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Who Can Extend the Golf Season?— The Pro Shop Staff

BY BOB HAMRICH

Champaign (Ill.) CC
Professional, Champaign (Ill.) CC

It has always puzzled me that each fall after Labor Day hundreds of country club members all over the country who have been avid golfers all summer long, suddenly stop playing. If weather were causing this it could be understood, but in the Midwest, for example, the fall season is unusually pleasant for golf.

We, of course, realize that fall renews many activities of social clubs, charity work and the like. We also realize that we're in a university town, the home of the University of Illinois, and that fall means football with all its attendant activities.

It is obvious that members stop playing golf because other things capture their interest at this time. So the problem is clear cut — if golfers are kept interested through the fall months, they will find the time to get out and play golf.

Regular Season Service

After watching play fold up early each fall in 1959 and 1960, we initiated a number of steps the following season to draw golfers to the course during September, October and November. First, we saw to it that "regular season" service from the pro shop was as readily available in the fall as it was in the middle of July. With the exception of our bookkeeper, we maintained our full staff right to the end of the year. I, myself, started to play each and every day up to Nov. 1, and even after when weather permitted. That was quite frequently.

It has always been my feeling that the men on my staff can give good service only if they are interested in golf. So it is logical to conclude that they must have the opportunity to play in order to build this interest and to enable them to become acquainted with and interested in members' games. They have little time to play in the strictly seasonal months. But they have been able to play frequently during the fall months the last two years because we

have maintained our shop staff at full strength.

Playing Record Kept

As a matter of fact, last season (1962), just for our own information we kept a record of the number of rounds our staff was able to play and it went something like this: Assistant Pro, 152 nine-hole rounds; Shop Supervisor, 146 nine-hole rounds; Club Storage and Repairman, 69 nine-hole rounds. It's obvious that this would have been impossible if only a skeleton staff were maintained during the fall months. However, our men work a long, hard schedule through the season, and the chance to play in the fall keeps their enthusiasm up. In turn, it keeps the members eager, long, long after Labor Day. That means, too, that we're going to make some sales.

We fill in the void left by the return of our caddies to school by having the entire fleet of electric cars available. I had felt that the fall departure of our caddies was a great deterrent to many who would otherwise play. The golf car, though, has changed this. We have figures to prove it.

Keep Them Competing

Competition is vital in order to maintain interest in any sport. As a result, since the 1960 season, we have held Pro-Trophy tournament for the men's association each year in late September or early in October. Last season we conducted the first one for the women's association in late September. The men's tournament, played to full handicaps, began in 1960 as a 36-hole event and was expanded to 72 holes the following year. The women's tournament also allows use of full handicaps. It is now a 36-hole event although we plan to expand it to 72 holes in the future. These Pro-Trophy tournaments offer perpetual trophies to the winners as well as other prizes.

In 1961, the women's association extended its regular season schedule to Sept. 15. Last year, as a result of the scheduling of our Pro-Trophy tournament for the women in late September, it was extended to Oct. 1. It is my hope that this season the women will play until at least mid-October because it has been proved that the interest is there. It has been found that while some women are more limited as to time for playing golf in the fall, there is a large number who have more time with the return

(Continued on page 92)

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This 96 page, 8½ x 11 inch (hard cover) book takes the guesswork out of golf clubhouse design with specific facts on various clubhouse facilities and the space they require, based on the size and type of membership to be accommodated. This data has been drawn from the practical operating experience of American golf clubs over many years through a study conducted by the Building Research and Development Corporation of Chicago. The only book of its kind. \$9.00 each.

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Syracuse, Minneapolis Have Courses for Junior Players

A Junior golf course opened recently in Burnet Park in Syracuse, N. Y. was believed to be the first of its kind in the country, but soon after it was put in play, it was announced that Hazeltine National, near Minneapolis, would have a course ready for youngsters this summer. Both are Par 3 layouts.

The Syracuse course was built on land that once was the sixth, seventh, eighth and ninth holes of the Sunnycrest Park muni course. Designed by Larry Murphy, it has holes ranging from 80 to 210 yards. Existing fairways and greens of the old course were incorporated in the new layout by Murphy.

Must Know Game

Burnet Park GC is open from Monday through Friday and boys from 8 to 15 and girls from 8 to 16 are permitted to use it. Children under 10, however, must be accompanied by adults. To play here, it is necessary that all kids have at least one hour of professional instruction unless it

is obvious that they have played before. Fees are 25 cents a day or \$4 for a season's pass.

Larry Murphy is serving as pro and Bill O'Leary, LeMoyne College coach, is assisting him. Construction of the Burnet Park layout was a pet project of William F. Walsh, mayor of Syracuse.

The remainder of the old Sunnycrest Park course is being converted to a Par 3 for adults.

Promoted by President

Hazeltine National's Junior course was conceived by Totten Heffelfinger, club president, who had seen a similar course in Scotland. It covers about 14 acres. Holes are from 60 to 128 yards long and overall distance is 820 yards. The course is laid out between the first and ninth fairways of Hazeltine National and has regulation tees and greens. It was designed by Milt Wiley, who is Hazeltine's club manager.

According to Don Waryan, Hazeltine's pro, there will be a boys' chairman and a chairman for girls. The age limit for both sexes is 14. Tournaments, twilight events, guest days, etc. are planned for the Junior course.



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The new high-pressure system with 4" mains provides a tremendous increase in water volume. Even with all sprinklers operating, pressure of 100 lbs. per sq. in. is available for other purposes. And because the pipe will not tuberculate inside, sprinklers will no longer get clogged up with scale. • Get full information on this modern pipe that goes in fast—goes in *for keeps*. Write to **CERTAIN-TEED PRODUCTS CORPORATION, PIPE DIVISION, AMBLER, PA.** PLANTS AND OFFICES THROUGHOUT THE UNITED STATES



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First of Snead Courses Opened in Florida

The first in a planned nationwide chain of day-and-night golf centers being erected by Sam Snead All-American Golf, Inc., was opened in Sharpes, Fla. in May. The center, in the Cape Canaveral area six miles north of Cocoa, has a course, range, large putting green and clubhouse. The 2,858-yard 18-hole course plays to a par of 56. The center is said to represent a \$500,000 investment.

The course was designed by Robert Trent Jones who has an interest in All-American Golf. Chairman of the Snead



This player is teeing off on the 271-yard No. 14 hole at the Sam Snead golf center. It's one of two par 4 holes on the course.

firm is Royal Little, retired head of Textron, and Snead himself is the president of the company. If the Sharpes center and another now being completed in California are financially successful, the organization plans to expand to a nationwide chain.

The Florida course wasn't dedicated until late in May, but play began on it in March. According to George Kinsman, pro-manager, it got a heavy play from the beginning. The Par 56 fee is \$3 and club rental is \$2. The ball dispenser on the range doles out 15 balls for 25 cents.

The center is lighted by 126 G. E. 1,000-watt mercury floodlights. The U-shape clubhouse is constructed of alternate glass and concrete walls and both exterior and interior are finished in red, white and blue to carry out the All-American theme.



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Middle Atlantic Pro golf salesmen have elected James Lavery of H&B president of their group. Archie M. Lee of Ben Hogan Co. is vp and Eddie Meyers of Jantzen Co., sec.-treas. In the photo are (front row, l to r): Roland Weeks, Ed Meyers and Chester Kubik. (Second row): George Bawtenhimer, Bill Lehl, Ted Cassidy, Jim Lavery, Ray Bassler, Archie Lee and Ken Trade.

Rents Space, Imports Locker But Excise Tax Applies

The CMAA Advisor describes a case in which a club member in West Virginia instituted court action to recover the 20 per cent excise tax on locker fees he had paid. The member had rented floor space in the clubhouse and brought in his own locker. He contended this exempted him from the excise tax.

The U.S. District court ruled that the rental of space upon which to place a locker, rather than the rental of a locker already installed, was of no material significance and denied the claim for a refund.

Quoting from and a prior and similar case, the court said:

- All club facilities, in the final analysis, are used by individuals. It is in the ultimate fact that club members act in concert in the acquisition, ownership and management of facilities and privileges for use either to individual members, as in the case of the club's course or swimming pool, that the rationale is found.

- The right to use a club facility or privilege sets the standard. The actual use for more than six days makes the charge therefore taxable.

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Classified Ads • P. 125



How turf at The Greenbrier has been steadily improved with Agrico and Agrinite



Wesley Hilton

"Although traffic on The Old White is very heavy, with thousands of golfers playing each month, the turf on our greens, tees and fairways has improved steadily in

color, growth and vigor," says E. Truman Wright, vice-president of The Greenbrier Hotel, West Virginia.

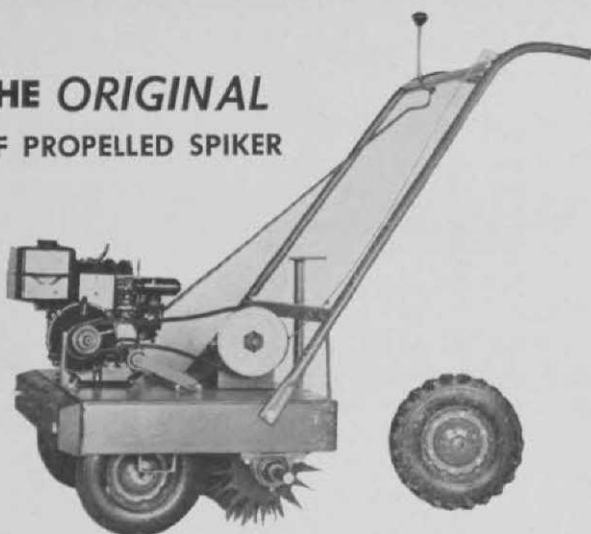
"We've been following the Agrico Pro-

gram on the entire course," says Wesley Hilton, superintendent. "Granular AGRICO COUNTRY CLUB Fertilizer 10-6-4, 60% UF is easy to apply. There has been no burning. We use AGRINITE all-organic nitrogen during the Summer."

Ask your Agrico Representative about an Agrico Country Club-Agrinite Feeding Program for your course. Or write: The American Agricultural Chemical Company, 100 Church St., New York 7, N.Y. In Canada: Agricultural Chemicals Ltd., 1415 Lawrence Avenue W., Toronto 15, Ontario.

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Dates of Six CMAA Workshops Listed

Below is the schedule of the CMAA's food and beverage management workshops which will be held across the country starting late in July. Reservations are made through the national office of the CMAA, 1028 Connecticut ave., Suite 920, Washington 36, D. C. Registration fees are \$85 for members and \$95 for non-members except at Cornell University (Aug. 12-16) where they are \$150 and \$160, respectively.

July 29-31 — Cosmos Club, Washington, D. C.

Aug. 8-10 — Cornell U., Ithaca, N. Y.*
12-16 — Cornell U., Ithaca, N. Y.; 19-21 U. of Houston.

Sept. 4-6 — Columbia U., New York;
9-11 — Michigan State U., East Lansing;
16-18 — U. of Washington, Seattle; 23-25 — Kona Kai Club, San Diego.

*This is a financial management workshop, a repeat of one held in 1961.

Amputee Golf Tournament

The 15th National Amputee GA tournament will be played Aug. 7-10 at Western G & CC in Detroit. The course will be available for practice rounds on August 5.

Requests for Planning Aid Triple in 1963, Says NGF

Requests for assistance in planning new courses have tripled since the first of the year, according to a report made in May by the National Golf Foundation.

This unusually heavy interest is largely attributed to a big increase in newspaper, magazine and television coverage of major tournaments. Availability of federal financing for recreational facilities also is partly responsible for the increase.

In the last six months, according to NCF, 66 new courses have been put in play. This compares with 62 for a similar period in 1962. A total of 396 new courses and 165 additions are now under construction. There are more than 7,100 courses of all types in the U. S.

GA of Michigan Officers

Neal E. Fitzgerald is president of the GA of Michigan. Vice presidents are William B. Crawford, Dr. Frank R. Lovell and George H. Webb. Robert E. Howell is treasurer of the organization and Lewis A. Rockwell is secretary. Offices of the GA of Michigan are located at 31119 Greenfield rd., in Birmingham.