



Pro-manager Joe Frasca (right) supervises maintenance of course, often called one of the finest service courses in the country. Here he talks to Superintendent Charles Plemmons.

third down, balance in 90 days. Charge accounts are carried for the military.

Professional Joe Frasca is on the practice tee early and averages giving about six ½-hour lessons per day, six days per week, \$3.00 the lesson. He is known to leathernecks around the world who owe him their interest in golf. He is interested in maintenance and is forever men-

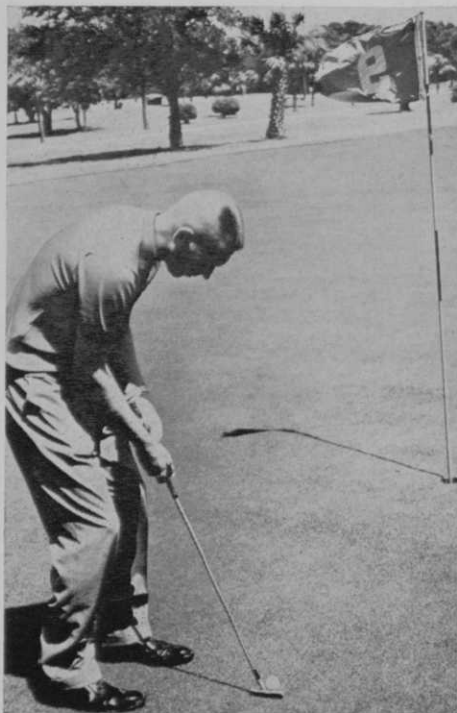
tioning some new gadget he has in mind for cutting down on labor costs.

On my visit there in late June he kept yapping about a topdressing scheme he had for greens. I reminded him of our experience several years ago when he bought from me a crab grass killer which was quickly and heavily applied to green No. 5. On the next day all grass had

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Mrs. Mabel Frasca manages the pro shop, and is shown here waiting on service customer. She orders all merchandise for the shop except golf clubs which are ordered by her husband.





Lieut. William H. Stuckey, Informational Services Officer at the Base, practices puts. He has recently returned from the Viet Nam area, sports "gung-ho" haircut.

PRO-MANAGER

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turned completely brown. Joe looked at the green, quickly departed for Savannah and the writer lost no time retreating to Charlotte. Fortunately, most of the crabgrass was killed and the bermuda came back. To this day, Joe prefers that herbicide to more recent discoveries.

Original planting on the greens was Hall's superior bermuda. This was one of the first courses to use an improved strain. It was before the Tifton hybrids and provided easily the finest bermuda putting surface available anywhere in the Mid-South. Only in the last few years were the greens changed to Tifton 328.

Joe's operation over the years has been highly successful, but I wonder how he has survived the many changes of command during this period. In Joe's vocabulary there are not many "in-betweens" in his rating of civilian associates—salesmen, manufacturers and oth-

ers in the golf trade: The guy in Joe's language is either "top gentleman" or "basically a dead beat." Joe's longevity at Parris Island just could be accountable to the fact that the latter description of individuals is directed to civilians.

Military supervision of the golf course operation comes under the Special Services Officer, who at this time is Maj. R. C. Bell, plus a Golf Committee. Civilian personnel besides the Frascas includes one bookkeeper-salesgirl, two starter-rangers, one club cleaner, one porter and an auditor once each month. Superintendent Charlie Plemmons is supplied with varying amounts of labor depending on the season, but usually averages five helpers.

Work began on the first nine holes shortly after World War II in a swamp on the island base. Today's 18-hole course is probably the finest service course in the country. Having visited the old nine-hole course before completion of the present one, a visit two years later made me appreciate what can be done in building a modern course and clubhouse. Oleanders, palm trees and flowering shrubs join giant oaks with dripping Spanish moss to give an exotic background for play.

There's a lot to enjoy on this course which was designed by the late Fred Findlay. In covering the 6,575 yards from regulation tees and 7,000 yards from championship tees, one may see how the 65 record set by the late Ed "Porky" Oliver and more recently the amateur record of 67 by "Stu" Taylor look good.

Nearby fishing is also good in swampy waters which adjoin the course. However, this brings millions of mosquitoes which make play uncomfortable if not impossible on some occasions. Weatherwise, however, play is year-round. The swamps are also useful as breeding grounds for the ever-present diamond-back rattlesnakes which kept hundreds of marsh rabbits from eating up the well-kept greens.

On a recent trip I saw a rattler on the fourth tee which was large enough to have swallowed a grown raccoon whole.

All military personnel from any area are eligible to play at Parris Island.

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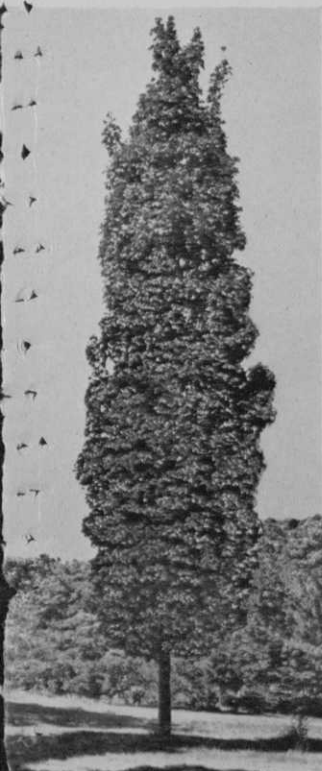
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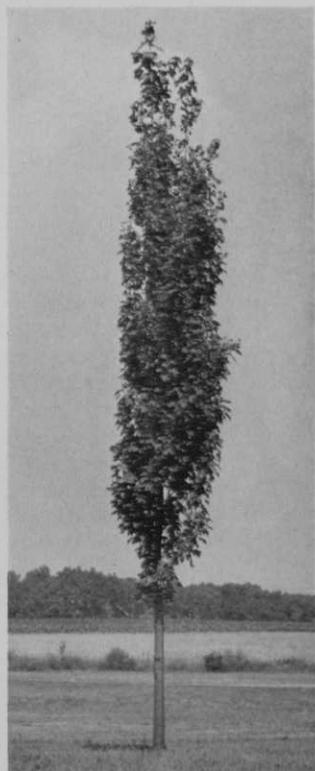
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40th birthday for the GCSAA

Founding fathers' foresight has given today's superintendents a strong, active organization.

By HERB GRAFFIS

In reviewing their first 40 years the Golf Course Superintendents' Association of America can record in esthetic credit, if not in cash, a multi-billion-dollar contribution to the beautification of the United States.

In the summer of 1926, John MacGregor, then greenkeeper of the Chicago Golf Club, was asked to represent mid-western course men in forming a national organization. This plan was an outgrowth of the Cleveland Greenskeepers Association, which was started in 1923 with Fred Burkhardt as president.

In the Chicago area there was an informal organization of greenkeepers and pro greenkeepers. They usually came into the Loop or its periphery on Mondays to shop for pro shop supplies or golf course equipment and supplies. These golf business executives would have lunch, usually at a speakeasy. In Chicago, as in New York, now swanky bistros were grog shops during the Great Drought of the Twenties.

The best of the Scotch from the highlands of Cicero was made in stills that dumped their waste into creeks that ran through golf courses. When one knocked a ball into a creek and smelled a 90-proof

splash or saw a hiccupping cow in a pasture adjoining a course one knew that the Civil Rights of Lushes were being protected by reliable, accomplished and avaricious Sicilian pickets.

To proceed with history; this MacGregor was a tough, canny and accomplished greenkeeper. John Morley, greenkeeper of the Youngstown (Ohio) CC, was an organizer and a green-thumbed man. He had been national secretary of the Prohibition Party. MacGregor did not vote that ticket. He was a temperate man, and concerned himself with making grass better for golf. MacGregor's use of gasoline jabs from a tube to destroy dandelions was a pioneering job that if not wholly effective was much better than hand weeding.

At a session in one of the Chicago places where assembled the golf course customers of John Dee, the Worthington Mower man and J. Oliver Johnson, the Toro distributor, MacGregor and Joe Graffis, the founder of GOLFDOM, decided the Ohio fellows had a great idea. Joe, always looking ahead to the growth of golf as a business, saw how the Morley hunch of the National Association of Greenkeepers of America would fit into

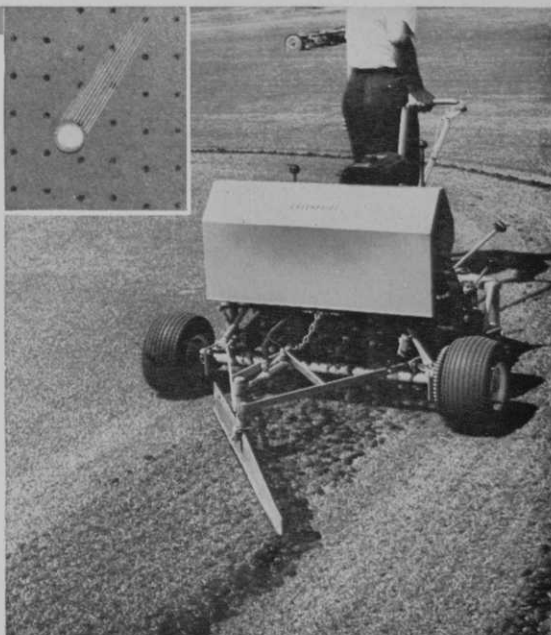
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The author, Herb Graffis, is shown here at left with his brother Joe Graffis, Sr. (right) and Robert J. Abramson, Associate Publishers of GOLFDOM, at meeting in Kansas City.



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GCSAA Executive Committee (from left): Norman W. Kramer; B. Tom Leonard; Ben K. Chlevin; Walter R. Boysen, vice president; James W. Brandt; Edward Roberts, president; L. R. Shields; John J. Spodnik, secretary-treasurer; Richard A. McLaughlin; R. C. Balke.

GCSAA BIRTHDAY

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the development of GOLFDOM, which already had been announced as the magazine of golf business. W. J. Rockefeller of the Inverness Club at Toledo, and Fred Burkhardt quickly came into the line-up of the founding fathers.

Morley's club gave him a leave of absence to explore national organization possibilities. He, Dr. J. W. Hartshorn who was chairman of the Green Section of the Toledo Golf Association, Burkhardt, Rockefeller, James Muriden of Ridgewood CC Cincinnati, MacGregor and several other greenkeepers attended a meeting September 13, 1926 at Sylvania GC, Toledo, as guests of the club. There organization plans were made.

Sessions were held in Chicago, October 22 that year at which the national organization outline were presented by Morley, MacGregor and Burkhardt. Western Pennsylvania greenkeepers gathered at Pittsburgh, Nov. 1, 1926 to hear the hopes of the founders. In both cases the assembled greenkeepers were for the idea and gave it regional backing by organizing, at Chicago, the Mid-West Greenkeepers Association and at Pittsburgh the Pittsburgh Association of Greenkeepers, with MacGregor as president. John Pressler of Allegheny CC headed the W. Pennsylvania assembly.

At that time New England greenkeepers were rather informally organized, very much for the good of golf, and around Philadelphia course managers were getting together and exchanging

information but hadn't reached the organizing stage. Although New England greenkeepers had a great deal to do with the technical advance of the profession, the group was not early in affiliating with the national organization.

One of the early, and sometimes bitter, problems the greenkeepers' national organization had to face was that of differences between greenkeepers and pro-greenkeepers. The greenkeepers organizations in numerous areas did not want pro-greenkeepers as members. It took some years before the specializing course managers realized that economics and not their personal inclinations dictated an organization table that called for the combination job. At many medium-sized clubs (and at more smaller clubs) a combination job meant that a man could make the kind of a living that would attract and hold valuable personnel in golf.

As a matter of economic reality the pro-greenkeeper realized acutely that the better the course was, the more play it attracted and the better business was for him. He was the fellow who sensed the comparative economic value of the course maintenance specialist before the greenkeeper did and, more importantly, before club officials did.

There were fellows such as Emil (Dutch) Loeffler, the pro-greenkeeper at famous Oakmont Club in Pittsburgh who had as officials the celebrated Fownes family. They were willing to go along with Dutch in experimenting with money, brains, trial-and-error in produc-

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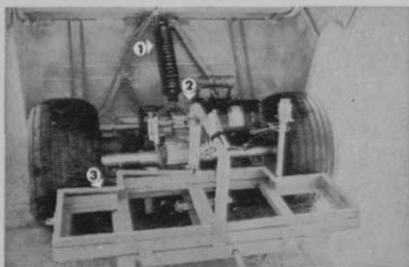


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ACCENT ON MANAGEMENT

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tion in a variety of fields. While five of the workshops scheduled for 1966 have already been completed, another ten will be held in September and October in such widely separated areas as Michigan State University, New York University, San Diego, California, and the University of British Columbia at Vancouver. The enrollment fee for CMAA members is \$85, for non-members, \$125.

Few clubs today hire managers strictly on the basis of education, the time is rapidly approaching when the title Certified Club Manager (CCM) will be a hallmark of professionalism in the field akin to CPA or CLU. It is awarded to members who fulfill specific requirements over a period of approximately ten years and represents a program and goal which has the enthusiastic backing of the National Club Association.

PRO-MANAGER

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Families of marines, including visiting immediate members of families, may play. Clubs are available to personnel not owning clubs. The course opens at 8 o'clock weekdays, at 7 on weekends and holidays. Green fees are 75 cents week days, \$1.00 weekends and holidays. Family membership is \$7.00; individual, \$5.00. Free clinics include one per year each for juniors and lady dependents and two for members.

Many important tournaments are played at Parris Island, among which have been the Interservice Golf Tournament for All Armed Forces, (the military's answer to the National Open), and the All-Marine Tournament which is open to 250,000 Marines. Excepting two generals, according to Frasca, all commanding generals have been avid golfers during his 18 years there.

Lieut. William H. Stuckey, Informational Services Officer at the Marine Corps Recruit Depot, mentioned the increased amount of play by men returning from the Far East, because the most lacking recreation in the Far East is golf, due to the scarcity of courses. Lt. Stuckey's previous assignment was ISO 3rd Marine Division, Viet Nam.

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