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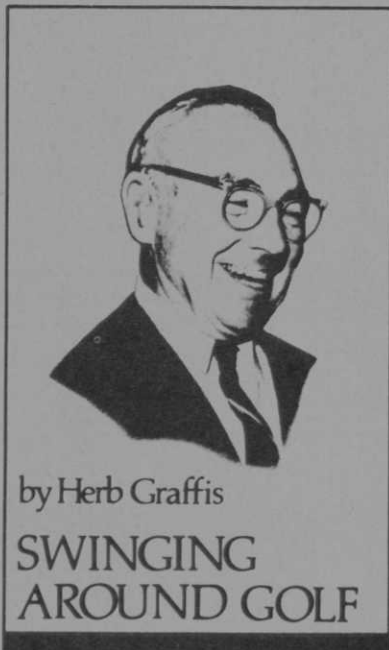
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by Herb Graffis

SWINGING AROUND GOLF

Golfers' tolerance has limits

Any man who goes to the annual meetings of the Professional Golfers' Assn, the Golf Course Superintendents Assn. of America, or the Club Managers Assn. of America this winter thinking he is going only as a professional, superintendent or manager, isn't aware of what's happening in golf business. Today every department head has to be at these meetings as a representative of members of his private club or golfers at his pay-play course. Higher costs of golf and threats of taxation and legislation may cost a lot of jobs and check department heads' incomes. The golfer can pay just so much.

The club managers, meeting in London, England, January 16 to 24, may find that the British golfing public has already reached the limit in its willingness to pay. Managers will be doing some sight-seeing and British clubs will naturally be the high spots. Those famous old clubs that they will be touring are suffering a slump in maintenance, construction and operating standards simply because the British golf public will not pay the prices, especially not the desirable younger players.

Here in the United States, PGA Business Schools and seminars, CMAA workshop programs and the multitude of educational con-

ferences held by GCSAA, state university and other sectional turf groups are providing the golf club executive and his assistants with more useful working knowledge than they've ever had before.

A lot of this valuable schooling, however, is practically nullified because so few of the men and women who pay for their golf are aware of what's being done for their eventual service and profit. At too many of these study programs, the golfer seems to be an after-thought, a necessary evil, rather than the main concern.

At the GCSAA's conference and equipment show in Denver, **Paul Alexander**, director of education for the association, will present his answer to the difficult problem of balancing geographic factors in the program. GCSAA directors who have tried to give all attending superintendents plenty to take home and use on the job, think the scope of speakers and material Alexander has lined up will richly repay clubs sending their men to this year's conference.

Notes from superintendents and their chairmen concerning budget-making show that the maintenance staff mechanic usually needs more equipment to keep in working condition machinery that's been badly used by incompetent or indifferent help. Any course without a modern, well-equipped maintenance building is now losing money and lowering its standards of course condition.

For the Professional Golfers' Assn. annual meeting prospects appear to be tranquil. **Warren Orlick**, present secretary and a veteran national and Michigan section official, looks like an easy winner for the presidency. His past display of sober sound judgment and his regard for club and playing professionals, managers, superintendents, the United States Golf Assn. and golfers in general qualify Orlick. The support of his own club members is an immense asset Orlick brings to the PGA from his post at Tam O'Shanter CC, Orchard Lake, Mich. Orlick, a Purple Heart veteran, who didn't look like he'd be walking again, came back into pro golf and developed a

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flock of competent assistants now holding their own jobs. Current treasurer, **Bill Clarke**, Hillendale CC, Phoenix, Md., is likely to replace Orlick as treasurer.

New Lago Mar CC, Ft. Lauderdale, Fla., has a new pro. He is **Larry Hurst** from Cavalier Yacht & CC, Virginia Beach, Va. . . **Bill Kelly**, Albuquerque, has been appointed executive secretary PGA Southwest section . . . **George Berry**, now pro at East Lake CC, Atlanta, Ga., is replacing Paul Bondeson who went back to touring. Berry was at Saugahatchee CC, Auburn, Ga.

Howard Everett is manager of the new Jupiter Hills Club, on the dunes north of Jupiter, Fla. The club is a George Fazio design that pretty fair judges are saying is among the genuinely great courses in the South. . . Praise is also being given to the course **Art Wall** designed for Pocono Farms CC, Tobyhanna, Pa.

Ed Oldfield from Glenview CC, Golf, Ill., has a job this winter as pro at Scottsdale (Ariz.) Inn & CC. Scottsdale is open year-round, but with summer temperatures around 100 degrees in the Phoenix-Scottsdale area, a small staff can handle the folks well. People are easy to get along with in that hot, dry air. . . Amazing how many clubs in Florida and the Southwest that used to shut down in summer now operate the year-round. Golf cars, air-conditioned clubhouses, good course maintenance and competent staffs are the reasons.

Course equipment dealers are lamenting that all the time, travel, shipping and entertainment expenses that salesmen, mechanics and executives have to spend at manufacturers' meetings, at national and area meetings and at demonstrations have cut dealers' profits down to zero. Furthermore, dealers assert that over-doing the shotgun type of sales solicitation is curtailing the capacity of a valuable staff of specialists to give intensive demonstrations and sales stories fitted to the needs of the potential buyer.

Several course equipment and supply dealers whose money, management and intimacy with course

superintendents and buyers of turf equipment have made the turf machinery business immense, are alarmed about the high and mounting costs of exhibiting and selling. Several large dealers, representing competing manufacturers, have suggested that manufacturers who want dealers' salesman to attend company annual meetings, coordinate times and places of such meetings. Or can the selling prices of equipment be boosted to cover big costs of travel expenses?

Talk about being famous in golf—when **Tom Lundy** retired from Greenville (Miss.) G&CC after 42 years as pro, the tributes of the entire community voiced at a testimonial banquet and in news stories ranked him as one of the most valuable citizens a city could have. It's genuine fame to have that tribute paid for public service. Tom was succeeded as pro by former assistant Bob Langley.

Smart pro merchants this past

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summer commented on an increase in the sale of the specialty irons, among them the Scrambler, a sort of flange-soled jigger that Eddie Rankin developed for the PGA line; the Tommy iron, a short-shafted, run-up club with about a 7-iron loft that the late Tommy Armour used effectively before greens were sponge-wet; and Wilson's Chippers that have been sleeping in specialty club displays.

Pros have been noticing the re-appearance of approaching clubs that haven't been seen much in recent years in the bags of veteran members. Maybe the make-up of the 14-club set is changing for the veteran golfer, who constitutes most of the market.

New Golf and Racquet Club, Palm Beach, Fla., has **Jay Hebert** as its pro, and members are lucky. Jay is a fellow with a lot of golf knowledge and the brains and character to provide what a fine club needs. **David R. Jacobson** is executive director of the new club . . . Paul Runyan, professional at Sahalee CC, Redmond, Wash., adds **Al Semrad**, winner of this year's Intermountain Amateur to his staff. This lad is fortunate in joining Runyan, a veteran and one of golf's most progressive teachers.

Another genuine expert with the title of director of golf, is **Errie Ball** now at John's Island Club, Vero Beach, Fla. Errie was pro at Oak Park (Ill.) for 25 years, often a contender in the PGA Senior's Championship and a great grandson of John Ball who won the British Amateur championship eight times between 1888 and 1912 and in 1890 was the first amateur to win the British Open. Pete Dye and Jack Nicklaus designed the first of the two 18 holes at John's Island.

Crockett Springs CC is being built in Nashville, Tenn., by a group including **Frank Rogers**, **Mason Rudolph** and **Glen Campbell**. Bob von Hagge and Bruce Devlin are designing the club . . . **Robert Trent Jones** will build a 36-hole course at Port Aquarius, the new resort on 1,100 acres at Logan Martin Lake, near Birmingham, Ala. □



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