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Miami Herald, in story on **John D. MacArthur's** Royal American Industries, Inc. losing \$142,000 for year ending Sept. 30, 1964, because of battle with PGA over Palm Beach Gardens, said: "In reality the athletes defeated the tycoon." . . . Now both sides seem to be ahead after a mess that was costly and unnecessary . . . PGA learned the hard way it had a lot more urgent things to do for its members than go into the real estate business . . . The multi-millionaire insurance magnate, MacArthur, through one of his Bankers Life and Casualty Co. subsidiaries recently bought the 10,000 acre Rocket City, Fla., development in a \$10 million deal . . . Rocket City was short of cash.

Kinhega G&CC, on outskirts of Tallahassee, Fla., to open its 18 to plans of **Albert Anderson** in June . . . **P. H. (Bill) Rogers** is manager . . . Course is part of 3702 acre estate and hunting lodge recently changed from private ownership to membership deal . . . And very deluxe for hunting and fishing . . . **Tommy Bolt**

has a pro arrangement with the place . . . **Anderson** also building nine for Oak Hills GC, Milwaukee, Wis.

**Al Schardt**, supt. at Wanakah CC, Hamburg, N.Y., has been with the club 45 years . . . **John Kindred** now pro at Longboat Key course, Sarasota, Fla. . . . He was assistant to **Dick Grout** while Grout was pro there . . . **Ernie Newman** opens second nine of his Futurama Par 3 course near Sarasota-Bradenton (Fla.) airport.

Northeastern Wisconsin GA club presidents, house and course chairmen and department heads will hold their annual club business conference May 17 at South Hills CC, Fond du Lac . . . That Home Pro tournament put on each winter in the Mississippi sector of the Gulf Coast shows plenty of sharpshooting by pros who don't get many rounds played while they're on their jobs in the summer . . . This winter's affair at Gulf Hills CC, Ocean Springs, Miss., was cut from 54 to 36 holes by the rains . . . The 36 holes were played in one day . . . **Pete Hessemer** of Houston won with 69-73—142.



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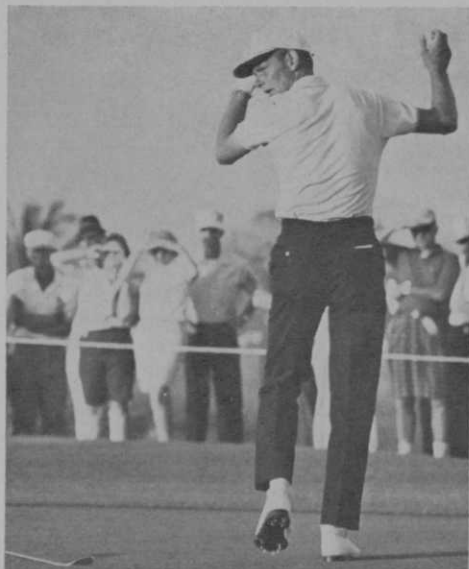
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If this putt had dropped, Bruce Devlin would have tied Doug Sanders for first place in the Doral Open. But it stayed out and the young Australian had to settle for \$6,200, the second place prize. The following week at Jacksonville, Devlin split the runnerup spot with four others, indicating that he may be well on his way.

Cliff O'Linger now supt. Caroline CC, Denton, Md., a new course designed by Eddie Ault . . . O'Linger formerly was pro at Ledgemont CC, Seekonk, Mass. . . . Another fine scoring show put on by club pros this winter was at the PGA Quarter Century Club tournament at PGA National CC . . . Jack Isaacs of Tequesta (Fla.) CC, after tying with Errie Ball, Oak Park (Ill.) CC at 141, holed a birdie on the second hole for the play-off . . . Winners in age groups were Ball (54 and under); Isaacs (55-59); Bill Wotherspoon (60-64); Bill Goldbeck (65-69); Eddie McElligott (70-74); Charles Mayo (75 and over) . . . Mayo's 84-83-167 is a selling point for golf for the elderly.

Masters Tournament limitation of attendance, in effect for the third time, again very successful, exceeding 1964 showing of advance orders for "admission credentials" from 37 states and seven foreign countries . . . Small available supply of daily tickets was quickly exhausted last year . . . Number is determined by parking capacity . . . Those desiring a "Guaranteed Parking Sticker" are required to



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order a minimum of two series badges . . . "Preferential" parking sticker calls for purchase of minimum of four series badges . . . In 1964, thousands who hadn't bought advance tickets weren't admitted on Saturday and Sunday.

With the TV income now being boosted for the Open and the PGA, it is time these two major tournaments cut out the paid program racket and treat the customers as customers of first class events instead of chumps to be exploited . . . Funniest case of the program racket in golf is that of a beer and ale tournament conducted to get free publicity in newspapers and magazines, but which goes for the program racket in trying to get others to pay cash for advertising their products.

Harry Bassler, pro at Fox Hills CC, Los Angeles, was "Our Hero" at one of those big parties put on by the men and women of his club, Southern California pros, golf salesmen and newspaper and wireless guys . . . It was held March 2.

Sports writers, especially the younger ones, haven't much interest in golf's younger stars, remarking that the newer big name pros act like they're afraid to talk for an exclusive interview unless they get paid for it . . . So maybe that's why you don't see the writers so enthusiastic about building up fresh stars but just going along with the gang interviews in press rooms, after tournament rounds . . . Those TV golf interviews generally are as jolly as chats between undertakers and the next of kin . . . They only can be made worth the time by getting pro golfers with the sort of publicity coaching that Fred Corcoran and Gene Sarazen can

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Sacramento, "Camellia capital of the world," offers a camellia plant to any golfer who scores a hole-in-one on any of the city's metropolitan courses. It is part of a campaign to publicize the California capital. Elaine Drake, 1965 camellia queen, Walter E. Christensen (l) of the Camellia Festival association, and Reg Renfree, city director of parks and recreation, look over a marking flag that commemorates the festival.

give them . . . Some pro golf stars may not realize it, but they are missing a million dollars' worth of cashable publicity.

South Florida GCSA sponsored pro-am at Country Club of Miami on March 8 to raise money for its scholarship fund . . . **Jim Vigliotti**, Indian Creek supt., was tournament chairman . . . **Adm. John Phillips** (ret.) was honorary chairman and Pro **Jack White** of Indian Creek, tournament director . . . Supt. **Joe Vicas** and pro, **Babe Hart**, of CC of Miami were hosts . . . **Harry Obitz** and **Dick Farley** got King's Inn course at Freeport, Grand Bahamas, launched for its first golfing season.

There is a good green chairman-supt. relationship at Highland CC, Indianapolis . . . **Lou Bola**, chairman, was pro for many years before he retired and went to work for the club president, **Charles Johnson**, and became a club member . . . **Marvin Scobee**, Highland supt., has been there 12 years and has worked with Bola much of that time.

A range operator tells a story about a customer being angry because he told the customer that he couldn't give a basket of balls to his kids . . . The customer thought he'd bought, not rented, the basket . . . **Sam Snead** will play winner of British PGA Senior tournament for Teach-



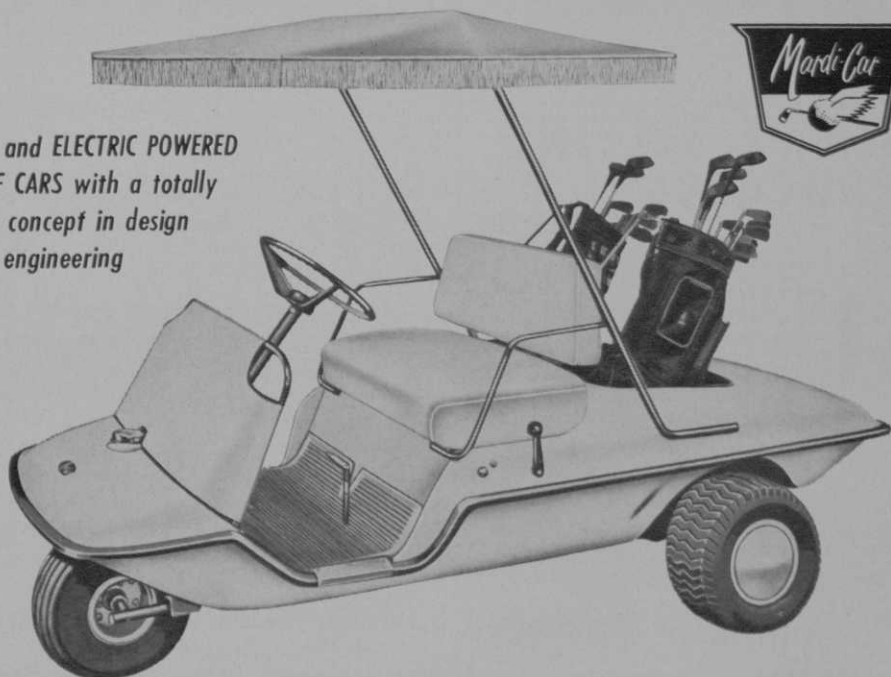
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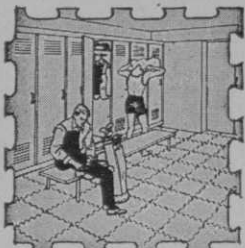
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er international trophy and \$1,500 first prize at Formby GC, near Liverpool, Eng., July 4 . . . Then Sam will play in British Open July 7-9 at Royal Birkdale . . . The British Open, which as one top national Open title Sam has won (in 1946), would bring the 53-year-old Snead a second bloom of earnings on club sales.

Hal Wood, widely known as collegiate golf coach, golf magazine editor and United Press International sportswriter in Los Angeles, moves to Hawaii as sports editor of Honolulu Advertiser . . . Freddie McLeod, who won 1908 National Open with seven clubs, now in his 53d year as pro at Columbia CC, Chevy Chase, Md. . . . Fred is 83 and beats his age several times a year.

George W. Jenkins, president Publix Supermarkets, Inc., opens Lone Pine GC 18 at Lakeland, Fla. . . . Jamie Jackson is pro, Bob Anderson is supt. and Willington Kessler is club manager . . . Bill Eschenbrenner from Jal (N.M.) CC to pro job at El Paso (Tex.) CC, and is succeeded at Jal by Pat Dolan, formerly assistant at Colonial CC, Fort Worth.

Gene Ferrell, Mobile, Ala., became first left-hander to be automatically qualified for 1965 National Left-handed Golf Association championship as result of reaching the quarter finals of the 1964 USGA National Amateur . . . The NLGA is playing its championship at Dunes Emerald Green CC and Tropicana CC, Las Vegas, Nev., June 27-July 2.

Herman L. Berg, Jr., 44, brother of Patty, and as a 4-handicap member of Interlachen, active in Twin Cities golf for some years, died March 8 following surgery . . . He was with Cushman Motors.