is just one of the many HOLMES patterns available in Quality 282.



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at the course . . . Bennett is a contractor and got earth-handling equipment whizzing on the job . . . Eleventh annual Southeastern turf conference to be held at Tifton, Ga., April 8-9.

Glenn Martin aviation interests has Robert Trent Jones designing 18 holes for employees course in Baltimore dist. to be known as Worthington Valley CC . . . Jess Sweetser, former amateur champion, is a Martin official . . . Green Spring Valley Hunt Club (Garrison, Md.) adding 9 holes to its existing 9.

Bill Gressick from Cobleskill (N.Y.) CC to pro position at Catskill (N.Y.) CC succeeding Alex McIntyre, who has retired . . . Tom Green planning gala formal opening of his 6-hole course at Longfellow House, Pascagoula, Miss., with Alex Cunningham, veteran pro at Pass Christian, and southern newspaper sports writers heading the merrymakers.

John Takach and Drew Lapp, 2829 S. MacArthur Blvd., Springfield, Ill., form company for providing maintenance service to small clubs in central Illinois . . . They're also figuring on installing par 3 courses at colleges in the area . . . Johnny Burt, Ernie Sabayrac, Inc., sales mgr., says Ben Hogan, tuning up for Masters and National Open at Seminole where par is 72, has had 8 consecutive rounds in the 60s.

Pine Valley was started in 1913 and had 4

*(Continued on page 76)*

**INTRODUCING . . .**

**SPIKLEEN**

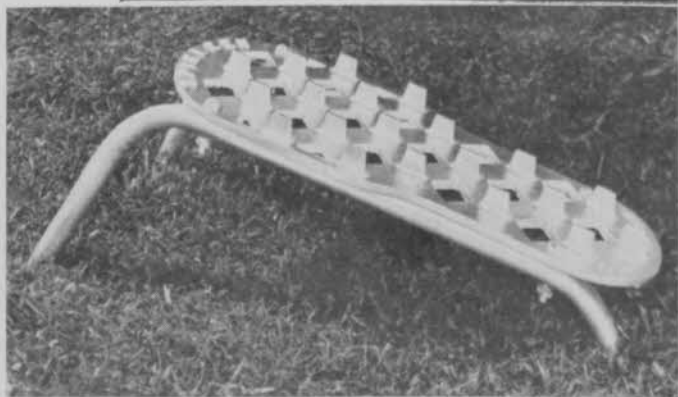
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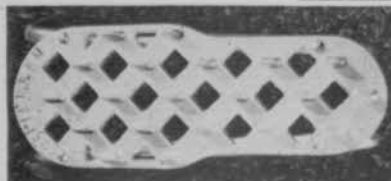


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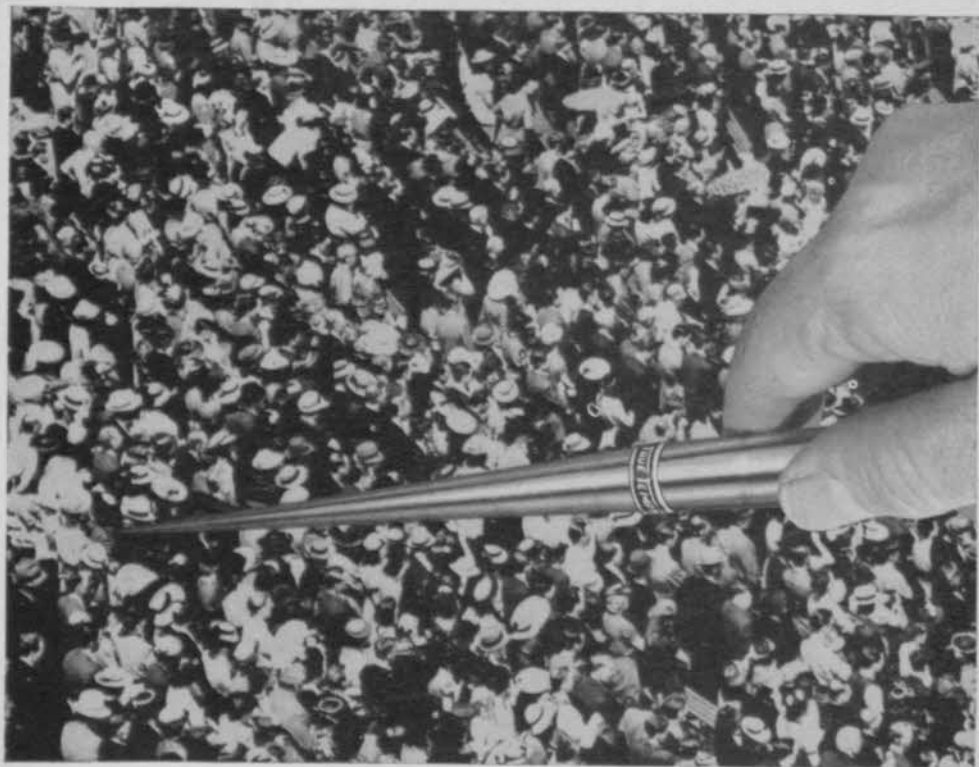
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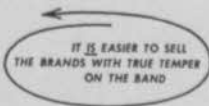
It works this way: We make sure many of *your* customers will see our ads. How? By running them in all these magazines. Our message will be printed about 17 million times this year.

What is the message? "Let workday worries give way to golf." We "sell" the fun of golf. We also explain why 1957 clubs built with True Temper shafts will add even more pleasure.

Then, in every ad, we say this: "Like to play better golf? Don't fit your game to wrong clubs. Ask a 'Pro' to fit new clubs to you."

This suggestion, repeated so many times, is *sure* to get many of your

customers thinking. We know you'll take it from there.



**TRUE TEMPER GOLF SHAFTS**

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FOR YOU IN  
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*GOLF EQUIPMENT***

Here are some pretty obvious reasons why there's a big payoff for you in Acushnet putters, gloves and head covers.

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2. You're selling a *complete* line with such a variety of styles, colors, sizes, prices, etc. that any and every individual choice can be satisfied.
3. You're dealing with a *single source of supply*. This means *less bookkeeping* for you.
4. You're assured of a continuation of "Acushnet service" because of additional salesmen and new warehouses.
5. You're selling lines that will be advertised consistently and effectively to golfers in all parts of the country.
6. You're protected! — and this is most important of all — from all "down-town" competition retail or otherwise.

You've had this air-tight pro-only setup on Acushnet golf balls for years. Now you've got it on golf equipment too. It will bring more players and more profits into your shop. Acushnet Process Sales Company, New Bedford, Massachusetts.



Sold the World Over Through  
Golf Course Pro Shops Only

## Improvement of Standards for Club Progress Is Theme of GCSA Meet

*Training Policies, Superintendent's Managerial Role*

*Also Thoroughly Discussed at Louisville*

By **HERB GRAFFIS**

**P**aul E. Weiss, Sr., supt., Lehigh Valley CC, Emmaus, Pa., was elected pres., Golf Course Superintendents' Assn. of America at the organization's 28th annual conference in the Kentucky hotel, Louisville, Feb. 12-15. He succeeds A. Ward Cornwell of the Detroit GC.

Robert M. Williams of Beverly CC, Chicago, was elected vp of the GCSA; Agar M. Brown of St. Charles, Ill., was re-elected secy-treas.; and Henson Maples, Pinehurst (N.C.) CC, Andrew Bertoni, Meadowbrook (Detroit dist.) and James Thomas of Army and Navy CC, Arlington, Va., were elected directors.

The supts. believe that their meeting was of greater definite value to golfers, clubs and other organizations operating golf clubs than any other gathering ever held by men in the golf business. There is solid foundation for this conclusion. At no other meeting of operating men within the industry has there been a comparable program dealing with so many problems basic to club progress, member satisfaction and improvement of standards with rigid but not pound-foolish economy.

### Largest Convention

The conference was the largest the association has held. There were approximately 1000 course supts., turfgrass agrono-

mists and other specialists in applied research branches of golf course maintenance present. The Kentuckiana GCSA, co-hosts to the convention, in addition to conducting tours of local golf courses, arranged an entertaining schedule for 200 supts' wives.

In 1930, the fourth conference of the GCSA was held at Louisville. There was a vast gap between that affair and the 28th national gathering. The supts. have grown tremendously in prestige, value to golf, professional attitude, businesslike bearing, management practices and scope of knowledge in coping with the complex and unpredictable problems of weather and soils and insect, fungus and other causes of damage to golf turf in addition to the most unpredictable factor in golf, the golfer himself.

More than 450 persons packed the conference room when Raymond Phillips, Louisville CC supt, opened the educational program by introducing Pres. Ward Cornwell. Cornwell's brief remarks that the convention's keynote, "Modern Management," called for fast action got the show on the road without delay.

Stanley Graves, supt., Westwood CC, Rocky River, O., and O. J. Noer of the Milwaukee Sewerage Commission had the



GCSA Officers, Directors for '57 — (L to r): Andrew Bertoni, dir.; Robert Williams, vp; Henson E. Maples, dir.; John A. Gormley, dir.; Paul E. Weiss, pres.; James E. Thomas, dir.; Elmer G. Border, dir.; L. E. Lambert, dir.; and Agar M. Brown, secy.-treas. Pres. Weiss succeeds Ward Cornwell.

pleasant task of interviewing three celebrities, Bill Kaiser of Hillerich and Bradsby, "Pee Wee" Reese of the Brooklyn Dodgers and Col. Lee S. Read, effective promoter of golf in the south and USGA and Southern Golf Assn. committeeman. Kaiser, one of the best mouthpieces and exhibits of a gentleman sportsman that pro golf or any other pro sport can offer, told the supts. what he liked about the progress that has been made in maintaining courses and referred so specifically to greens, fairways, tees, rough and bunkers that he really paid authoritative tribute to the supts' work instead of giving them the conventional routine.

Reese, Dodgers' captain, is the smoothest and wittiest of all the baseball players who take occasional cuts at the microphones. He told the turfmen that the type of grass he likes on baseball diamonds is one that slows up a ball when he has to field it and speeds it up when he hits it. Reese and Kaiser presented an autographed "Reese" Louisville Slugger bat to Noer to take home to his wife, an ardent Braves fan, to be used for domestic discipline. "Pee Wee" pulled a fine line in telling that La Gorce at Miami Beach was in such fine shape he hated to take a fox-tail (meaning divot) out of it.

The convention business got under way when Phillip E. Drachmann, green chmn., Evansville (Ind.) CG, told how clubs profit from turf conferences. Drachmann made a sound educational and propaganda address that the GCSA rushed to reprint for the enlightenment of club officials and members and public course golfers. Drachmann knows far more about the supts' application of turf research and the nature and

extent of that reaserch than most club officials do.

#### More Than Golf Profits

Drachmann credited the turfgrass conferences with establishing standards of course maintenance that not only have substantially improved the golf playing conditions on all types of courses in the United States, but have been reflected in the considerable betterment of home lawns and in a general advance in civic beautification.

Col. Read, in commenting on how players so often blame grass for their own shortcomings, said: "Bad golf never should be an excuse for bad manners."

John McGregor, who, when supt. of Chicago GC, became the second pres. of the GCSA forerunner (1933) said that the first convention of the association in 1927 was attended by 67 greenkeepers.

A measure of cheer and some education was given supts. by John H. Miller, mgr., Products Service TV Receiving div., General Electric Corp., Louisville, Miller told of how smartly and hard GE has worked in developing the attitude and ability to handle complaints. This resulted in an opportunity to make many friends and learn about improving and protecting the company's product.

The frank talk by the GE man, telling about the firm's problems with its own organization's personnel in addition to buyers of GE ranges, TV sets, refrigerators and other equipment, showed the supts. they were not alone in having to handle complaints of a seemingly unreasonable character. Several supts., in discussing Miller's talk, said their own problems with

*(continued on page 96)*



# Support Urgently Needed for Repeal of Capital Improvements Tax

By REX McMORRIS

FOR the first time in the history of golf, associations, clubs and individuals have an opportunity to present a united front in giving whole-hearted support to legislation now under study by a subcommittee of the House Ways and Means Committee.

The bill (H. R. 133), to exempt from tax (20 per cent) assessments paid by club members for capital improvements, in the words of Rep. Thomas B. Curtis who introduced it, will eliminate a gross inequity which was not intended at the time the original tax on club dues was imposed.

As Clifford L. Rugg, pres., Detroit Dist. Golf Assn., so aptly put it: "Many clubs have been hesitant or unable to make capital improvements or erect new facilities because of high taxes. As a rule, it is necessary for clubs to make an assessment or increase dues to raise funds for any capital improvements or additions. Members of the clubs have been unwilling to vote for such improvements because of the tax, and as a consequence many clubs have been prevented from proceeding with planned expansion of facilities which would provide building and construction work for the building industry and employment for persons working in such industry."

"In the Chicago Dist.," according to Stacy W. Osgood, sec'y. and general counsel of the CDGA, "many clubs have had to forego necessary improvements because of

the 20 per cent tax. This has caused the clubs' property to depreciate. It should not have been within the original purview of the tax to stifle improvements, which has been the result of the present enforcement and ruling."

The above associations together with the USGA, NY Metropolitan GA, Pacific Northwest GA, Southern Calif. GA, and Northern Calif. GA already have gone on record in endorsing the proposed legislation and have taken action to back it. They have informed their member clubs and member clubs are in turn taking action in support of the bill.

Unfortunately the above associations in the main represent only a small per cent of the better than 2800 private golf and country clubs in the U. S.

Every private club — old, new and proposed — has a vital stake in this bill. To make sure every club is fully informed and will have an opportunity to join in the concerted effort being made in behalf of the Curtis bill, the National Golf Foundation has mailed to each club a copy of the bill, a list of the members of the Senate Finance Committee and the House Ways and Means Committee and a letter urging the clubs to write, wire, phone or see in person members of the Committees and local Representatives and Senators explaining

*(Continued on page 105)*

## Members of the Senate Finance Committee

Harry Flood Byrd, Va., (Chmn); Robert S. Kerr, Okla.; Russell B. Long, La.; Clinton P. Anderson, N. M.; Albert Gore Tenn.; John J. Williams, Del.; George W. Malone, Nev.; Wallace F. Bennett, Utah; J. Allen Frear, Jr., Del.; George A. Smathers, Fla.; Paul H. Douglas, Ill.; Edward Martin, Pa.; Ralph E. Flanders, Vt.; Frank Carlson, Kan.; William E. Jenner, Ind.

## Members of the House Ways and Means Committee

Jere Cooper, Tenn., (Chmn.); Wilbur D. Mills, Ark.; Noble J. Gregory, Ky.; Aime J. Forand, R. I.; Herman P. Eberharter, Pa.; Cecil R. King, Calif.; Thomas J. O'Brien, Ill.; Hale Boggs, La.; Eugene J. Keogh, N. Y.; Burr P. Harrison, Va.; Frank M. Karsten, Mo.; A. S. Herlong, Jr., Fla.; Eugene J. McCarthy, Minn.; Frank Ikard, Tex.; Thaddeus M. Machrowicz, Mich.; Daniel A. Reed, N. Y.; Thomas A. Jenkins, O.; Richard M. Simpson, Pa.; Robert W. Kean, N. J.; Noah M. Mason, Ill.; Hal Holmes, Wash.; John W. Byrnes, Wis.; Antoni N. Sadlak, Conn.; Howard H. Baker, Tenn.; Thomas B. Curtis, Mo.

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