

# For Parks, Golf Courses, Swimming Pool Areas

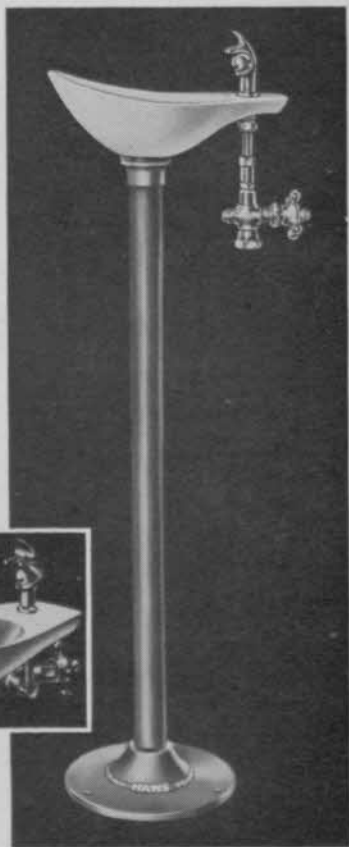
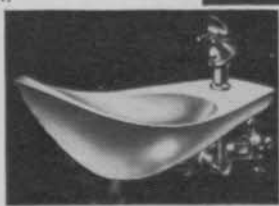


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**SQUIRE SLACKS**

one-day and special events . . . Sections also are devoted to listing of member clubs, Junior Girl's golf information, handicap information, rules for competition and a memorandum on awards.

Peeksville, N. Y., golfers in four organized leagues advocate restricting use of Mohansic public course to Westchester county residents and urge building another course in the county . . . Andy Lund, jr. now supt., Waterbury, Conn., East Mountain park dept. course succeeding his dad, Andy, sr., who was with park dept. 50 years.

Frank Moore and Sid Saloman, jr., opening rehabilitated DeLand (Fla.) CC 18 holes and new clubhouse July 1 . . . Village of Lake Success, N. Y., to build additional 9 to design of Al Zikouris . . . The village 18 is on property of former Deepdale club . . . Play restricted to village residents.

A sweet soul passed to its reward when Mrs. Anna Antonia Turnesa, 79, died at her home in Elmsford, N. Y. . . . She was the wife of Vitale, the mother of seven fine sons in golf (one deceased) and two lovely daughters . . . She came from her birthplace, Italy, 50 years ago to Elmsford

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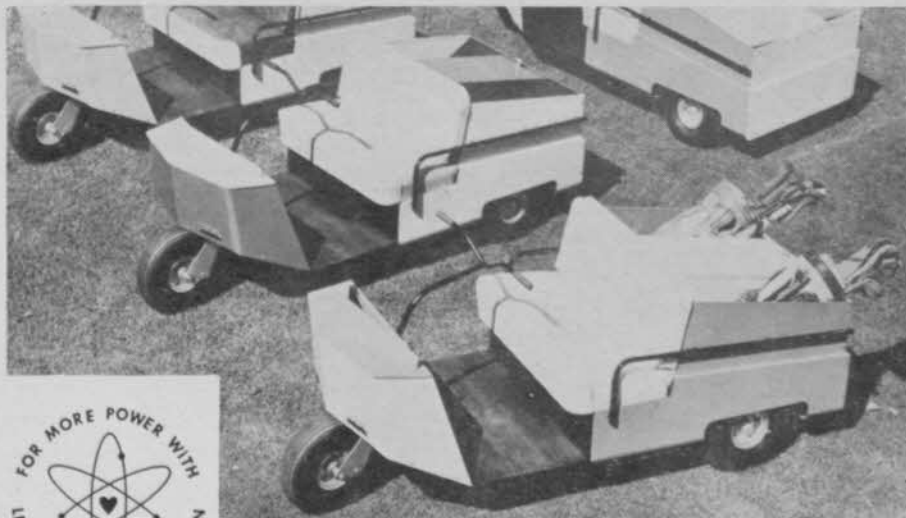
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**MODEL 24.** Deluxe 4-battery. Super-efficient, 24 volt Dyna-Power, low-current motor. Climbs steepest hills (up to 45 degrees) with power to spare. Endurance to outdistance ordinary cars. Perfect for those needing 23 to 27 holes on mountainous courses or up to 45 holes of "down-the-middle" golfing on flat courses with a single charge. Recommended for all private owners and for rental operators who want 4-battery economy. Golf-course proved since 1953.

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... She had the riches and joy of seeing her sons and daughters grow up to be exemplary and beloved Americans and to share with her husband the responsibility and achievement of influencing the careers of many youngsters — companions of her sons — who became respected men in professional and amateur golf and won their share of championships.

One of the great pro-greenkeeper teams in golf was that of Johnny Inglis, veteran pro at Fairview CC, Elmsford, N. Y., pres. of the Metropolitan section of the PGA back about the time of Peter Stuyvesant, and Vitale Turnesa, greenkeeper at Fairview for many years before his retirement ... The good they've done for the kids who've come under their jurisdiction is immeasurable.

Isn't it funny so many who have received awards for what they've done for golf actually are people to whom golf gave a lot more than it received? ... But, Vitale Turnesa, a modest, noble, great old man, has given golf a lot more than it's given him.

Lakewood GC, St. Petersburg, Fla., spending \$60,000 in course remodeling and new watering system ... Dick Wilson de-

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- NEW** • improved design for balance unmatched by other carts.
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signing the new Lakewood greens . . . Colonial CC, Thomasville, N. C., completing second 9 . . . Rainbow GC, Greenville, Ga., built by Walter Birmann and managed by Grant Mickelson, opened.

Interesting case at Warrenton, N. C., where golf club is sued by an attorney it kicked out as a member after he fronted for anti-segregation interests alleged to be communistic and criticized state leaders for their attitude on school segregation . . . Attorney would not accept golf club check returning his dues, initiation, etc. and was arrested for trespassing at the club . . . Attorney wants \$256,160.35 in damages.

Fayrway Knolls GC, Oil City, Pa., sold by Carl E. and Florence L. Hennies to Arthur L. Alves of Cleveland . . . Johnny Bishop now pro at Valley CC, Hazleton, Pa. . . . Harry Adams, MacGregor Golf Chicago district head man, and pres., Binyon's Basement Bull and Belly Club, on his beat again after being hospitalized by heart condition . . . Charley Penna, Beverly CC (Chicago dist.) in hospital for repairs to knee is now in good condition . . . Milwaukee (Wis.) County four 18-hole and two 9-hole courses played 425,000 rounds last year; 7 per cent more than in 1955 . . . Revenue was \$267,992.85.

(Continued on page 84)

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The Highland Caddy is a fine machine, soundly engineered to give you everything you want in a golf car and yet it sells in the lowest price range!

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When you decide to stock Acushnet Golf Gloves you need look no further. The Acushnet line is a *complete* line with a glove for every player, in every size, at every price.

Leathers?—yes; fabric backs?—yes; full finger styles?—yes; half-finger styles?—yes; and each the highest quality and the greatest value for its grade and price.

Most important of all, the Acushnet line is completely protected. It's for sale to and through golf course pro shops *only*.

Acushnet Golf Gloves are selling—and they should, and they *will*. Because why?—because golfers *trust* the name Acushnet as a guarantee of value and quality just as you do. Acushnet Process Sales Company, New Bedford, Mass.

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*GOLF EQUIPMENT*



Sold the World Over Through



Golf Course Pro Shops Only



Brainstorming for  
Entertainment Committee

## Put New Life into Programs; Draw More Members to Club

THE manager of one of the best known country clubs in the East says that the majority of country club entertainment programs need a thorough overhauling.

He writes GOLFDOM's editor:

"The tendency at country clubs is to repeat the same programs year after year. The result is club attractions get monotonous.

"Winter programs at country clubs usually are failures because they basically are a series of the same old parties. Whether that is the committee's fault or the manager's fault doesn't make any difference when the loss is put onto the books.

### Step Up Activities

"The members aren't dead in the winter but their country club generally is. With club memberships costing what they do and considering the club needs in operating volume, there should be a decided stepping-up of activities during what is or has been regarded as the off season.

"In the winter members patronize restaurants, night clubs and cafes that actually shouldn't be much of a competitive attraction in getting the steady patronage of members of a first class and lively country club.

"The minimum monthly house account plan, which is in effect at some clubs, isn't the answer to dull business at a club. To get members to spend more money at a

country club, make the club programs more attractive.

"I read an article in GOLFDOM (February, 1957, p. 21) about professionals increasing business with ideas they dug up in what they called a 'brainstorming' session.

"Club entertainment and house committees and managers could put on some of these brainstorming meetings with everybody writing all the program ideas that pop up. Then they could go over the list and appraise the ideas for use in a completely revised schedule of club dinners and other entertainment.

"I'll get the thing started by throwing in a scattering of brainstorms:

*Outdoor steak roasts and barbecues*

*Football season breakfasts*

*Buffet lunches, dinners and suppers with TV sports events as entertainment.*

*Holiday parties — New Years, Valentine's Day, Washington and Lincoln's birthdays, Easter, St. Patrick's Day, Memorial Day, Mother's Day, Father's Day, Halloween, Thanksgiving, Christmas*

*Winter sports buffets (skating, shooting, skiing)*

*Junior dances*

*President's ball*

*Square dancing*

*Masquerade parties*

*Dances with various foreign settings, costumes and menus*



When George Diffenbaugh (center) observed his 20th year as pro at Kenwood G & CC, Bethesda, Md., last month, members not only toasted him in something like 17 different languages but they rallied to the occasion in typical Kenwood fashion by presenting George a 1957 automobile and a check for \$2,500. Approximately 500 persons attended the affair and such dignitaries as Lew Worsham, Max Elbin, Al Houghton, vp, PGA. Judge Thomas Scalley, Sonny Workman, Buz Ham, Zen Zola, Merrell Whittlesey and Fr. Fred Brew were there adding their bit to all the fine things said about George. Telegrams of congratulations came from Jim Hagerty, press secy. for the country's best known golfer, Richard Tufts, USGA pres., Harry Moffitt, PGA pres. and Herb Graffis, Goldom's editor. The two fellows who arranged the festivities, Dr. Leo Gaffney (left) and Ray Briscuso, are shown with George and his new automobile.

*Fashion show*  
*Bowling leagues*  
*Beaux Arts ball*  
*Golf movies and demonstrations of rules*  
*Swimming show*  
*Dinner with other sportsmen as guests and speakers*  
*Stag dinners*  
*Harvest home party*  
*Beer garden evening*  
*County Fair party*  
*Tournament breakfasts and dinners*  
*Hunt club breakfast*  
*School Days party*  
*Keno and bingo*  
*Book reviews*  
*Old time movie showings*  
*Barber shop quartette contests*

*Old-time chicken fries and fish fries, outdoors.*

*College night (for alumni, and kids about to return to school)*

*Cowboy (chuck wagon) dinner*

*Treasure hunts*

*Chinatown dinner*

*Kids' parties.*

*Easter party egg hunt for kids*

*Gay 90's party*

*4th of July festivities*

*Barn dance*

*County fair*

*Circus Day*

"What most country clubs need is the Elsa Maxwell type of ingenuity in putting on entertainment programs."