

on club construction to both men and women this spring.

Selling clubs to male members never really has been much of a problem for Harris. It's because Bob Roland, Elizabeth Manor's green chairman and a 200-round a year player, kind of sets a club buying tempo for many men who belong to the club, although none tries to match Roland when it comes to sheer numbers. It's little wonder since Bob, described by Harris as a "clubholic", exchanges a dozen or more sets of clubs a year. He is obsessed with the idea that someday he is going to find what for him is the perfect set. He turns clubs over so fast that the varnish on the woods is hardly dry when he trades them in.

Doesn't Lose Money

Many pros will contend that you can't make money on a fellow like this, the difference between new clubs and trade-ins being what it is. But Harris maintains that he has yet to lose any money through the rather involved transactions with Roland. "A fellow like Bob is reasonable enough to know that I have to make a profit on every club I sell him," says J.B. "He doesn't haggle on new club prices, nor on trade-in allowances. When I sell the clubs he returns I always get a fair price for them. Many players are anxious to buy the near-new clubs that Bob turns back."

Roland's rather furious buying of new clubs is a widely discussed topic at Portsmouth Manor. "What kind of a set did Bob buy today?" is a question that often is banteringly asked of Harris. The question may wear thin at times, but as long as it is asked, people at least are thinking about golf clubs. Harris knows of no better way to keep them in that mood.

Head Pro at 21

The handsome young Elizabeth Manor pro has been at the Portsmouth club for 13 years. Five of these were spent as a course laborer and assistant pro. Born in North Carolina, J.B. lived with the family of the former pro, Fred Sappenfield, the last two years he was in high school and worked as Fred's assistant. In 1956, when Sappenfield left the club, Harris was named head pro. He was only 21-years old at the time.

Merchandise Show to Go On; Other PGA Events Listed

The PGA's sixth annual merchandise show will be held at the PGA National GC in Palm Beach Gardens, Fla., Jan. 27-31, according to John Vasco, director. The show, as in other years, will be housed in a huge tent pitched in a paved area.

Booths for exhibiting golf products are 12 by 8 feet. No more than four booths are allotted to any exhibitor. The deadline for obtaining booth space is Jan. 11.

The PGA Match Play Championship will be staged during the week the merchandise show is held.

Other PGA activities scheduled for January and February are:

Jan. 18-22 — Business school in Clearwater, Fla.

Feb. 2-4 — PGA Senior-Junior tournament, sponsored by Golf Pride — Palm Beach Gardens

Feb. 11-14 — PGA Club Championship, Palm Beach Gardens

Feb. 16-17 — PGA Quarter Century Club Championship, Palm Beach Gardens

Feb. 25-28 — Seniors' Teacher Trophy Championship, Ft. Lauderdale (Fla.) CC

Harris has doubled sales in the eight years he has been Elizabeth Manor's shopmaster. He carries an average inventory of around \$10,000 and estimates that it is turned over four times a year. Clubs, as you may suspect, account for a larger percentage of his sales than sportswear, something that isn't quite in keeping with the latterday trend in pro shop merchandising. Besides having Bob Roland working for him as a "behind the scenes" salesman and seizing on such innovations as a club clinic for women players, Harris uses every possible workaday opportunity to improve his club sales picture. Mainly, this means talking about them in the shop and suggesting the purchase of them on the lesson tee.

"From what I've seen and heard," says
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