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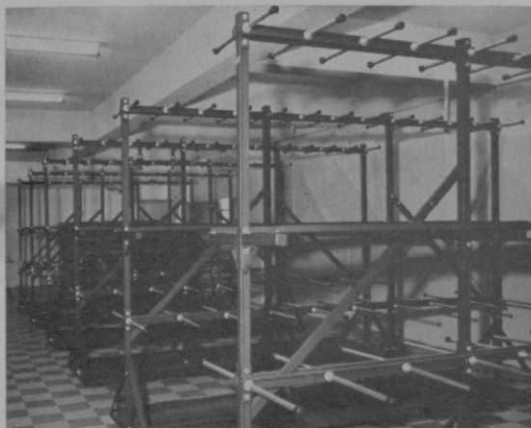
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At left: BAG RACK system in service at the Evanston Country Club, Skokie, Illinois.



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At left: BAG RACK installation at the Palm Beach Gardens, Fla., club shows sturdy construction.

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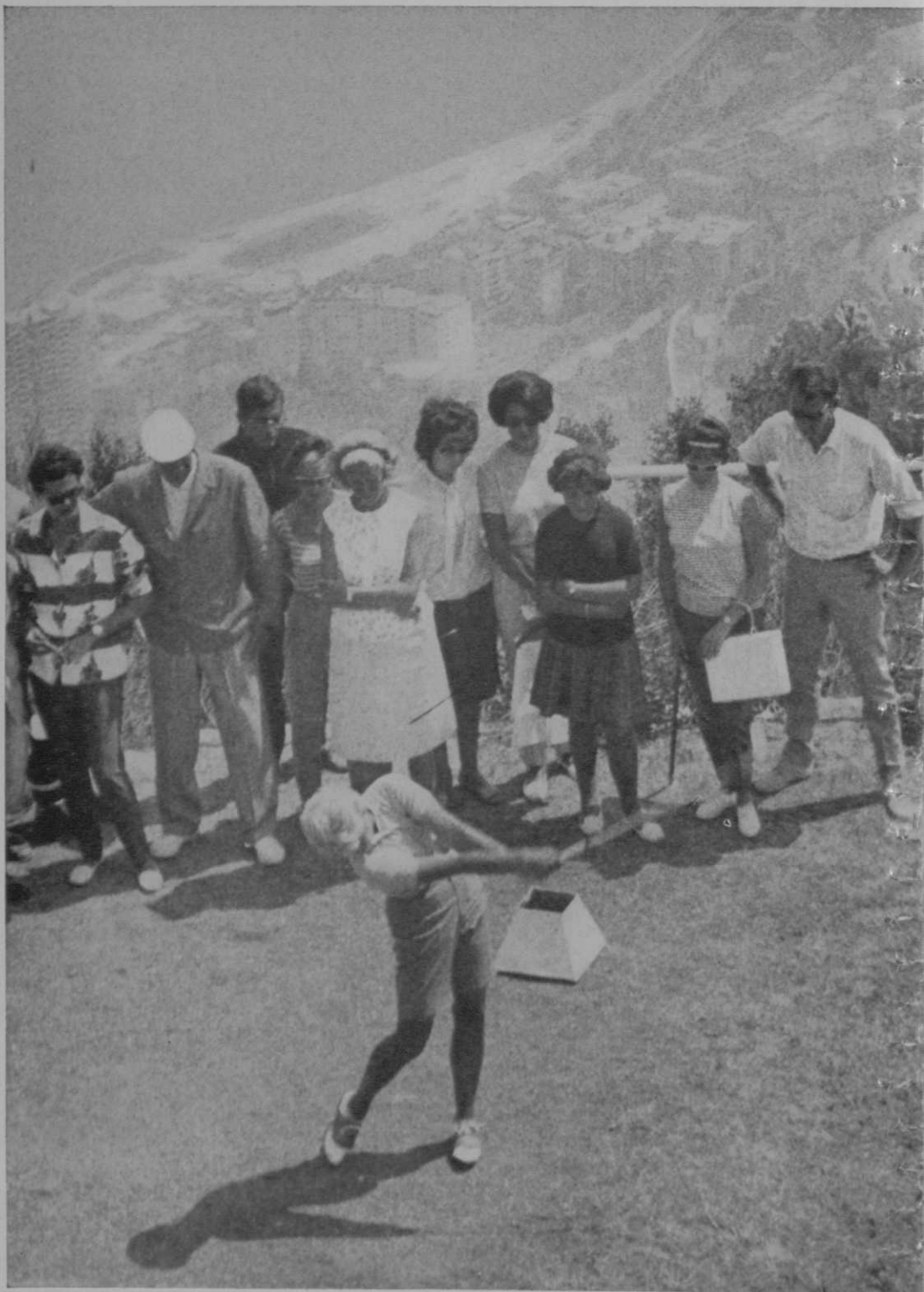
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Men's lounge (above) looks like what it is intended to be — a men's lounge. No attempt to get fancy was made here, because it was thought that card players would shy away from a room that is too elaborate. (Right) Bronze, green and red color theme is carried out in cocktail lounge, which is partly lighted by candles and has an unusual piano bar.



in their home-away-from-home. Such comfort was insured in the convertibility of the lounge for dancing. This was done by leaving a central area uncarpeted. So that this area did not look out of place, the Marshall Field design director used chairs of a different color leather in order to create a conversation center.

The ceiling beams in the lounge are topped with lattice-work and the lights are installed above this. Operated on rheostats to give varying degrees of brightness and softness, the lighting is further filtered by the lattice-work ceiling to create an interesting shadow effect. Interesting lighting is also produced by the real candles in the imported wrought-iron wall candelabras.

The lounge also has a wood burning fireplace that is often lighted to create an Old Spanish atmosphere. And, the piano bar, certainly an innovation, was especially designed to fit over a regular

grand and blend with the general decorating theme.

Believing in an overall design plan, Granberg used certain basic colors throughout the club. The three basic colors are bronze green, orange and tomato red. These colors are carried beyond the club to the adjacent guest cottages, called *casitas*, and to the pro shop, which is in a separate building. While chairs and display cases were designed for functional operation, the Spanish motif was carried out in the pro shop. No curtains were used on the floor-to-ceiling windows, so that the view of the adjacent course was



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Many of the nation's top golf course designers, all members of the American Society of Golf Course Architects, were at the ASGCA annual meeting recently held at Lost Tree Club, Palm Beach, Fla. In the front row from left to right are: William H. Diddell, Naples, Fla., newly elected ASGCA president; Ferdinand Garbin, Export, Pa., secretary-treasurer; Floyd Farley, Oklahoma City, vp; Robert F. Lawrence, Tucson, Ariz.; retiring president; and William F. Bell, Pasadena, Calif. In the second row from the left are Mark Mahanah, Miami, Fla., who designed the Lost Tree course; Jack Snyder, Scottsdale, Ariz.; Edward Packard, La Grange, Ill.; C. E. Robinson, Toronto, Canada; Robert Trent Jones, Jr., Palo Alto, Calif.; John Darrah, Mattson, Ill.; James Gillmore Harrison, Turtle Creek, Pa.; Alfred H. Tull, Wilton, Conn.; Ellis Maples, Whispering Pines, N.C.; William F. Gordon and his son, David W. Gordon, Doylestown, Pa.; William B. Langford, Chicago, Ill. and Francis J. Duane of Port Washington, N. Y.

unobstructed. The display wall was done in wood paneling that added an Old West Touch to the shop. In decorating the pro shop, Granberg used the same carpeting he used in the men's card room, which adjoins the lockerroom. This carpeting of a charcoal-grey background features Tucson National's sunburst insignia in bright orange, off-white and bronze green.

Carpeting Must Be Quality

In talking of carpeting, Granberg says: "Carpeting is probably a club's single largest decorating expense. It should be constructed of top quality materials and be closely woven for the best wear. Color and pattern should be selected in line with the overall decorating theme, yet be such that there is a minimum of maintenance and so that it will show little soilage. Cheap carpeting is a false economy." Granberg points out that no one can be guaranteed a minimum life for any carpeting. He says: "Traffic determines the life of carpeting. If traffic is slow, it may last ten years. If it is good, a car-

pet may have to be replaced in five years."

Carpeting in the guest houses was done in a grey-beige to show the least amount of sand and dust common to the area. Furnishings were simpler, and designed for easy maintenance. A slight adjustment was made in the general theme to give the casitas an American West atmosphere. Of course, the basic colors were used to keep the guest houses looking like part of the clubhouse.

Substitute for Leather

In decorating the less formal Fiesta Room, a course level snack shop and bar, Granberg kept his theme but used red patterned naugahyde fabrics instead of the more expensive leathers used in the club's more formal areas. Wrought iron furniture is featured here along with stringed beads of crystal, amber and walnut at the windows. Decorations on the off-white walls are carried out in a Span-

(Continued on page 138)

Is It, or Isn't It
A GCSA Record?

2,611 Attend Cleveland Convention



Bob Shields (l), new GCSA president, cuts the ribbon that opens the 1965 GCSA convention. He gets assistance from Stan Frederiksen, industrial relations rep (center) and Dave Moote of Canada, retiring president.

Attendance at the annual GCSA international turf show fell short of shattering the record established in 1964 in Philadelphia, but the turnout for the Cleveland convention, held in early February, came close to what had been anticipated. A total of 2,611 persons, including supts., their wives and course distributor and manufacturing reps, came to the Ohio city for the 36th gathering of the greenmasters. The crowd at Philadelphia exceeded 2,700.

(However, members of the Cleveland GCSA, who had charge of arrangements for this year's show, point out that approximately 150 turf students were included in the head count at the Philadelphia convention, making the 1964 attendance figure somewhat unrepresentative. Students weren't included in the Cleveland tally.)

The Cleveland weatherman was most cooperative. He provided balmy, 60-degree temperatures for the visitors on at

least two days and refused to show them a cold front during the week they were in the city. A "let's go out and play golf" feeling prevailed, but the conscientious supts. resisted temptation and dutifully appeared at the education sessions. Attendance at the final gathering on Friday morning, at least, almost equalled that of opening day.

L. R. (Bob) Shields, Jr., who has been at Woodmont CC, Rockville, Md., for the last 13 years was elected president of the GCSA. Edward (Ted) Roberts of Fairmount CC, Chatham, N. J., is vp, and John Spodnik, supt. at Westfield CC, LeRoy, O. is secretary-treasurer.

New directors are James W. Brandt, Danville (Ill.) CC, Richard McLaughlin, Wayzata (Minn.) CC and Tom Leonard, River Oaks, Houston. Holdover directors are William Riley, Essex Fells (N.J.) CC, and Walter Boysen, Sequoyah CC, Oakland, Calif., and Spodnik.

By **JOE DOAN**

First Session

Club Manager Says He Envis Turfmen

Leonard Strong, retired Saucon Valley supt., who served as the GCSA's 17th president, was the chairman of the opening education program session. **Rev. Raymond Lewis** of the Old Stone Church gave the invocation. **Mayor Ralph Locher**, who during the week couldn't get the City of Cleveland maintenance department to heed his orders and had to waive several employees off the payroll, must have taken some consolation in the fact that the golf maintenance men were willing listeners. In his welcoming speech, he described the great construction activity that has been going on in Cleveland in recent years, and called attention to the city's reputation as one of the country's leading sports, cultural and scientific centers.

Other Speakers

Other speakers at the Monday morning meeting were **Ben Chlevin**, GCSA executive director, who gave the response; **Mal McLaren**, veteran Canterbury Club supt. and conference co-chairman; **James J. Tukesbrey**, manager of Cleveland's Oakwood Club and CMAA delegate to the turf show; and **Dr. Floyd Corbin**, lecturer and author, who was imported from Los Angeles to deliver what has come to be accepted as a kind of keynote speech for the conference. This one is always entrusted to professionals and usually is laced with sufficient fuming and thunder to get and keep the supts. stirred up for the 25 or 30 speakers who are to follow. Dr. Corbin, though, may have crossed up the convention managers. He spoke on relaxation.

Mal Digs Up Figures

In reviewing the history of the 39-year old GCSA, Mal McLaren made passing reference to the organization's financial status in 1932. Dues income amounted to less than \$2,200, and the show that year grossed \$800. But the payroll barely ex-

ceeded \$1,200 and total outlay for the year was less than \$2,000, so the supts. ended up with money in the bank. Only in that era the banks were failing. The federal head tax for the entire organization for the year 1932 amounted to eight cents. That still had better not get back to Washington.

From 1932 through 1945, the GCSA did little more than mark time. But by 1949 it had grown to the point where it was bold enough to take its annual turf show into the Los Angeles Coliseum. It broke even in that venture. In 1953, McLaren said, the greenmasters' group was being urged to build a skyscraper and there was talk of raising \$1 million for research. But nobody panicked, and the GCSA went on growing steadily if not spectacularly. Today, the organization claims more than 2,000 members.

Supts. Have It Easy?

Jim Tukesbrey's theme followed this line: "Why do you fellows grumble about being supts? You should get into club management and you'd really run into some king size headaches, complete with filter tips." Here is what a manager does, said Tukesbrey: He runs a hotel, restaurant, night club and stages 30 or 40 parties a year. He supervises a huge housekeeping job. He is usually responsible for the swimming pool and tennis court and, at many clubs, for bowling, squash, curling, skiing and handball facilities. He often runs a playground for kids and what many members won't concede, a day camp.

What does he hear all day? "The food is lousy and overpriced," and "The drinks are watered." Members who have just perpetrated a lousy round don't take their sorrows to the pro or supt. They usually look up the club manager. "Half of the time," Tukesbrey sighed, "it isn't safe for a manager to step into a room where darts are being played."

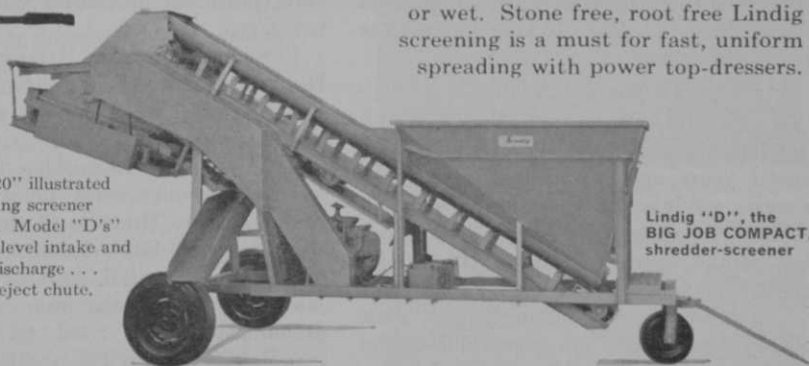
To convince the supts. they are better off to stay down in the maintenance building, the Oakwood Club manager cited these statistics: The manager handles an average of from 60 to 120 employees and is responsible for a payroll of \$300,000 or more a year; He oversees

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Len Hazlett, Sr., and his sons, Len, Jr. (1) and Ron, are a well known Cleveland area father and son trio. Len, Sr. is at Beechmont, Len, Jr. is at the CC of Cleveland, and Ron is at Avon Oaks.

the serving of from 50,000 to 75,000 meals annually; His office processes 100,000 members' checks a year and may send out as many as 5,000 or 6,000 statements. Somebody once figured out that a manager may make as many as 2,000 contacts with employees and members on a busy day, so he prays to keep complaints to well under one per cent.

Occidental Yoga

Dr. Floyd Corbin stated that until he was blinded in an automobile accident several years ago, he didn't know how to relax. While convalescing from the accident, he came to the conclusion that most people were in the same fix and he decided to do something about it. Out of this grew the conviction that it takes nothing more than an occasional pause to get regenerated. So, he developed several physical exercises that are designed to slow a person down long enough to get mentally recharged.

These consist of sitting down and writing "Joy" with the nose; reaching out with the arms and hands, then drawing them in and uttering a loud "Boom" in the process; deep breathing; and just sitting back for two or three minutes and contemplating nature. Somebody in the audience referred to Dr. Corbin's exercises as "Occidental yoga," an apt description.

"Tension," said Corbin, who has written five books on relaxation, "is pressure that is exerted against energy, or enhances it.

There is nothing to worry about if you get butterflies in your stomach when things go wrong," he added. "The thing to do is strive for enough control of yourself to make them fly in formation."

Second Session

GCSA 'Little Theater' Rolls Them in the Aisles

Robert M. Williams, supt. of Bob O'Link CC, Highland Park, Ill., directed the Monday afternoon education session. His speakers' lineup included **Robert C. Irwin**, general sales manager of Ford's Tractor and Implement Div.; **Stephen L. Frazier**, who recently resigned as supt. at Woodland CC, Carmel, Ind., to set up his own irrigation and turf consulting business; **Major Fred Bove**, Southern California GCSA official and supt. at Brentwood CC in Los Angeles; and **Tom Mascaro**, president of West Point (Pa.) Products Corp.

Producer, Director, Arranger **James L. Holmes**, Midwest agronomist for the USGA, presented a one-act skit that was written and rehearsed in less than three hours and got rave acclaim from persons in the audience who fancy themselves drama critics. The title of the production was "How A Supt. Looks to the Members." **Tom Leonard**, supt. at River Oaks, Houston, played the role of a hapless greenmaster who tried to explain his completely defenseless position to a committee made up of grim **Paul Weiss**, supt. at Lehigh CC, Allentown, Pa., implacable **Sherwood Moore**, Winged Foot's well known turfmaster, and **Tom Sams** of the Audubon Club in Louisville, who might have forgiven Leonard for his shortcomings if he had just been a little more yielding in dealing with the imaginary club's women players. **Dave Miller** of Saucon Valley, Bethlehem, Pa., portrayed Leonard's replacement when the committee decided to gang mow its inept supt.

New Thoughts on Old Theme

Ford Motor's Bob Irwin presented some new thoughts on self-selling to the supts.,

Specialized Cole Nursery Methods

... that assure you well-formed, healthy trees with strong, compact root systems



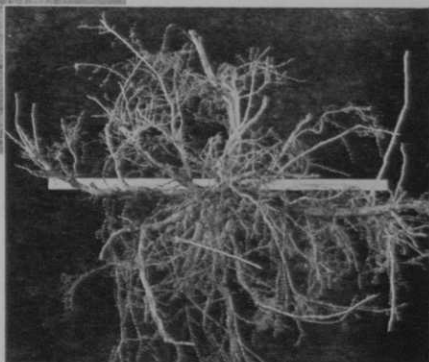
WIDE SPACING in and between nursery rows gives these Original Bowhall Red Maples plenty of room to develop top and root growth without crowding. Excellent for street planting in limited space, they can also be grown low-branched as lawn specimens.

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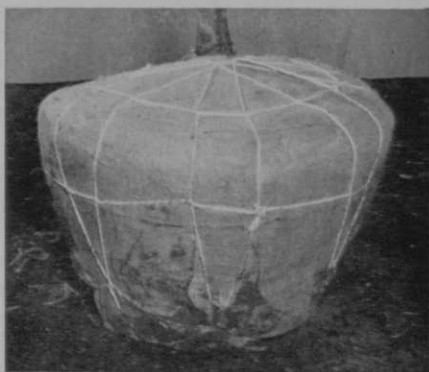
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HEALTHY, COMPACT ROOT SYSTEM of this root-pruned Cole tree will get it off to a good start in your planting. Yardstick in this "worm's-eye view" shows typical size of roots on a 1½" caliper Green Ash.



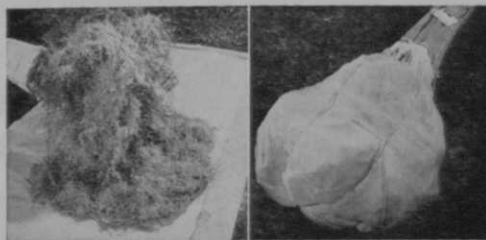
AMPLE BALL, over 30" diameter, on this 2½ to 3" caliper Cole Sunburst Locust (P.P.1313) will protect it from nursery to planting. Note careful covering and lacing.

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who have been urged by their national organization for the last decade or so to stop playing it shy and let members know how important they and their jobs are. What has to be taken into account, said Irwin, is that not more than two or three per cent of the members know what is going on in the maintenance department, not because they are indifferent but because they aren't informed. Which brings up the question: "Who is to inform them?" Nobody but the supt. himself unless he has available the services of a publicity man who will do the job for him.

What should go into a self publicity program? Irwin outlined these factors: Periodic status reports; Year-end reviews; Proposals for improving the golf course; and Reports on local, sectional and national meetings.

The Ford sales executive concluded his remarks by saying that jobs like products don't sell themselves; they have to be constantly promoted. It is imperative that a supt. think of his position as one that has to be continuously sold because of the annual turnover in club officials.

How to Use An Education

Steve Frazier, who got a degree in Botany from Butler University, studied turf management at Purdue and was taught to apply his scientific knowledge to course maintenance by Carl Bretzlaff at Meridian Hills in Indianapolis, discussed the integration of education with practical turf work. His remarks were mainly addressed to younger supts. They were advised to correlate as much as possible their experiences on the new job with the fundamentals they had been taught in an effort to get a complete grasp of the many ramifications of turf management.

"One of the best things a young man entering turf work can do," Frazier said, "is to study the man who has been around a while. Don't be too proud to ask him questions even if they cover things that you feel you should understand, but don't. If you make some mistakes, don't try to hide them. If you can't figure out why you failed, seek the advice of a person you are reasonably sure can give you some clues. Education ends when you start sweeping your failures under the rug."



Leonard Strong (I.), who has missed very few of the 36 GCSA conventions, shares a joke with James B. Moncrief of the USGA green section.

Addressing older supts., Frazier had this to say: "Take it easy on the young fellows who are breaking in. Sometimes they get a little overbearing, but this comes with youth. You have to remember that today's youngsters are raised in the most accelerated age mankind ever has known. They are conditioned to want more at 25 than you perhaps did at 35 or 40. You have to bear with them until they start to decelerate and get their feet on the ground."

Name on Scorecard to Start

Speaking on public relations, Fred Bove accused the supt. of being something of a "loner" who has stood aloof too long from the pro, manager, architects and others, and has hurt himself in doing so. "It's time," said Bove, "that we start to project ourselves. We can do it by not pushing too hard or stepping on any toes."

One of the first things the supt. can do in his public relations buildup, Bove continued, is to get his name on the club scorecard. Another is to get within camera range when the TV people are filming a match at his club, and be ready to talk to the announcer if called upon to do so. A weekly, or at least, monthly meeting with the pro and club manager are not only desirable, but should be a *must*, the Brentwood greenmaster added.

To back up his claim that turfmen can
(Article continued on page 72)

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Liquid Cadmium for Turf Disease

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Lightest concentration of DSMA-Disodium Methylarsonate for Crabgrass and Dallisgrass in both liquid and powder.

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Phenyl mercury-2, 4-d dichlorophenoxy-acetate for selective weed control.

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25% GRANULAR CHLORDANE

Pre-emergence control of Silver Crabgrass, grubs, insects.

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Starting at seven o'clock are these fathers or sons: Harold Stodola, Bill Ward, Norm Westfall, Art Snyder, Jim Snyder, E. G. Jacob and Ray H. Gerber. All look young enough to be sons.

Golfdom Luncheon

The Graffis brothers, Joe, Sr. and Herb, and the Junior member of the organization, Joe II, again were hosts to fathers, sons and sons-in-law at a luncheon during the convention. It was the eighth consecutive year that the Graffis menage popped for the biscuits and Bourbon without wishing any speeches on their guests, 90 of whom put in an appearance.



Clarence Wolfram, Sr. is seen with Mine Host, Joe Graffis, Sr. (above). Warming the settee (at left) are Marion and Chester Mendenhall and the Weldins, Paul, Sr. and Paul, Jr.