

## **Houston Pro Calls for USGA Cooperation at Tulsa PGA Meet**

Nearly 100 pros of the South Central Section PGA examined possibilities of handling their jobs better for their customers and themselves during the section's annual education and teaching conference held in the Hotel Tulsa, March 11-13. Twenty-seven firms exhibited golf equipment and apparel.

Woody Kerr, Chickasha (Okla.) CC, the section's pres., Douglas Smith of the Southern Hills staff at Tulsa, sec. of the organization, Bill Wotherspoon, Southern Hills pro, and Ben Dickson set up the program and display arrangement.

The panel of salesmen and golf professionals which discussed pro buying and selling problems was headed by U. C. Ferguson. It included Leon Faucett, John Hainje, Jay Kimbrough, Cliff Calderwood, Charles Weisner, Marion Askew and Doug Smith. The panel discussed expenses in selling to pros, advertising, manufacturers' policies as pros see them, pro buying problems and, of course, the club trade-in situation.

### **Recommends Insurance Coverage**

Graham Ross, pro at Dallas Athletic Club CC talked on the golf car operation. He stressed the advantage of having a good mechanic on the job and of making sure that all cars are fully covered by insurance. He advised shopping around for insurance as there is a wide range of policies available.

Bob Dunning of Dunning-Jones, Inc., discussed course construction and maintenance standards, telling the pros what they ought to know about turf management and course operation. Dunning explained the benefits of the "sandy soil" type of construction of greens, tees and fairways in preserving excellent playing conditions and in keeping maintenance costs moderate despite heavy traffic and other adverse conditions.

John M. Winters, Sr., USGA pres., and Dick Forrester, a PGA vp, described the

functions of their organizations. Winters detailed accomplishments of the green section to which the USGA has allotted \$1,600,000 since 1928. He also told the reasons for ball implement testing and rules formulation and explained why and how the PGA can supplement the USGA's work. Forrester stressed the importance of working to make National Golf Day a success. It is, he declared, the one nationwide educational and welfare operation in golf, and an immensely valuable public relations opportunity for pros. Forrester, pro at Houston CC, made it quite plain that the USGA might consider how it, too, can cooperate with the PGA.

### **Oklahoma State Show**

Labron Harris, pro at Lakeside GC, Stillwater, Okla., and coach of the Oklahoma State university golf team, along with Bo Winingar, Johnny Palmer, Jerry Pittman and several members of the present Oklahoma State squad, gave a series of lectures and demonstrations. Harris estimated that in 1975 there will be more women than men playing golf. He said women at his club must be able to score 85 or better for 9 holes before they can play the course. He added that the women's committee handled this by saying to the new players, "You wouldn't want to play bridge with someone who didn't know a club from a spade."

Herb Graffis, GOLFDOM editor, speaking on "What's the Score in Golf Business?" recommended that the pros concentrate on setting up budgets for their yearly operations and periodically checking to see if they are staying within them. He went into detail in showing how a pro can make more money in handling his job to the satisfaction of his members by figuring out how to run his business just as he learns the strategy of playing a course.

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### **Maintenance Costs**

At the three USGA green section meetings held across the country in March, Joe Dey, the USGA's executive director, pointed out that it cost an average of \$3,059 to keep a golf hole in shape in 1960. This was an increase of 3.4 per cent over the previous year. When all the figures are tallied for 1961 it probably will be found that the cost increase will again be about 3.4 per cent or possibly a little higher.