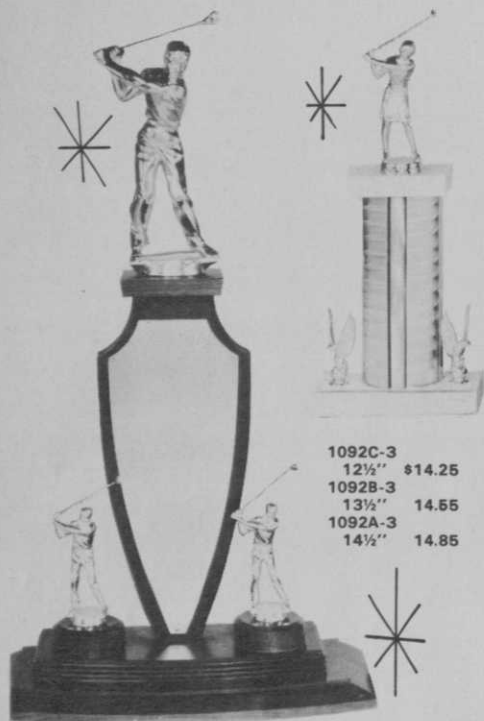


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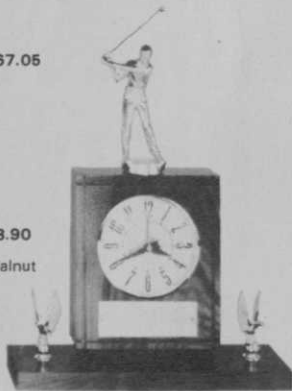


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A toast to the women in golf

In the 40-some years I've been writing about golf business and play I can't remember having written about the immensely valuable work women have done in the golf business. Nor do I recall that anybody else has written about it either.

So, gentlemen, it's damn near time we said, "Thank you, ladies."

The Professional Golfers' Assn., Golf Course Superintendents Assn. of America and Club Managers Assn. of America long have forgotten smart and faithful businesswomen who had a great deal to do in getting these associations firmly established.

There was **Irene Blakeman** who was secretary to P.C. Pulver, who was in effect first executive director of the PGA and editor of its magazine. He had other jobs and other troubles. Mrs. Blakeman never had so much to do in that crowded little office. She could cheerfully help any professional who dropped in. The cubbyhole on Fifth Avenue also was headquarters for the Metropolitan PGA. Durable and still lively Johnny Inglis, many years Met president, can testify that Irene Blakeman did the work of a half dozen bright women. When the PGA moved headquarters to Chicago and Albert W. Gates became commissioner, Mrs. Blakeman went along.

In the early days of the GCSAA, when the organization was known as the National Assn. of Greenkeepers, it had as its office manager, magazine editor and a third of its headquarters staff at Cleveland, comely and energetic young **Gertrude A. Farley**. She wrote and published in 1931 "Golf Course Commonsense," which still stands up as an impressive elementary textbook on course management.

When the CMAA was in its youth

and its magazine needed a girl who could and would do far more work than the outfit could afford to pay her for, **Catherine McBride** started with the outfit. She had plenty to do with the nursery work of the CMAA.

District golf business organizations, amateur and professionals, have had great luck in getting Wonder Girls. **Carol McCue**, executive director of the Chicago District Golf Assn., went with the CDGA in 1942 to do secretarial work on the Hale America National Open, co-sponsored by the CDGA, the United States Golf Assn. and the PGA for the benefit of Navy Relief Society and United Service Organizations.

She was impressively efficient and fell in love with the job and the Chicago golfers fell in love with her. When a task is delegated to her, it is done. Carol McCue, more than anyone else in golf, put across the charter plane flights of district golfers. The CDGA told her it liked the idea of a group one-day flight to the Masters, and she put it across so well that this year's was the CDGA's 13th Masters trip. A salesman for Capital International Airways came to the CDGA with a deal for charter overseas flights for golf vacations. The CDGA put Carol on that job, too.

Another great organizer and doer for district golf associations is **Peg Burnett** at Philadelphia. The very handsome Peg has been on that job longer than you would guess to look at her.

PGA districts can point to their girls as businesswomen of championship class. **Marilyn O'Pace** of the Southern California PGA, I believe, is the first woman to run a PGA sectional office on an alert, first-class business basis.

Millie Mix, Florida PGA executive secretary, is credited by Florida

(Continued on page 16)

officials as having made their jobs easier and more effective by giving the fellows efficient handling of paperwork.

At PGA headquarters, when Bud Harvey started to make a real magazine out of the Professional Golfer, he got three very smart women on his staff: **Connie Madsen**, **Jackie Brett** and **Pat McCarthy**. Many professionals should have the good results with their instruction and

shop problems that Harvey as PGA's editor has with his staff.

PGA sections have been putting their sectional operations on business levels higher than many clubs. There are usually experienced men in these PGA section jobs, but in addition to the All Stars, Marilyn O'Pace and Millie Max, recent valuable businesswomen aiding professionals' progress are **Darlene Gomes**, executive secretary in Northern California; **Allern Parker**, executive secretary of the Philadelphia Section; **Nancy Sons** for the

Tennessee section and **Elaine Sabat** for the Tri-State section, and **Mickey Biermann**, as corresponding secretary of the Eastern Missouri section.

Dorothy Carey, secretary, Chicagoland GA, the fee course owners' association in that area, is an authority on successful management of golf courses.

Years ago there was with the Massachusetts GA a charming and able businesswoman, **Mrs. Nickerson**. She had something to do with the association's hunch to cut costs by group buying, and she was the lady who went around pinching the melons and tomatoes.

Without any doubt the foremost businesswoman in international golf is **Doris Simms**, secretary to Fred Corcoran, tournament director of the International Golf Assn.

In planning and operating pro golf championships in Canada, United States, France, England, Spain, Singapore, Mexico, Australia, Argentina, Japan, Italy and in the calm and correct handling of the multi-lingual complexities of Corcoran's international tournament and tourist operations Doris Simms is known world-wide as the number one businesswoman of world golf.

Nancy Jupp, a Scottish lassie who worked in the PGA office is another one of the star business women in golf. Nancy worked for the golf promoter Ed Carter for a while then went in on her own as National Open Director at Hazeltine and at Merion and will do that job at the 1972 National Open at Pebble Beach.

In the background is a golf businesswoman star known personally by few. She's **Helen Kerander**, who has been ably running the office operations of the National Golf Foundation through the administrations of Rex McMorris, Harry Eckhoff and William Pack and now aids the foundation's executive director Don Rossi.

Wonder who the manufacturers say is the greatest business promoter in golf? The answer is **Patty Berg**. Manufacturers remark that if they ever had a male staff member working like Patty does to develop golf, the business would be twice as big as it is now. □



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