



The two-year old clubhouse at Roanoke CC is described as one of the finest of its size in the country. Joe Maples' pro shop is in the wing on left.

How Publicity Helps

Roanoke: A Club That Promotion Is Building

MENTION "Speaking of Golf" within a 40 or 50-mile radius of Williamston, N. C. and citizens of that vicinity will immediately think of Joe Maples, who, although he is only 26, is more intimately connected with the sport in the minds of local residents than the Sneads, Middlecoffs and Burkes.

"Speaking of Golf" is a trademark that has been associated with Maples since he wrote his first weekly column under that heading for the local newspaper a little more than a year ago, and then enlarged on it by making it the subject of his daily five-minute radio show. It's Joe's way of promoting the game, his Roanoke CC, a nine-hole course that was opened late in and appropriately enough, Maples himself.

This ambitious kind of promotion has done a lot of good for golf, the club and Maples. Well over 250 people hold Roanoke memberships, club tournaments regularly attract around 100 entrants, such big names in the sport as Betsy Rawls and Paul Hahn have come in to play exhibitions, and business at Joe's pro shop flourishes to the extent that he can't allow his inven-

A good merchandiser as well as publicist, Maples takes great pride in the fact that his shop is so well stocked that he can fill practically all orders without delay. He is shown (at right) with Mrs. Davey Crockett and Bill Woolard, Roanoke members.

tory to drop below the \$3500 mark at any time.

Maples likes to think of Roanoke as the club that promotion is building. Joe won't commit himself to saying "has built" because everyone associated with the club has visions of a second nine, an increased membership, and the building of additional wings on the clubhouse, which although small, has received the stamp of approval from just about everyone who has seen it.

Hope to Expand

The Roanoke pro doesn't take credit for being a one-man promotion bureau. He has had a lot of help from the membership, both male and female, in getting publicity for the club. Particularly active in this respect is a group of 40 women, who in addition to bringing in Betsy Rawls and Hahn, has done an excellent job in get-

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Promotion at Roanoke

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ting local publicity for tournaments and extracurricular events staged at Roanoke.

One of Maples' better known members is Davey Crocket (no kin of the original), who has been the subject of newspaper and magazine pieces on the strength of an unusual round he played this spring at Roanoke. He shot the nine holes in a regulation 35 although he parred only one hole. Davey, 66-years-old and a daily golfer who plays in the 70s, did it by shooting four birdies and as many bogeys. Crockett is also well known in Southern Seniors competition, having distinguished himself in recent years in several tournaments for the golfing elders.

Maple's cousin, Nancy, is another who has established a solid reputation as a golfer in the Carolinas. Just last May she reached the high mark in her career by finishing as low amateur in the Peach Blossom Open at Spartanburg, S. C.

Bob White, Pioneer Pro

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carpenter dropped in and watched Bob make wood heads.

White says the carpenter gazed at him sawing and filing and sweating like a pony and eventually remarked:

"I always thought the Scotch were smart but they must be damn fools."

"Why?" asked the perspiring White.

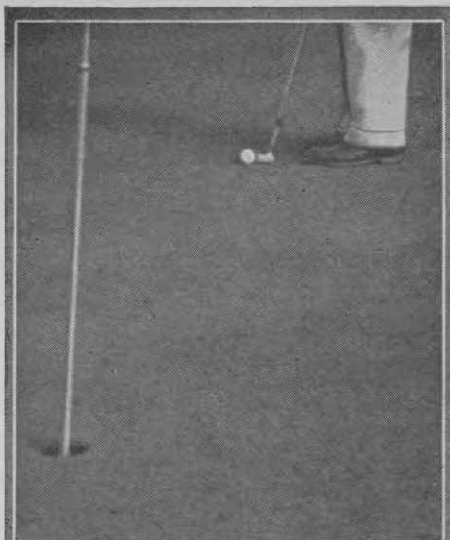
"Because there's a shoe last factory at Lynn where I do some work that could do that wood job in two or three minutes. I'll show you. I may spoil one or two of your blocks but I'll show you how to beat this job you're doing," said the carpenter.

"And he did turn out some beautiful heads," Bob adds.

When White went to Cincinnati, then to Louisville and Chicago, he learned about the Dayton (O.) Last Works and had this company make heads for him and other professionals. That business eventually developed into the Crawford, McGregor and Canby golf playing equipment manufacturing concern, the predecessor of the MacGregor Golf Co.

PGA Schedule

The PGA's fall tournament schedule includes dates at the following locations: Sept. 20-23, Oklahoma City Open Inv., Twin Hills G&CC; San Diego (Calif.) Open Inv. (site to be announced); and Western Open, Presidio CG, San Francisco.



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