

## **Supts' Booster Cheered by Improved Publicity**

Dr. Alfred R. Higson, a past president of Bel-Air CC, Los Angeles and long an understanding friend of the golf course supt., recently wrote to GOLFDOM;

"After reading in GOLFDOM an article by Harry E. Lorence on substituting for the grass-cutter image the true picture of the golf course supt., I was upset by the sign-off of the National Open TV program. Acknowledgment of almost the entire list of club officials and department heads connected with the Open was made, but as so often is the case, the supt. was not mentioned.

"I am sure that from what I heard about the Congressional course at the time of the Open it must be managed by a man who does an outstanding job for the club and who deserves recognition when the club and its people are getting the credit due them.

"Surely the GCSA must have a publicity department to see that the television and newspaper reporters give the supt. his share of praise for a successful tournament.

### **Continuous Campaign**

"This campaign to get the supt. known for his essential and difficult work in golf must be continuous. When I was in office at our club the supt., Joe Martinez, had his name posted on a club pickup truck. He had informative publicity each month in our club publication and he attended green committee meetings so we'd all know what was going on and what was needed. Joe invited O. J. Noer, Fred Grau, Charlie Wilson and other noted turf experts to lunch at the club. Members realized that we had in our supt. a man who knew the best men in the business, who was regarded by them as a leading practical authority and who, obviously, was making use of the best knowledge available in maintaining Bel-Air's course.

"But unless club officials and members are continuously aware that a good golf course does not run itself, but must be managed by a very able man, the supt. won't get the recognition his work justifies. There will be everybody's name on

the club programs except that of the man who provides the good course.

"It was pleasing to hear the Columbus (O.) CC supt., Bob Mueller, praised when the telecast of the PGA championship was concluded. It was good to see that Congressional supt., John Henley, was lauded in GOLFDOM for his great job in the National Open.

## **Juniorized Clubs Put Life in Dead Season**

From late September until the Christmas gift buying began club sales in past years had been nearly dead for many pros. But the Pro Juniorizing of trade-in clubs is changing that old picture and will produce considerable profit in new and juniorized club sales, say energetic pro merchandisers.

An easy market survey by the pro can be made before bags are removed from storage and taken home by members. The survey will show what members should be in the market for new clubs. Then, if a member has one or more children in the 9-15 age group, the sales promotion procedure is obvious.

Pro Juniorizing the adults' old clubs at a nominal charge not only gets the used clubs out of the way in case the pro makes a trade-in allowance, but converts the clubs into useful reconditioned sets that will delight young players.

### **Helps to Counter Competition**

The Pro Juniorized idea was introduced this year and has figured in a good deal of new club selling and in booming Junior golf programs. The plan was conceived by pro merchants and clubmakers at a conference during the PGA Business School in Clearwater, Fla., two winters ago when several professionals mentioned that trade-in club sales were slowing down due to cheap new club competition. Mention also was made of the population explosion, causing a shortage of kids' clubs. Thousands of older children outgrow clubs that can be passed along to younger brothers and sisters. Those two factors — trade-ins and juvenile golf promotion—accounted for the Pro Juniorized plan.