



Carl J. Benkert

... plugs the Foundation.

Delegates Get Some Enlightenment Upon Attending PGA Meeting

*Home Building Plan, Title Problems, Palm Beach Budget
Explained as "Communications" Are Resumed*

By **HERB GRAFFIS**

Top attendance at the morning half of the day's educational program of the PGA's 46th annual meeting, held in West Palm Beach, Fla., in November, was 73. Of this small gathering, 18 were manufacturers or salesmen of golf goods. Nine attending had miscellaneous associations with the golf business.

Overall cost of the slim meeting again indicated that this part of the PGA's annual meeting is due for revision. Don E. Fischesser, pro at Evansville (Ind.) CC and chairman of the education committee of the pro group, had arranged a program to show how opportunity is knocking loud

and urgently for the professional who is soundly educated in the business of golf.

Carl J. Benkert, vp of Hillerich & Bradby Co. and president of the National Golf Foundation, told of vast growth of golf business and the expansion of pro earning opportunities, part of them developed by the Foundation's work.

Horton Smith, pro at Detroit GC and an ex-president of the PGA, described the operations and results of the pro business schools. Smith credited Emil Beck, pro at Black River CC, Port Huron, Mich., with invaluable foresight in the planning and direction of the educational activity which has grown from a single



Olin Dutra

Arnold Palmer

Tom LoPresti

Lou Strong

E. J. (Dutch) Harrison

Olin and Dutch were inducted into the Hall of Fame; Palmer and LoPresti received playing and home pro awards; and Strong was re-elected president of the PGA.

school, held in Clearwater, Fla., five years ago, to the week-long schools that are now conducted in Clearwater, Dallas and Portland, Ore.

Les Giblin, a member of Ridgewood (N.J.) CC, and a noted sales training expert, gave an educational and entertaining talk on selling and human relations. Giblin is the star of the sales meeting pepper-uppers. He suggested many tactful answers for pros who find themselves in delicate situations with members.

Tell About Palm Beach Gardens

Jerome V. Kelley outlined the lot buying and home building deals for PGA members at Palm Beach Gardens, John MacArthur's new community, where the pro organization is to have its courses, office building and clubhouse. During the president's dinner, MacArthur said he planned to sell enough property to warrant the expense of building the courses for the PGA and alluded to the difficulty in getting title cleared on some of the property. Other than this no further information on the PGA courses and clubhouse project was released during the annual meeting.

A budget of the PGA's Palm Beach Gardens project was given to delegates in acknowledgment of members' requests to be told what is going on. Visits of delegates and others to the site of the new courses showed construction work at a stage which indicates that the architect, Dick Wilson, has designed a pair of masterpieces.

What puzzled the visitors, though, is why there was a delay in telling PGA

members the courses wouldn't be in play this winter. There was some doubt that the courses and clubhouse would be ready for the 1963-64 winter. But the errors of omission and commission in the Palm Beach Gardens deal may be in the past. Candid PGA officials admit that failure to acquaint members with the planning, financing and progress of the move to Palm Beach Gardens was due to the complete trust of several pros in Santa Claus. PGA officials privately lament that mishandling of the project blew a wonderful chance for the organization to establish itself as a paragon for those who plan golf courses and otherwise figure in the financial operations of golf business.

Delegates figured that PGA officials were educated the hard way to the importance of "communications" with members, the golfing public and press. Secrecy of the Palm Beach Gardens arrangements didn't turn out to be good policy.

Carl Benkert's talk on the National Golf Foundation was sharpened with the visual aid of slides prepared by Rex McMorris, executive vp of the National Golf Foundation. Benkert told how the economic crash of the early '30s slashed the golf goods market to \$10,235,000 (manufacturers' prices) and to a little more than 5,200 courses in 1935. In 1962 pro shop business alone exceeded \$80,000,000 and there were nearly 7,100 courses.

Joe and Herb Graffis, publishers of GOLFDOM and GOLFING, Benkert said, interested golf equipment manu-

(Continued on page 95)

■ made by Cushman...especially for golf course maintenance...



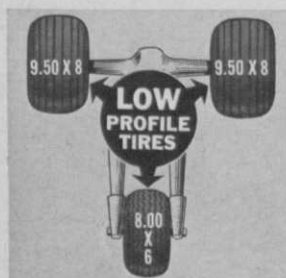
New! **CUSHMAN**® ESTATE MODEL

power to spare, without damage to turf!

Even with its extra-high lugging power and extra-high drawbar pull, the new Cushman Estate Model will not damage even the finest turf. Rear tires are big low-profile 9.50 x 8; front tire is 8.00 x 6. With the Estate Model's light weight, and these low-profile tires, here's a piece of golf course machinery that places far less pressure on the turf than a man's foot, performs many jobs more economically than heavy, expensive equipment. Use it for watering, for hauling, for moving equipment—all general maintenance work.

The Estate Model is highly maneuverable, needs only 4½ feet clearance, goes almost anywhere on the course, any time—even after heavy rains. Powered with famous, efficient, 9 HP or 18 HP OMC engine, it operates for just pennies a day, requires almost no maintenance. Made by Cushman—one of the great names in golf course equipment.

Ask your Cushman Dealer for a demonstration, or write direct for complete information.



CUSHMAN MOTORS

917 No. 21st, Lincoln, Nebraska

Please send me complete Estate Model information.

NAME _____

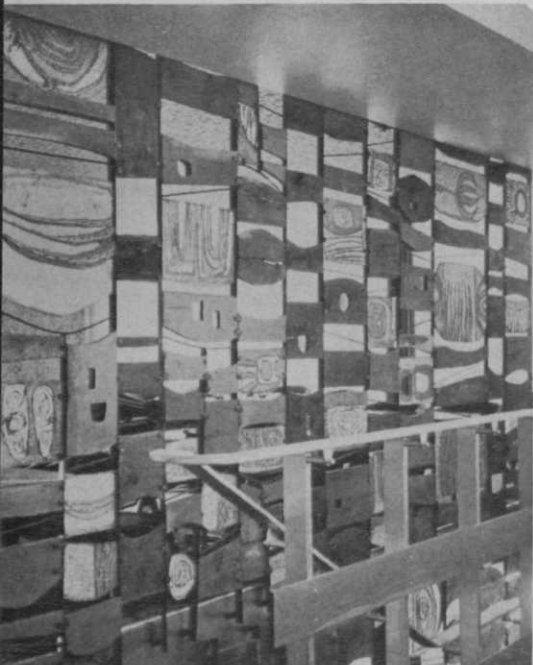
CLUB _____

ADDRESS _____

CITY _____ STATE _____

CUSHMAN "the big name in little wheels" **MOTORS**

969 NORTH 21ST., LINCOLN, NEBRASKA • DIVISION OF OUTBOARD MARINE CORPORATION



Most talked about item in the Silver Lake clubhouse is two-story room divider that is said to have been inspired by Indian art. (Below) Architect's sketch of clubhouse. Long porticos face course on both first and second floor levels.

Wall Folds Up — Gives Silver Lake Space as Needed

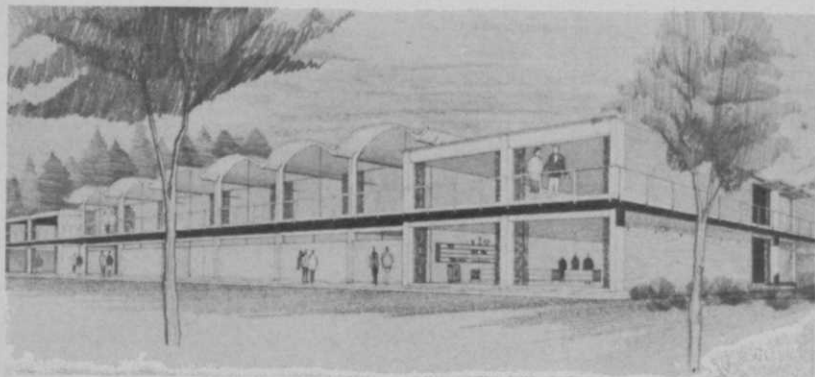
Emphasis Put on Flexibility in This \$350,000 Clubhouse That is A Model of Thoughtful Planning

The designers of the three-year old clubhouse of Silver Lake CC in Cuyahoga Falls, O., Keith Haag & Associates, don't claim to have introduced any 21st century projections into the plans of this two-story, rectangular structure, but rather have concentrated in building all possible utility into every square foot of floor space.

This is best typified by the second floor of the building. Its outside dimensions are 52 by 160 feet. Approximately two-thirds of its area is occupied by the great hall, part of which can be easily subtracted and

converted into a large, formal dining area simply by drawing a permanently installed accordion wall that is located near the center of the huge room. At the other end of the second floor is an open dining room that is connected by a stairway with a lounge directly below it. These two spots are the popular eating and drinking places at Silver Lake, their atmosphere being made a little more cozy by a two-story divider (see photo) that has the effect of setting them apart from the rest of the clubhouse.

The divider inevitably provides a start-





STAY A
MAXFLI
MILE
AHEAD...

IN PRO SHOP PROFITS

"Hit it a Maxfli Mile!" That's the challenge going out to millions of golfers throughout 1963 in the biggest Super Maxfli advertising campaign in the history of Dunlop sports. You've probably already seen the first ads in the series on the Maxfli Mile. The campaign, running in leading national consumer and golf magazines, is aimed at sparking unprecedented interest in this already popular golf ball... and putting you out front by a "Maxfli Mile" in Super Maxfli sales and profits. • Record-breaking Super Maxfli sales in 1962 are only a preview of the action you can expect in '63. So watch your favorite magazines for the hard-hitting story of the "Maxfli Mile." And make sure *you* are on the winning team with plenty of Super Maxfli balls on hand for the kick-off of the 1963 season.



Sold only by golf professionals



Sports Division

500 Fifth Avenue, New York 36, N.Y.



View of the great hall with foyer at right. Fireplace is constructed of brick and stainless steel. (Below) Lounge on second floor is located above utility kitchen and similar ground level dining area and is serviced by a stairway.

ing point for conversation at Silver Lake, especially among persons visiting the club



Aaron Martin
Silver Lake Manager

for the first time. It is the dreamchild of Don Drumm, an Akron, O. interior decorator. Completely handmade, its framework is of longitudinal wrought iron runners set about six inches to two feet apart. The filigree is a combination of weathered barn lumber and sand cast iron plating, cut into a variety of shapes.

Indian art is said to have inspired this unique piece.

The divider is the only indulgence that members of the Cuyahoga Falls club, of which there are more than 400, have permitted themselves. The remainder of the clubhouse is purely utilitarian. To return to the second floor, the front side of it is occupied by the main kitchen, a private dining room, toilet facilities, the foyer and the club offices. On the ground floor, leading away from the lounge, behind which a utility kitchen is located, are the men's and women's lockerrooms, each with a small lounge, a furnace room, and the

pro shop with an adjacent bag storage room. There are a total of four inside and outside entranceways to Jim Gantz's golf shop.

It cost around \$350,000 to build the Silver Lake clubhouse, which encompasses, altogether, 16,600 square feet of floor space. The building was constructed of steel and reinforced concrete with the pilasters set on 16-foot centers. Approximately \$100,000 was spent for furniture and fixtures, including those installed in the two kitchens.

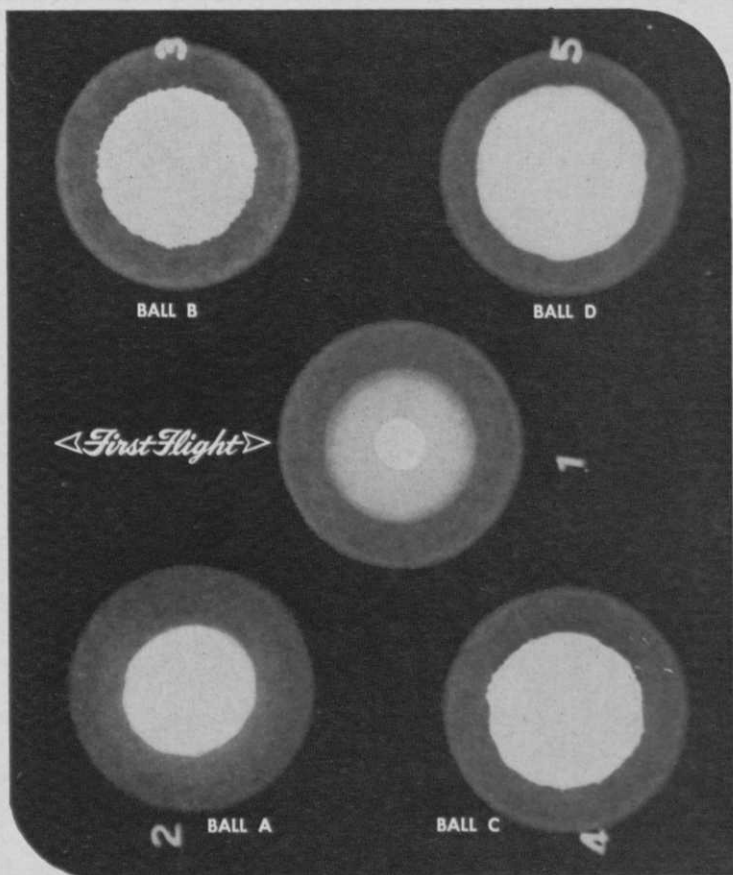
(Continued on page 90)



THIS UN-RETOUCHED X-RAY

OF THE FIVE TOP SELLING \$1.25 GOLF BALLS

shows why *First Flight* is the
"Greatest Success in Golf Ball History"



THE FACTS ON THIS X-RAY:

1. A brand new ball from the five leading \$1.25 sellers in the nation was taken at random from professional golf shops.
2. This X-ray was made by independent technicians.
3. Printed as received, UN-RETOUCHED. (Film available for your inspection.)

U. S. PATENT NO. 2,914,328

"First Flight" and "Steel Power Center" are registered trade marks of the First Flight Company.

TRY IT YOURSELF!

If you have X-ray equipment why not see for yourself? Pick up First Flight and other well known golf balls in your Pro Shop. You, too, will be amazed at the difference . . . and see that First Flight is TRUE BECAUSE IT'S ROUND ALL THROUGH! Tell your friends what you find!

First Flight big wins in 1962 include: National PGA Club Championship, Jim Stamps; New Orleans, Bo Winger; Baton Rouge, Joe Campbell; International, Gene Littler; Pensacola, Doug Sanders; Thunderbird Classic, Gene Littler; PGA Championship, Gary Player.

Sold Only By The Golf Professional

Third Party Not Affected by Original Lease Agreement

By WILLIAM JABINE

A Texan named Shofner leased a tract of ground and built a golf course on it. The written lease provided that Shofner could not assign or sublet without the lessor's written consent. Shofner assigned the lease to one Apperson, retaining a lien on the real and personal property to secure payment of the rent due under the original lease.

Apperson, who was familiar with the terms of the lease, occupied the land for more than eight months, operated the course and collected the revenue therefrom. He paid to the original lessor one month's rent which was received and accepted. When his check for the next month's rent bounced he paid a smaller amount and asked the lessor for more time to pay the balance. The lessor declined on the ground that he did not wish to take any action that might release Shofner from liability.

Shofner brought an action against Apperson to foreclose his lien on the property. Apperson countered with a claim that the assignment was void because Shofner had not obtained the lessor's written consent to sublet the ground to him. The trial court withdrew the case from the jury and rendered judgment for Shofner. Apperson appealed to the court of civil appeals of Texas in Waco.

Agrees With Trial Court

The court of civil appeals affirmed the judgment of the trial court in favor of Shofner. In so doing it said in part: "The provision in the lease prohibiting assignment of the lease without written consent was for the lessor's benefit, and the lessor could waive it. In the absence of interference with his possession, Apperson 'has no right to complain'. (Citations)

"The undisputed evidence establishes that the lessor gave unequivocal oral consent to the assignment before it was executed, agreeing to execute a written consent if it was needed. The lessor, not a

party, testified oral approval and consent was given before the transfer to Apperson was made and there had never been objection to, or refusal of such consent. When Apperson announced he elected to rescind the contract under which the assignment was made because the consent was not in writing, the lessor executed a formal written consent recognizing the assignment, ratifying and confirming its prior oral agreement.

"Appellant says a provision in the lease agreement that it 'shall not be amended, changed or extended except by written instrument signed by lessor and lessee precluded oral consent to the assignment, waiver or ratification. Justice Stayton said in *Morrison v. Ins. Co. of North America*, 69 Tex. 353, 6 S.W. 605, 609: 'The answer is manifest. A written bargain is of no higher degree than a parol (oral) one. Either may vary or discharge the other; and there can be no more force in an agreement in writing not to agree by parol than in a parol agreement not to agree in writing.'" (*Apperson v. Shofner*, 351 S.W. 367.)

First Flight Again Co-Sponsors PGA Club Championship

First Flight Co. of Chattanooga, Tenn. will be a co-sponsor of the 1963 PGA National golf club championship which will be played at Port St. Lucie (Fla.) CC, Jan. 17-20. A total of \$25,000, a record purse, will be divided among the top finishers in seven age groups.

This is the fifth year that First Flight is co-sponsoring the 72-hole club championship. The tournament will be played over the two courses at St. Lucie. The "Sinners" 18 measures over 7,000 yards and the "Saints" course is 6,547 yards.

Defending champion is Jim Stamps. He won the 1962 event, played at the PGA National club in Dunedin, with a 274. Nearly 350 pros took part in last year's event.

Mills Top Rookie

Ladies PGA "rookie of the year" award for 1962 went to Mary Mills, who joined the tour in April, played in 20 tournaments and won more than \$8,000. She placed second in two of the women's events. Mary is a protege of Johnny Revolta and won the Mississippi Amateur every year from 1954 through 1961.



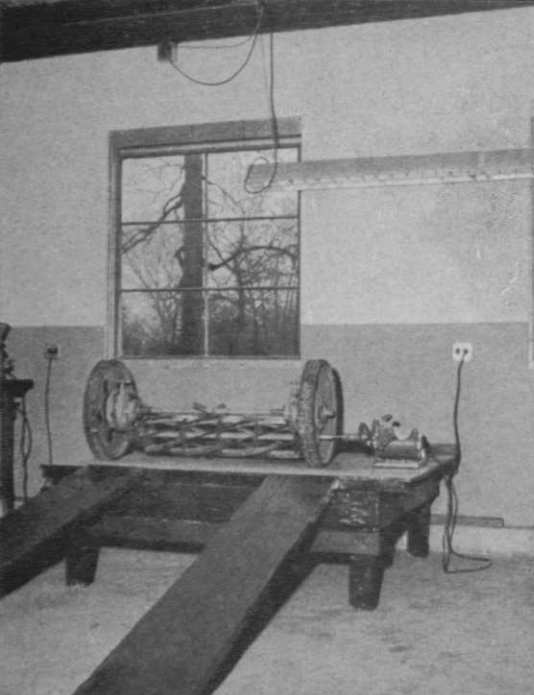
*Power-Bilts
hold great
promise for
those who
will only look
for themselves
Bobby Nichols*

FINE FEATURES MAKE FINE CLUBS

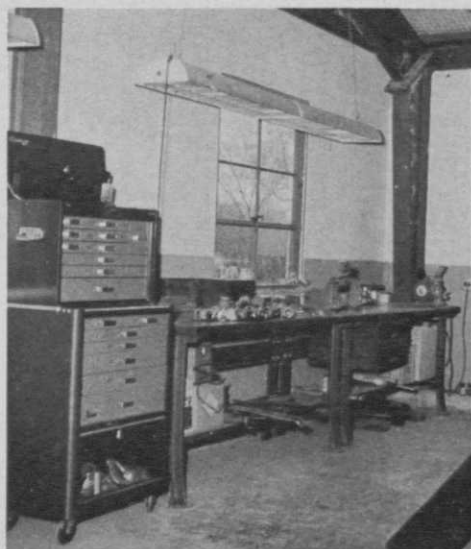
- **PERSIMMON HEADS** In no other clubs are the attributes of genuine persimmon — the American Ebony — so skillfully enhanced as in Power-Bilts.
- **GRIP FEEL** — Good grip feel is essential to all fine clubs, and Power-Bilts are standouts in this respect. They have the feel that imparts confidence thru the hands.
- **LEVELUME PLATED IRON HEADS** Levelume is a bright nickel chrome which is more corrosive resistant than any other plating — its thick nickel deposit is ten times the thickness of ordinary chrome coating.
- **UNIFORM SWING FEEL** The desirable sameness in the feel and balance of Power-Bilts is the result of our Master Matching process of club making.
- **THE FAMOUS BRASS BACK** The brass back found on all Citation woods represents the perfection of the dynamic power-behind-the-ball principle of back-weighting.

HILLERICH & BRADSBY COMPANY, Louisville, Kentucky

Also makers of the Louisville Slugger Bat since 1884



(Left) Small bench with ramps eliminates back breaking work in repairing and painting gang mowers. (Right) Movable Remline tool chest is parked next to work bench, helps to cut down on aggravation of misplaced tools.



HIBERNATION

with a Repair Kit and Paint Sprayer

They hardly poke their noses outside the door at North Shore in the winter but they get a lot of work done



North Shore shop has plenty of altitude. Front end loader can stretch to its full height.

Even when today's high costs are taken into consideration, there isn't much doubt that golf club members, too few of whom are aware of the work of their maintenance departments, are amazed when they learn that in many instances something like \$3,000 or \$4,000 is spent each year in course equipment upkeep. "How," many of them ask, "is it possible to spray that much paint or bury so many replacement parts in the innards of the machinery?"



Joe Dinelli

What they don't realize is that tractors,