

Introducing

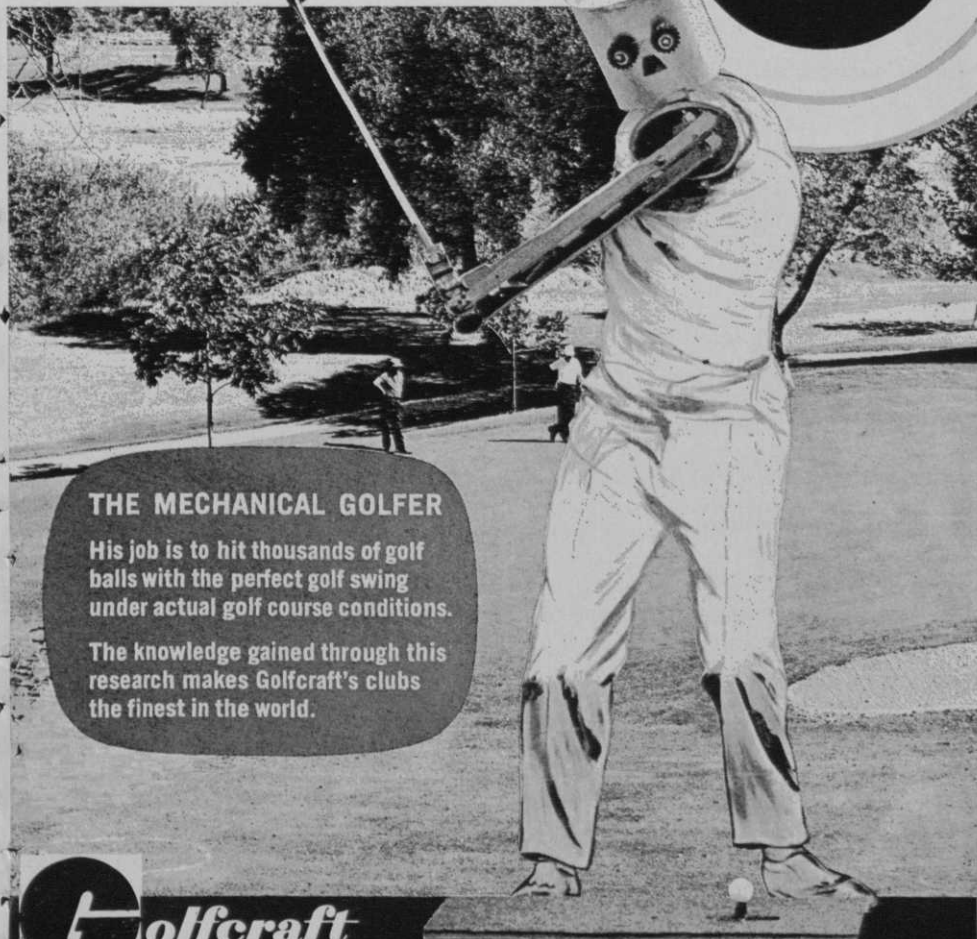
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Dept. 6

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For more information circle number 143 on card

HERB GRAFFIS

Continued from page 10

nish . . . *John O'Neil* now manager, Ankeny (Ia.) G&CC . . . Country Club Gardens, 300-home project near Blue Springs, Mo., to have 18 hole course . . . *Russell H. Stocksdale* and others to build Liberty Hills 18-hole course and subdivision at Liberty, Mo.

There will be dozens of old clubs of high prestige moving to new locations in the next few years . . . Changes in character of areas have some older clubs now near blighted localities or industrial property while members are living "on the other side of town." . . . Atlanta's famous East Lake CC is changing its location to new courses having *Robert Trent Jones* as architect . . . Des Moines G&CC will move and build two 18's on new site, because of a new highway bisecting present property . . . Those highway condemnation jobs usually murder a club as it is difficult, if not impossible, to put money value on damage the highway right-of-way hacking does to a golf course.

Wollaston CC, North Quincy, Mass., members vote to sell club's property to Jordan Marsh Co. for a warehouse and build a new club on 427 acres at Milton, Mass . . . A zoning complication involving use of the club site as a warehouse tangled the deal . . . Crestview CC, Wichita, Kans., buys 638 acres where it will move following sale of its present location to Wichita State University . . . Lafayette (Ind.) CC to move to site given by *Mr. and Mrs. John Van Etten* at Battle Ground, Ind., and build 18 . . . Colonial CC, Memphis in the middle of a dilemma about selling and moving.

Hunter Air Force Base nine near Savannah, Ga., has been declared surplus by the government and will be taken over by Chatham county as a public course . . . Alameda, Calif., Advisory Golf Commission recommended to City council that golf architectural firm of Sarazen, Muirhead and Caldwell revise and modernize the city's two munny 18s . . . Yes, sir; that's our Gene . . . *Gene* told *John Ahern* of the Boston Globe there will be five or six courses "easy for week-end golfers but quite different

Continued on page 14

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For more information circle number 126 on card

HERB GRAFFIS

Continued from page 12

for touring pros" and with parking for 25,000 cars built by the television networks, just south of Toledo and the Ohio turnpike in the population center of the country . . . If you depend on Bureau of the Census being the authority, the population center in 1960 was 6½ miles northwest of Centralia, Ill. and about 50 miles east of East, St. Louis, Ill. . . . That's about 300 miles southwest of Sarazen's center . . . The difference is greater now due to past six years' accented westward tend of population . . . With PGA now having a N. Y. office since the arrangement with Fred Cocoran there are some who say it won't be long until the PGA also gets a Pacific Coast office for there's a great deal of PGA work to be done in that sector.

Sarazen also told Ahern "The rich pros should get off the tour and go on Ryder Cup type exhibitions to build up the game that made them."

Joe Aycock has remodeled the old nine-hole Sapulpa (Okla.) CC and expects to have the new course open in June . . . Building course at Sylvester, Ga. for club yet unnamed . . . *Dexter Folso*, Eau Gallie, Fla., doing the building for Country Club Properties, Inc. . . . First nine of Pine Hill CC near Carroll, Ohio, to be open this spring . . . Owners are *Marion Gray* of Groveport and *Paul Graves* and *John Priestas* of Columbus.

Hearing about *John Hayes*, Riverton (N. J.) CC pro and other pros who conduct basic training golf classes in spring at high school night schools, YMCAs, YWCAs and for other organizations and industry groups again gets me wondering how many pros are in this, work and how many thousands of golfers they have brought into golf . . . They've been tremendously valuable in promoting the game . . . And have picked up a few bucks . . . Years ago we were working with Chicago district pros who were conducting classes for employees of Western Electric Co., at the Cicero plant . . . After school we were sipping Scotch from the hielands of Cicero in that prohibition period and when one guy, commenting on good swings of

Continued on page 88

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With 217 Ampere Hour capacity this battery is engineered for top performance on the most difficult terrain. It gives more holes of golf . . . and the reserve capacity reduces deep cycling, adding many months to the battery life.

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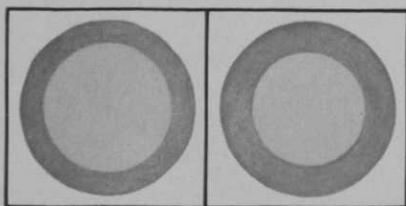
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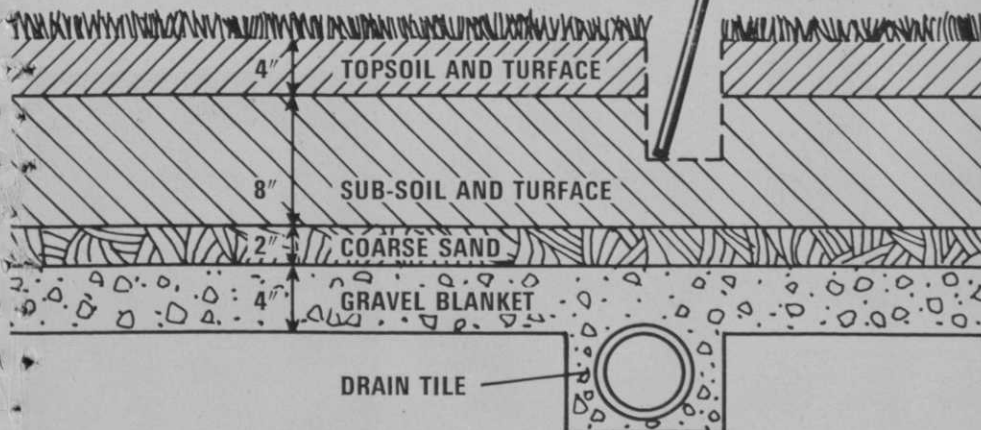


GREAT GOLF GREENS BEGIN WITH TURFACE®

If you are about to construct or rebuild your greens, start with TURFACE®, Wyandotte's tested soil additive and conditioner. With TURFACE working mechanically in a soil mix, compaction is reduced . . . water, air and nutrients are able to penetrate deeper. The result is richer, lusher, tougher grass and measurably easier maintenance.

TURFACE also promotes fast percolation and drainage, absorbs its own weight in water . . . prevents puddling. Golfers can get back to their game quickly, even after a heavy rainfall.

The diagram below represents (in cross section) an approved method of building greens and applying TURFACE as a soil additive. Write us for further information and application details.



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For more information circle number 199 on card

Glancing at golfwear

By **JOYCE HAKLAR**

Golf / Golfdom fashion editor

For years, shirt manufacturers have used unusual symbols to identify with—but what do the designs represent? The birth of an insignia can be spontaneous or a well-planned project. Most of these symbols have an interesting story connected with them that very few people are aware of.

The Izod crocodile, used on Lacoste shirts, was the nickname of Rene Lacoste, the tennis player, who was very fast afoot. Lacoste adopted the emblem for himself and for his shirts.

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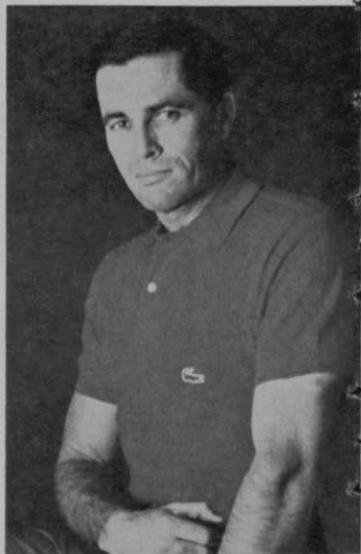
MUNSINGWEAR'S PENGUIN



JOCKEY'S TROPHY/CUP



DIFINI'S CLOVER



IZOD'S CROCODILE

big

OR SMALL

Sharpen any reel-type mower with versatile IDEAL MODEL 900

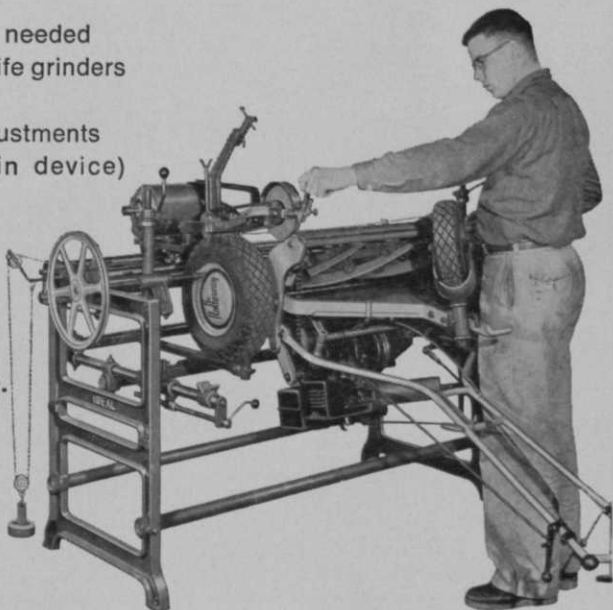
The extra heavy-duty Ideal Model 900 sharpener handles any reel-type mower—from smallest edger to largest fairway units. Economical in its versatility. Economical in its speed and accuracy.

- Exclusive two-way grinding — “hook” or straight line
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WRITE FOR LITERATURE

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For more information circle number 145 on card

What's going on in country clubs?

At the CMAA Conference recently held in Detroit, nearly 200 club managers took time to develop these interesting figures.

One of the most valuable meetings at the Club Managers Association of America's conference was the Country Club Data Mart. Nearly 200 managers from every type of golf club sat down to develop the statistics that follow.



Using the map above as a guide, is your club located in the:

- East — 26.6%
- Mid West — 40.6%
- South — 12.0%
- Far West — 14.6%
- Outside U. S. — 6.2%

How many present are employed in:

- A bona fide club (C.M.A.A. Definition) — 95.1%
- An individually privately owned club — .5%
- A Club owned by a small group of stockholders (Semi-commercial operation for profit) — 1.6%
- A mutual club (wherein any gains or losses are shared among the entire membership) — .5%
- A Club that is partially or totally subsidized by a company or a parent firm — 1.6%
- Military — .5%

How many have annual gross revenues (dues and assessments & food sales & beverage sales & other revenue) of:

- Less than \$250,000 — 13.3%
- \$250,000 to \$500,000 — 41.8%
- \$500,000 to \$750,000 — 29.1%

Topics covered included gross revenue, dues structure, assessments, minimum house accounts, automatic machine accounting, the golf car concession and the effect of the recent demise of Excise Taxes. Here are the figures:

- \$750,000 to \$1,000,000 — 10.7%
- \$1,000,000 or over — 5.1%

How many clubs present experienced in 1965:

- An increase in membership — 49.7%
- A decrease in membership — 11.1%
- No change — 39.2%

How many clubs present:

- Retained their past dues structure during 1965 — 46.6%
- Increased their dues structure during 1965 — 12.4%
- Plan an increase in dues in the near future — 41.1%

How many clubs present:

- Have, in fact, never assessed the members for additional funds to cover operating expenses — 36.8%
- Made an assessment this past year to obtain funds of this type — 10.2%
- Plan an assessment in the near future to obtain funds of this type — 4%
- Have, in fact, never assessed members for capital improvements (major purchases, building or remodeling) — 11.6%
- Made or continued an assessment this past year to obtain funds of this type — 26.3%
- Plan an assessment in the near future to obtain funds of this type — 10.2%

From those of you who increased dues this year:

- How many increased them 1% to 5% — 18.6%
- How many increased them 5% to 10% — 30.2%
- How many increased them 10% to 15% — 18.6%
- How many increased them 15% to 20% — 23.3%
- Over 20% — 9.3%

How many clubs represented here today have a

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