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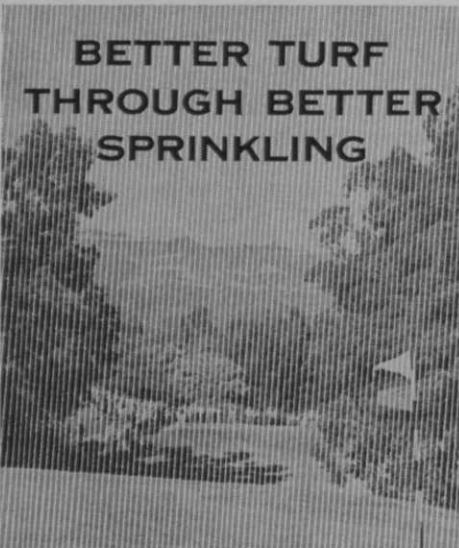


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HERB GRAFFIS

Continued from page 110

Roberts is manager and Sam Sherman is pro . . . Who is superintendent? . . . Can't tell you from the developers' publicity and the information was not available at press time . . . A job we have to keep at constantly is reminding officials of real estate-golf course projects that the superintendent who is responsible for the beautiful condition of the course and clubhouse grounds a great deal is an expert who should be well publicized because he accounts for much of the selling charm of the property . . . GOLFDOM has had much success with this campaign . . . The best response we've had is indicated by salary boosts for the superintendents who have added to the sales appeal of the property . . . Many real estate-golf projects are short of cash and superintendents have to work miracles on inadequate budgets.

A superintendent who actually worked himself sick in keeping in attractive condition for very little money the course and other property of a big real estate promotion in the south is the unsung hero of the recent sale of the project . . . Because of the superintendent's genius and hard work the course and subdivision looked so good it recently sold for a large profit . . . The superintendent got no bonus; not even payment of his medical expenses.

Garden Land Co. will build and operate a lighted par-three 4,000-yard 18 on 65 acres of Los Angeles International Airport property . . . It will have a pro shop, snack bar, 50-tee range and 200-car parking lot . . . Lease calls for minimum payment of \$24,000 yearly . . . City will receive 50 per cent of gross over \$248,000 . . . Robert C. Davidson, manager of airport properties, estimates the par-3 and range operation will gross \$400,000 a year and produce \$100,000 for the city . . . New York-Cal., a syndicate headed by Chin Ho, has bought the Peacock Gap C.C. and adjoining undeveloped 600 acres near San Francisco from Draper Companies.

Marion Mendenhall, superintendent.
Continued on page 113

HERB GRAFFIS

Continued from page 112

Kenwood C.C., Cincinnati, to build 18-hole fee course on land he owns in suburban Newtown . . . Kendallville (Ind.) C.C. being sold by estate of Mrs. E. E. McCray . . . The estate leased the club to McCray Refrigerator Co., which pays for building maintenance, taxes and insurance at cost of about \$4,500 annually . . . Elmer Newton has been running the club, which had 130 members last year . . . Asking price for the layout is \$100,000.

Jimmy Fairbairn and Ronnie Weiner, pros at Los Angeles Rancho Park course, paid for lighting Rancho's practice range, which now will be open until 10 p.m. . . . Building Eagle Bluff C.C. at Kimball, Wis. . . . Constructing first nine of eventual 18 at Attalla, Ala. . . . Expect opening of Fennwood Hills C.C., Zachary, Ala., new course and clubhouse by June . . . Open Cresta Verde course in new development at Corona, Calif.

Arrowhead Park G.C. to build nine at Minster, Ind., to plans of Robert Simmon, Kokomo, Ind., architect and builder who was with the late Dick Wilson . . . Dawn Hill G.C. 18 being built near Siloam Springs, Ark. . . . Cortlandt C.C. Larchmont, N.Y., building \$1 million club property . . . Norman, Okla., studying proposed \$1 million bond issue by Norman Municipal Trust Authority for course and pool construction, reports National Golf Foundation representative who says course "should gross at least \$100,000 a year, even before greens are well established" . . . Fielding Haas, counsel for city, quoted as estimating payback on \$1 million bond issue should be about \$65,000 to \$75,000 a year with rest of revenue going for course maintenance.

Valley Development Co. plans \$100 million community including 18-hole course at Chicago southern suburban village of Matteson . . . Redwood City, Calif., leases land adjoining Half Moon Bay airport to Princeton Golf Corp. for nine-hole course and clubhouse . . . Lease runs for 25 years with two five-

Continued on page 114

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HERB GRAFFIS

Continued from page 113

year options . . . San Mateo County will receive \$300 per month or 10 per cent of all green fees, whichever is greater; plus five per cent of membership fees, five per cent of gross amount of sales and rental of equipment and two per cent of sales of food, beverage and vending machine items.

Arrowhead C.C. nine being built near Alturas, Calif., by **John Briggs** . . . Lake-ridge C.C. at Reno, Nev., being designed by Robert Trent Jones . . . Park Forest, Ill. (Chicago suburb) considering building 18 in Central Park to plans of **John Darrah** . . . Stockton (Ill.) Community C.C. being completed with \$15,000 Farmers Home Administration loan . . . **Robert P. McCulloch**, industrialist who was prominent in establishing famed Eldorado C.C. at Palm Springs, Calif., is going to have another great course at Lake Havasu City, Calif., a new community he is building on the lower Colorado river . . . FHA approves \$109,500 loan for nine-hole course and

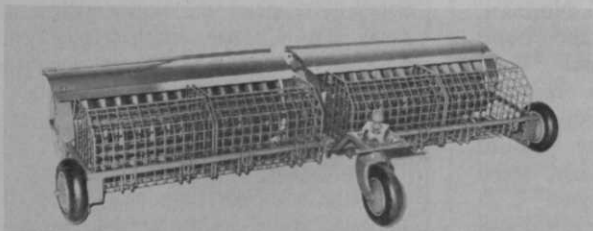
clubhouse at Iola, Wis. . . . Iola Community G.C., with membership of 105 families, put \$10,500 into the project.

Arrow Wood C.C. to build course adjoining Roanoke, Va., airport . . . **Nicholas Nerich** to build Redding C.C. first nine in Redding, Conn. . . . Napa, Calif., expects to have its Kennedy Park course opened in August . . . The course is expected to make enough to pay off a \$725,000 bond issue . . . Fennimore, Wis., Hickory Grove C.C. obtained FHA approval on \$132,470 loan for 9-hole course . . . Members are paying \$19,500 to get course and clubhouse project going.

Looks like record year in clubhouse construction . . . Among those recently scheduled for early building are Key West (Fla.) C.C., (\$300,000); Marshall Canyon, Los Angeles County (\$196,000); Mid-Pacific C.C., Honolulu (\$385,000); Arrowhead C.C., San Bernardino, Calif., (\$575,000) replacing burned clubhouse; Lincoln Park, Milwaukee, Wis. (\$109,909); Hillcrest C.C., Hollywood, Fla., (\$750,000); Pala Mesa C.C., Fallbrook, Calif. (\$400,000);

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HERB GRAFFIS

Continued from page 114

Cape Girardeau. (Mo.) C.C., (\$211,000) and Burningtrees C.C., Decatur, Ala. (\$350,000.)

Copperas Hollow C.C. building nine at Caldwell, Tex., with FHA loan . . . Pine Knoll 18 at Sanford, N.C., sets opening date for Sept. 1 . . . Pinetop C.C., in Phoenix mountain resort area, expects to have first nine in play in July . . . Milt Coggins, Sr., Phoenix pro and golf architect, is one of the principals in the enterprise . . . Waukesha County, Wis., completes its first public 18, Naga-Waukee course, to open Memorial Day . . . Ellendale C.C. to build 18 at Houma, La. . . Ford City, Pa., to build 18 to plans of James Gilmore Harrison and Ferd Garbin . . . Camden (N.J.) County Park Commission to built 18 to plans of Horace W. Smith in New Brooklyn Park section of Winslow township.

Club Managers Association of America Scholarship Fund in 1965 had more than \$7,000 contributed by 40 CMAA chapters . . . The fund aided 15 students taking club management in universities . . . CMAA expects more than 1,200 club managers and their wives to register for convention at Statler-Hilton Hotel, Detroit, Feb. 8-13 . . . More headaches for club bookkeepers in Federal Tax ruling that tip income of more than \$20 per month must be reported by employe to employer by 19th of the following month . . . This thing is getting to the point where some lockerroom guy may get the chair for being guilty of confusion in the first degree.

Charley Keating beginning his 26th year as pro at Corning (N.Y.) C.C. . . Keating's 25th anniversary was celebrated with a big party at the club . . . He got cheers and gifts from his members and they hung on a clubhouse wall a picture of him that Bert Purvis says looks like pictures of Washington and Lincoln . . . Anthony Nye named pro at Fillmore C.C., Moravia, N.Y. . . . Club building another nine, ski area, bowling lanes, camp sites, picnic area and residential sites.

Art Hills and Associates, 5858 San Remo, Sylvania, O., renovating first nine

Continued on page 116

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HERB GRAFFIS

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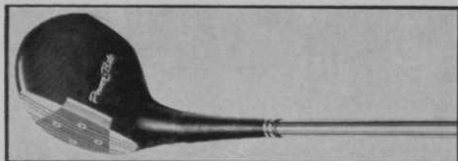
and building second nine at Orchard Hills C.C., Bryan, O., starting in spring on 27 for Brynwyck C.C., Toledo, O., and are designing Lucas County 18 public, pro for Toledo . . . Ed Gauntt, pro at Twin Hills G.&C.C., Oklahoma City, Okla. (venue of 1935 PGA) says he's got the sharpshootingest bunch of seniors of any club . . . The durable gentlemen are Hackney, Nicholson, Joyroe and Johnson who always are in the low 80s and recently birdied all four par 3 holes on a round . . . Ed says the veterans' showings encourage younger members into doing business with the pros.

A very, very fine gentleman who helped make golf course maintenance history was lost when Bill Cleary died at his desk in the W.A. Cleary Corporation's Canadian office at Belleville, Ont. . . . Bill was a practical scientist and manufacturer who united the research fellows and superintendents in the development and use of numerous fungicides and herbicides . . . He was a tremendous booster for the golf course superintendents as the men who showed how turf chemical treatments could safely and effectively be applied to lawns . . . Bill and his brother Leo developed a big business and with Dr. Paul Sartoretto have been decidedly helpful in golf.

Adel J. (Bud) Petit, Jr., 38th president of Western G.A., also is president of Knollwood Club, Lake Forest, Ill. . . . A previous WGA prexy, James Royer, also headed Knollhead . . . Mark Cox, Western's recently elected secretary was elected president of Park Ridge (Ill.) . . . Cox is Brunswick Corp. public relations chief.

Mrs. Harold McSpaden, wife of pro star of the '30s, ("Jug" is currently owner of Kansas City course and Palm Beach sales manager in Southwest), now is president of Kansas Women's G.A. . . . Los Angeles Dodgers will get some golf in on their new nine-hole course at Vero Beach, Fla., during spring training . . . J. Bud Geoghegan signed for three years as pro and golf director of DeSoto Lakes G.C. & Lodge, Bradenton, Fla., by David G. Blair. •

NEW PRODUCTS



This is a 1966 Power-Bilt Citation wood, with a medium walnut finish, wide size red Hard Test fiber face insert and Duo-Power chrome steel shaft. The Hillerich and Bradsby Company says the club's treated wood head resists moisture, preventing swelling or shrinking, and its Power-Weighted brass back places weight directly behind the ball for greater distance. The head is deeper in the Power-Bilt Citation iron for 1966, in an entirely new concept of Scotch-type with more hitting surface, according to the manufacturer. For further information write to Hillerich & Bradsby, 434 Finzer St., Louisville, Ky. 40201.



Winter-Green, it is claimed, produces an instant year-round green turf. It coats each blade with a flexible film which will not wash, blow or rub off or fade, according to its developer, and does not affect natural growth but does reduce frost damage.

It may be diluted with as much as nine parts of water, with color intensity varied by amount of dilution, and may be applied with a garden sprayer or Winter-Green dispenser.

For further information write to National Chem-search Corporation, P. O. Box 217, Irving, Texas.

Continued from page 118

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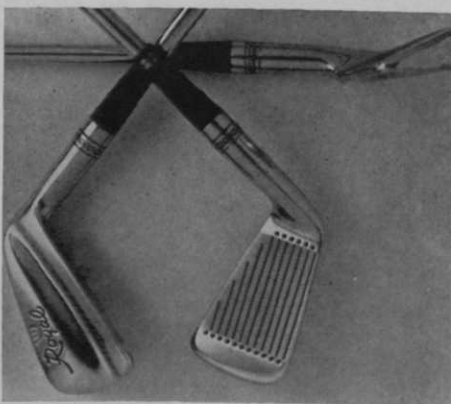
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NEW PRODUCTS

Continued from page 117



Falls Chemical Co. of Oconto Falls, Wis., offers a cleansing, polishing and protective paste called wHole-in-One with a lower-case "w." White and lotion-like, it is a synthetic formulated emulsion possessing complete, neutral ingredients that may be applied to all parts of clubs, including woods, and to soften and preserve leather golf bags. The Company claims, wHole-in-One removes rust and eliminates tarnishing; emulsifies dirt, oil, grass stains, etc.; immediately offering speed of cleaning and restoring newness to surfaces; protects clubs, including handles, during off season.



Three new putters, giving golfers a total of six to choose from, have been added to the Royal line, along with Royal Queens (for ladies) irons and woods that have Flexomatic, True Temper shafts. The new putters boast stroke-saving balance and design, the company says. The weight of the ladies' irons is scientifically designed to match weight of club head and is correlated with other irons in the set. Retail prices: putter, \$14; ladies' matched set of eight irons, \$146.50; ladies' matched woods, \$102.50 (also available in set of four).

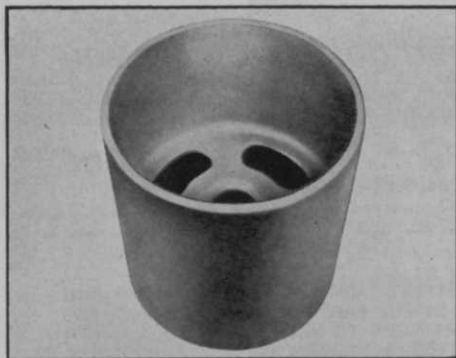
Continued on page 119

NEW PRODUCTS

Continued from page 118



The gold and chrome Country Club shower head, designed by Henry Dreyfuss and manufactured by Crane for the Eastman Company, Industrial Building, Sausalito, California, is engineered to give many years of trouble-free operation, according to Eastman. It is made of corrosion resistant materials and will not clog, it is claimed. The head is heavily chrome plated over a copper and nickel base in excess of U. S. Navy plating requirements. Retail price is \$17.95.



An oversized greens cup (5 1/4" O.D.) just introduced by Golf Associates, Inc., 5100 Woodland Avenue, Western Springs, Ill., is constructed of special alloy aluminum and, it is claimed, resists soil erosion and stands up under hard, continuous play. It may be ideal for clubs, regular or par 3 courses suffering from slow play, also as an equalizer for greens under construction and winter play.

Continued on page 121

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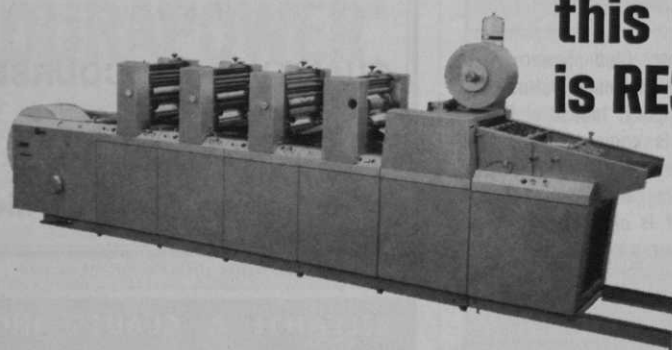
Vince Greene Launches Inventor's Service

Vince Greene, president of Championship Golf Corporation, 111 S. Bemiston, St. Louis County, Mo., announced recently that his firm now provides a service for golf-minded inventors.

The man with an idea for a better iron, a special club, a device that will provide some control or guidance during practice sessions, a new tee or green marker, etc., is offered engineering assistance, preparation of models and samples, production facilities, packaging and shipping setups,

advertising, financing and the aid of patent attorneys.

Greene, an inventor himself, says his organization will be receptive to any ideas, no matter how weird they may seem. A past winner of the National Club Champions title, he invented the "Du-All" wedge, a club calculated to get the sorriest duffer out of a sand trap in short order. It has been approved by the United States Golf Association. Pros who use it call it the "blob."



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