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feet long. Two of the three fingers are always blocked off with the two-foot pipe, which is painted yellow, so that golfers can enter or leave the path via only one finger. One of the pipe barriers is changed every day so that traffic is diverted from one path to another. In this way, the turf at the end of any of the three fingers is not subject to day-in, day-out wear.

Slit-Trench Drainage

BY WALTER R. BOYSEN

Supt., Sequoyah CC, Oakland, Calif.

Clearing up troublesome wet areas on courses can be done inexpensively by the slit-trench drainage method.

I use a Davis "Pup" to cut a ditch of about three- or four-inch width, and 18 inch depth, from the spot where the water collects to an area where it can be dispersed or drained off. The bottom of the trench is filled with about four inches of pea gravel. Then, reject quality plastic pipe of small diameter (from 1 to 1½ ins.) is placed atop the gravel after ¼-inch holes, about six inches apart, are

drilled into it. After the pipe is installed, the remainder of the ditch is filled with more gravel.

This is not an original idea. I picked it up from another supt. while attending one of the local turf conferences. I use it extensively on my course as a substitute for the older and more expensive method of clay tile drainage.

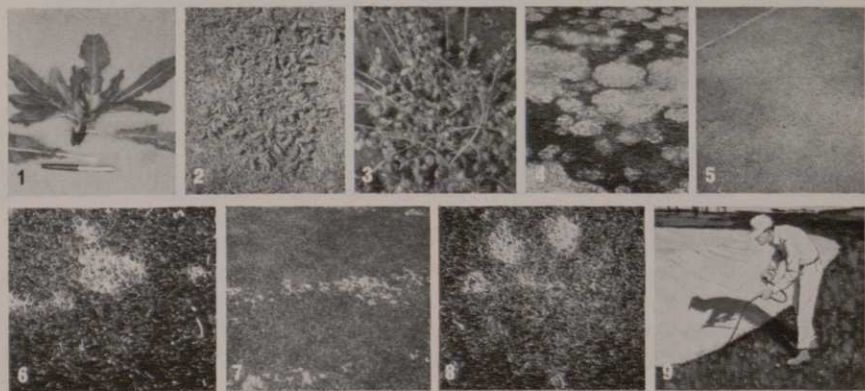
Minnesota Show and Conference

A turf equipment show and demonstration, jointly sponsored by the Minnesota GCSA and the University of Minnesota horticulture department, will be held Oct. 5-6 at the State Fair grounds in St. Paul. The 38th annual Minnesota GCSA turf conference will be held Nov. 17-18 in the Normandy Hotel, Minneapolis.

Florida Turf Conference

The 13th annual University of Florida turf management conference will be held Oct. 5-7 at the Ramada Inn, Gainesville. Florida Turfgrass Association officers for 1965-66 will be elected during the conference. Grenville C. Horn and Wally Anderson are co-chairmen.

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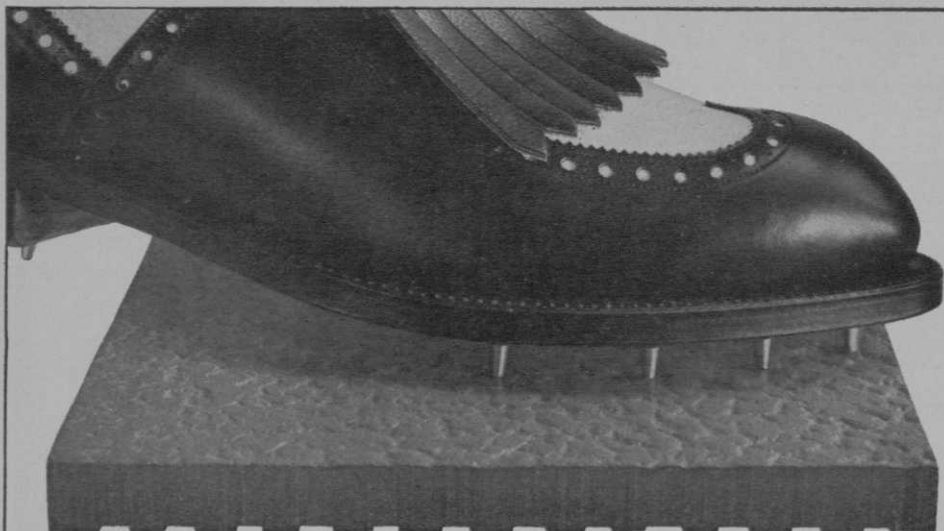
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MOSAIC®

Front Yard Maintenance

(Continued from page 48)

Water is not one of Sunset Oaks' headaches, except when it refuses to go into the ground. The development owns a lake that holds 3½ million gallons and has free flowing wells to replenish it. On a long summer day, the course may use as much as 1.7 million gallons on the fairways, applied through a quick-coupler system. Sprinklers at the greens are operated automatically.

Sun and Wind Hurt

The climate is nearly as devilish for Umland as the soil. The incessant sun bakes the shallow soil throughout the long summer days, often with assistance from stiff winds. Frost nips the tender grasses in the winter when heavy cloud layers often last for weeks.

Fairways were seeded to a 40-60 Highland bent and red fescue mix in December, 1962. Six months later the course was playable. In October of 1963 the first major tournament, the Porky Oliver Open, was held. A year later the Camellia

Open was held.

Greens are Seaside bent over 14 inches of washed sand. They average 10,000 square feet. In spite of obstacles, Sunset Oaks management was able to reduce its maintenance budget for 1965 to \$85,000 from the \$100,000 allotted last year.

3-Phase Junior Program

(Continued from page 32)

ment (Medal) play of 4 holes on each date to determine the Junior champions.

An entrance fee of \$2.00 will be charged for each person enrolling in the program. Money collected will be returned to the participants in the form of prizes and refreshments at the end of the tournament.

Parents who desire to enroll their children in the program should submit their names and ages to the professional as soon as possible and no later than June 18.

Junior Golf Committee

Merchandising Hypnotism

(Continued from page 30)

trick is to catch a person's eye with a carefully placed bright color and then lead him on to looking at the rest of the merchandise on the shelf or in the case."

Suggestion leads the golfer this far. He may then spot something that he has intended to buy, or Benning or one of his assistants may point out something that stirs his fancy. Selling, or the theory behind sales, is that simple at the New Jersey club.

Checks on Game

The Plainfield pro feels that there is one other way in which suggestion can be used in making sales, although at best it is only indirect. It consists of no more than checking once a week as to how a person is playing. This may result in some quite lengthy discussions, but it shouldn't be forgotten that when a person starts talking about his game, the conversation usually can be steered to a possible need for new clubs or for taking lessons.

"You can drop a hundred suggestions into a conversation when you are discussing clubs with a member," Benning remarks. "And most of us should be filling in more of our time with lessons. There's a big leak in lesson revenue simply because we aren't going after this business."

Four Years in Training

A onetime caddie who later captained the Purdue University golf team while taking a degree in Economics at the Indiana school, Benning has been in golf since 1960. He deferred his entry into the field until after he did a three-year hitch in the Marine Corps and worked as many years in real estate and industrial sales. From 1960 until 1964, he traveled the apprenticeship circuit from Dayton, O. to Glendale, Calif. to West Caldwell, N.J. and spent a winter at Thunderbird in Palm Springs. He worked for Tom Foree, Jim Swagerty, Wes Ellis and Claude Harmon. All taught him a great deal about merchandising and Ellis and Harmon, both noted players, showed him the tricks of teaching. Benning furthered his golf education by playing the U.S. winter

tour two seasons and the Caribbean tour in 1964.

Benning's ideas about running a shop have been borrowed directly, or are variations on the things he learned from the above mentioned pros. He notes that all these men have one thing in common — they insist that a shop's success is contingent on how bright and fresh it looks and the kind of service the pro and his staff are willing to give.

Service Never Wears Thin

"These fellows haven't done anything to revolutionize golf merchandising," says Bob Benning, "but they certainly have a thorough understanding of its fundamentals. One, in particular, used to talk about service. He said that among pros the word itself is overworked, but too many don't have a real concept of what it means. The thing to remember, this man emphasized, is that if you give it unstintingly it will never wear thin with members. That may be the best lesson I learned during my apprenticeship."

One other thing that Benning learned during his four apprentice years is that the pros he worked under insisted on getting the best possible assistants, and then gave them broad responsibilities after it was seen that they were going to work out satisfactorily. Bob copied their lead. As already has been implied, an assistant such as Chuck Genter is hard to improve upon. Quality in the pro staff at Plainfield doesn't stop with him because Benning has another very capable aide in Louis Don Aruma, the caddie-master, who has been at the club for 40 years. A fellow like Don Aruma is particularly valuable because he is completely familiar with the likes, dislikes, whims, etc. of the members and can flash the pro signals as to how to proceed in handling them. Don Aruma, too, has been around long enough to know where to get cash for trade-in clubs when it may seem that it is almost impossible to give them away.

Organize Par 3 Group

An association of Ohio Par 3 owners and operators is being organized by Karl Kushin, pro at Imperial GC, Mansfield, to seek relief from heavy taxes that are being imposed on recreational businesses.

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Spyglass Hill

(Continued from page 26)

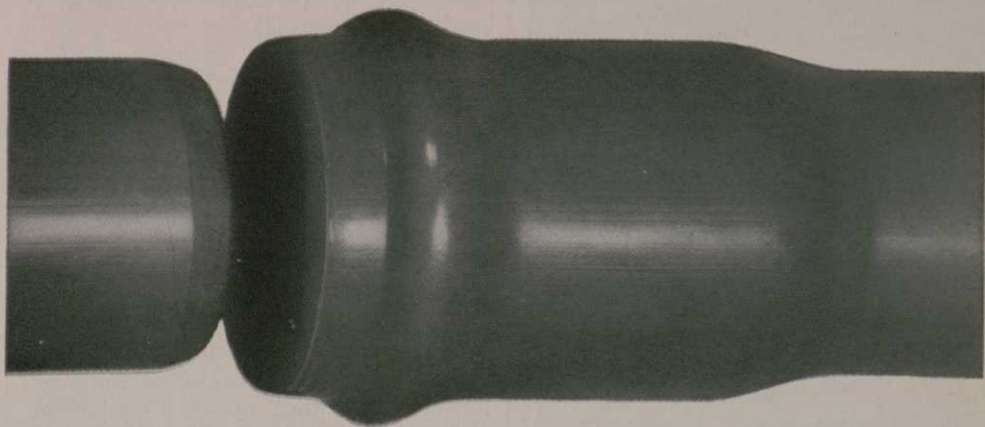
further discourage the gambling brand of shotmaker, a long lake guards the right front of the green and an oversized bunker the left front, with a narrow fairway of 20 yards in between. Hanna quips, "Jones thought of building a high bridge on this hole so the unhappy duffer could take a quick dip to eternity."

It was on this very 14th tee that course construction was started in May, 1964. Except for heavy rains last winter — when work was halted and a 'cat' almost sank out of sight — construction has moved along smoothly. The rains turned out to be a blessing because they pointed out several requirements for drainage, boosting the actual construction costs of the course by \$20,000 to \$487,000.

Construction involved the destruction of 50 acres of Monterey pine and oak trees, which were hauled into holes in the middle of the fairways and burned; the installation of irrigation and drainage systems; the closing of one Del Monte road; and the elimination of a spectacular collection of equestrian trails and jumping courses which ran through the previously untouched forest.

Hold Up on TV Cables

Originally, it was planned to install buried television and power cables on select holes but the \$25,000 expense was considered too costly. Now it is anticipated that more compact and lightweight portable television cameras and other sending and receiving equipment will be

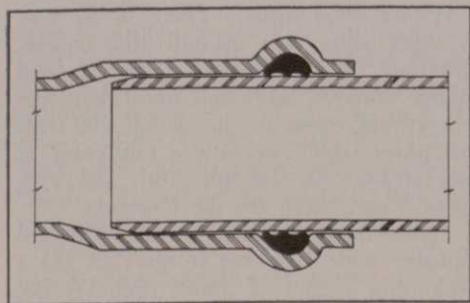


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developed by the time the course is ready for tournaments.

A 2,000-square-foot, one-story pro shop already has been completed, with construction of a two-story, combination clubhouse and NCGA office building scheduled to start in early 1966 at the intersection of Signal Hill and Stevenson roads. The latter will be adjacent to a 300-yard driving range and practice greens.

Primary feature of the 5,800-square-foot structure will be a rooftop observation deck overlooking much of the picturesque course. The clubhouse portion of the building will include lockerrooms, meeting and sitting rooms, a card room, and a large club room on the upper level. However, since the clubhouse is to be the main facility for the Spyglass Hill Golf Club, it will have no social area. Architect for the pro shop and clubhouse-office building is Gifford Sobey of Los Gatos.

There is a strong possibility some home construction will be undertaken. A few custom houses now skirt the links on the 2nd through 5th and on the 13th holes.

Deer Inspect Course

Spyglass has had a collection of very unusual construction supervisors. Del Monte Estates is the sanctuary of some 2,000 deer and other wildlife and it's a rare day when you don't see several deer inspecting the challenging course.

Challenging is right. Designer Jones has described Spyglass as "the supreme test for the likes of Arnold Palmer and Jack Nicklaus . . . some of those par fives will bring those lads to their knees."

Hanna emphasizes, "There is no way to wish your way around this course. Not only do you have obstacles of sand dunes, bunkers, lakes and trees along the fringes but there are menacing 200-foot-tall pines which sit in the mid-point of the fairways on the 9th, 16th and 17th holes. Then, there are the elements.

"Take the first hole. It is a 600-yard monster with a dogleg to the left off a beckoning clump of trees. But I'd bet neither Nicklaus nor George Bayer can reach the neck of that dogleg in one shot because you must always drive against a prevailing northwest wind."

Hanna and Club Pro Frank Thacker take great delight in discussing the other



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major obstacles to breaking par on the course. Those not previously mentioned include:

—Tremendous, swirling winds which whip off the Pacific along the ocean holes of Nos. 2 through 5.

—The 370-yard, par-five 17th could be a nightmare. Five bunkers surround the green; there's that big pine in the middle of the fairway; and if you hook the ball you're dead because you wind up in the 11th fairway with a forest of trees blocking your return shot.

—“A super finishing hole” is what the gregarious Thacker calls the 18th because “there is no way to play it safe.” The Robert Louis Stevenson School is to the left of the fairway; trees to the right; and the green guarded by large bunkers.

“Jones is damn proud of this course,” explains Hanna. “He proceeded with extreme care because the opportunity to acquire terrain like this for a championship golf course comes once in a lifetime.”

Has 250 Sponsors

The NCGA became seriously interested in obtaining a home course in 1959 when it began finding it difficult to conveniently stage its championship events. The idea was brought into being by the full cooperation of Del Monte authorities. After Samuel F. B. Morse, board chairman of Del Monte Estates, made the land available, a total of 250 sponsors put up \$2,500 apiece to finance the ambitious project. Spyglass Hill GC was formed and it obtained a 50-year lease on the land from Del Monte, with the latter maintaining and operating the course.

A number of colorful course names were suggested by the golf club founders, such as Indian Village (a onetime Indian village has been converted into picnic grounds on the edge of the 6th and 7th holes), White Sands, Pebble Pines, Bird Rock, Fan Shell Cove and Fan Shell Beach. The directors selected Spyglass Hill, which was suggested by Morse.

When not reserved for club members or NCGA tournaments, the course will be open for general play to all members of all USGA golf clubs.

The Northern California Amateur — a match play tournament — is slated to formally baptize Spyglass in September, 1966.



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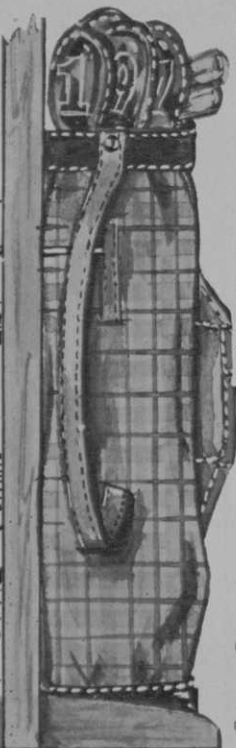
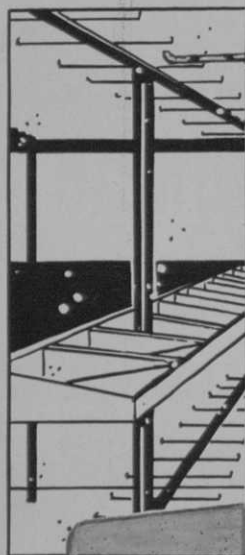
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Swinging Around Golf

(Continued from page 22)

televised golf tournaments advertising putters for \$3.98, golf umbrellas for \$1.98 and golf balls three for \$1.33 after building up a quality market enriching tournament winners, they have more of a kick about killing the golden goose than the tourney pros have.

Talk of tourney pros needing a "commissioner" points up the confusion that disturbs professional golf . . . Pro baseball and basketball commissioners, now that those sports are merely big business instead of team sports, are merely window trimming and haven't got any authority . . . Sale of the Yankees to CBS demonstrated that . . . So with the conclusively demonstrated futility of commissioners in sports conducted by soundly financed and experienced corporations, what are the chances for a "commissioner" in the highly individualistic playing business of golf? . . . Anybody who would want a job as a pro golf commissioner wouldn't be the guy pro golf needs.

It may not be theoretically the best arrangement in the world to have the club and playing pros grouped under the PGA in its present form, and having as unpaid officers, fellows who are either masochists or martyrs . . . but, anyway, it's a good deal for the playing pros because it provides somebody to blame when anything is screwed up . . . The bellyaching has been going on for years and will continue while a new crop of boys are growing up and learning the wisdom of Harry Truman's advice: "If you can't stand the heat, stay out of the kitchen."

You don't suppose Dave Marr, chairman of the PGA tournament committee up to Aug. 10, 1965, had too much taken out of him by that job, or would be in favor of splitting the PGA into club pro and tournament pro sections? . . . Dave, as the new PGA champion, ought to be quite well satisfied by \$25,000 first prize money and the PGA championship as it is . . . Very few genuine golf championships are left . . . Television is making golf tournaments just another gimmick to sell something . . . The TV World