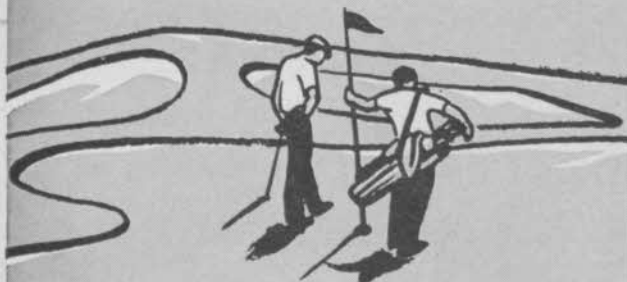


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It wasn't always so. A generation back, clubs had inadequate shafts that could be as aggravating as three kids with two lollipops.

Then True Temper invented the step-down design steel shaft—and the game of golf has been getting better ever since.

Reason? Over the years, through metallurgy, manufacturing, and design, we've been improving our shafts by uniformly controlling flex and torsion for more accuracy and distance.

Golfers have been improving, too. Coincidence? Partly. But step-down design steel golf shafts *are* better than ever... and this *does* make a difference.

Maybe *your* game will improve—just by a change of clubs. Why not talk it over with your pro?

**TRUE TEMPER**

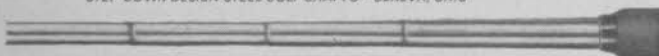
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This is one of a series of True Temper Golf Shaft Advertisements appearing during the spring and summer in

**SPORTS ILLUSTRATED  
GOLF  
GOLFING  
GOLF DIGEST  
GOLF WORLD**

and in the tournament program for the  
**U.S. OPEN**

We hope these messages will encourage golfers to seek your professional advice in selecting new golf clubs.



July - 1962

## Californians Decry Hiring of Outside Professionals

*Many qualified assistants discouraged by clubs' practice of going beyond mountains to fill shop vacancies*

By PHIL NORMAN

A swell of resentment, verging upon rancor, is mounting in the minds and breasts of Northern California golf professionals. It is directed at country clubs and poses a discouraging threat to native sons who are trying to make their way in the golf business.

The trouble arises in the area of employment, causing Sacramento patriarch Tommy LoPresti to charge:

"If they (the private clubs) don't halt the practice of employing outsiders, they'll chase every last qualified youngster out of the state."

As the long-time professional at the Sacramento Haggin Oaks Club, Tom's opinion is highly respected throughout the Northern California section.

### Many Fine Assistants

"We have a host of qualified assistants in the area," says LoPresti. "They comprise one of the finest groups of young professionals in America. It's beyond me why employers believe the grass grows greener on the other side of the mountains."

LoPresti's concern is reflected by such

respected gentlemen as Marvin "Bud" Ward of the Peninsula Club and Eddie Duino of San Jose CC.

The state of agitation has been growing for years, but it reached a new plateau this spring when the plush Burlingame CC on the San Francisco peninsula interviewed more than 50 applicants, calling several local professionals for encores and then extended a welcome hand to Ronald Sathoff of Texas.

### Buildup and Letdown

"It's sickening to be allowed to believe you are in the race, then have the plum jerked from your grasp at the last moment," declared one 25-year old teacher with superior credentials.

"I guess there is no other road. I'll have to pack my family, my kit and kabooodle and search elsewhere for a head professional's job," he said dejectedly.

The young teacher will not be the first. Actions of the clubs have already chased off renowned players like Charles Sheppard, Willie Goggin, Bill Ogden, Rod Munday, Charles Malchaski, Bobby Harris, Bobby Rosburg, Ross Carley and Stan Dudas.

Each one has landed country clubs in

other regions, Harris and Ogden on Chicago's North Shore, where they are included in America's blue book of Class A professionals.

Duino, a respected teacher on the West Coast and winner of the national PGA shop-pro-of-the-year award in 1960, allows as how it does not take a phrenologist to tell that "our boys have as much upstairs as fellows from Texas, Pennsylvania or New York." He suggests that country club directors look in their own areas for an ever increasing number of diamonds in the rough.

### Better Presentation

"This is a difficult thing for the PGA to control," Duino continues. "There is little we can do about it directly. We need some way to put our own men in the spotlight so that club committeemen can get a better view of them."

What Duino is calling for is an advertising campaign. He would promote the attributes of shop assistants by word of mouth and stroke of pen.

"We have an active employment bureau and Bill Corbett (Castlewood CC, Pleasanton) is doing a fine job. However, employers to not appear to be making much of his recommendations," Duino observes.

Northern California clubs have imported more than a dozen outsiders to occupy head jobs, dating from more than a decade ago when Marvin Ward, twice winner of the National Amateur, was called down from the state of Washington by the Peninsula Club in San Mateo.

Ward, while readily admitting he once was subject material although now classifying himself as an adopted son, declares:

### Recommends Screening

"We should have better screening of local talent. It's a pity that so much of it is going to waste."

The occupancy of the Burlingame position by Sathoff comes hard on the heels of a Sharon Estates (Atherton) announcement that it had retained Dick Lundahl, a native of Utah, as head professional.

Before that, the Olympic Club, site of the 1955 National Open, hired E. J. "Dutch" Harrison from St. Louis; Lake Merced CC took on Bob Gutwein of Pennsylvania; and Sequoyah CC lured away Ted Neist from Missouri, and so on.

"This is not a personal slap at these fellows for all are excellent professionals," explains LoPresti. "But I contend that Northern California country clubs have

---

## This Isn't Confined to California

There's been grumbling in several sections of the country about pro job positions so often going to men from points far distant from the hiring clubs. Discussions have been hotter since the PGA educational program has been stepped up and, theoretically at least, more and better trained pro talent is available in all sections of the country. To what extent (if any) should a club's search for the right man and a pro's search for the right club be a matter of geography? Whether hiring a pro from a far away location is good or bad, or whether anything can or should be done about it has been discussed by pros and club officials many times. This is the first time the subject has come into print.

---

stars in their eyes. Almost every time some of the members hear that a fellow is winning something back East, they insist on going after him.

"I say that we need a closer association between the Northern California PGA and the sectional golf association in this area."

### Go East, Young Man

Pat Markovich, one of the owners of the plush Silverado Country Clubs in Napa County and general manager at the Richmond (Calif.) GC, urges that youngsters with PGA teaching certificates beat the local employers to the punch.

"Go East before you grow stale on the job," advises Markovich, who also recognizes the need for the screening of home grown athletes.

"A professional like a prophet is never appreciated in his own land. He must find open ears elsewhere," points up Markovich. "Ben Hogan of Texas became great as a resident of Hershey, Pa., and Jerry Barber, native of Illinois, found a haven in Southern California.

"There are a hundred examples," continues Markovich, himself a staunch believer that road travel provides the unestimable experience necessary to success.

"The most recent instance I can think  
(Continued on page 81)

# This satisfaction sells the Super Maxfli...

When a golfer feels like *this* about the way a golf ball plays, he comes back for more! It's exactly this sort of satisfaction that sells the Super Maxfli... the satisfaction that comes from playing a ball that means better golf! Here's why this is true!

**DISTANCE.** No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

**ACCURACY.** No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

**CONSISTENCY.** No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

There will be more Super Maxfli ads in 1962 than ever before—and each one will tell these facts to your golfers and millions of others. Remember, Super Maxfli golf balls can only be purchased from golf professionals. Keep well-stocked.



Sports Division

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## *Feeding the Hungry at the USGA Open*

**Frozen food, brought in by Cleveland restaurant firm, eased task of feeding 5,000 spectators daily during big show at Oakmont**

From the club management point of view, the food service people at the Open at Oakmont deserve a medal all their own. They served upwards of 5,000 meals each day from a kitchen which normally serves 200 to 300 at a sitting.

With nearly 8,000 clubhouse passes sold as of the start of regular tournament play, only careful planning by the House and Open Committees and by the club chef kept the kitchen and food service operation flowing smoothly.

While the 150 Open entrants were sweating in the traps, 300 waitresses, bus boys, kitchen helpers, cooks and managers went calmly about their business. One veteran tournament-goer called it "the best-organized feeding operation I've seen at any major golf event."

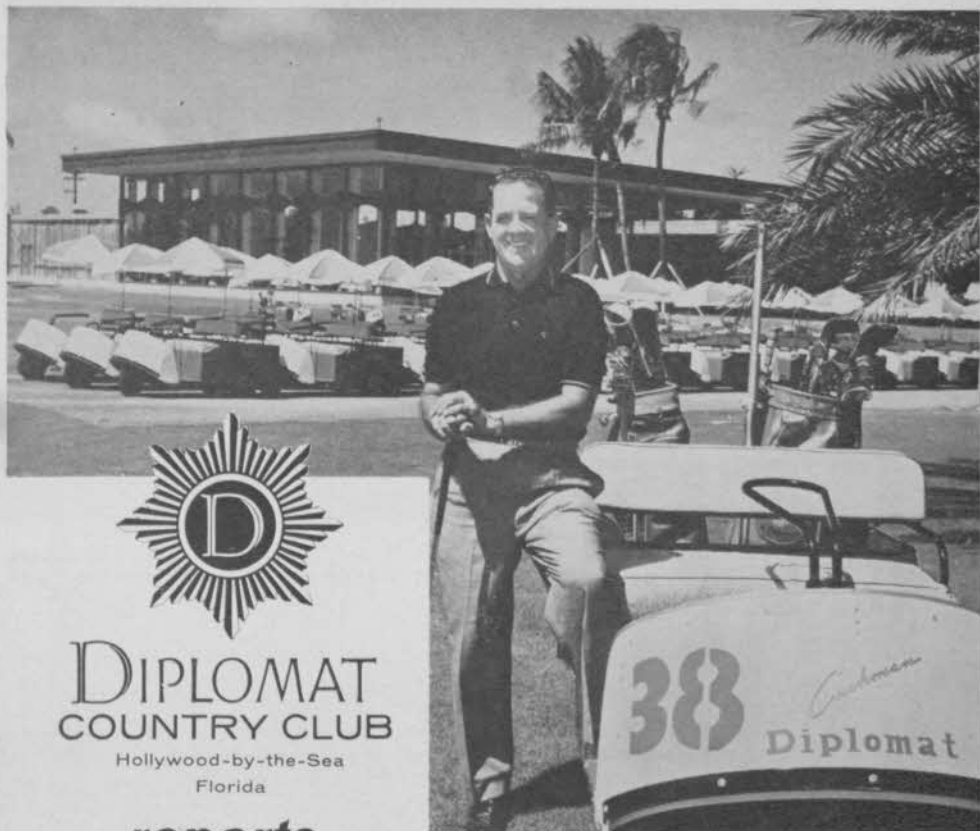
### **Frozen Foods Did It!**

The performance was even more impressive when compared to the food operation there in 1953. Contestants, members and guests were generally agreed that the crowds were just too much for the club to handle that year. One major difference between the 1953 and the 1962 Open feeding was the use of frozen prepared foods to supplement the menu items produced at the club.

Acting on the experience of the Fire-



There are a lot of hungry people in this gathering but Oakmont's food service department took care of them without too much stress or strain. In photo above is Richard Bosnjak, the club's chef.



## DIPLOMAT COUNTRY CLUB

Hollywood-by-the-Sea  
Florida

*reports*

*Home pro, Nick Bersan, at the Diplomat Country Club Golf Course*

# high profits, low maintenance on **CUSHMAN Golfster fleet!**

## Heavy demand, day after day, proves Cushman dependability

"In this superbly beautiful resort and country club, our fleet of 68 Cushman Electric Golfsters is kept on the go at all times. The golfers love them, and we think they are great golf promoters and big profit makers," so reports Mr. Nick Bersan.

"Our carts are in top operating efficiency at

all times. They are under the supervision of a full-time maintenance chief who keeps them clean and recharged. They are always ready for duty. Battery life has averaged 14.5 months and the entire year's operating cost is approximately \$20.00 per year per cart. When you consider these carts are busy all the time, we believe this is a real economical operation."

"The decision," said a club official, "to use Cushman carts was a wise one."

**Famous Cushman Gasoline Golfster**  
• Unlimited range • Unmatched quiet

**FULL YEAR WARRANTY on  
all 1962 Cushman Golfsters**

Sold and serviced nationally. See your  
Cushman dealer for a demonstration or write



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NAME \_\_\_\_\_

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Contestants and clubhouse guests agreed that food served during the Open was in keeping with normally high standards of the Oakmont club. About 300 waitresses, bus boys, bartenders comprised the service staff.

stone CC in Akron, O., where frozen prepared foods had been used exclusively and very successfully last year during the American Golf Classic, club manager, Fred Seitz, and general chairman, J. K. Mahaffey, Jr., planned the Oakmont event to make full use of quality food prepared in advance.

### Split The Menu

Stouffer Foods Corp. was called in for consultation and food-service suggestions. Outcome of the planning was a week's menu split about 50-50 between kitchen-produced items such as steaks, salads and vegetables, and pre-prepared foods including 15 frozen items. Non-frozen pre-prepared items included juices, cereals and bread.

In general, according to Oakmont's chef, Richard Bosnjak, the frozen prepared foods used were those which "would have taken a great deal of time to prepare in our own kitchen."

Fifteen items, including lobster newburg, baked breast of chicken, potatoes au gratin and three kinds of cake were cooked, frozen at Stouffer's kitchens in Cleveland, and then shipped to the clubhouse near Pittsburgh just before the event.

Says Bosnjak, "We could have produced any or all of these foods in our own kitchens during normal operations, but we simply didn't want to overload our facilities during the Open."

Just as important as operating efficiency, however, was food taste and acceptance by spectators, press and contestants. Oakmont, justly famed for its food during normal course operation, lost nothing in quality by using foods prepared elsewhere.

The consensus of opinion among club management was that the frozen items added to the overall food quality at the Open, since the cooks were able to devote full time and attention to the dishes being prepared on the spot.

Oakmont's kitchen is nearly new, and perfectly equipped to do what it is called upon to do most of the time: provide a la carte food for a few hundred people, or special dinners for up to about 400. But the club's management felt that trying to feed thousands of hungry people would be an almost impossible undertaking.

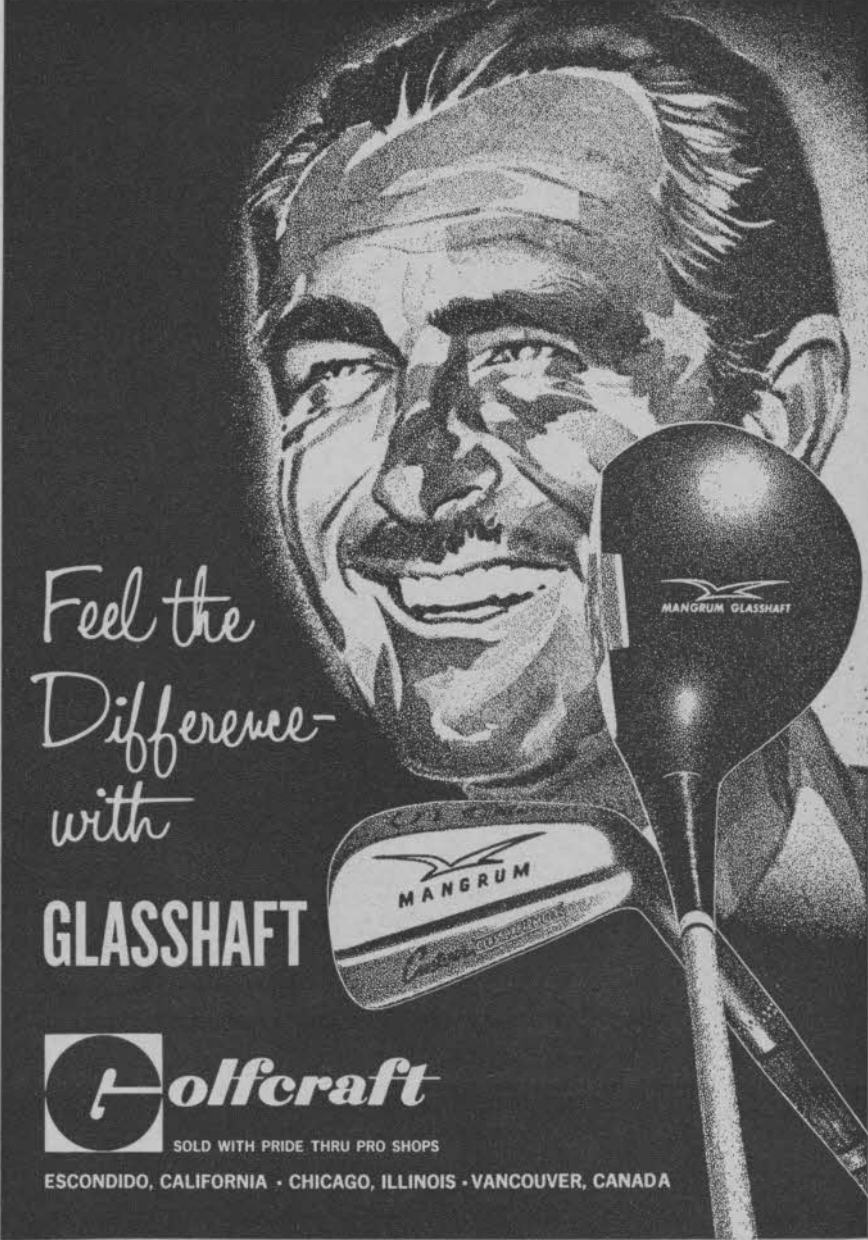
### 30-40 Minute Serving Time

Stouffer's foods were delivered to the clubhouse frozen in rigid foil trays containing six or eight servings, depending on the item. Most items can be brought up to serving temperature in 30-40 minutes. The trays are designed to fit into a standard steam table for easy serving.

Perhaps the most significant contribution of frozen prepared foods, apart from kitchen efficiency, is that feeding large groups is no longer a major gamble. Foods not thawed and sold today can be kept

*(Continued on page 81)*





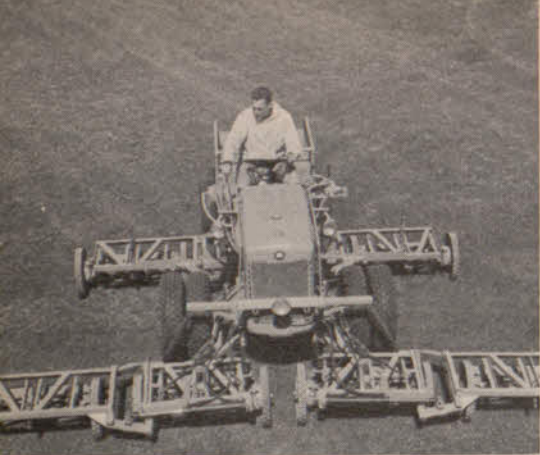
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Five lights, three in front, two in back, are installed on tractor for night mowing at Firestone CC. Two rear lights give check on performance. Driver is James Seigfried.

By **BILL LYONS**

Supt., Firestone CC, Akron, O.

Fred V. Grau, Golfdom columnist, once quoted a learned man in one of his excellent speeches: "Good judgment," said Grau, "comes out of wisdom; wisdom comes from mistakes and having thought about them."

Some will recall disastrous errors with turf on their own courses. The year of 1949 was such a year for many of us. No matter what most of us tried, it wasn't right. That was the year that many learned not to mow wilting turf. We learned, too, the deadly effect of highly fertilized grass clippings, especially on the aprons and approaches to greens.

With the American Golf Classic now an annual August feature at Firestone, we have to make sure we have satisfactory turf for the tourney. Night maintenance is not for all golf courses — it is only for those who:

1. Have the need — because of heavy play.
2. Desire to reduce maintenance cost. (More work per man hour.)
3. Demand safer operations.
4. Would like to have more customers — happier golfers.

#### **Big Break in Routine**

Heavily played public and overcrowded private courses simply can't get all the refined maintenance jobs done on schedule. I visited a supt. in a large city who stated that they could not mow greens from

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# NIGHT Maintenance

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*Here is a report on after-dark course work following a two-year tryout . . . Much can be said in its favor, according to the writer*

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Thursday evening until Monday morning. Every starting time was sold out from daybreak until sundown for Friday, Saturday and Sunday. Do you have such a need? Do you recognize it?

Howard Black, pro-owner, Elms CC, Massillon, O., saw the 1961 night maintenance demonstration at the Northern Ohio GCSA meeting at Firestone. Two days later I visited his club. The first thing Howard said was, "Take a look in my barn." Every tractor was equipped with new lights. One of his drivers said: "I cut more grass last night in eight hours than I ever cut before."

#### **Better Fairway Turf**

By error and by judgment we learned to stop all summer mowing at 11 a.m. We feel that mowing turf of any kind when heat is causing stress will weaken and open it to weed invasion.

Fairways mowed in the early morning during periods of heavy dew have that "cow-pile" look. Masses of clippings are neither conducive to good maintenance, beauty nor good playing conditions.

By beginning fairway mowing at twilight there is not enough dew to cause clipping bunching. Some nights dew will appear at midnight and others at about 1:00 a.m.

It is easier to see the line of cut at night than during bright sun. The accuracy is unbelievable. The rear light