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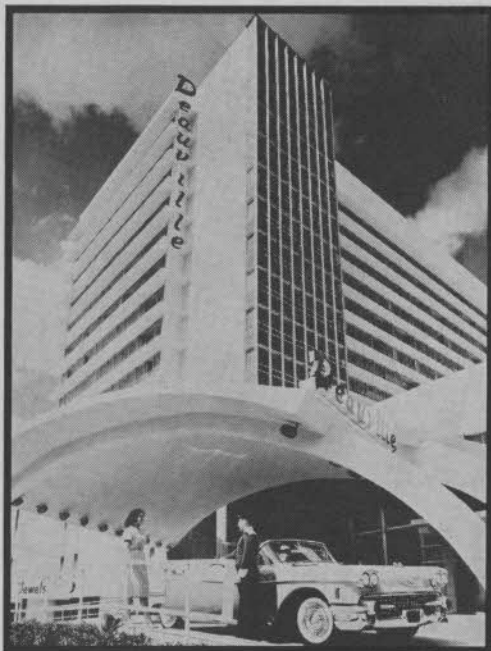
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Supts. will get this view of the Deauville Hotel's main entrance (left) as they approach from Collins ave. in Miami Beach. But the view below undoubtedly will be more enticing, especially if the pool and cabana club are decorated as they are here. Rooms in lower photo face the ocean. Guests at the hotel have golf playing privileges at the nearby North Dade CC.

At Miami Beach

Schedule Five Days of Education at GCSA Convention

Gene C. Nutter, executive director of the GCSA, will get the education program of the 33rd International turf conference and exhibit underway with a keynote address at 10 a.m. on Monday, Jan. 29, and for the next four days supts. will hear nearly 50 speakers discuss everything from the race to space to the perimeter sprinkler system. Included in the roster of speakers at the Deauville Hotel in Miami Beach will be several of the country's leading agronomists, a dozen supts. representing every section of the country, a missile expert, representatives of the PGA and a handful of speakers and panelists familiar with arts and sciences closely related to turf management.

The convention proper starts on Jan. 23rd with meetings of various committees and the annual GCSA golf tournament



preceding the education program. Official opening of the exhibits will take place on Tuesday, Jan. 30.

Here are details of the education program:

Nutter will be preceded on the 29th by Leonard Strong, Mayor Kenneth Oka of Miami Beach, Joseph R. Konwinski, general arrangements chmn. of the South Florida GCSA, host to the conference, and

L. E. Lambert, national GCSA pres., who will welcome the supts. to the education meeting. Thereafter, the following will speak on the morning program: Col. E. W. Richardson, who will discuss "Cape Canaveral and the Race to Space"; Dr. Max M. Landman who will talk on America's destiny; John T. Brennan, pres. of the Club Managers' Assn. and Lou Strong, pres. of the PGA, who will bring messages from their organizations; and Admiral John S. Phillips who will introduce some of golf's dedicated men.

The theme of the afternoon session will be "Selling Yourself" with Ross Taylor, supt. at Black Mountain (N. C.) CC, introducing these persons and their topics;

Fred V. Grau — Developing Executive Ability;

Robert L. Russell, PGA executive dir. — Down-to-Earth Public Relations;

Ellen N. Gery, well known Florida amateur golfer — The Woman Golfer;

Frank Goodwin, prof. of marketing, U. of Florida — The Hole in the Do-Nut.

January 30 (Afternoon only)

The theme of this session will be "Turf Progress through Research." The chmn., Harry McSloy, supt. of the CC of Virginia, Richmond, will introduce these speakers:

Houston Couch, Penn State U. — Diagnosis and Control of Disease;

Granville Horn, U. of Florida — Soil Amendments in Green Construction;

A panel of Bob Dunning, Roger Thomas, S. A. Fredericksen and Robert H. Wiley will suggest the "Top Ten" turf tips;

William Trogden, Texas A & M College — Turfgrass Nutrition and Fertilizer Use;

Charles E. Hosler, Penn State U. — Keeping up with the Weather.

January 31 (Morning)

"Northern Maintenance" will be the theme of this meeting and Paul J. O'Leary, supt. of Ekwanok CC, Manchester, N.H., will have these speakers on his list:

O. J. Noer, Dick Wilson & Assoc. — Spring Desiccation Problems;

Ted W. Woehrle, supt., Beverly CC, Chicago and panel — Fairways in Review;

Alfred Caravella, supt., Middle Bay (L.I.) CC — Fairway Renovation;

Golfdom Holds Fifth Father-Son Luncheon

Joe and Herb Graffis, publisher and editor, respectively, of Golfdom will be hosts for the fifth consecutive year to supt. fathers and sons at a luncheon in the Carillon Hotel in Miami Beach. It will be held at noon on Wednesday, Jan. 31. The Carillon is located within a block of the Deauville, the GCSA convention headquarters. Officials and directors of the GCSA also have been invited to attend. Last year at Toronto about 60 fathers and sons and officials were guests at the Golfdom luncheon.

GCSA Golf Tournament

The 36-hole tournament which will be played in conjunction with the GCSA convention in Miami Beach, will be held Jan. 25-26. The first round will be played at Palm Aire CC, Pompano Beach, and the second at Tamarac G & CC, Ft. Lauderdale. There will be individual and team competitions for supts. as well as tournaments for associate members, exhibitors and guests. Both Palm Aire and Tamarac have agreed to waive their customary green fees for the convention players.

Beryl Taylor, supt., Iowa State U. GC — A to Z Maintenance of Greens;

John Gallagher, American Chemical Products — Review of Pre-Emergence Control;

James R. Watson, Jr., Toro Mfg. Corp. — Putting the Course to Bed for the Winter.

(Afternoon)

Marvin H. Ferguson, USGA research coordinator, will introduce the discussion of "Southern Maintenance Problems" and have these speakers on his roster:

Louis N. Wise, Mississippi State U. — A Decade of Turf Progress in the South;

Wintergrass Overseeding will be discussed by these panelists: T. M. Baumgartner, Sea Island, (Ga.) GC; James M. Latham, Jr., Milwaukee Sewerage Commission; Tom Leonard, supt., River Oaks CC, Houston; Richard E. Schmidt, Virginia Poly Inst.; Harry Wright, supt., Peachtree GC, Atlanta;

Pest Control (insects, weeds, disease)
(Continued on page 92)

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Impressive MGA Survey Illustrates Golf's \$ Impact

An impressive array of statistics is presented in "Golf Club Operations", a 46-page book published last month by the Metropolitan Golf Assn. The study, the result of a survey made among more than 150 clubs in the New York metropolitan area, contains thousands of new statistics on costs, expenditures, policies and procedures in all areas of club activity from maintenance cost per hole to cost of laundry. Compiled under the direction of the club operations committee, of which Vincent C. Ross, MGA treas., is chairman, the book probably represents the broadest survey of golf club policy and procedure ever undertaken. The basis of the study was a 28-page questionnaire, containing more than 600 inquiries, that was sent to MGA member clubs early in 1961.

Golf Club Operations is the successor to the Club Operations Handbook which the Metropolitan Assn. published serially in three sections in 1957, 1958 and 1959. Data in the new publication is a summary of operations information for the year of 1960 and 50 phases of club activity are covered.

One of the most significant things pointed out by MGA is that golf in the metropolitan area is a multi-million dollar business although clubs generally are operated for their memberships on a practically profitless basis.

Excellent Response

The clubs were asked for their 1960 departmental income and expense statements and operating procedures. That there was the greatest interest in the study is shown by the fact that answers were received from nearly all the leading clubs in the Metropolitan area. Full information was supplied by 66 clubs representing 43.42 per cent of all private clubs in the district.

The clubs responding had total income exceeding \$18,000,000, with aggregate estimated net income of only \$230,000.

On a projected basis, figures for all private club operations in the New York

area would indicate a total of about 73,700 members. Through their club accounts members spend annually about \$28,000,000 for dues and related charges, restaurant and beverage purchases, and pro shop merchandise.

Aggregate investment in land, buildings, equipment and furnishings is \$157,300,000. Club payrolls approximate \$27,500,000. Sixty-eight per cent of the clubs have long range programs of rehabilitation and improvement: 48 per cent have specific plans for securing the needed funds — the plans include issuance of stocks and bonds, special assessments and increase in dues.

Small Net Earnings

Maintenance of New York area private golf courses requires an estimated annual expenditure of \$9,300,000, of which over 60 per cent is paid for labor. The clubs' food and beverage sales volume is almost \$14,000,000. Golf clubs' average net earnings are 1.29 per cent of income. Few earn any considerable sum. Many break even or have operational losses.

The average golf club occupies a 176-acre tract valued at \$9,591 per acre. Total value of land and improvements is \$1,035,106. The average golf club's net income in 1960 was \$3,527, after deducting expenses from a total income of \$273,632, derived from the following sources: dues and initiation fees, \$170,453; food and beverages, \$59,188; other income, \$47,008. Ratio of payroll to total expense was 66.96 per cent.

287 Regular Members

The average club has 287 regular members and a total membership in all classes of 495. Its annual dues are \$457. Dues income in 58.38 per cent of total income. Course maintenance cost per hole in 1960 was \$3,083.

In the MGA study, 36 clubs reported waiting lists. Among the 66 clubs reporting, 27 reported operational losses, four broke even and 18 had profits of 5 per cent or less.

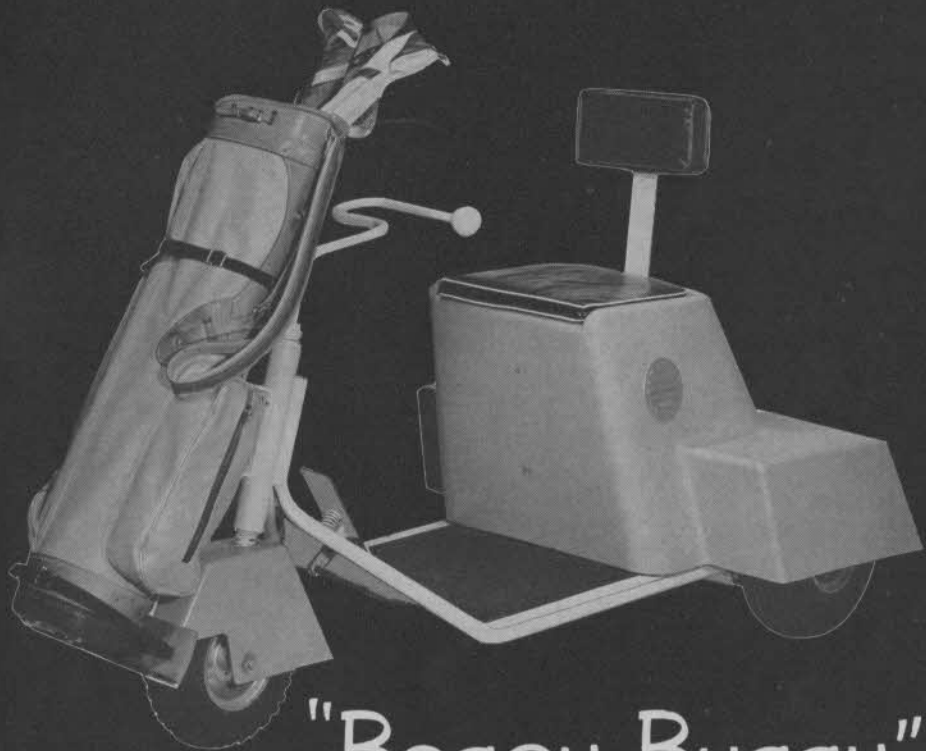
Actual operating figures for four unidentified median clubs in different income groups showed that operating costs per regular member greatly exceeded annual dues. To break even or show a small profit, clubs must earn substantial revenue from other sources such as dues from non-golfing classes, restaurant and beverage sales, locker rentals and incidental fees.

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Golf Promotion Work Paid Off for New Jersey Section in '61

By J. Bud Geoghegan

Pro, Crestmont CC, West Orange, N. J.

Emery Thomas, Forest Hill Field pro and pres. of the New Jersey section of the P.G.A. for the past two years, reported at the annual meeting last fall that this progressive group had its greatest year in history in 1961. Through his efforts and those of his executive board the pros played for more prize money and the tournaments attracted larger fields than in any previous season. Spectator interest in the various championship events was at a new high.

Many Jersey pros have developed



New Jersey PGA golf college faculty includes (l to r) Monte Norcross, Jerry De-Rosa, Eddie Famolo and Lou Barbaro. At right is Joe Dante, N.J.'s new president.



great public interest in the game by conducting free clinics for Juniors at their clubs and at schools and recreational areas. Adults also have been attracted to the game in great numbers through the night adult schools the pros have conducted.

Golf College Popular

Another worthwhile feature that has gained momentum in recent years is the New Jersey P.G.A. Golf College arranged for assistant pros. Each seminar has a faculty made up of top players and instructors. Styles of play and shotmaking are outlined and demonstrated and methods of golf instruction are explained in detail.

Joe Dante, Rockaway River C C, whose late father, Jim Dante, served five years as pres. of the New Jersey section, is the newly elected head of the N. J. organization.

Winters Slated for Presidency of U.S. Golf Association

John M. Winters, Jr., Tulsa, Okla., has been nominated to head the USGA in 1962. Other nominees for office are: Vps — Clarence W. Benedict, White Plains, N.Y. and William Ward Foshay, New York City; Secretary — Bernard H. Ridder, Jr., St. Paul; and Treasurer — Hord W. Hardin, St. Louis. New nominees for the executive committee are: William C. Campbell, Huntington, W. Va. and Robert F. Dwyer, Portland, Ore. Nomination of these men to the various offices and the executive committee is tantamount to election when the USGA holds its annual meeting at the Biltmore Hotel in New York on Jan. 27.

Winters, who will succeed John G. Clock, the USGA's president for the last two years, is a Tulsa attorney and one-time president of Southern Hills CC in that city. He has been a member of the executive committee since 1955, secretary of the USGA in 1958 and a vp for the last three years. An able golfer, he reached the semi-finals of the USGA Senior Amateur Championship in 1957. While attending the U. of Michigan, from which he was graduated in 1923, Winters was captain of the golf team.

Members of the executive committee for 1962, in addition to Campbell and Dwyer, will be: Fred Brand, Jr., Pittsburgh; William C. Chapin, Rochester, N.Y.; Edward L. Emerson, Boston; Edwin R. Foley, San Francisco; Robert K. Howse, Wichita; Harold A. Moore, Chicago; Eugene S. Pulliam, Indianapolis; and Henry H. Russell, Miami, Fla.

Soper Is Michigan President

Don Soper is pres. of the Michigan section of the PGA for 1962. Ron La-Parl and Alex Sinclair are vps. Cliff Good is sec-treas. Directors are Tom Talkington, Al Watrous and Hal Whittington. Al Betz of Tam O'Shanter CC in Orchard Lake is general counsel for the section.

Bescos Heads S.C. GA

Julie Bescos of the Virginia CC has been elected pres. of the Southern Calif. GA for 1962. Leonard T. Mendelsohn of Hillcrest is vp; Zebulon P. Owings, Valley Club, is sec.; and Charles H. Laws, San Gabriel CC, treas. Harold A. Dawson continues to serve as executive sec.

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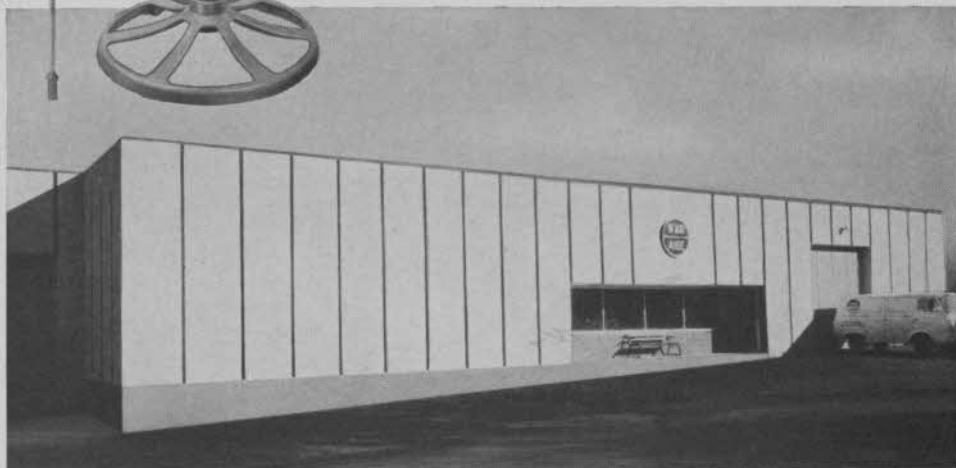
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