

# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



**B**ill Diddel, president, American Society of Golf Architects, probably is the best golfer of his age in the world . . . In his 81st year Bill has beaten his age 77 times . . . Often he goes around tough courses in par or two or three strokes more . . . He forecasts that club contracts with professionals and superintendents will require that the department heads play at least nine holes a couple of times a week with different groups of members.

It might amaze most club members to learn how few times during the working seasons pros and their assistants get to play at their clubs . . . Demands for pro service at lesson tees and in the shop cut available playing lesson time to the minimum . . . If the pro isn't seen in the shop, on the lesson tee or starting club events, some members think he is loafing . . . Something else seldom realized is that the pro under the prevailing type of arrangement may not be able to afford to play golf with members . . . His time must be given to income-producing operations because his expenses continue to mount . . . One pro at a fine club of good spending members told me that last year his income for club cleaning and storage was \$11,000 but salary and other expenses were more than \$10,000 . . . That didn't include insurance on clubs in storage, replacements of clubs that caddies or members lost (losses that, of course, were blamed on the pro) bag damage, etc . . . If the pro had charged a reasonable figure for his own salary into his operating costs, he and his officials probably would

have been shocked to see how far he went into the red on his investment.

You can look for more attention being paid by the PGA to educating the golfing public to appreciate the service of the club professional . . . PGA publicity has accented the tournament players, whose annual business in purses, TV money and endorsements is less than \$5,000,000, but has virtually neglected the service pros who do \$100,000,000 in business with golfers each year.

The PGA's top officials, **Max Elbin**, **Leo Fraser** and **Warren Orlick**, each contributes more to the members' enjoyment of golf than the first 50 PGA tournament money winners, but how many golfers outside the members of their clubs know who these three are and what they mean to dues-paying golfers? . . . The smart, foresighted tournament stars know that the club pros are by far the most important cheer leaders . . . It's the club pros who convert the cheers into money for the playing specialists.

Another thing you can look for with the PGA's expanding publicity policy of selling "The better it is for the average golfer, the better it is for his pro" is a New York PGA office for press and public contacts . . . It may surprise PGA members to learn that there has been a PGA television office in New York City for a couple of years but it didn't mean a thing to the pro in Painted Privy, Neb., who was working hard trying to help his 100 members have fun out of golf and get another 100 playing.

Continued on next page

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## HERB GRAFFIS

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Robert Trent Jones is architect and board chairman of Pinefield-at-Ipswich, Ipswich, Mass., which is a development around an 18-hole course . . . Dewey Mohler building Tecumseh daily fee course in Topeka, Kan. . . Mohler's son David will manage the course . . . Mountain Home, Ida., building municipal nine . . . Winnetka (Ill.) Park District remodeling clubhouse to make it a model suburban public clubhouse fitted to needs of community players who use a clubhouse only for limited service during the day and therefore don't need a heavy investment . . . Commissioner George Bateman and Park Superintendent George Caskey also studying revision of fee schedules to simplify operations . . . Winnetka's 18 and par-3 course account for 26 per cent of the park district's income.

Hawaii's golf improvement program, sparked by the 1965 International GA Canada Cup tournament, continues to pick up speed . . . Hilo to spend \$50,000 for improvements to the Big Island's Honolulu muny course . . . Tournament there last winter didn't draw much of a gallery but got fair publicity . . . PGA's initial Four-Ball at PGA National courses had same story . . . Golfers near those winter courses seem to prefer playing to watching other golfers . . . The PGA Seniors may be the exception but, barring the galleries of pros and amateurs who watch Snead in the Seniors, the affair draws about the same as a Ladies PGA tournament.

Visalia, Calif., considering building course adjoining airport . . . Much interest and action in golf course building near municipal airports now despite roar of the jets taking off or landing . . . These airport borders certainly aren't worth much as residential areas in the jet age . . . Funny thing about how a guy accustomed to playing on the edges of an airport can stay cool and steady with a 5-foot putt and a jet overhead practically blowing his hat off and his ears out . . . But when a playmate hiccups Our Hero blows his top into orbit.

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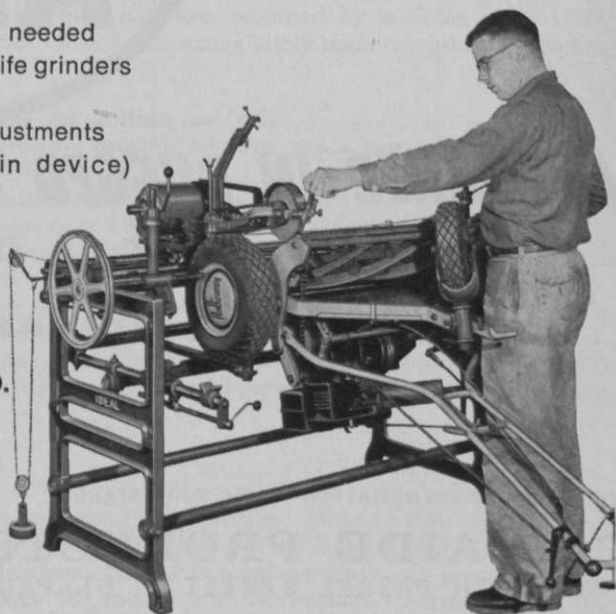
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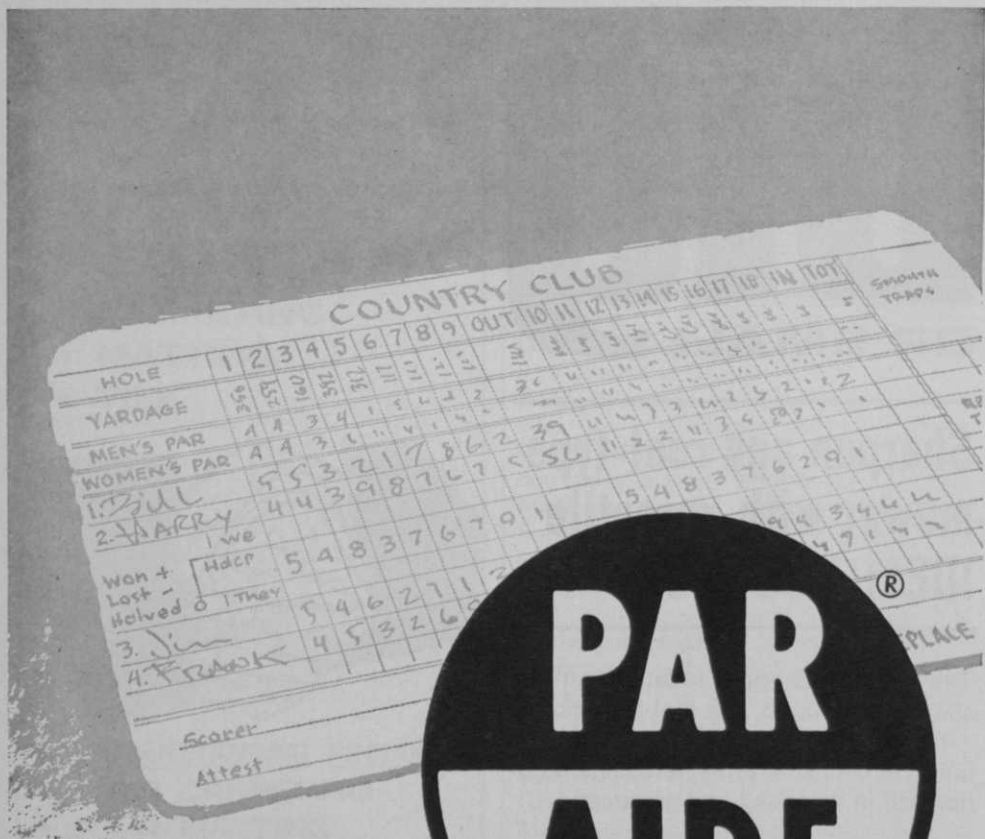
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# The Golf Business **OUTLOOK**

## **Green Light on improvements**

President Johnson's request for the restoration of excise taxes on autos and phone calls, as stated in his budget message last month, left golf people breathing easier after a shaky interval in which they had been disturbed by rumors. GOLFDOM's Washington sources indicate there is no plan to resurrect the 20 per cent excise tax on club dues. The nation's golf clubs now are happily proceeding with plans for improvements, based on last year's announced rescinding of the tax as of Jan. 1, 1966. A survey in the October-November issue of GOLFDOM showed that 64.1 per cent of 800 club presidents, managers and course operators were making plans to raise dues to include the money formerly paid as tax. Since 13 per cent of those who received questionnaires reported that they had not reached a decision at the time, the percentage of those capitalizing on the windfall with club improvements is now probably higher.

## **Golf hustlers' wings clipped?**

The Chicago District Golf Association recently took a step that may well give that hardy perennial breed—the golf hustler—food for thought. It is inviting inquiry about the handicap history of any member of a CDGA club. James L. O'Keefe, president, and Charles N. Eckstein, handicap chairman and custodian of the handicap records of 25,000 members, are suggesting that golf associations and clubs investigate the handicaps of golfers playing in their areas—particularly the resort areas. They are also urging that associations establish a practice, as a matter of policy, of investigating handicaps of all entries in every amateur, pro-amateur and senior tournament to protect conscientious golfers, who number the majority, from the false or erratic handicaps of a very small minority. Peripatetic handicaps are instantly spotlighted under the CDGA handicap system, which has been recorded by machine since 1959. Handicap information will be supplied immediately upon receipt of a telephone call or letter.

## **Sporting goods sales to top \$3 billion in '66**

Consumer sales in the steadily growing sporting goods market should go over the \$3 billion mark in 1966, in the opinion of Richard Snyder, economist for the National Sporting Goods Association. He predicts sales of \$3,032,700,000, an increase of 5.8 per cent over 1965 figures. The industry achieved the \$2 billion plateau in 1960, and passed the \$1 billion mark in 1947. Sporting goods sales have accounted for an average of about 10.5% of the recreation dollar since 1947. Snyder sees manifestations of "trend leveling" in product sales, reflecting a definite tendency of the sporting goods business to be less cyclical in recent years. Four categories of sporting goods have sales in excess of \$200 million—golf equipment, pleasure boats and equipment, firearms and supplies, and bicycles.

## **Skirts show staying power**

For the female golfer—skirts and culottes are in most major golfwear manufacturers' lines, and are increasing in popularity. More women can gracefully hide in a wraparound or A-line skirt than can in figure fitting slacks—and look more feminine at the same time. For more on skirts, see Joyce Haklar's Golfwear Pipeline on page 50, and Around the Fashion Course on page 58.



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Surrey Hills, a 1,000-acre development in suburban Oklahoma City, is building an 18-hole course that, on paper, appears to be one of the wise coordinations of course planning and subdivision—lot layout . . . Floyd Farley, Oklahoma City golf architect, has done some excellent jobs of subdivision course design . . . Many real estate project courses are cramped for golf as the promoters want the ground to sell for building sites.

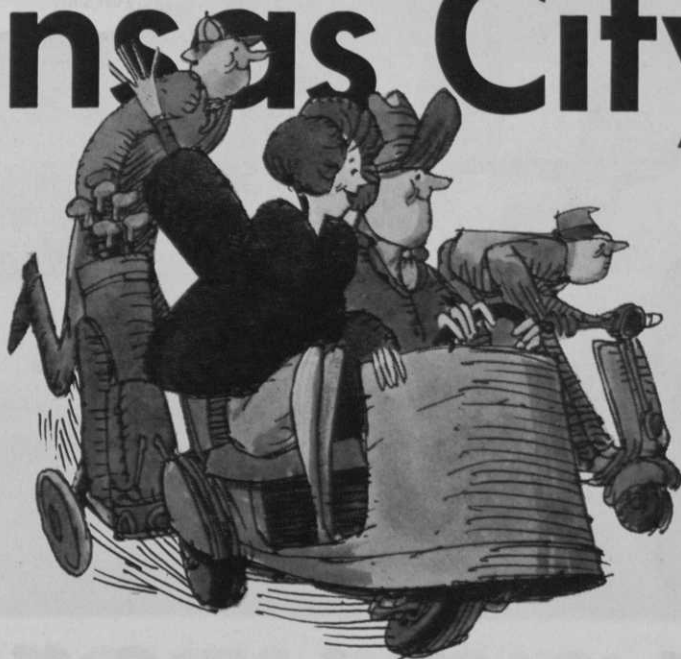
Roy E. (Buck) Byers now pro at Llano (Tex.) G.C., . . . He comes from pro-superintendent job at Winnsboro, La. Ty Caplin succeeds Al Sais as pro at Mira Vista G. & C.C., El Cerrito, Calif . . . Sais resigned because of illness . . . Caplin, once a Michigan State golf team captain, recently has been Assistant to Kyle Burton at Olympic Club Lakeside course, San Francisco . . . Wm. Ambrose buys half interest in Orchard Hills G.C., in suburban Waukegan, Ill. . . . Jerry Lorber is owner of the other half . . . Ambrose has been in operating capacities at several Chicago district fee courses, including Old Orchard, Navajo Hills and Hickory Hills.

FHA loans are financing changes of sand green courses into fairly good grass green layouts . . . Competent architecture, adequate equipment and provision for ample maintenance are factors too often forgotten in the government-guaranteed 40 year loans . . . Northwestern National Life Insurance Co. Seeking \$361,443 from about 100 members of Spring Lakes C.C., Wichita, Kan., on mortgage . . . Members named in petition filed by mortgage holder mostly are married couples who joined in an agreement to pay up to \$15,000 per couple on the note in case of default . . . Spring Lakes has been offered for sale to Sedgwick County.

Billy Sixty, veteran golf writer of Milwaukee Journal, named to Wisconsin Golf Hall of Fame and to American Bowling Congress Hall of Fame . . . Advance ticket sale for 66th National Open at Olympic Club in San Francisco. June 16-19, is going well . . . Attendance

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# see you in Kansas City



Everyone's going to the 37th International Turf-grass Conference and Show, Municipal Auditorium, Feb. 13 to 18, Kansas City.

We want to congratulate the Golf Course Superintendents Association of America for giving everyone interested in better turf-grass management this annual opportunity to meet and discuss mutual problems. It will be a privilege to hear experts explain the latest scientific work on turfgrasses.

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quaintances and to meet new people in the Association; and we also thank those people who arranged this year's program and show.

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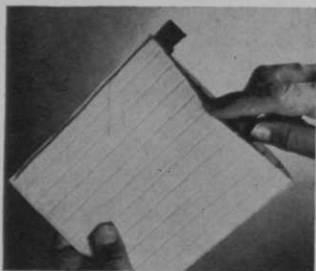
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to be limited to 20,000 daily (18,000 on season tickets and 2,000 daily sale) . . . The 20,000 sale limit was introduced at the Open last year at Bellerive (St. Louis) but wasn't needed . . . Only time the 20,000 shutoff has been applied has been at the Masters . . . It's almost sure thing that Masters this year (April 7-10) will turn away customers after 20,000 limit is reached.

Ed Famula, former pro at Scotch Hills, Galloping Hills and Ash Brook clubs in New Jersey, signed as pro by Warrenbrook C.C., near Plainfield, N.J. . . . Warrenbrook will open this spring . . . Sil Paulini Inc. to build additional nine for Leicester Hill G. & C.C., Leicester, Mass. . . . Paulini's company recently built nine at Otis Air Force Base, Falmouth, Mass. . . . Jordan Marsh Co., department store chain, proposes to buy Wollaston C.C. 90 acres in Milton and Quincy, Mass., as site for warehouses . . . If deal goes through, Wollaston Club will build on larger location in Milton.

Lou Marsilio moves from superintendent's job at Squires G.C., Ambler, Pa., to similar post at Willingboro, a Levitt and Sons community project . . . In laying out Quail Crest Athletic and C.C. course in suburban Memphis (to be built this spring) engineers came across graves of Lulu Jones, famed beauty of the '80s, and her two husbands, Freeman Snowden, a sheriff, and his younger brother Alvin . . . Grave of the once glamorous Lulu is between that of her two spouses . . . Course architecture was altered so the headstones didn't have to be moved . . . San Jose (Calif.) Naval Construction Battalion Division and Mobile Construction Battalion Two Reserve Seabees building 18 at Moffett Naval Air Station . . . It is a year-long project . . . The Reserve Seabee outfit consists of 40 men in civilian construction trades . . . They've been highly valuable volunteers in civic projects . . . Seabee methods and machinery developed for use in World War II quickly became important factors in post-war golf course construction boom . . . Sea-

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