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Bob Hope (left) looks over trophy he won in recent World Entertainment tourney held in Long Beach, Calif. With him are Del Webb (center), N. Y. Yankee owner, and Maurie Luxford, tournament chairman.

ance, aid in aiming clubface, weight and size, effect on balance of club, resistance to undue wear and tear, possible need of repairs, speed, ease and economy of application, ease of repair, etc.

SHAFTS — Materials, use of materials, flexibility or stiffness, torsion, weight, location of point of maximum "spring", taper, appearance, strength, resistance to corrosion, etc.

HEADS — Material, design, weight, distribution of weight, sole design, sole plate, face insert and other marking, assembly, head finish (material and design and durability), connection with shaft, etc.

Quincy Municipal

(Continued from page 36)

convinced many people that their kids will never learn to play the game well unless they have superior equipment."

Women's Club Sales Pick Up

Sales to women have been especially gratifying to Glasgow in the last two years. It never was much of a problem to sell quality sportswear to the ladies, according to the Quincy pro, because that favorite punch line, "This is something you can't buy in town," always was handy and it had an effect. But pro-line clubs were a different matter. However, Glasgow discovered about two years ago that if he brings husbands into the act when

attempting to sell quality clubs to women, his chances of making a sale are much greater. In many cases an appeal has to be made to the husband that his wife is being unnecessarily handicapped if she buys anything less than the very best clubs. Glasgow, incidentally, initially recommends only a seven club set for women, suggesting that they add to it later.

For the last ten years or so, credit has been extended to Westview players. Bob Glasgow tries to keep charge accounts at about 15 per cent or less of total sales and he constantly checks the ledger to make sure that nobody is too far back in his payments. Generally, his experience has been very good. Losses from bad debts have been practically nil and, as he points out, he never has lost a nickel through non-payment of a bill by a youngster between the ages of 12 and 18. Glasgow estimates that his sales probably run something like 15 per cent higher a year because he extends credit.

Three Junior Programs

For at least the last decade, the Quincy factotum has been devoting a good deal of time to running what is best described as a three-prong Junior program. The regular program is, of course, for the 9 or 10 through 18-year olds who play at Westview through the summer. Classes or clinics are conducted for them on the average of twice a week and it isn't uncommon for 50 to 75 youngsters to show up at any one session. After they have learned the fundamentals of the game, all the kids get a chance to hit from 25 to 50 balls because they take turns in swinging and shagging.

Glasgow takes a good deal of pride in his coaching record with the Quincy High School golf teams. In the last 11 years he has sent seven squads to the state championships. Boys and girls of high school age are permitted to play the Westview course free of charge from the time it opens in the spring until school is out in June. The climax of this school program comes in May when Quincy young course officials serve as hosts at an invitation tourney in which 18 or 20 teams and around 150 players participate.

They Also Work

The third phase of Glasgow's Junior program takes in employees. Youngsters who are old enough to qualify for working certificates are hired to work on the course during the summer months. Bob teaches them all phases of golf maintenance and it isn't uncommon for some of

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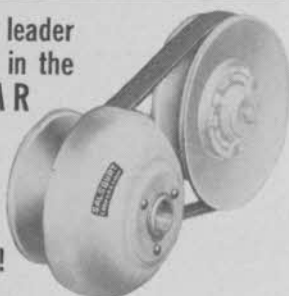
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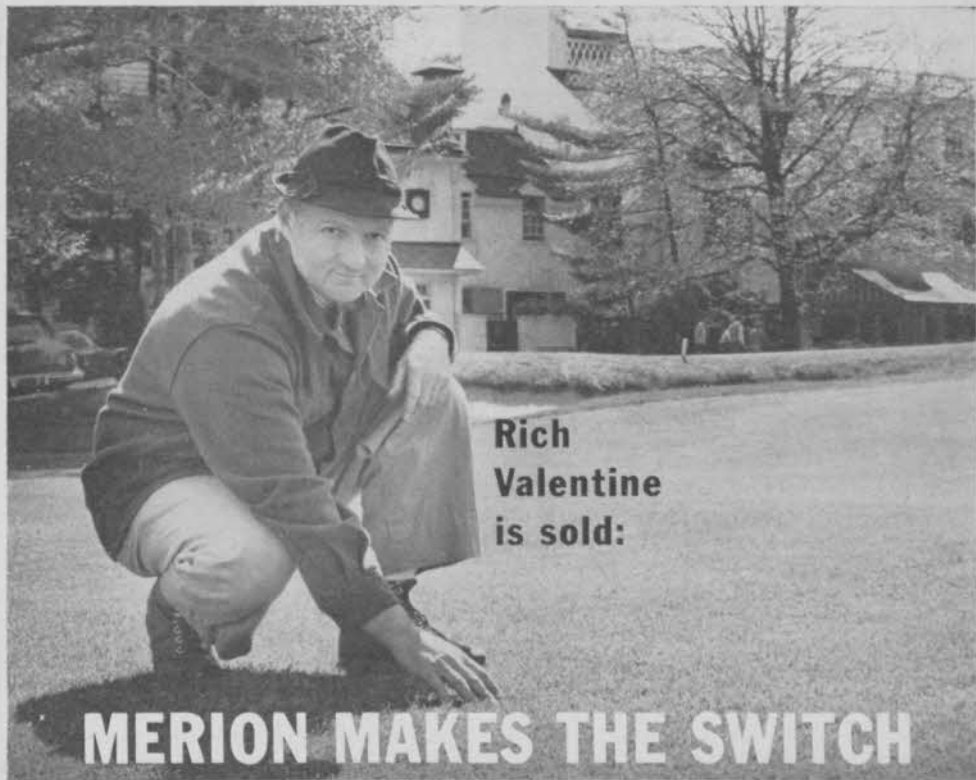
the boys to work at Westview from the time they are 16 until they have finished college. At least 25 young men have paid at least part of their way through school in recent years with money earned at the Quincy course. One of Glasgow's trainees, Oscar Miles, is attending the turf school at Penn State University.

Like many municipal courses, Westview has a hard core of about 100 males and 65 women players who are organized in Men's and Women's clubs. They handle many of the arrangements for clinics, tournaments, exhibitions, golf parties, etc. Westview's seven year-old clubhouse, with its space equally divided between the pro shop and a lounge and dining area, is an ideal rallying spot for activity such as is sponsored by the two clubs, and when the new 9 is completed and added to the present 18, there is no doubt that it will be enlarged.

"Golf clubs, such as we have," says Glasgow, "undoubtedly are a fine thing. The clinics, exhibitions, etc. that they sponsor certainly are a boon to golf in the Quincy area and they certainly have been a real shot in the arm to pro shop sales. For that I am grateful.

"But," adds the Quincy manager, "municipal clubs that are thinking about permitting clubs to be organized should proceed with some caution. The management should make it clear that the course officials are going to have the last word when any disputes arise, and the organizations' activities aren't going to be given any priorities that will interfere with the general operation of the course. What you have to avoid," Bob concludes, "is allowing the tail to wag the dog in a setup of this kind."

As has already been suggested, busy Bob Glasgow is a one-man club management team. But approximately even half of what he gets done wouldn't be accomplished if there wasn't a woman behind him. In this case it is Mrs. Hilda Killion, who has been at Westview for several years. She does much of the buying for the pro shop, is in charge of sales when Glasgow's management and maintenance duties take him away from the shop, and in between these chores, keeps the books. "The place would fold up if Hilda weren't around," Bob concedes. "If you think I'm a hardworking sort of a person, you should be around here toward the end of the month when Mrs. Killion is pushing the closeouts, checking the inventory and getting out the statements."



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The Country Club \$

(Continued from page 40)

1932 to 1941, the average operating expenditures amounted to \$118,000 a year. For the 1960 to 1961 fiscal period, operating expenditures, exclusive of food and beverage operations, total \$427,000 — about 300 per cent greater than in 1933 when the total cost was \$107,000.

In an analysis of unapportioned expenses, I found that in the three major divisions of clubhouse, golf and administration, expenses are all up an average of 300 per cent. Surprisingly, the only expense of operation that has not increased proportionately are real estate taxes. They are up "only" 150 per cent. Simply stated, it costs \$4.00 today to do the same job that could have been done for \$1.00 thirty years ago.

Lag in Dues

Have membership dues kept abreast of the times? Indications are that they have not in comparison to what they were three decades ago. During the early '30s, dues were adequate to pay the full cost of operation, and departmental operations need

only have been operated on a little more than a break-even basis. Today, as was reported in the M.G.A. report, dues only comprise 62 per cent of total income. The other 38 per cent now is being provided by departmental income from restaurant, bar, tobacco, room rentals and playing fees.

It is questionable, if this supporting net income can be increased to meet increasing costs of operations. Whether it can be maintained, especially in view of the recent publicity given the Internal Revenue Service's ruling on unrelated income from non-member functions, is debatable. This ruling will have the effect of restraining the accommodation of non-member tournaments and social activities at our clubs, reducing our operating departments' gross income.

No Other Choice

Therefore, if the inflationary trend continues, and all indications are that it will, it will become mandatory that additional revenue be provided from membership dues, fees and assessments. Here we will eventually meet resistance from our membership. Whether we wish to recognize it

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or not, it will be there to be dealt with. What alternative is there to be considered? As I see this situation, we must develop ways and means to more effectively control expense, and to give attention to areas that oftentimes are overlooked completely.

One such item is unemployment insurance. In most cases the highest experience rate is being paid due to the nature of club operations and the fluctuations of seasonal employment. However, this should not halt efforts to contest payments of unqualified applicants. If surveillance is maintained it is very likely a reduction in the rate can be obtained. Similarly, the experience rating for workmen's compensation insurance, if improved appreciably, also will result in savings in premium rates. Frankly, there are occasions when I feel that club officials and department heads place too much emphasis on the necessity for larger budgets and bigger spending. A more realistic thing might be hardheaded study of unnecessary phases of club service and the deletion thereof to effect economies that would benefit every member and not just a few . . ."

I would like to read some excerpts from some articles about country clubs that I read while preparing my text for this talk. The trend of each one was not very optimistic. On December 28th (1961), you may have seen in the Wall Street Journal these headlines: "Ailing Country Clubs — Many Hit By Rising Costs, Mismanagement, Overzealous Promotion."

In the USA Journal last year, there appeared two articles from which I quote: "Country Clubs came a little closer to making ends meet in 1960 than in 1959 as a result of rather substantial increases in dues income."

These quotes are from only two publications, but they give you a pretty clear idea of what I am trying to say.

Should Copy Oakmont

Notwithstanding customary criticism of the speed of Oakmont's greens, Lou Scalzo maintained the record of highest standard of maintenance set by his predecessor, the late "Dutch" Loeffler. Paul Erath, pro-supt. at Laurel Valley GC, Ligonier, Pa., whose experience in the Pittsburgh area goes way back, says that H. C. Fownes, designer and builder of Oakmont, did one of the finest building jobs in golf history. Erath says that the drainage of greens, fairways and tees at Oakmont is better than that of many first class courses being built today.

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Swinging Around Golf

(Continued from page 20)

Bushfield G&CC near Mt. Holly, Va.

Don Hatch, Garden Grove, Calif., is pres., Don Louis, Inc., which has leased 150 acres of Cowan ranch near Orange, Calif., as site for course . . . Pine Knob Enterprises headed by Leonard W. Jarosz, Birmingham, Mich., to build Par-3 and ski area . . . Alta (Ia.), G&CC opens its 9-hole course . . . George Zaharias makes offer to city of Dunedin, Fla., to lease and operate the course that formerly was leased and operated by PGA.

Corpus Christi, Tex., Park and Recreation Board approves specifications for 27-hole layout at old airport and sends copies to parties interested in building and leasing the plant . . . Considering new course at Winter Haven, Fla., with Bill Perry, operator of present course, Dick Pope, Sr., operator of Cypress Gardens and others interested . . . Gordon Hinn to build Par-3 at Dunedin, Fla., adjacent to Dunedin Isles (PGA National) course . . . Lake Gregory GC, W. M. Gregory, pres., to open first 9 in August and give Augusta, Ga., area its seventh course.

Sun-N-Sky GC begins building course at Lenwood, Calif. . . . Fred Hunt, pres., Barstow Development Co., is head of the building group . . . Willie Barber of Costa Mesa will be pro . . . Building course at Blackville, S.C. . . . Golf Farm opens its 9-hole par-30 "executive" course near Hadonfield, N.J. . . . Dick Hendrickson is pro . . . Bruce Irwin opens his 9-hole Tee-Bird CC in the Moreau section of Glens Falls, N.Y.

Theodore Paquin, Sandersdale Rd., Charlton, Mass., opens five holes of the 9 he's building because he "got tired of waiting in line." . . . Paul J. Roth opens his 18-hole Winding Brook CC in Albany, N.Y.'s suburban Valatie . . . Roger Barry, golf writer of Quincy, Mass., Patriot, all enthused about 18-hole Par-3 Blue Rock course at South Yarmouth, designed by Geoffrey Cornish and owned by Davenport Realty Trust.

Jack Crowder heads group organizing golf club at Brooksville, Fla. . . . Start building Flanders Valley course, Morris County, N.J.'s first public course . . . Fine story by Bill Robinson in Atlanta Journal on Dr. Glenn Burton's work at Coastal Plains Experiment Station of U.S. Dept. of Agriculture in developing superior Ber-

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Hal Kostka, formerly asst. to **Johnny Bass** at Pine Ridge, Baltimore, now is pro at Forest Park course, Valparaiso, Ind. . . . Midland (Mich.) Currie Park course getting new 9 . . . It now has conventional 18, Par-3 and a lighted range . . . Bala CC (Philadelphia dist.) pro, **Henry McQuiston**, has attractive new shop . . . Club recently refused \$2,750,000 for its 88-acre property.

Frank Hardy pro at Rockaway Hunt Club, Far Rockaway, L.I., N.Y., went there this spring when **Jack Doss**, who had signed for the post, switched to Virginia CC, Long Beach, Calif. . . . Cottonwood CC at El Cajon, Calif., now operating its 27 holes . . . **Cliff Crandall** is pro and **Lynn Myers**, asst. . . . **Bud Sears** is Cottonwood pres. . . . **Bill Ford** opens his Riverview GC 18 at McKeesport, Pa. . . . **Joe Campayno** is pro.

Charles Schneider, jr., formerly pro at Doylestown (Pa.) CC now pro at Malvern CC, Norristown, Pa. . . . Plan to build 18 at Bayville, N.J. . . . Open municipal

course at Little Falls, N.Y. . . . Plan building Ankeny G&CC 9 in Des Moines, Ia. suburb . . . **Max Akers** is pres. . . . To build Mill Creek CC course at East Moline, Ill.

Kenneth Harris to build first 9 of a proposed 18 at Snohomish, Wash. . . . To build 9 on Hat Island Development Co. property in Puget Sound near Everett, Wash. . . . **Jack L. McIntosh**, Waterfront Sales, 500 Wall st., Seattle, is Hat Island gen. mgr. . . . **Martindale CC**, Auburn, Me., building second 9 to plan of **Philip Wogan**, Beverly, Mass.

Wallace Williams, Jr. opens his 9-hole Elkton course at Aberdeen, Md. . . . **Wm. Schafer** opens his Evergreen CC 9 at Mt. Angel, Ore. . . . First 9 of Allegany Four-Season Club to be built by company headed by **Al Potter** and **John Sawaya**, Olean, N.Y., and others . . . **Russellville, Ala.**, Jaycees headed by **Bill Foster**, building 9-hole course . . . **Antigo Bass Lake CC**, Rhinelander, Wis., to build a second 9 to the plans of **Lawrence Packard** . . . **Palmyra Island**, 960 miles off Honolulu, leased by **Leslie Fuller-Leo**, Honolulu, to a subsidiary of **Mercury International**

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Joseph G. Tonascia, pres. Crane Creek CC, says club will soon start building its 18 at Boise, Ida., to plans of Bob Baldock . . . Julius Jacobson and son, Dave, open their Winnegamie GC 9 west of Appleton, Wis. . . Eugene Behling, Oconto Falls, Wis., city attorney, is pres., of Oconto Falls CC which is opening its 9 built to plans of Lawrence Packard.

Columbus (O.) CC building \$1 million clubhouse replacing one destroyed by fire last winter . . . Many new clubhouses being built and some of the better designed ones look as though, in operating costs, they'll save on upkeep expense before they start to show wear . . . Still a tendency to overbuild clubhouses instead of making smart use of terrace space . . . Some clubs that really don't need much more than a flagpole for a clubhouse are burdening members with a heavy load because a few members, new to clubhouse planning and use, want costly diggings as a status symbol.

Wellshire public clubhouse at Denver destroyed by fire . . . Probably will cost \$350,000 to replace it . . . Nobel James, Roy Lewis and Hank Greiner start building Par-3 nine at Santa Ana, Calif. beginning with the River View range . . . Wm. Holloway, Memphis, pres. of National Golf Corp., says organization's 27-hole Hickory Valley course on 65 acres will be world's largest lighted course . . . It will have mainly par three holes with some par fours . . . Company now operates lighted 18-hole Par-3 2,700 yards course at Memphis and plans building 18 Par-3s at Huntsville, Ala., Nashville, Jackson, Miss., Little Rock, Shreveport and New Orleans.

Sue Adams became the bride of Paul J. Lemcke June 23 in St. Thomas More Church, Elgin, Ill. . . She is the daughter of Harry and Lou Adams . . . Harry, former pro in Chicago dist., for some years has been MacGregor Golf sales mgr. in the Chicago and northern Ill. area . . . Paul Lemcke has left Pacific Coast amateur ranks to become asst. to Bill Ogden at North Shore CC, near Chicago . . . He's now in the Army at Fort Ord.

GOLFDOM's suggestion that USGA change name of green section to golf course section for better advertising and selling of the section's valuable service

(Continued on page 98)