

sion; Kissena Park was built along with Split Rock, now a twin of Pelham in Westchester-Bronx sector. He, too, built a pitch-and-putt course at Riis Park in the Rockaways.

Bob Moses appears to be casually coasting since he gave up a myriad of jobs, such as bossing the Long Island State Parkway Commission, New York State's Power Authority and New York City Parks Department following a clash with Gov. Rockefeller.

Saved from Potatoes

As head of Long Island State Park Commission Moses carved out of potato country in Suffolk the outstanding municipal golf setup in the universe. Bethpage State Park, with five courses and a sixth on the drawing board, is a Moses masterpiece. All courses start and end within a few yards of the handsome Colonial-type clubhouse located on a knoll near Northern State Parkway.

Another Moses dream that has been realized is Sunken Meadow Park course, a 27-hole layout that is constructed on high land overlooking Long Island Sound.

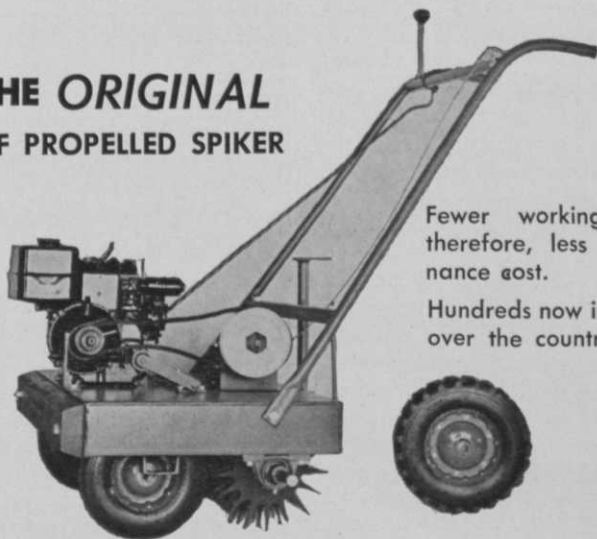
Bob makes frequent excursions from his Babylon estate to Bethpage and Sunken Meadow. Several more courses are planned for Suffolk by the L.I. commission.

There's no hint of dimming in that incisive vigor of well-selected Moses verbiage when the big boss of the World's Fair talks of golf expansion in the Big City and nearby Long Island.

"That's actually the reason he went along with a second fair," explained Carriello. "He is so engrossed with the development of golf and parks, which will be permanent, that he accepted the challenge of a second fair. He envisions the day when most of the fair will be reduced to rubble and work started on Flushing Meadow park — and golf. That will reciprocate, I suppose, for the Corona course that was wiped out to make room for the first fair."

Bob Moses is in his 50th year of building fabulous bridges, tunnels, parkways, superb beaches and golf courses since being hired by Gov. Al Smith. His work has been copied and imitated all over the globe.

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**Kennett Square Goes from
Manual Operation to Power**

New Screen Reduces Preparation Cost

By **PAUL WELDIN, Jr.**

Golf Course Supt., Kennett Square (Pa.) G & CC

Until this spring, the final step in preparing topdressing at Kennett Square was by the old, time-consuming manual screening method. Along with the majority of supts., we had never liked this inefficient and untidy operation and finally determined to do something about it. Fortunately, just at this time a new power vibrating screen was introduced by the Royer people. Since the new machine met all our requirements and also fit our budget, we bought it and put it to work. We noted a three-way improvement in our topdressing operation.

Primarily because the power screen's elevated conveyor discharges finished topdressing high enough and far enough for direct stockpiling, it greatly speeds an operation and substantially reduces our costs. Last year our time records showed a preparation cost for manual screening of \$7 to \$10 per yard; this year, the power screen has cut this cost to slightly under \$4 per yard, an average saving of around \$5 per yard.

In a manual screening operation there is inevitably some spilling and mingling of screened and unscreened materials. This results in a noticeable loss of quality in the finished topdressing. In years past this led to two kinds of headaches: occasional complaints from members who showed us "stone collections" gathered from pebbles on the greens; and occasionally clogged spreaders despite frequent cleanings during use. The power screen has completely eliminated both problems.

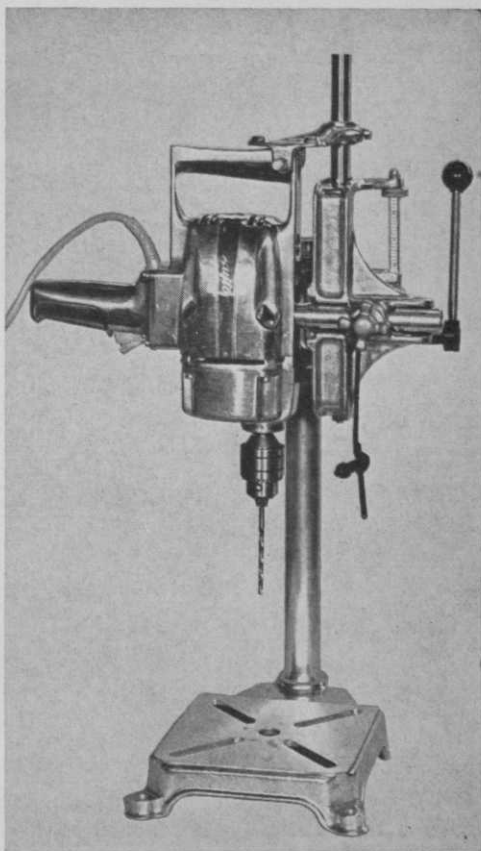
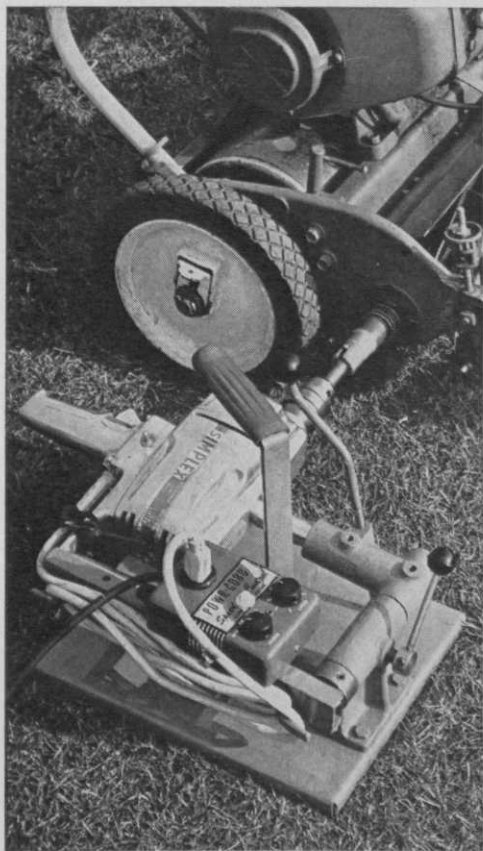
We have also noticed that the power

screen produces a more homogeneous top dressing due to the mixing action of the vibrating screens and the elevating con-



veyor. The vigorous vibration of the power screen also allows us to use a finer mesh screen cloth than is possible with a manual screen and thus allows us to produce a finer topdressing when wanted.

From the supt's point of view, the most convenient feature of the power screen is its speed. It so greatly accelerates screening and so radically reduces set-up and clean-up time that the operation can now be done on a moment's notice whenever a lull in the maintenance schedule or an unexpected rain makes an hour or two available. In contrast, manual screening so ties up men, work space and equipment that the superintendent must carefully schedule it ahead of time in the interest of economical use of facilities.



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More Catalogs—More Sales

(Continued from page 34)

before him have pointed out, how many pros actually make a thorough, business-like inventory of the members' bags and then use it as the jumping off point for their holiday sales campaigns? Probably fewer than you think.

The Ft. Wayne CC pro never has tried to lure customers with a cocktail hour or with the promise of a coffee klatch. It's not that he isn't willing to dispense a few bottles of liquor and several pounds of coffee during the holiday season, but that he tries to avoid having his shop overrun with golfers during any part of the day. He and two of his assistants are always in the shop during December and as far as Kratzert is concerned, he doesn't want more than three shoppers in the place at one time. The idea is that it enables the staff to give each customer completely personalized service, something that he probably can't obtain in any department store or gift shop in the city.

Some Christmas Hints

Here are other things that Kratzert feels pros should keep in mind in handling Christmas business:

- Pushing sales is poor business in a pro shop at any time, but since people are in a "poppin'" mood during the holiday season, you can be a little more aggressive than usual in making suggestions;

- Make it easy for people to exchange gifts. The shop could be kept open full time for at least five days after Christmas so that exchanges can be conveniently made. In fact, the exchange offer should be extended, within reason, to the following spring. All golf clubs, of course, should be sold on a "guaranteed to fit" basis;

- Resist the temptation to over-display—even at Christmas time. You can never let people lose the impression that your's is a high class shop, featuring only quality merchandise;

- Avoid bringing in gimmicks and off-beat merchandise at Christmas time. Stick to the merchandise you have been selling all year. If you go after everything you end up by making fewer sales than



Some 4 miles of CRESline PVC Plastic Pipe keep the 18 fairways, greens, and tees of the Evansville Country Club, Evansville, Indiana, in top condition. Ranging from 1½" diameter through 6", the system is designed to sprinkle about 750 gpm, or more than one million gallons per week — equal to 1" of rainfall.

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*Jack Campbell of Campbell & Rickman, Inc., Evansville, Indiana, whose firm handled the engineering.

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you normally would;

• When the markup is large enough and Christmas is only a few days away, order by telephone rather than by mail. If you can help a person save face by giving quick service when he simply has to have a "last minute" gift, you have won a long term customer.

Wright Re-elected President of Golf Car Association

Aubrey Wright, Columbia Car Corp., president of the American Golf Car Manufacturers Association since its formation last year, was re-elected at the annual meeting of the organization which was held in July at the Drake Oakbrook, Oakbrook, Ill. David Metcalf, Versal, Inc., former secretary, was elected vice president with William A. Dolan of E-Z Go Div. of Textron, continuing as treasurer with the added duties of secretary.

Re-elected directors, who with the officers compose the executive committee, are: Vaughn E. Border of Cushman Motors, John Bozarth of Jato, Inc., Edward Mardigian of Mardi-Car and Robert E. Schuler of Huffman Mfg. Company.

Committee chairmen are: Safety/John Bozarth, who conducts the association's program in the field of car user safety; Statistical Reporting/Vaughn Border, who handles quarterly sales reports; Technical Advisory/Each member heads a sub-committee of manufacturers from each area of major component suppliers. Revision of the by-laws, as reported by Schuler, was approved by the members.

At the meeting AGCMA launched a program that will bring the manufacturers and suppliers into closer cooperation. Harold Howe, executive secretary, was given a vote of appreciation for excellent performance in his position. Joe Graffis, Sr., GOLFDOM co-publisher, was given a plaque as an award for his assistance in the formation of the association.

New Contract for Wirtz

Leonard F. Wirtz has signed a new contract as tournament director for the Ladies PGA. It runs through December, 1967. In the three years that Wirtz has

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Golf Goods Sales

(Continued from page 27)

their classification in some instances, there were 327,000 more woods sold in 1963 than in 1962. Pro-quality woods accounted for about 31 per cent of total club sales in 1963, slightly less than in 1962.

Quite a case could be made on how reported figures show a comparatively small increase in the price of golf goods in the past 10 years and how, in high-quality golf goods, manufacturers and professionals have given the golfing public much better protection than the general public has had on most items of merchandise.

The average selling price of all golf clubs was \$6.51 in 1963. That was 13 cents lower than in 1962. The average price of golf balls in 1963 was \$7.18 a dozen, 14 cents lower than the previous year.

Mickey Wins More Tournaments Than Big Three Combined

It probably hasn't occurred to you, but Mickey Wright has won more tournaments in the last four years than Arnold Palmer, Jack Nicklaus and Gary Player combined. In 1963, Mickey tore up the women's record book and wrote a complete new one. She became the first woman to win more than \$30,000 in one year, finished first in 13 of 28 tournaments, and became the first of the female swingers to finish with a stroke average under 73. Mickey also was the leading money winner on the Ladies PGA circuit in 1961 and 1962.

She has won both the Women's Open and Ladies PGA Championship in the same year on two occasions. Through mid-July of this year she had won seven tournaments in twelve starts, including the 1964 Women's Open. The latter victory gives her a chance at winning the double slam for a third time. This year's Ladies PGA Championship again will be played at the Stardust GC, Oct. 1-4.

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What Men Should Know

(Continued from page 36)

One thing that the male instructor most frequently and flagrantly overlooks is the compliment that should follow a good shot on the part of a woman student. She may hit the ball only 100 or 125 yards, at best, but it shouldn't be forgotten that this probably is a superlative effort for her. In altogether too many cases the pro doesn't take into account that *this is a woman* who is on the practice tee, and that 125 yard effort on her part is the equivalent of a 200-yard drive by a man.

Conversation Lesson

Several pros, referring to males again, of course, have told me that they get awfully annoyed when a woman spends what should constitute the entire lesson period describing her game of the day before, including all the three putt greens she had plus the mis-hit shots. The chief complaint is that the woman expects a full 30-minute lesson in addition to the time that has been taken for conversation. As a result, the pro's teaching schedule is disrupted.

With a tight teaching schedule there isn't much room for conversation, it is conceded, but still there is no denying when a professional takes a job he becomes a father confessor where matters relating to golf are concerned. There is no getting around it. How do you get a woman to cut down on conversation and start swinging when she is taking a lesson? Simply hand her a club and ease her toward the spot where the practice balls are. Nine times out of ten she'll take the hint.

Concentrate on Rhythm

Getting back to the subject of hitting the ball, I am afraid that most male pros don't take into consideration just how incapable the average woman is of really swinging with power. She doesn't have the strength in her hands, wrists and arms to do it. So, in teaching her, the emphasis has to be on the proper grip, good footwork and the pivot. Much patience has to be exercised in getting her to perfect these things because, unlike a man, she can't cover up deficiencies

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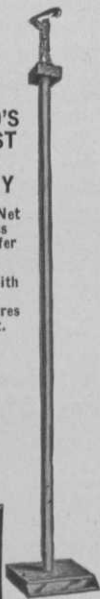


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Public relations office of the Ladies PGA was moved to Quincy, Ill. from Kirkwood, Mo. on Aug. 1. The new address is 220 S. Fifth St., Box 80, Quincy. Nan Ryan continues as publicity director.