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and 150 social memberships, 80 per cent of which have been filled. If the total of 550 memberships never is exceeded, it is felt that the clubhouse won't be outgrown. The only major change that has been considered by club officials is to move the pro shop into a separate building, but this probably won't be done until there are definite signs of overcrowding. The layout, as originally designed by Haag & Associates after a rather lengthy series of consultations with both Aaron Martin and club officials, has undergone but a few minor alterations, and these only to improve service in the dining areas.

"Some people," says Martin, "have suggested that our kitchen arrangement isn't quite how they'd want it to be. The main kitchen on the second floor is at the opposite end of the building from the utility kitchen on the first floor and prepared food has to be delivered the length of the building to the latter location. We agree that it would be ideal to have one kitchen directly under the other one, but even on our busiest days we've never run into any serious bottlenecks because of this setup."

The utility kitchen, the Silver Lake man-

ager points out, was installed several months after the clubhouse was completed when it was realized that the dining room on the ground floor couldn't be efficiently serviced from the main kitchen. If there were any oversights in the original planning this was it, but at least the remedy has worked out to everyone's satisfaction.

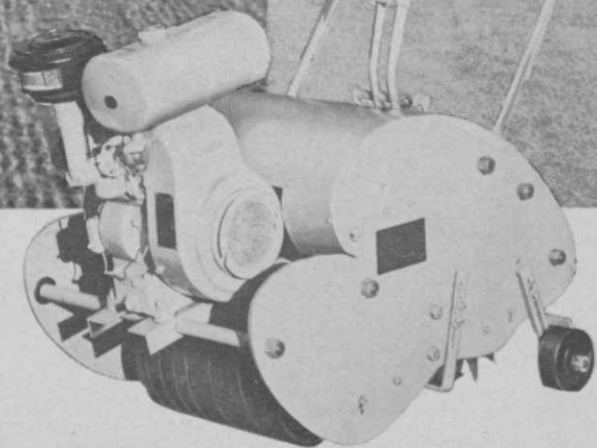
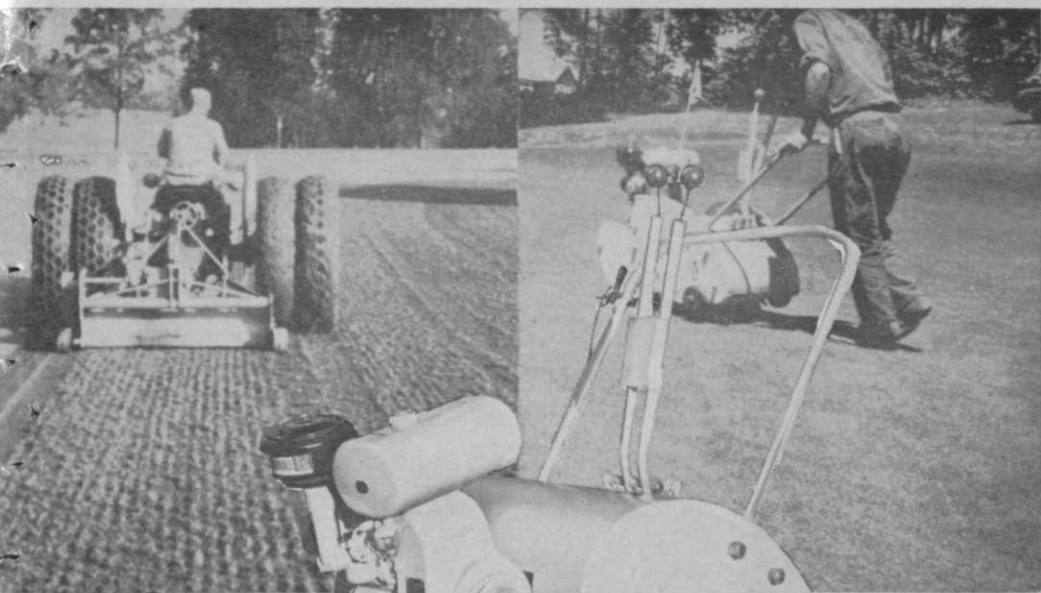
### Day-by-Day Control

(Continued from page 40)

customer receives one copy of the sales ticket at the time of the sale, a second copy is retained as a permanent record by Barger for his bookkeeping, and the third copy is sent to the customer at the time of billing. The billing and collecting of these charges is handled by Barger's office.

At the end of each day, a tape kept by the register indicates the sales volume for each department plus a daily grand total. These tapes and the sales slips are turned over to an outside accounting firm which develops monthly profit and loss statements.

The pro shop maintains an inventory of \$35,000 worth of merchandise



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which it turns over about three times annually on a 12-month operation. By maintaining tight control over what is selling, and what should be stocked, Barger is able to closely monitor the profitability of his shop. He, like Kennett and other successful pros, does this through a complete control approach to operating a business on a golf course.

### Souder Re-Elected As Western Golf President

William F. (Fritz) Souder, Jr., Chicago insurance executive, was re-elected president of Western Golf Assn. at the 64th annual meeting of the organization in Dec. Souder, the 36th man to hold the position of president, said WGA had its greatest year in 1962. Much of the success was due to the comeback of the Western Open, held in Chicago, which netted nearly \$25,000 after a string of financial flops in recent years. Proceeds of the tournament were turned over to Western Golf's Evans Scholarship Foundation.

Other WGA officers, all re-elected, are: Norman G. Copland, Cameron Eddy and George H. Webb, vps; Clifford Domin,

treas.; Thomas V. King, sec.; and A. J. Petit, Jr., general counsel. The association's board is composed of 69 men.

### 14 Writers Pick Single Winner in Golfing Poll

Probably because Gary Player and Labron Harris confounded most people by winning the PGA Championship and National Amateur in 1962, golf writers who took part in Golfing's annual poll didn't fare too well. None of them forecast Harris' victory, only one picked Player, but 13 of them redeemed themselves by foreseeing Jack Nicklaus as the winner of the Open. Here is the list of those who picked one winner:

John O'Donnell, Davenport Morning Democrat; Ken Alyta, Charlotte (N.C.) AP; Orlando Blackburn, Lamarque (Tex.) Times; Al Cartwright, Wilmington (Del.) Journal; John Cathey, Greensboro (N.C.) Record; Maury Fitzgerald, Washington Post; Frank Reece, Dallas Morning News; Ron Young, Clearwater Sun; Bert McGrane, Des Moines Register; Aileen Covington; Earl Hilligan; Robert M. Brumby; John Hubbard, PGA Magazine; Gene Korzelius; Mark Schreiber.

## Delegates Are Enlightened

(Continued from page 22)

facturers and the PGA in organizing the National Golf Foundation as a promotion and service bureau for golf after their publications had carried on market development work earlier. In 1936 a promotion budget of \$12,000 was made available by the manufacturers and the PGA, with the PGA providing \$2,500. Additional expenses were assumed by GOLFDOM and GOLFING.

In 1939 the late Glenn Morris became the first director of the Foundation. Special emphasis was placed on getting more people to play golf. Then, with the energetic participation of professionals in the promotion of more play, a shortage of courses developed. This called for more emphasis on the building of courses in the Foundation's policy. Today, development of players continues to run well ahead of the supply of conventional and Par 3 courses, Benkert pointed out. In the past year, 381 new courses were built and 65 courses were extended.

### Describes Foundation Operation

Benkert described the operations of the Foundation's headquarters and field staff of Bill Sherman, Harry Eckhoff and Roy Holland which works under the direction of Rex McMorris. The latter also spends considerable time in the field on course and club building projects, in college and high school golf development programs, and in extending the Foundation's publicity activity.

The latest undertaking in the Foundation's steadily expanding program is a series of golf instruction films designed especially for college and high school students. Don Fischesser, Irv Schloss and Johnny Vasco of the PGA educational committee worked with McMorris and Dallas Jones Co. in planning and producing the pictures.

Benkert also referred to the Foundation's role of making known the availability of federal and other funds for construction of courses and in promoting general publicity for golf. All of the Foundation's work, he said, adds up to increasing the job and earning possibilities for professionals.

Benkert concluded his remarks by saying that the most significant development in the entire recreation picture in the last two or three years is that golf has continued to expand while the bloom has

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rubbed off in such participation sports as bowling and boating. The sale of golf equipment and apparel now accounts for more than half of the volume reported to the Athletic Goods Manufacturers' Association.

### PGA Schools Graduate 1521

Don Fischesser, in introducing Horton Smith for a presentation of the PGA business schools' report, said that since the first of these schools was established in Clearwater in 1957 the courses have graduated 1521 students.

The growth of the schools has made it necessary to restrict admission to those serving as assistants to PGA pros, to young men sponsored by PGA members, or to PGA members who are full fledged pros, Smith said.

Curriculum at all PGA business schools is the same and is enlarged yearly as conditions dictate. The next subject probably will be the economics of golf business, showing what the pro's position is in relation to private club,, daily fee and public course operation, and manufacturers.

### Assistant Schooling Pays

The name of the school was changed from the original "Assistants' School" to "Business School" as numerous ex-

perienced professionals began attending the class sessions to be brought up to date on new developments in their field and to contribute to the program. Veteran professionals have accounted for most of the attendance at the schools by sending their assistants to it. Smith is one of those who has paid expenses of an assistant at the school. He said that it is an investment that has paid him large dividends.

### Uses Only Small Part

National Golf Day revenue, one of the PGA's fine public relations jobs, helps pay the cost of conducting the business schools. The PGA takes only a small percentage of income from National Golf Day which it sponsors, however.

This winter, Emil Beck again will direct the school at the Jack Tar-Harrison hotel, Clearwater, where Bill Hardy, George Aulbach, John Budd, Horton Smith, Eddie Duino, the late Willie Ogg and others established the program. Ross Collins will direct the school at the Statler-Hilton in Dallas, and Gene Mason at the Multnomah hotel at Portland, Ore. Bill Junker of the Fawick Flexi-Grip Co., is host at the graduating class dinners of the schools.

## Swinging Around Golf

(Continued from page 16)

took during PGA 1962 championship at Aronomink and the National Golf Foundation's new films for high school and college instruction . . . Paul Erath, pro-supt. of Laurel Valley CC, Ligonier, Pa., designed and built 9-hole 2900 yd. par 34 fee course at Donegal, Pa. . . . It will open in the spring.

**R. D. Lewis, experiment station director** at Texas A & M since 1946, has retired . . . He had much to do with the formation of the Texas Turfgrass Assn. in 1947 . . . He plans to make his future home in Syria where he will teach at the University of Aleppo . . . Presidential course, companion 18 to the Diplomat of the Diplomat Hotel and CC, Hollywood-by-the-Sea, Fla., opened in Dec., extends to 6,964 yards . . . It was designed by Mark Mahannah and Supt. John Hutton supervised construction . . . Jerry Volpe is the Presidential manager and Nick Bersan is golf director at the hotel.

**Arnold Palmer and Jack Nicklaus** will be honored at the 11th annual national awards dinner of the Metropolitan Golf Writers Assn. at the Waldorf Astoria on Jan. 9 . . . Sam Snead, JoAnne Gunderson, Women's Amateur champion, and Murle McKenzie Lindstrom, winner of the 1962 Women's Open, also will be given awards . . . Ninety holes designed by Geoffrey S. Cornish, the Fiddler's Green architect from Amherst, Mass., will be put in play in May and June . . . They include 18s at Trull Brook, N. Tewksbury, Mass., and Swansea (Mass.) GC . . . first 9s of private clubs in Dover, N. H., Watertown, Conn., and North Reading and Southwick in Mass . . . and second 9s at Hop Meadow CC, Simsbury, Conn. and Indian Ridge in Andover, Mass. . . . Another Cornish production, the 36 holes of Summerlea CC in Montreal, were tested last fall but won't be officially opened until May.

**Bob Wiezycki, pro at Lock Raven GC,** a Tampa, Fla., Par, recently had two aces in the same round . . . He used a wedge to connect on a 96-yard hole and another that is 55-yards long . . . Naples Senior Invitational, to be played at Beach Club Hotel, Naples, Fla., Jan. 21-25, to be preceded by a Ladies PGA-Senior program the first two days . . . Major Basil B. Blanchard, executive officer of Anderson GC, Ft. Knox, Ky., retiring after 20 years in the Army . . . He has another 10 years in club management and will be available

## No Slow Play Here

When two golfers came puffing up to Pro Floyd March at the Sherwood Park GC shop near Delray Beach, Fla., in December, saying they had been "held up", March figured it was just another complaint about slow play.

It wasn't quite that simple. As the two players came to the 18th tee, a character in a gray sweatshirt approached them and started a conversation. He watched as they drove, then picked up their bags.

"This is a holdup!" the stranger said.

"You're kidding," replied the golfers, only to look around and see that the man had a pistol pointed at them. They were forced to surrender their wallets and were told to start walking down the 18th fairway. When they finally had enough courage to look back, they saw that the stranger, their money and their bags were long gone.

for a club job after vacationing in Miami for a while . . . Anderson GC has a summer golf playing membership of 2,500 according to Jim Medeiros, asst. manager.

**Horace W. Smith, Worcester, Pa.** course architect, has completed designing and building Westwood CC course in Woodbury, N. J. for William Raynor . . . Other recent Smith projects include: 9 standard holes for Atlantic City Electric Co. plus a Par 3 . . . 18-hole full length layout for Leo Fraser in McKee City, N. J., which will be ready for seeding in March . . . Sheppard Hills CC, Allentown, Pa., construction of which was started in December . . . Latter property, owned by Paul McGinley and Robert Freeman, will be surrounded by about 400 building lots . . . Bob Charles, the 26-year old New Zealander who won the third National Lefthanders Open at DeSoto Lakes in Dec., plans to return to the U. S. this month to play the circuit . . . He won the southpaw event by 21 strokes over Loddie Kempa, 1961 champion and 1962 runner-up . . . There were 151 strokes between Charles' total and that of the lefty who finished at the bottom of the list.

**Roseville, California's first city to use** a revenue bond issue to finance a muny course, has started construction to the plans of Ted Robinson, L. A. architect . . . Bonds were sold at a discount of \$15,000 on \$500,000 principal and will yield 5¼ — 5½ per cent interest . . . Five years ago, area just north of San Diego

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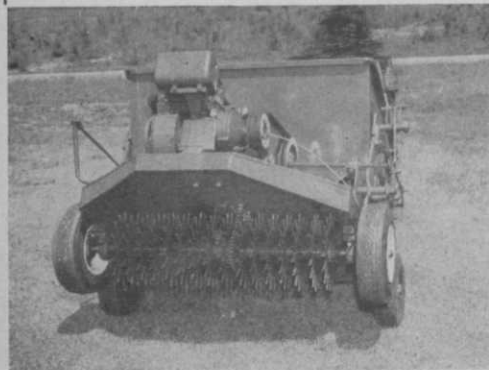
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was a golfing desert but now there are six courses already available or soon to be put in play . . . Talking about re-locating Roosevelt GC in L. A.'s Griffith Park even though it produces more than 90,000 rounds a year.

**Ben Waskow** has been named manager of the new Cress Creek CC in Naperville, Ill . . . He formerly was at Brookwood CC in Addison, Ill. for 14 years . . . David W. Kent & Co., building 18-hole course for city of Roseville, Calif., and designing three others: Marquez Knolls in Pacific Palisades, an 18-hole course for Dr. Robert Franklin in the Santa Monica mountains, and an 18-hole layout for Ed Bates and Lynn Wyatt in Barstow . . . Great Southern GC, Biloxi, Miss., was sold in October for \$1 million . . . Purchaser was Mrs. Joe W. Brown, owner of Biloxi's Broadwater Beach hotel which will lend its name to the acquisition . . . Charles and Joseph Stewart were former owners of the 54-year old layout.

**Greens at 27-hole Bobby Jones GC**, owned by city of Sarasota, have been completely rebuilt and enlarged in last year and planted to 328 Bermuda . . . About \$50,000 was put into the renovation pro-

(Continued on page 103)



## Winter Repair Program at North Shore CC

(Continued from page 32)

year he led a delegation of green committeemen and other members to look over the North Shore maintenance building. "To say that they were impressed is an understatement," he says. "Most of them hadn't been in the building before. They were really surprised to see the work that maintenance department has to do. The equipment was newly painted and it was hard to convince them that we hadn't recently bought most of it."

### Motor Repair Work

When anything with a motor is brought into the North Shore shop for an annual checkup, it is first steam cleaned. The motor is then given a tuneup and replacement parts such as rings, points, valves, plugs, etc are installed where needed. Dinelli's employees handle all the repair work except the re-boring of cylinders and it is estimated that several hundred dollars is saved annually by not sending the motors to an outside garage for overhauling. At the same time the bodies or hous-

ings are repaired, if necessary. Then comes a second cleaning and either a complete re-painting of the equipment or a touch-up job. All repairs are recorded on cards kept on each piece of machinery.

Fairway mowers are renovated every year. They, too, are first steam cleaned. Then the blades are lapped and ground and bearings and bushings are replaced. They are given a second cleaning and then re-painted. Small gas-operated mowers usually require no more than an oil and grease job and a general cleanup.

After the heavy machinery and the mowers are taken care of (they total about 30 pieces) the North Shore maintenance staff turns to cleaning, repairing and painting the auxiliary equipment such as fertilizers, spreaders, sprayers, seeders, aerifiers, etc.—more than 50 pieces in all.

### Have to Get It Done

The major part of the repair work has to be handled in the off season because thereafter little time can be spared for it. Fairway mowers are lapped in again in midsummer and, of course, green and tee mowers are cleaned and adjusted every day during the playing season. Some rou-

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Maintenance men have enough to do protecting themselves while jockeying tractors, but here a new hazard has been added. Dr. John Roads is playing out of a trough atop the maintenance building at Coronado CC in El Paso. Dr. Roads had to climb a ladder to reach his lie on the Butler building, but recovered well enough to get a bogey 5.

tine repairs are made on the other equipment between April and November, but except in the case of a breakdown, very little time is given to overhauling any machines at Glenview when the golfers are swarming over the course. It is as Joe Dinelli says: "You can't afford to lose any time during the winter in handling repair work. You have to put every piece of equipment in good enough shape to have a reasonable chance of getting through the summer with it."

The North Shore maintenance department is well equipped with the kind of machines it takes to keep the course equipment functioning properly. These fixtures include a bed knife grinder, reel grinder, lapping machine, compressors for paint spraying, portable steam cleaner and welding equipment. There also is a paint room. The four men who are kept on during the winter months are capable of operating each of the machines. A rather large parts inventory that includes belts, gaskets, plugs, points, condensers and a variety of hardware items is kept in the shop.

The \$20,000 maintenance building at the Glenview club, in contrast to many, offers a very fine wintertime working en-