Celebrities make the scene

Continued from page 27

clothes—sort of paraphrase the style—in order to be as up-to-date as possible. But keeping glamorous is their main objective. Prominent among our distaff members are Rita Hayworth and Greer Garson.

'Going back maybe 15 or 20 years, there were very few country club pro shops that carried much merchandise exclusively for women. But today unless you cater to women golfers, you are passing up one of the greatest profit producers there is.

'I carry a tremendous variety of ladies' wear and I am always looking for more. There is a dazzling display of ladies' hats at every conceivable vantage point in our shop: also blouses, capri pants, Bermudas, skirts and sweaters. Anything we can find that's unusual, we'll put among the ladies' display, because it draws the attention of both sexes.'

"Do many of them," the writer asked, "have a taste for sharper colors, louder colors?"

"Most of the men stars play down their dress a little," said Mac. "Widmark, Peck and O'Connor are probably the most sedate. Greco and Morse like colors that have authority. They avoid gaudiness and wear only very attractive clothes, and they are most particular when it comes to their golf clothes."

When asked if entertainment celebrities as a class are loyal to the pro shop of their club, Mac said: "I am happy to say that most of them are here and I think they would all like to be at any club they might belong to, at least as long as they like their pro and if he's on the job as much as possible. Of course this goes for members anywhere. It is always up to the pro, I believe, to maintain a warm and friendly relation-

Continued on page 93

At top, clothing display at the shop. Bottom left, Mac Hunter (right) and his father, Willie. At right, Mac Hunter with a customer.
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CONTINUED FROM PAGE 68

CMAA: Highlights

Finally this year, where a "one-foot book shell" had been prepared by Gwynn Fletcher of the CMAA, was the Book Mart. The top book in this area, of course, is "Private Club Administration" which is the official publication of the CMAA for both managers and club officials. Any club which is without this publication in its reference library can consider itself shortchanged, for it rapidly becoming the bible of the club industry. Inquiries can be made to the CMAA national office.

During the period the Training Aids Center was open, other activities were in full swing in many sections of the Statler-Hilton Hotel. At 11:45 a.m. a reception was being held prior to the "Light" Lunch, which featured John Watson, a renowned lighting engineer who gave a talk and slide presentation of lighting effects for both indoors and out. During the luncheon, the CMAA also honored its past presidents, charter members and 25-year club members.

By Saturday, February 15, the conference began with Jack Janetatos of the Baker and McKenzie law firm in Washington, D.C., speaking at the management breakfast. Mr. Janetatos gave informative and enlightening tax information and changes as they related to clubs in general and solicited questions from the audience which he intended to answer later in the afternoon.

At 9:30 A.M. the final business and voting session was conducted, by-law changes were discussed and awards made to various individuals. After the voting, Jack Janetatos returned to the rostrum to answer the earlier questions while the votes were tallied. Mr. Janetatos gave some information and directed those of a more complicated nature to legal counsels back at home clubs. Mr. Janetatos also told the persons in attendance of the importance of the recent position of the CMAA in relationship to the NGA and how clubs must unite behind the NCA to continue the work begun by the CMAA in the area of club taxation.

When the voting had been recorded, our new president was H. Alton Owen, Jr., of the Harbor View Club, New York City. Vice President was William A. Tucker, Fort Lauderdale Yacht Club, Fort Lauderdale, Fla. Our new secretary-treasurer was David Ripper, Detroit Club, Detroit, Mich. New Directors were: Lloyd Weber, Mayfield CC, Cleveland, Ohio; Josef Auerbach, the Wichita CC, Wichita, Kans.; Nick McGowan, Sparrows Point CC, Baltimore, Md., and Irving Kingsley, the Bel-Air CC, Los Angeles, Calif.

The morning business activities were followed by the noon reception and the closing luncheon. Dr. W.E. Thorn, a Baptist minister from Wichita, Kans., provided both humor and religious guidance at our noontime repast.

Following luncheon, a pension panel was conducted by Earl Whitney, our insurance advisor and Mr. Janetatos, our counsel.

Saturday evening was marked by the formal reception and formal dinner-dance with its introduction of the new officers and directors for the coming year. President Joseph Donoghue of the Losantiville CC was presented with a gift from the membership as our outgoing president.

Sunday was complete with the farewell buffet breakfast, and at 9:30 A.M. the new board began its first meeting. At 12:30 they were joined by the distaff side in the traditional luncheon honoring the board, the officers and their wives. Also, honors and thanks were heaped on general chairman and past president John Outland of the Dallas CC who had done such a magnificent job of conducting the conference.

Mr. Outland was high in praise of his marvelous committee men and women as well as those persons who had done such an outstanding job in the areas of Hospitality, Food, Entertainment, Housing and Transportation.

Now our thoughts leave Dallas; we think of 1970 where we will meet in San Francisco in February of next year. So we say, "Goodbye Dallas . . . Hello San Francisco . . . see you all soon."
Celebrities make the scene
Continued from page 91

ship with all his members. It is not up to them to court him; the percentage of his members who buy their golf equipment in his shop is a reliable measure of his ability and personality."

It is, Mac believes, a pro's ability to please, or at least get along with the difficult members, that separates the men from the boys in the ranks of professional golfers. "In this regard," he said, "I place great stress on caddie discipline. We have only trained caddies—both as to manners and golf knowledge—around here. My son, Mac, Jr., who is 12, likes to caddy and carries frequency for Andy Williams and Jim Backus."

Entertainment people get to play with the great golfers more often than most people, not only because they are so often asked to perform as a team with golf pros in various charitable angles of tournaments, but because their fame give them entre to the champion golfers.

Playing with the top golfers, as well as the additional exposure to the public and to the keen golf sense of the galleries, causes them to be very conscious of the quality of their golf game. Therefore, not wishing to look like a hacker out there impels them to take lots of golf lessons and assiduously practice what they have been taught. As a result, most of them are very good on the course.

"I have a few rules I would recommend to all pros: Stock a great many staples; by that I mean articles that are well accepted by golfers and are continuously advertised by the manufacturers. Advertising is irreplaceable when it comes to bags," he said, "but be sure that you have a wide range of colors and styles. This is one item of merchandise that people never hold back on when it comes to brilliant colors. And they'll go out of their way anytime to get the style they prefer.

"Golf balls are the bread and butter of your business and gloves are the cake. Have all brands of balls displayed, even though you are partial to some. A couple of lines of gloves are enough, but have them in all possible sizes, colors and types.

"Stock as many brands of golf clubs as you can possibly afford in all the swing weights, balances and shafts—a full range, in other words. I only deal in pro-line clubs and pro-line balls. I'll always let people try clubs. I feel that every prospective purchaser should hit some balls with the clubs they think they prefer before they buy them. I know I wouldn't buy a set of clubs until I had tried them and I can't fairly expect any different from my customers. I carry break up sets for the women, but not for the men. I take used clubs as trade-ins; it's necessary.

Mac is a strong believer in display. "Display," he said, "is a major component of anyone's successful shop, whether you're aiming your appeal at women, men or children, or all three. You should be constantly changing your display to keep giving the shop a fresher look. To be effective at display you must always be watching out for what is new and then test with display.

"The biggest appeal that a golf pro shop has to sell is service. If you don't sell service consistently and successfully you're never going to sell yourself, which is vitally necessary to put your shop over. With service you have to have the inventory and the personnel to go with it and all must combine harmoniously. In this connection attractive women employees must be considered a definite asset to a golf shop. They are pleasant as a rule, they simply love to keep the merchandise and the shop clean and they have a knack for colors and styles in clothes. Where my personnel are concerned—both sexes—I insist that they be clean, polite and prompt in their work habits, and that they always find something useful to do on their own without me having to stand over them.

"You might ask in regard to this: 'Doesn't everyone?' and my answer would have to be: 'No, not always.'

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classification of buyers. A specific spiral stripe combination is assigned for each of three categories. Golf courses and country clubs have been assigned red with a spiralling white stripe.

Circle No. 110 on reader service card

The J.J. Dill Company makes Snow Mold-X, a granulated fungicide containing Mercuric Chloride and Mercurochloride for protection against snow mold. It is applied with a fertilizer spreader at eight pounds per 1,000 square feet. Prices for number 48 bags are: 1 to 9 bags, $.49 a pound; 10 to 19 bags, $.485 a pound; 20 or more bags, $.48 a pound.

Circle No. 111 on reader service card

Beaird-Poulan, Inc., has the 100 Series Wright Blade saw. It is a reciprocating blade that saws like a conventional hand saw, but at 7,000 strokes a minute at top speed. It can be used to cut small brush, logs, lumber or tree limbs because the stroke is 1-7/16 inches long. If the saw is dropped or put down with the engine running, the automatic centrifugal clutch disengages the blade and it stops.

Circle No. 112 on reader service card

Atlantic Golf Equipment Company makes the Picker Power Pak, a golf ball picker and power unit. The picker can be adjusted to eight different heights, depending on the terrain.

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The picking sections are 25 inches wide and follow the contours of the ground. Two picker models are available: the Junior Picker with three sections and an overall width of 6 feet 4 inches and the Senior Picker with five sections and an overall width of 10 feet 7 inches. Units are available with the Power Pak.

Circle No. 113 on reader service card

Sod-Master manufactures a turf aerating machine called Sub-Air. New features include a larger engine, heavier gear case, swiveled rear wheels and improved controls. Three parallel mounted blades at the rear of the machine penetrate seven inches below the turf; the oscillating blade movement produces a tilling action which, according to the manufacturer, loosens the sub-soil to permit deeper penetration of moisture, oxygen and fertilizer below the thatch.

Circle No. 114 on reader service card

Container Development Corp. has added a colored set of tee markers molded of fiberglass to the 1969 line of Lewis Golf Course Equipment. Called Tee Marx, the markers come in red, white, yellow and blue and have six-inch spikes.

Circle No. 115 on reader service card

PEOPLE IN THE NEWS

Gene Bowser moves up to the position of sales manager of the Royal Golf Equipment Div. of Uniroyal. He replaces Tom Oliver who will head up a new division within the company.

Paul R. MacDonald has been elected vice president-sales of the Sports Division by the board of directors of Dunlop Tire and Rubber Corp.

Dudley R. Hall is the new service coordinator for the Custom Golf department of the MacGregor Company.

Miss Phoebe Hodges has been appointed product publicity director for Wolverine World Wide.

Two new corporate positions have been created by Shakespeare Company's board of directors. Ben T. Hardesty was elected marketing vice president and Merlin J. Claucherty was elected financial vice president. The former was president of Pflueger Corp., a subsidiary; the latter will continue as Shakespeare's treasurer and assistant secretary.

In other moves, Richard D. Tackett has been elected president of Pflueger, succeeding Hardesty; Clyde E. Rickard will take over Tackett's job as assistant to the vice president for sales and advertising for Shakespeare; C.A. Adams, sales representative, is replacing Rickard as general sales manager, and Dale Shuck is taking over the territory covered by Adams.

James T. Huston was elected director and vice president of the Bunt on Company, Inc.; he will manage both domestic and export sales and marketing.

Thomas Jay Anderson has been appointed to the newly-created post of distributor sales manager for Simplicity Mfg. Company.

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- Sweaters
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- Bag carts
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- Locks for lockers (combination—built-in-key-type padlocks)

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<th>Size of course:</th>
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Turfed acreage of Golf Course and Club Grounds regularly maintained: __________ acres.

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GOLFDOM
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Club or Course Name
Mail Address
City State Zip
Owner
Other Duties
Street
City State Zip
President
Other Duties
Street
City State Zip
Manager
Other Duties
Street
City State Zip
Superintendent
Other Duties
Street
City State Zip
Professional
Other Duties
Street
City State Zip
Turfed acreage of Golf Course and Club Grounds regularly maintained:
Is your course new?
Yes
No
Size of Course: 9 holes 18 holes 27 holes 36 holes
Is your Golf Course:
Private Semi-private Municipal
(city, state or county owned)
Public Par 3 Military
School Company owned Resort
Facilities at Course:
Tennis Courts Pro Shop
If Private Club check No. of members. If semi-private or Public indicate No. of players per week:
100 or less 100-200 200-300 300-400 500-1000 Over 1000
Your Signature Date

*Food and Beverage insert only.