

Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



Watch for the PGA to put on a long overdue public relations and educational campaign in behalf of the *service* pros at private clubs and fee courses . . . These pros do more for their players and clubs than the highly publicized playing specialists, yet have received only formal attention from their own organization and the golfing public . . . This neglect has been costing all phases of golf business a lot of wasted money . . . It is plain to men who know the golf situation that whatever is good for the pro is even better for his club yet the pro's economic picture at private and public courses isn't reflecting what the pros are doing to increase the game and business.

One aspect of the campaign will be to improve the quality of club members . . . Experienced club officials in all parts of the U.S. have observed that many newer members simply don't know how to be members of a good club . . . The newcomers are pleasant fellows but have a very dim, if any, idea of what private club membership involves.

Selection of the men and organization to handle the delicate and urgent problem of selling the importance and value of the service pro has been proving difficult . . . The history of PGA mistakes has been that the PGA has been sold (rather than buying). This time the PGA administration is listening and acting cautiously.

One problem of the PGA golfer educational (or public relations) campaign involves golf car deals . . . With caddies being replaced by cars, some officials of clubs that are not doing well financial-

ly, and whose members are close to the red line, think the car profit is the answer to all problems . . . But with nothing in the car operation for the pro and his staff, the standard of car operation, (especially in the south and southwest) this winter has dropped . . . too many cars are dirty, battered, run out of power . . . And there's no blaming the pro . . . It's not his business.

A pro at a prestige winter resort club used to have an \$18,000 payroll of assistants . . . The club took the cars away from him and the cars were good for a little less than \$20,000 a year . . . What would any of the members do if \$20,000 were cut off their revenue? . . . Reduce the cost of service . . . That's what's happening and a club of superior service became very ordinary . . . The slump wasn't the pro's fault . . . He can't pay his help with counterfeit money. *Mrs. Blanche Collender Graffis*, 70, wife of *Joseph M. Graffis, Sr.*, founder and now co-publisher of *GOLFDOM*, died January 18 in Evanston (Ill.) hospital following a brief illness . . . She is survived by her husband, her son, *Joseph M. Graffis, Jr.*, of the mid-west advertising office of *Golfdom*, her daughter, *Mrs. Marion Hooker*; five grandchildren, her sister *Miss Gladys Collender* and her brother *Dewey Collender* . . . Joe's vivacious and charming wife was extensively acquainted with golf families and often was hostess to lively gatherings of golf businessmen and their wives . . . Joe is deeply grateful to those who expressed sympathy.

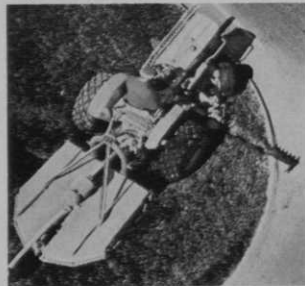
Florida Citrus \$100,000 Open scheduled for Rio Pinar CC, Orlando, March

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**47 hp with a 70" wheel base, 51" hood height,
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Sure. The new International® 2424 turf tractor

Why in the world put so much emphasis on tractor specs? Simply because the new International 2424 tractor is shorter, lower, higher underneath, turns shorter and is generally more compact than any other



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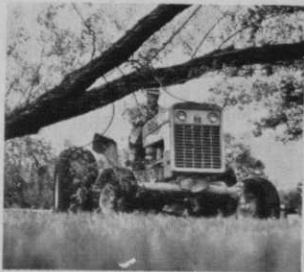


A differential lock that feeds power to both rear wheels regardless of traction. No spin-out. No gouging of turf even when you start up from a dead stop on an up-slope. And on side hills it holds the nose straight, prevents down-drifting.

Dual range Hi-Lo transmission with 1.4 to 14.4 mph speeds in even steps. Eight forward speeds and two reverse



(8 and 6 optional for loader work). Draft-sensing 3-point hitch. Just set it and forget it for blade or scraper jobs. The hitch senses condition changes and adjusts itself up or down instantly for fractional inch control of attachments.

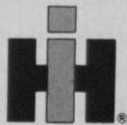


Wide, high flotation tires. Wide stance. Low center of gravity.

The husky engine keeps torque up even on precision, part-throttle jobs. And it's purring quiet. Too well-mannered to bother nearby golfers or nearby neighbors.



The new International 2424 is a turf tractor well worth a study at your IH dealer's. And easy to own. Your dealer offers one, two and three-year financing. Deferred payments—up to three a year with no extra charge. Leasing. Leasing with an option to buy. Or *you* suggest something. He wants to make a deal!



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HERB GRAFFIS

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17-20, had a press warm-up February 28, with the sponsors and club being hosts at what was billed "the fairway fiasco known as the Sandtrap Safari." . . . Hotel Tropicana, Las Vegas, to sponsor Tenth annual National Seniors Open championships, September 30-October 2 . . . Play 72 holes at Tropicana and Paradise Valley courses . . . Pro money \$50Gs . . . Amateurs \$20,000 in five age groups starting at 50.

Frank H. Wilson, 79, died suddenly February 4 at Nahant, Mass., his birthplace . . . From 1923 to 1942 he was supt., Charles River CC, Newton Center, Mass. . . . From 1942 to 1947 he was an agronomist with Army Engineer Corps . . . He returned to Charles River as superintendent and retired in 1954 . . . The club made him and his family honorary members . . . Frank Wilson pioneered in transforming golf course maintenance from an almost negligible phase of farming into an important profession . . . He graduated from Mass. Agricultural College in 1909 . . . Was a teacher for ten years at Essex Agricultural School and for two years was on the faculty of New Hampshire State Teachers College . . . Frank was a founder of the New England Greenkeepers' Club in Feb. 1924 and was one of its most dynamic presidents . . . He collaborated with the late *L. S. Dickinson* in getting the Massachusetts State College course management Stockbridge school at Amherst established and going in fine shape . . . He established at Charles River the first turf plots that were a cooperative enterprise of the Massachusetts Golf Assn., the USGA Green Section and the NE Greenkeepers Club . . . He was one of the first to post bulletins on course maintenance work in the clubhouse and pro shop . . . He also was the first to have a complete service shop for equipment and to set up a program for keeping key employees at work around the year . . . He was the first in New England to install a fairway watering system . . . His program for soil building increased soil depth on much of Charles River from a scant 2 inches to present fine

Continued on page 16

AT CONCORD COUNTRY CLUB

Concordville, Penna.

Supt. PAUL E. WEISS, JR. says:



"In two years of testing Du Pont 'Tupersan' in seed beds, I have found that it controls soft crabgrass, but has no adverse effect on the desirable cool season grasses. I plan to use it again this year."

AT PHILMONT COUNTRY CLUB

Huntingdon Valley, Penna.

Supt. ROBERT J. REIGHTER says:



"We seeded an area with Pennncross Bentgrass, and treated it the same day with 'Tupersan'. The seed came up free of soft crabgrass. The results were so convincing that I will use 'Tupersan' on all new seedings in the future."

AT GROVEPORT COUNTRY CLUB

Groveport, Ohio

Supt. JESS COX says:



"I did a lot of re-seeding on several fairways in late fall. I tried 'Tupersan' on these fairways in the spring. Crabgrass control was excellent and I saw no damage to the new seedings. My results were so good that I plan to use 'Tupersan' again."

AT LINWOOD COUNTRY CLUB

Linwood, New Jersey

Supt. LOUIS J. VAY, JR. says:



"Crabgrass has been a problem for us for many years. After trying several pre-emergence crabgrass treatments with varied results, we decided to apply 'Tupersan'. Results were so pleasing that we plan to use more 'Tupersan' this year."

These superintendents will use Tupersan[®] again this year SIDURON WEED KILLER for effective crabgrass control

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With any chemical, follow labeling instructions and warnings carefully.

For more information circle number 159 on card

HERB GRAFFIS

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condition . . . He was the first golf course superintendent to be advisor to a baseball club in getting Fenway Park of the Red Sox into excellent shape . . . Frank Wilson is survived by two sons, *George Chandler Wilson* and *Frank H. Wilson III*; two daughters, *Mrs. George L. Dugrenier* and *Mrs. S. F. Woodward*.

Frank Watson now pro at Ontario (N.Y.) GC . . . *John Mason*, formerly assistant to *John Jendresak* at Sparrows Point (Md.) CC now is pro at Green Hill Yacht & CC, Salisbury, Md., succeeding *Harry Offutt* who retired . . . Pros and assistants probably will be especially careful this year in getting signatures on liability waivers from golf car renters . . . Some who were negligent found themselves tangled in accident suits . . . *Wm. Flenniken, Jr.*, assistant pro at Pinehurst CC, Denver, and *Carol Ann Sorenson* were married February 5 . . . The bride, one of the loveliest of the golf stars, was British women's amateur champion in 1964 and has won

many other events.

Ladies PGA prize money from March through August will be \$296,500 an increase of \$57,560 over the same period in 1965 . . . With *Ellsworth Vines* as president and *Joe Mozel* as executive director the National Senior Open Golf Assn. is growing up to share top billing with the PGA Senior championship . . . *Mozel* is at national headquarters of the National Seniors Open, 2140 Westwood Blvd., Los Angeles, Calif. 90025.

Mike Dietz, now pro at Wailus course Lihue, Hawaii . . . Wailus is a Kauai County course . . . The able Mike will exhibit first class pro department operation as another of the island's tourist attractions . . . That's tough about *Byron Nelson* having calcium spurs on his spine and possibly being out of golf play from now on . . . Here's hoping a long shot pays off and Byron's trouble clears away . . . *Mal McLaren* resigned as superintendent, Oakwood Club, Cleveland, and after a winter in Florida will return to his home, Hillbrook apartments, 145 Chestnut Lane, Richmond

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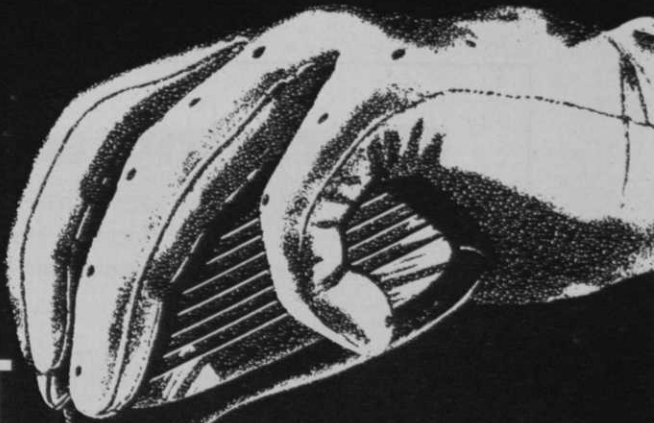
Water Re-use will become Routine

"The re-use of water through many cycles will be a routine practice in 50 years," predicts Texas Tech Civil Engineering Professor George A. Whetstone in a report prepared for the Texas Water Development Board. Called "Re-use of Effluent in the Future," Whetstone's report also says that water re-use will become an everyday occurrence "due to the critical need for water on the one hand, and the improved technology of sewage treatment leading to the economical production of completely purified water on the other." Sewage systems can be flexible enough to deliver effluent of a desired quality where and when needed. The report says industries in many arid regions which require large flows of water now operate successfully by recirculation of their own water and re-use of treated effluent. Industries cited include golf courses. In discussing effluent for irrigation purposes, Dr. Whetstone writes that; "the future of agricultural re-use would seem to be essentially an economic problem. If the irrigation is viewed as primarily a means of sewage disposal with the added advantage of avoiding stream pollution, then the farmer should be paid for making his land available—especially if he is required to accept the full effluent flow at all times. If, however, the effluent is priced at its value to potential industrial users, or even priced at cost of raw water plus cost of treatment and delivery to the farm, the picture is very different.

Slow play—what's the answer?

It has long been believed that the major cause of slow play was focused on the putting green. Now, for the first time, statistics are available to help pinpoint where time is lost, at least in championship play. In a time study conducted at the National Amateur last year at Southern Hills, Tulsa, Okla., the United States Golf Association found out that the time was not lost on the green. The two new local rules put into effect for the tournament apparently had an effect. (They called for continuous putting and allowing the ball to be lifted only once on each green.) Groups of two players averaged two minutes 35 seconds putting on the 18th green. The most significant loss of time was between the tee and the green, where couples averaged seven minutes seven seconds on the ninth hole, a moderate par-4 of 378 yards, and eight minutes 37 seconds on the more difficult 420-yard 18th. Compared to a formula worked out by Richard S. Tufts of Pinehurst, N. C., several years ago, these results seem unsatisfactory. Mr. Tufts timed several friendly four-ball matches and concluded that in friendly play four players needed only seven minutes 30 seconds to advance from tee to green on a 400-yard hole. Much of the time loss can be traced to the second shot. It was found in the USGA study that while Player A used 53 seconds to hit his second shot, Player B stood idly by and then used another 47 seconds before hitting his second shot. In the rare case when Player B was ready to hit as his turn came, he used only eight to ten seconds. What's the answer to slow play? One clue might well come from a new event to be held May 13-15 and May 20-22. Called the First National Open Speed Tournament, play will be against *time* for 18 holes at a site not determined at press-time—the number of strokes does not count. (Full details may be obtained from the Founder and National Director for Speed Golf, Professor Edwin H. Paget, Department of English, North Carolina State University, Raleigh, N. C. Contestants may play on any of the six days set aside.) If golf clubs would schedule an annual tournament of this nature, many of the club members may find that it is not necessary to play at a snail's pace to score well.

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Glancing at golfwear

By **JOYCE HAKLAR**

Golf / Golfdom fashion editor

There's something new in the slack business—instant cuffs—and McGregor has them . . . Their Bruce Crampton slacks come with their own cuffs in the pocket . . . The slacks are permanent pressed and baked with an inseam of about 36" . . . The trouser legs are then cut to an inseam of about 34" and the excess material is made into cuffs, placed in a plastic bag and shipped with the slacks . . . When the slacks arrive at the store, the cuffs are easily sewn on to fit the customer . . . In addition to this unique feature, the slacks come in such exotic sounding colors as ceylon green, ripe lichee, golden coin and dragon blue, all with harmonizing color belts.

Haymaker's new feminine summer look for the course is Pucci inspired blouses of nylon in v-, turtle and boat necks, in brilliant color designs.

To help keep the sun off the female golfer's head, Reliable Knitting of Milwaukee produces straw-knit sports caps in a variety of solid colors and tweedy two-tones . . . They are washable and designed to fit all head sizes.

Kunik Kasuals of Ventnor City, N. J., have expanded their golfwear lines . . . For the men, Fortrel blend and houndstooth slacks, Tommy Bolt sports coats, cotton knit shirts and velours . . . Lady golfers will find coordinated sets of bermudas, culottes and skirts with knit shirts and blouses in stripes, checks, polka dots, and floral prints . . . His and her combinations are available in seersucker shorts, mardas shorts and velour shirts made in the same fabrics and colors for men and women.

A full line of lightweight raingear and windbreakers have been introduced by Etonic . . . The line includes matching

pants and jackets of 100 per cent two-ply nylon, coated with polyurethane, pullover windbreakers of orlon and nylon, and zipper front windbreakers of cotton poplin or nylon . . . For example, one of the jacket styles has a hood that rolls up and disappears into the collar, plus a vented back-panel and double-zipped front for maximum freedom . . . The entire jacket can be folded into its own pocket for storage in a golf bag.

Mesh knit shirts have become the most popular item for men's summer wear . . . Most shirt manufacturers have at least one style in their line and in a variety of spring/summer shades, although the designs do vary in size of the knit.

This is the year of permanent press, and everybody's doin' it . . . Of course, it means exactly what it says, but there are many questions asked about it that the industry people can best answer . . . There are two illustrated booklets available that answer just about everything concerning the process . . . "DuPont Sellers' Guide to What's What is Durable (or Permanent) Press" covers the care and altering of durable press garments, the combination of stretch and durable press, and the difference between durable press and wash and wear . . . Celanese offers "A Definitive Guide to Permanent Press" and explains the difference between post-cured and pre-cured, the different permanent press processes, and also presents a dictionary of permanent press terms . . . Both booklets are free and are available by writing to DuPont, Textiles Fibers Dept., 31H5 Centre Rd. Bldg., Wilmington, Delaware, and Celanese Fibers Marketing Co., 522 Fifth Ave., New York, N. Y.