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by Herb Graffis

## SWINGING AROUND GOLF

### Women in the fore

Someday, somehow there's going to be a sales conference of **pro shop saleswomen** that's going to produce more smart exchanges of successful savvy on buying, inventory control, display and selling than we males in golf merchandising ever thought possible.

One of the first very successful, foresighted businesswomen in pro shops was **Mrs. Willie Hunter**, widow of the admirable Willie and mother of two fine sons, one of whom, Mac, is a star at making a pro shop an asset for members. When she eased up she was succeeded by another woman business genius in pro shop merchandising, Bobby Cruickshank's daughter **Elsie**, who was not only a fine golfer but a star at pro shop display, selling and management. When Bobby retired she couldn't get a pro shop job but did get hired quickly and made a success of one of the world-famous Palm Beach women's shops. Another great woman star in pro shop selling is Jack Koennecker's wife **Irene**. I hate to say it but one time when Harry Adams of MacGregor and I were in their shop at Twin Orchard in the Chicago district talking about the inadequate display of clubs and bags she listened in a politely off-hand way to us while selling more women's golf apparel than Adams and I

thought could be sold in a week.

"Senator" **Spencer Murphy**, many years pro at Glen Oaks G & CC in the New York Met district told me years ago that he could see the time when a pro who couldn't make a good profit out of having a smart saleswoman in his shop, couldn't consider himself to be in a first-class job at a first-class club. Murphy saw women's buying (for women, men and children) growing rapidly at pro shops. I thought Murphy was balmy then, although he was making considerably more money than most pros. He retired comfortably wealthy. Could be he was just foresighted.

**Eve Bowen**, wife of Kip, the Joyce golf shoe man, with early fashion shows at Professional Golfers Assn. Senior meetings, gave immense impetus to promoting professionals' wives and their women shop assistants in golf merchandising.

This summer, just as before, Government figures on unemployment are high and superintendents can't get men to work on courses and managers can't get enough clubhouse help.

Also handicapping employment and accomplishment programs at golf clubs this summer have been scarce, and confusion exists about hiring high school and college lads on vacation. Minimum wage, hours and fringe benefits have kept kids who want to do the work courses need, but at prices golfers, who are paying for their play, can afford to pay.

The bright spot in the summer course worker picture in several areas is the availability of turf school trainees for responsible, practical work. There are not enough trainees to go around. This summer on-the-job training is going to pay off plenty in dollars in a few years when those lads apply for superintendent positions. Bob Williams, superintendent, Bob O' Link GC, Highland Park, Ill., and former president Golf Course Superintendents Assn., has employed 55 student trainees since he has been a superintendent.

Golf club officials who've had  
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profitable experience with the Green Section visiting service say that a complementary expert service of inestimable value are the walk-around tours, comments and recommendations at sectional GCSA meetings. Some visiting superintendents play golf and their observations also are immensely useful.

All these remarks and suggestions of the other superintendents are of practical value for application by the host superintendent. If the host superintendent's chairman and president aren't there to get the other experts' reports the club is out a lot of money and time on work that should be done.

Pros, managers and club officials don't have any investigative services anywhere near the same helpfulness as the superintendents. If club officials were well enough acquainted with what's going on in golf business to be aware of the value of the consulting service of GCSA sectional meetings, each regional organization of superintendents would have far more invitations for meetings than they could handle.

As I recall, the Mid-Atlantic GCSA did the pioneer job with written reports. These reports told frankly what the superintendent was up against and were equally frank in noting what mistakes the host superintendent, like other mortals, might have made.

It took more sense, confidence and courage than is usually seen in business to print those truthful observations.

Miami Valley (Ohio) GCSA now has a walk-around with top ranking experts who are to speak at the evening meeting. The Everglades (Fla.) GCSA with **Lewis Vaughan** as secretary-treasurer rounding up the members, also has a walk-around meeting program of such decided potential value to the budget, the condition of the course and the prestige of the club that club officials who know what it's all about should send engraved invitations.

When **Johnny Revolta** was

invited by the Italian Golf Assn. to spend several weeks visiting and demonstrating his effective style of instruction to Italian clubs and professionals the invitation was brightly extended by asking Johnny to bring his wife, Lorene, along.

The invitation to Revolta is historic and significant. Tommy Armour and Claude Harmon were invited to go abroad and teach the ruler of Morocco and a few of his staff. Claude went and did so well he sparked into action a plan to have golf as a tourist attraction in Morocco, as well as got the Sultan playing a good businessman's game. Japan, Australia and South Africa have had American pros teaching as a sideline to their playing appearances. The playing specialists are, naturally, primarily players and learners for their own needs rather than concerned about the instructional needs of others.

Revolta probably has been the world's busiest golf teacher. Now while he is at the Evanston (Ill.) GC in summer and Tamarisk CC, Palm Springs, Calif., in the winter, he continues to work with astonishing energy, enthusiasm and results and has long waiting lists on his lesson calendars.

Johnny is an artist. He believes that as golf is played by people the teaching principle is style, rather than method, which is mechanical.

There may be more valuable golf instructors than is realized. The successful golf lesson is a partnership between teacher and learner. With all the research and findings about the technicalities of the swing only recently has there been much organized study of the personalities of the pupils. Successful veteran teachers sensed the relationship that produces good golf. Their reputations were spread by their pupils, for those professionals generally are unselfish fellows who don't care about ballyhoo.

**Harvey Penick**, for 47 years professional at Austin (Tex.) CC, is rated by numerous men and women pro and amateur stars as one of the nation's outstanding teachers. They can't be kidding because golfers go a long way out of the path to get to Harvey's lesson tee. Now he is easing up on

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his pro job and turning it over to his son. He plans to stay on for a limited schedule as teaching pro.

Penick is the sort of an instructor who'd be invaluable to a small club, maybe a vacation or resort club, where the pro shop work wouldn't be heavy. Members would get post-graduate instruction. Those less demanding jobs at smaller vacation clubs have proved to be happy mutual associations for veteran professionals, club members and visitors. Among noted pros who are happy and exceptionally valuable in these smaller jobs are **Billy Burke**, **Henry Picard**, **Jack Mackie** and **Bobby Cruickshank**.

Four shining champions of yesteryear have developed into outstanding teachers on the Pacific Coast: **Paul Runyan**, **Olin** and **Mortie Dutra** and **Ralph Guldahl**; and they're very active at Grade A clubs.

Robberies of golf course equipment seem to have been far more frequent this year to mid-June than ever before. For instance, **Piqua** (Ohio) CC maintenance building was broken into and \$200 worth of repair tools and a \$1,700 International 14hp Cadet tractor was stolen. **E.J. Sylvester**, the superintendent, says four other small tractors have been stolen within a 25-mile range of the club.

There's been an historic advance in pro golf business with the establishment of the Florida PGA Credit Union. **Joe MacDonald**, pro at NAS GC in Jacksonville is first president of the Florida Section PGA Credit Union, which will function like other industrial credit unions by banking savings of members and lending at low rates for the personal and business financing needs of members. This is a long, long advance from the old days when a professional financing himself in a new job had a credit problem that might not get himself and his suppliers free from buying and job progress problems for years.

Rossville, Ind., opened its new **Angel Hill GC** for its centennial celebration. Eighteen families in

Rossville bought the land and by their own muscle and brains built the course . . . **Brown County**, Ind., colonized by noted artists and writers and one of the beautiful sections of the state, finally got itself a golf course.

This year the fourth annual \$250,000 **Westchester Classic** went over \$1 million as the amount raised for the six participating hos-

pitals. **Bill Jennings** is chairman and has the help of over 1,000 unpaid volunteer workers selling tickets, driving courtesy cars and selling program ads.

**Joe Kenney** goes from Braintree, Mass., municipal course to pro job at East Hartford (Conn.) GC where **Bill Steill**, pro for 35 years, quit, not quite feeling in top condition. □

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