Graffis

Continued from page 76

Joseph Lanzetta, Jr., now pro at Cranbury (N.J.) GC. His assistant is his son, Joseph III. . . .

Olin Dutra, US Open winner in 1934 and PGA champion in 1932, leaving Anaheim (Calif.) municipal course to become pro at new San Luis Bay CC, Avila Beach, Calif. This is sixth course where Olin has been the first pro. He started at Fort Washington GC, Fresno, in 1924, then was at Club de Golf, Mexico City; El Rancho Verde CC at Rialto, Jurupa Hills CC at Riverside then at Anaheim.

Use of golf cars in USGA Senior Amateur men's and women's championships now O.K. Caddie shortage in autumn when senior amateur championships are played possibly was more of a reason for car approval than the motorized transportation needs of the elders.

With resignation of James L. Holmes as Mid-continent director, the Green Section and its clients lost a valuable man. Jim came up with right answers for superintendents most of the time.

Bob Spence is finishing his course on Hilton Head Island, S.C. Spence was pro at Port Royal GC, Hilton Head Island. Steve Huggins succeeded him . . . Joe Cowhick goes to pro job at Short Hills CC, Moline, Ill. Cowhick was assistant to Charles Tawse at LaGrange (Ill.) CC . . .

Ed Caldwell now director of golf at Cape Coral (Fla.) courses . . .

Henry Bontempo given a big party by Springfield (Mass.) Polish-American Club, thanking Henry for his kindness to them during his 40 years as pro at Franconia, Springfield municipal course . . .

James K. Thomson starting his 51st year as pro-superintendent at Mohawk GC, Schenectady. He came over here from North Berwick, Scotland, when he was 17 years old and went to work for Ben Sayers, Jr., at Merion. Then in 1914 he went to Little Falls, N.Y., as pro . . . Tom Lundy in his 41st year as pro at Greenville (Miss.) G & CC and with a fine new pro shop.

The Southern California people cite the late O.J. Noer: "A golf course is no place to try to save money. It's not a place to waste money, either. The difference is good management."

When you hear the superintendent of a new course say that the course architect really designed and built fine greens look at that job. It's a miracle. Look at it again in five years, and if the same superintendent is still there, you've seen golf history made.

George W. Cleaver, superintendent, Chestnut Ridge CC, Lutherville, Md., makes an apt observation: "When they ask me 'what is the generation coming to,' I reply to my help. I don't know what I would do without the schoolboys. You don't realize how much and how well the quick-to-learn high school and college kids have helped with the summer work until they have returned to school and the work crew is cut in half with twice the amount of work to do. Some day we may solve a lot of our course maintenance problems by recruiting high school football squad candidates for golf course work."

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For more information circle number 213 on card
Wife in the pro shop? You bet!

Continued from page 87

All pros queried by GOLFDOM agreed that where the wife is involved she plays a tremendously important role in management and operation of the shop, but perhaps her most important role is outside the shop proper as a buyer. Buying for the shop represents one of the most intricate and critical of functions. Most pros find that their wives make excellent buyers.

Mac Hunter says, "They're style conscious. They read the fashion publications and keep up with developments in general fashion and golf fashion in particular. This not only enables them to talk freely with customers about the latest in fashion but enables them to buy wisely."

"Lines at our shop include both men's and women's sport apparel but also dresses, blouses, sports jackets, Capri pants and even evening wear. Our customers are very style conscious and so we need good buying know-how. It takes a good fashion sense, and my wife is of inestimable help in buying for the shop."

Bob Klewin echoes this sentiment. "We try to buy six months to a year in advance what we think will be selling in the season ahead. Out here we really have two golfing seasons so our fashion business runs year-round."

"My wife has the right feel for things that will be in demand at that future date and always seems to hit it right on the button with the items we stock. To an operation like ours, buying is very important. We're essentially a small business that can't afford the luxury of being caught with too much of the wrong merchandise. We don't get caught either, because I've got a first rate buyer in Maryellen."

Some wives act as models for merchandise offered in the shop. They will dress during the business day in items sold in the shop, in effect modeling the items while doing business on the selling floor, often changing outfits several times each day to show off the shop's wares.

Pros talking about their wives in the shop single out as the most telling factor that having their wife in the shop has been a positive experience for both and made their personal lives a closer thing through working together.

Without exception pros queried by GOLFDOM registered complete approval about having their wives in the shop, when such was the case. When it comes to running a pro shop it's really a case of a woman being necessary and a wife preferred.
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Detroit area wanted working professional Greenskeeper, mechanical, experience in golf course construction or equivalent. Write box 305 c/o GOLFDOM.

PGA GOLF PROFESSIONAL for established indoor golf center. Year round position must be good teacher, ideal for retired or semi-retired pro. Box 514 c/o GOLFDOM.

GOLF PROFESSIONAL for key location, specializing in private labels, 10% plus bonus over total sales. Write box 306 c/o GOLFDOM.

Assistant Wanted: Country Club in Dayton, Ohio—Must have teaching ability and general pro shop knowledge. 7 month season. Send resume and photo to BOX 515 c/o GOLFDOM.

WANTED—Superintendent of Greens for 18 hole golf course at Wichita State University, Wichita, Kansas. Experience necessary, preferably in the South Central part of Kansas. Salary open. Send resumes and inquiries to Wichita State University, 1845 Fairmount, Box 47, Wichita, Kansas 67208.

GOLF-PRO MANAGER RESPONSIBLE COMPLETE CLUB OPERATION. BAR—FOOD. 18 HOLE, 250 MEMBERS 7 MONTHS. IDEAL FOR HUSBAND AND WIFE TEAM. QUARTERLY PROVIDED. SALARY INCENTIVE WRITTEN. WRITE: OLD HICKORY GOLF CLUB, BEAVERS DAM, WINTERGREEN, VIRGINIA 22745.

Experience in this type of work will be given due consideration. Salary open. Please send resume. Box 508 c/o GOLFDOM.


WORKS FOR NATIONAL/private label houses, 10% plus bonus over total sales. Write box 509 c/o GOLFDOM.

Golf pro or greenskeeper. Nine hole municipal course. B.S. in Agronomy or related field. Age 35. Write Box 510 c/o GOLFDOM.

Private Progressive family type Florida Club looking for experienced Greenskeeper. Excellent opportunity for man and family. Write Box 475 c/o GOLFDOM.

Assistant Wanted: Country Club in Dayton, Ohio—Must have teaching ability and general pro shop knowledge. 7 month season. Send resume and photo to BOX 516 c/o GOLFDOM.

NEED BAG TAG SALESMAN—BAGS ETC. BEST QUALITY. BEST PRICED. TERRITORIES. WRITE: PATTON, 12625 S. W. 82nd Ave., Kendal, Fla. 33156.

GOLF COURSE DEVELOPER AND/OR INVESTOR WANTED. Florida builder open to your proposal. 20 minutes from metropolitan area with population of one million. 700 acres choice rolling land. Write Box 517 c/o GOLFDOM.

Golf course superintendent complete responsibility for the maintenance of an 18 hole municipal course. List experience and salary desired. For more information, fringe benefits, etc., contact City of Ramsey County, Parks Department, Box 30, Los Alamos, New Mexico 87544 or phone (505) 662-6122, ext. 45. An equal opportunity.

PRO OR GREENKEEPER OR COMBINATION. THROUGHLY EXPERIENCED. MODERATE INCOME SATISFACTORY. EASTERN LOCATION PREFERRED. SEASON OR YEARLY. WRITE BOX 491 c/o GOLFDOM.

SALES-REPS—Exclusive territory, major manufacturer's men's sportswear, opening new territories. Golf shops, sporting goods stores, private label houses, 10% plus bonus over quota. Write: Golf Div., Suite 6211, Empire State Bldg., N.Y.

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WANTED: Caddy master experienced, Chicago District pro. Minimum salary $3,000. Tournaments April 1st to Nov. 1st. Salary, full concession, board and room. Send picture, resume, and references. Box 507 c/o GOLFDOM.

WANTED—Superintendent of Greens for 18 hole golf course at Wichita State University, Wichita, Kansas. Experience necessary, preferably in the South Central part of Kansas. Salary open. Send resumes and inquiries to Wichita State University, 1845 Fairmount, Box 47, Wichita, Kansas 67208.

Golf Professional, experienced in all phases of golf including: management, teaching, tournaments, promotional work, etc.—desires position. What have you to offer? Available for interview. Write Box #457, c/o GOLFDOM.

P.G.A. Twenty years experience in all phases club operations desires position as pro/or manager. Wife assists. 2886 Langley Street, Beaver Dam, Wisconsin 53916.

A 18 hole golf course. Completely automatically watered, modern club house, locker rooms, 2 swimming pools, 2 tennis courts, 30 electric carts, near Albany, New York. Write Box 516 c/o GOLFDOM.

PRO/ Mgr, semi-retired, good executive, over 60 yrs. old, and (wife) worth, OK annually. Write Box 511 c/o GOLFDOM.

"COURSE SUPERINTENDENT or PRO-SUPERINTENDENT. Age 52. British American background. Experience includes U.S. major tournament courses. Over 10 years comprehensive golf course knowledge. Regarded excellent teacher. Will supply resume, references. Box 515 c/o GOLFDOM.

Golf Professional desires position for 1969. Age 29, married, no children, excellent references. Available for interview. Write Box #495, c/o GOLFDOM.

Greens superintendent, age 43, married, 20 years experience in all phases of course maintenance and construction, G.C. S.A.A. member. Randall Saladys, Rt. 2 Box 79, Sunbury, Ohio.

SUPERINTENDENT DESIRES RELOCATION. Private or municipal course. B.S. in Agronomy. Age 28, married, one child. Presently with 18 hole municipal course. Write Box 517 c/o GOLFDOM.

Class AGA Professional desires change. 31 years old, married, one child. 16 years experience in Pro Shop operations. Experienced teacher, Good Player. Resume on request. Write Box 486, c/o GOLFDOM.

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For Sale—Golf Course in Central Michigan. Well maintained course. Income shows excellent return on investment. Includes club house, all necessary equipment and owners home on the property. Clyde Hendrick, P.O. Box 1262, Detroit, Michigan 48220.

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SALE: PRIVATE COUNTRY CLUB—400 MEMBERS beautiful 18 hole Championship Golf Course. Completely automatically watered, modern club house, locker rooms, pro-shop, cocktail lounge, large dressing rooms, 2 swimming pools, 2 tennis courts, 30 electric carts, near Albany, New York. Write Box 516 c/o GOLFDOM.

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VIKING CLOSE OUT SALE. 1, 2, 3 & 5 year old golf carts for sale. 66 Models $259.00, 67 Models $395.00, 68 Models $795.00. All prices are 36 V and have batteries and chargers. Used summer months only. For further details write or call: Drake-Scruggs Golf Equipment Inc., 600 S. 31st Street, Springfield, Illinois, 217 528 2536.


Finest quality refinishing of new and used golf balls, in the Greater Philadelphia area. 320 No. Webster, Naperville, Illinois 60540.

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- Edging machines
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- Mower grinders
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- Flags
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- Clubs
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- Bag storage racks
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Send information on products checked to:

Name ___________________________
Title ___________________________
Club ___________________________
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Is your golf course:
- Private
- Semi-private
- Municipal (city, state or county owned)

Size of course:
- ■ 9 holes
- ■ 18 holes
- ■ 27 holes
- ■ 36+ holes

Turfed acreage of Golf Course and Club Grounds regularly maintained: _______ acres.

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<td>115</td>
</tr>
<tr>
<td>Mock Seed Co.</td>
<td>109</td>
</tr>
<tr>
<td>Moore Co.</td>
<td>103</td>
</tr>
<tr>
<td>Monsanto/Astro Turf</td>
<td>12</td>
</tr>
<tr>
<td>Motz Co.</td>
<td>24</td>
</tr>
<tr>
<td>National Golf Foundation</td>
<td>96</td>
</tr>
<tr>
<td>National Mower Co.</td>
<td>90</td>
</tr>
<tr>
<td>North Central Plastics</td>
<td>106</td>
</tr>
<tr>
<td>Northern Golf Ball Co.</td>
<td>108</td>
</tr>
<tr>
<td>Nosco, Inc.</td>
<td>96</td>
</tr>
<tr>
<td>Oregon Highland Colonial</td>
<td>76</td>
</tr>
<tr>
<td>Packard, Edward Lawrence, Inc.</td>
<td>115</td>
</tr>
</tbody>
</table>

### IMPORTANT:
Your cooperation with the information below will bring GOLFDOM to those responsible for your club's successful operation... and keep them up-to-date on the latest and most practical ideas on Administration, Management, Maintenance and Services. Complete and mail this post-free card — TODAY — to GOLFDOM CIRCULATION DEPT., 235 East 45 Street, New York, N.Y. 10017. We'll see that those who qualify receive monthly, without cost.

**GOLFDOM OFFICIALS AND MANAGEMENT MAILING FORM**

<table>
<thead>
<tr>
<th>Club or Course Name</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Duties</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
<td>Zip</td>
<td></td>
</tr>
<tr>
<td>Street</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Your Signature!**

**Date!**

**Duties**

- Superintendent
- Professional

**School**

- Public
- Par 3
- Military

**Company owned**

- Semi-private
- Municipal

**Turfed acreage of Golf Course and Club Grounds regularly maintained:**

<table>
<thead>
<tr>
<th>Course Acres</th>
<th>Grounds Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**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

- School
- Company owned
- Resort

**Facilities at Course:**

- Bar
- Restaurant
- Hotel
- Pool

- 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
A “Scientific Mailman”™ from Cleveland put Izod socks through some grueling tests. He walked through 651 miles of rain, sleet, and snow before they showed any signs of wear or discomfort.

Quality and comfort. That’s how Izod makes these fantastic cushioned socks of Orlon® acrylic and nylon.

Since one size fits all, it makes it a lot easier for you to stock. That means profits.

The socks sell themselves. Customers will spread the word.

Since good news travels fast, keep a supply on hand.

FOOTNOTE: Norman Walters, the “Scientific Mailman”, heard about Izod’s Orlon socks costing $2.50 a pair. His socks cost $1.00 a pair. He wondered if Izod socks would pay off. He decided to wear Izod socks on his mail route every day until they wore. It took 651 miles to wear a hole in one. He tried the same experiment with his $1.00 socks. They wore out in thirty miles.

Conclusion: Mr. Walters saved $22.50 on each pair of Izod Socks. He proved his point. You get what you pay for.

IZOD
498 Seventh Avenue, N.Y.