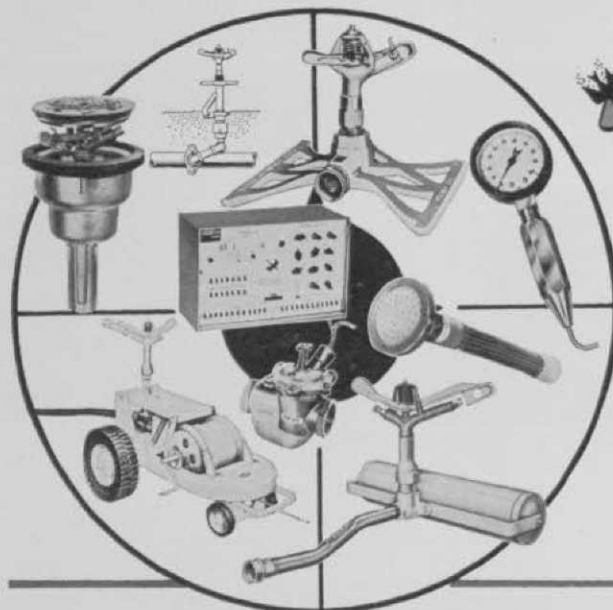




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existed as a piece of construction of the same general character, having some definite connection and continuity of use with the basic building. In considering whether the swimming pool is an 'addition' to the clubhouse, it must be recognized that any connection between the two is only by the tenuous link of the upper 30-foot wide concrete terrace, then some 12 to 15 steps and the apron portion of the lower concrete terrace in which the pool is set. There is, of course, a very general community of use in that the clubhouse and the pool are both used for recreation. The manner of use of the clubhouse and the pool, however, is substantially different, so much so that, in ordinary parlance, the use would not be thought to be the same.

### Not An 'Addition'

"Although an open, uncovered swimming pool may be a 'structure' (Citation) it does not seem to us to come within the usual meaning of the term 'addition' which, in ordinary usage, refers to buildings or parts of buildings. We perceive no such obscurity in the term, 'addition', as to warrant extrinsic evidence of negotiations as an aid to interpretation of a standard

provision of the complete, integrated expression of the parties agreement in the policies. (Citations.)"

The allusion to evidence of negotiations refers to the plaintiff's attempt to prove, that when the policies were written, he had made it plain that coverage of the swimming pool against vandalism was intended. (Joseph E. Bennett Co.v. Fireman's Fund Insurance Co., 181 N.E.2d 557.)

### USGA Junior Program

Golf House of the USGA publishes a booklet, "A Junior Golf Program for Your Club and District." The 16-page booklet covers organization of the program and discusses age limits, instruction, conduct, playing privileges, tournaments and several other subjects. A section also is devoted to district and national programs, and the rules of amateur status are reviewed.

Pacific Northwest Golf Assn. has changed the site of its Junior Boys' Championship from Corvallis, Ore. to the Tualatan (Ore.) CC. It will be played Aug. 26-30.

## Herman Barron Meets Evans for Teacher Trophy

Herman Barron, who last February captured the PGA Seniors' Teacher Trophy championship, will be seeking to win the fifth straight World Seniors' professional title for the U. S. when he faces the British Seniors' champion, George Evans, in a 36-hole match at St. Anne's Old Links, Lancashire, England in July. Since the international match was inaugurated by Wm. Teacher & Sons, Glasgow distillers, in 1954, U. S. professionals have won seven of the nine matches, including the last four.

Both competitors in this year's match won upset victories in their national tournaments. Barron, who had retired from the American professional tour some 13 years ago, played four fine rounds in the American Seniors' to turn back a record field of 381 and set a tournament record of 272. On the other side of the Atlantic, Evans, who only turned professional two years ago at the age of 49, thwarted Sam King's bid for a third straight British victory.

The Teacher International trophy has become a most coveted item in Senior pro-

fessional golf on both sides of the Atlantic. The first international match was held in 1954 with Gene Sarazen defeating Percy Allis, 4 and 3. Other American winners have included Mortie Dutra, Al Watrous, Willie Goggin, Dick Metz and in the last two matches, Paul Runyan. Only Bob Kenyon, who defeated Pete Burke in 1956, and Norman Sutton, who stymied Sarazen's second try in 1958, have won for Great Britain.

### USGA Women's Amateur

The 63rd USGA Women's Amateur will be played Aug. 19-24 at Taconic GC, Williams College, Williamstown, Mass. Entries are open to women amateurs with handicaps not exceeding six strokes under the USGA's handicap system. The field will be limited to 128 players and qualification will be based on low handicaps. A blind draw will determine pairings in the match play championship, although certain players will be distributed through the list by lot. Women who plan to enter the Amateur must have their applications in the USGA office, 40 E. 38th st., New York 16, by 5 p.m. on July 31. JoAnne Gunderson is defending champion.

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### Central Plains Foundation Lists Its Objectives

The Central Plains Turfgrass Foundation, which is set up to help turf growers in Colo., Neb., Kans., Okla., Ia. and Mo., recently published a pamphlet describing its services. It listed as its objectives: To carry on research and spread information that will promote better turf, flowers, shrubs and trees for golf courses, parks, etc.; and to cooperate with federal, state and other agencies in improving and enlarging horticultural research.

Eighteen-hole clubs pay \$25 for an annual membership in the Foundation and the charge to nine-hole clubs is \$15.

Headquarters of Central Plains is Kansas State University in Manhattan. Ray A. Keen of the Kansas State department of horticulture is secretary-treasurer.

### Gets N. J. Section Award

John J. Clancy of South Orange, N. J., was given the New Jersey PGA section's annual "Award of Merit" at a pro-president dinner held at Baltusrol GC in June. Clancy, a Newark lawyer, has served as the section's counsel for the last 15 years. He is a member of the Essex County and Spring Lake clubs.

### National Amateur to be Played in Des Moines

The 63rd USGA Men's Amateur will be played Sept. 9-14 at Wakonda Club in Des Moines, Ia. Entries are open to male amateurs with handicaps not exceeding four strokes under the USGA handicap system.

Thirty-four sectional qualifying rounds of 36 holes, to determine the 200 Amateur finalists, will be played throughout the U.S. Aug. 27-29. The USGA lists exemptions from qualifying in ten different classifications. Among these are former U.S. and British amateur champions. Labron Harris is defending champion.

Applications for entries in the Amateur must be received by the USGA, 40 E. 38th st., New York 16, by 5 p.m., August 7.

### Don't Follow Through

Speaking at a recent district association meeting, a Midwestern club president made this statement: "We go to a great deal of trouble to learn if people can afford to belong to the club, but we don't do a thing to let them know they are expected to spend enough at the club to pay their share of expenses."

## The Long Tour

(Continued from page 37)

There we saw the Chinese Red Border. It is in the great tidal wave area which recently claimed 7000 lives. The sampan (boat) community of 75,000 people, most of whom never leave the water, compose a cross section of activity that up until now seemed far removed and relatively insignificant to American golf professionals. But it served to remind us that the world is becoming smaller because transportation has brought us so much closer together.

### It's Booming Here

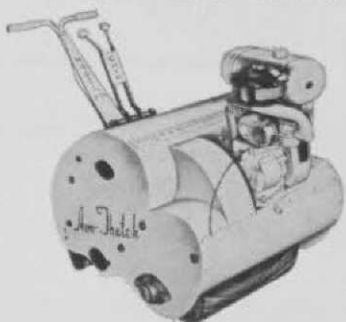
On to Japan we went after the Hong Kong tourney. Here we encountered the greatest golf boom in the world. Tokyo features golf courses with two greens for each hole: one is bentgrass, the other, rye. Here also is Shiba Park with its three-tiered driving range, complete with mats, underground ball retrievers, and unbelievably long lines of golfers waiting for hours to "hit a few." Many of these people never play an actual course but prefer to play the range. From eight in the morning until almost midnight here golf flourishes. Even the first nine holes of one course are lighted to permit evening play. Girl caddies, who do an excellent job, are traditional in Japan.

In the Yomiuri International tournament, Doug Sanders was the big name. He won by four strokes as he turned in an exceptional 73 in the face of a 60 mile-an-hour wind. The Japanese are good golf fans with better-than-average appreciation of a good shot.

As we turned back to America, we thought again about the great improvements in international sports and sports competition in the last decade or so. Indeed, golf and golfers, as we saw them, have a great role to fill in the world scene.

My many reminiscences of the trip to the Far East, and the films I took, are proving very useful in my TV program, "On the Green," which is presented weekly by the Pepsi Cola people on WCHU-TV in Champaign. Every time I show the pictures, there are a dozen recollections of things I saw and did in Tokyo, Singapore and other Far Eastern cities. I'm not necessarily beating the gong for the travel agencies when I say that any professional who makes the trip and plays some of those courses on the far side of the world in the future has exciting adventure awaiting him.

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# On the Professional Side

A Chicago advertising executive recently pointed out that the trend to selling the sizzle and not the steak possibly is being overdone. He didn't say in so many words that the deficiencies in some products are glossed over by overdramatizing what these products will do for the buyers, but he hinted this often is the case. The same reasoning may apply to golf clubs. If you try to sell a player on the idea that a new set of clubs will knock four or five strokes off his score — does he really believe you? If you cause him to become skeptical by making such a statement, does that kill the chance of making the sale? Wouldn't you proceed on safer ground by first selling the prospect on the merits of the clubs, putting practically all emphasis on these, than by giving him a rather fantastic pitch about how they are going to help him?

When E. E. (Dode) Forrester, pro at Hobbs (N. M.) CC sells a set of clubs he always affixes a band bearing the name of the purchaser to the shaft of each club. It costs only a few cents to do so. "It seems," says Dode, "that more clubs are being lost or misplaced because golf cars are being so widely used. There is no good reason for this, but it is a

fact. Anyway, if a lost club that is banded is returned to the pro shop, there is no problem in returning it to its rightful owner."

"This is the time of the year to begin listing the things your members probably would welcome as Christmas golf gifts," notes Harry Montevideo, professional at Whipoorwill Club, Armonk, N. Y. "The pro and his assistants should check what is in the bags of members, the age and condition of the bags, and golf shoes in the members' lockers," says Harry. "There usually is enough time to do this in July or August. Many golfers do not actually realize what they need in the way of equipment . . . Probably 30 per cent of all club members think their clubs are from three to six years newer than they really are . . . Golf bags often aren't in the racks after October or November, and unless the professional has a record of what the players need, he misses a chance to make holiday sales."

John Boda, Jr., pro at Andover (Mass.), CC, was one of many home club practitioners who studied Julius Boros' style at the Country Club of Brookline and concluded that the Open winner is the foremost master of the wedges. We'll find that

sand. "Golfers who can't expect to get much more distance can improve their scores by being taught the pitching and sandtrap methods Boros uses in putting the ball close to the hole," says John. "This opens up a great opportunity for us. During the mid-summer lull, we should check the members' bags to see if they own sand and pitching wedges. We'll find that many don't. We can start talking Boros immediately, pointing out how if he can save strokes by learning to play the soft shots, the member can too. This should lead to increased sales of wedges, more lesson business."

A California professional makes this observation: "There is room for improvement in the construction of golf bags, or in golf cars — I can't decide which. Frequent damage to the lower part of the bags shows something should be changed. Our storage racks aren't responsible for this damage even though bags that are placed in them, or removed, sometimes are handled carelessly. The rack manufacturers have pretty well taken care of this. I get numerous kicks about expensive bags being scratched, scraped or cut. I don't blame a member for protesting when a \$150 bag begins showing signs of hard wear after he has had it for perhaps only a month or two. There is steady improvement in the balance of bags so caddies can carry them with a minimum of strain. From what I can see, the bags mainly get beat up from being transported in golf cars. This is something that should be corrected."





Mayor James H. J. Tate swings a club at a clinic held in conjunction with dedication of the clubhouse at Walnut Lane muni course in Philadelphia. Ceremony occurred early in June. Watching the mayor are five Philly section pros (from l to r): Tony Costanza, Sunnybrook; Marty Lyons, Llanerch; Angelo Paul, Meadowlands; Pete D'Angelis, Plymouth; and Bud Lewis, Manufacturers'.

## Get Members' Opinions

(Continued from page 22)

- e.) Our tennis staff ( ) ( ) ( )
- f.) Our pro shop staff ( ) ( ) ( )
- g.) Our first tee (starters) ( ) ( ) ( )
- h.) Our caddies ( ) ( ) ( )
- i.) Our locker room attendants ( ) ( ) ( )
- j.) Our golf course maintenance ( ) ( ) ( )
- k.) Our Club management and Supervision ( ) ( ) ( )

Remarks: .....

### Our Facilities

19. With respect to design, appearance and maintenance, how do you rate our clubhouse exterior?
- ( ) Very good ( ) Fair ( ) Poor
- a.) Clubhouse grounds? ( ) Very good ( ) Fair ( ) Poor
  - b.) Parking areas? ( ) Very good ( ) Fair ( ) Poor
  - c.) Entrance from road? ( ) Very good ( ) Fair ( ) Poor
- Remarks: (Clubhouse and grounds) .....

20. With respect to appearance, maintenance and furnishings, how do you rate our clubhouse interior?

( ) Very good ( ) Fair ( ) Poor

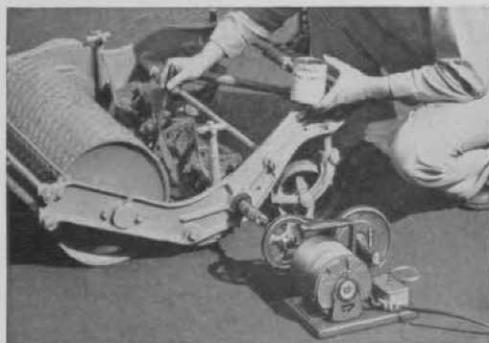
- a.) Locker rooms? ( ) Very good ( ) Fair ( ) Poor
- b.) Men's grille? ( ) Very good ( ) Fair ( ) Poor
- c.) Mixed grille? ( ) Very good ( ) Fair ( ) Poor
- d.) New cocktail lounge (Casino)? ( ) Very good ( ) Fair ( ) Poor
- e.) Main dining room? ( ) Very good ( ) Fair ( ) Poor
- f.) South dining room? ( ) Very good ( ) Fair ( ) Poor
- g.) Main Lounge? ( ) Very good ( ) Fair ( ) Poor
- h.) Rest rooms? ( ) Very good ( ) Fair ( ) Poor

Remarks (Clubhouse facilities) .....

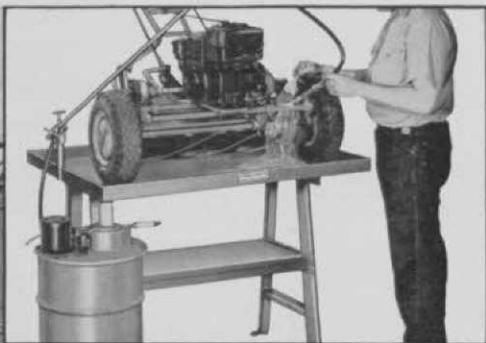
21. How do you rate our recreation facilities?

- ( ) Very good ( ) Fair ( ) Poor
- a.) Golf course? ( ) Very good ( ) Fair ( ) Poor
  - b.) Tennis courts? ( ) Very good ( ) Fair ( ) Poor
  - c.) Swimming pool? ( ) Very good ( ) Fair ( ) Poor
  - d.) Golf practice range? ( ) Very good ( ) Fair ( ) Poor

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- e.) Practice putting greens?  
 Very good  Fair  Poor  
 f.) Playground equipment?  
 Very good  Fair  Poor  
 Remarks: (Recreation facilities) . . . . .

### Club Improvements

22. What major improvements do you feel are essential to the maintenance of our position as a top-rated club? (Check (x) those you feel are desirable and check (xx) those that you feel are essential.)
- Air-condition main and south dining rooms and lounge;
  - Build artificial skating rink;
  - Light golf practice tee and tennis courts for night use;
  - New ladies' locker room;
  - Enlarge men's grille room;
  - Build new and larger mixed grille;
  - Redecorate and refurnish lounge
  - Other (state): . . . . .
  - Other (state): . . . . .
- Remarks: . . . . .

23. What new facilities, if any, do you think are necessary to better serve the needs of our youngsters? (It has been suggested, for example, that we

provide a place in the Clubhouse for their protection from inclement weather for food service and as an inside recreation area.)

Remarks: . . . . .

### Financing Capital Improvements

24. To finance Capital improvements, do you favor:
- A monthly long-term increase in dues of \$5 to \$10 to provide a Capital Improvement Fund?
  - Larger dues increase over short periods of times as needed, to finance improvements?
  - Lump sum assessments as required for capital improvements?
- Remarks: . . . . .

### Club Financing

25. To best meet the club's future financial requirements, do you favor:
- Minimum house accounts?
  - An annual assessment to cover operating deficits, when required?
  - Dues increases, when required, to cover operating deficits?
  - The XXX, Plan (Food and beverage prices are cut 15 per cent and deficits are made up by assessments quarterly. Profits in



any calendar quarter are carried over to apply against deficits in later quarters.)

Advantage claimed: Regular users of food and beverage are "rewarded for their patronage" through lower costs.

- ( ) None of these: (Please give your suggestions for action in years when income does not meet the Club's expenses.)
- .....

**Your Personal Impressions**

26. In your opinion, how would you rate the overall advantages of your membership with that of other clubs with which you are familiar?

- ( ) Very good ( ) About average  
( ) Poor

Remarks: .....

27. What one thing do you like most about your club? .....

28. What one thing do you dislike most about your club? .....

29. If you were to become a member of the board, what area of club operation would you try personally to improve as your No. 1 project? .....

30. Overall, how would you rate your club? Which one of these statements most nearly matches your opinion of the Club:

- ( ) It's a great Club, I like everything fine just the way it is.  
( ) It's a great Club, but there are a few little things that could stand improving.  
( ) It's very good, but there are a few major things that need improving.  
( ) It's fair, a lot of changes are needed.  
( ) Mediocre to poor.

Would you like to amplify on reasons for your choice above?

.....

**General Remarks**

.....

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**Fraser Top Dresser-Spiker**

12 Center Street  
 Travelers Rest, S. C.

**Turf Valley Pro Shop**

*(Continued from page 28)*

able corner of the shop. Seeing these things, members became infected with the spirit of buying. The idea was repeated in 1962 and in both years, Strausbaugh did a thriving Yuletide business. The gift wrapping offer was carried over so that it is now extended around the calendar, and on such special occasions as Mother's and Father's Day, gift wrapped packages are brought out and displayed in order to remind members that if they are going to fulfill their familial obligations, it's smart to do so with golf gifts.

Turf Valley used 500 copies of Golf-dom's "Christmas Shopping at Your Pro Shop" last year. Jack Henkel, who was Strausbaugh's assistant at the time and now is head pro at Media Heights CC in Lancaster, Pa., kept a record of calls made in conjunction with distribution of the shopping guide and says they totalled more than 1,000. "The followup," Henkel points out, "is important in getting the business."

The Turf Valley staff, incidentally, hangs on to some of its Christmas catalogs and uses them the following year in pro-

moting gift business on special days.

**Turns Shop Upside Down**

Strausbaugh was in such demand as a teacher at Turf Valley while Henkel was there that he turned over a good deal of the shop operation to his No. 1 assistant. Jack, who got started in the golf business at Lancaster, Pa., under A. B. Thorne, one of the real veterans in the game, has a leaning toward merchandising. In 1962, when the confusion of organizing a new shop was behind him, and there was time to do some experimenting in display and sales methods, Henkel frequently turned the shop upside down.

"Maybe we overdid it," says Jack, "but we were trying to find more and better ways of getting the merchandise to sell itself. We constantly checked with our players, both men and women, to get their reaction as to how different arrangements struck them, and once we brought in a merchandising expert from Baltimore to help us. He also handled our outside shop when the Kelly Girl Open was played. Apparently he knew a few secrets about selling because he did quite a flourishing business with the galleryites.

"Several times we made a chart of