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Max Walker Fowler, Kansas

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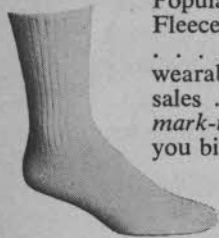


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Ted Lockie has built an 80 tee range, a 9-hole lighted par 3 course with holes ranging from 135 to 230 yds., a miniature course and a baseball range at Davenport, Ia. . . . The plant cost about \$120,000 . . . Range has 40 automatic tees, 40 grass tees . . . Par 3 greens are Pennlu of 4000 to 6000 sq. ft. . . . Lighting is by 125 500-watt sealed beam lights.

Minnesota PGA annual spring clinic and dinner at Town and Country Club, St. Paul, April 13, 14 . . . About a dozen Minnesota pros have been teaching in winter schools . . . While a lot of the rest of the country got snow in big loads last winter, Minnesota, which usually gets clobbered, got off light and had more than normal amount of winter golf, says the section's sec., Don Waryan, pro at Woodhill CC, Wayzata.

Report of committee on PGA Assistant training school recommends that PGA publish a manual illustrating and describing Bill Hardy's course on club repair work at this year's school . . . Hardy, pro at Chevy Chase CC (Washington D.C. dist.) showed assistants how to do many club repair and alteration jobs correctly and easily . . . The Hardy teaching will

(Continued on page 93)

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Comfort and beauty underfoot are insured in the Pro Shop at the Sepulveda Municipal Golf Course, Encino, Calif. with Holmes Carpet Quality 282. Gentle scroll pattern in a tawny tone with black is just one of many popular designs and color combinations. Installed by S. & J. Biren Co., Los Angeles.

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Beautiful Holmes
GOLF CLUB CARPET

Good Public Relations Job Vital to Pro Success

You're always working at it whether or not you realize it. This article tells you why

By **EDDIE DUINO**

Professional, San Jose (Calif.) Country Club

PUBLIC Relations to some professionals means free publicity; to others, putting on an act; some regard it as one of those activities in which we engage in order to buy public acceptance more cheaply than if the same money were spent for paid advertising. But it is not any of these things. While its purpose is perhaps similar to that of paid advertising, the function and scope of public relations are quite different.

Public relations is a two-way interpretation and communication undertaking. It interprets the viewpoint of the club members. It communicates the resulting policies and activities of the profession to members and the public in general. Good public relations can be the result of many little things, as well as the result of strategically planned projects.

The same principles that are applicable to assistants also will apply when the day comes that the assistant has his own head pro job.

Form of Expression

Public relations, as far as the professional is concerned, consists of expressing himself and his job in an attractive and mutually helpful way to every element of the public. This includes both golfers and the nongolfers, and primarily of course, the members at a professional's private club and players at a public or semi-public course.

Public relations is the expression of the professional's personality, his value and service to public officials and to the other employees of the club. When I say other employees, I mean the club mgr., the supt., all of their subordinates, and the caddies.

Public relations as applied to the caddie can do much for all of us in cementing healthier relationship with our membership. I would like to stress that in the caddie department we have one of the greatest means of implementing the key word insofar as public relations is concerned. That word is "service."

Cooperation between the mgr., the supt., and the professional and his staff is of prime importance. This relationship must be good if a club is to operate harmoniously. Sometimes there are some petty conflicts that any one of the parties involved could develop into something that would be damaging to all.

Actually the three departments are so integrated, so dependent one upon the other that they must co-operate.

I once heard a speaker on this very subject liken these three department heads to the druggist and the doctor. The mgr., the supt. and the pro must work together similarly. We all realize how dependent a doctor's successful practice is upon the cooperation of a druggist and vice-versa. So it is with us!

Public relations are influenced by the

way we look, conduct ourselves and think. The way we look does not necessarily mean the profile that the good Lord blessed us with but rather how we dress. Careless attire, unshined shoes, dirty finger nails, and other little careless things can certainly damage that which we are all seeking — good public relations.

Conduct is a very important facet of our business. Here lies the true meaning of public relations because, if our behavior is anything other than that becoming a gentleman, we won't last very long on any job.

The community activities of a pro can go into almost anything except politics. Unfortunately for him (perhaps), it would be highly indiscreet, if not impractical and improper, to take partisan interest in politics.

Community Obligation

I firmly believe that once a professional has become established in a community and is deriving a decent living, he owes a moral obligation to his community by participating in activities where he can make a just contribution to society and to the betterment of his community.

Membership in clubs such as Rotary, Lions, Kiwanis, Civitans, Knights of the Round Table, and many others presents an opportunity to serve. Participation in community projects such as Red Cross, Cancer, Heart, Polio Drives, etc., are other avenues of service.

Accepting speaking engagements on golf or sports in general, when asked by any service or fraternal order is a "must." Any and all opportunities that present the chance to appear before the public, such as radio, television, clinics, etc. are other steps in the direction of good public relations. The greater number of people who are acquainted with you and the greater number of people you can call by name, the more rapid is your ascent to success. Remember, it is always far more blessed to give than to receive. I have always found that in my desire to serve my fellow man, I best served myself.

The professional's relationship with every personality and every group in the club is to be equally, impartially, and genuinely sincere and helpful. This is often difficult, due to the personalities of the members. Unfortunately admission to a private club isn't always a sure guarantee that the members are the most attractive or desirable persons in the community. However, diplomacy, good judgment, and ordinary tact in selling oneself always



The recently revived "Health and Golf Club" in Chicago's Merchandise Mart features two golf driving nets, practice tees, real golf balls and a convex mirror as practice aids for businessmen golfers seeking to brush up on their game between working hours in the Chicago loop. Among facilities featured are a golf practice room, an exercise room, a steam room, a dry room, locker room and quiet room. Eighty per cent of the more than 100 members are tenants of the Mart. Golf pro, Sam Rauworth, who is in charge of the club, says golf carries 50 per cent of the financial load through sale of merchandise, golf instruction, etc.

constitutes successful public relations.

I feel public relations plays equally as important a part in your success as a teacher as it does in every other act, from the minute you arrive for duty in the morning until closing time.

I have seen a number of cases where ungrammatical speech is as glaring as bad taste in dress on the pro job. The unfortunate part of these cases is that the men often are very earnest workers, reliable and know the subject of teaching. They lack command of English and the general appearance necessary to establish the confidence essential to putting across the lessons to the pupil.

Public relations are as essential to a golf professional in teaching as the "bed-side manner" to a doctor or a good speaking voice to a minister of the Gospel.

Through public relations a pro can develop his lesson business tremendously by giving of himself and a few free tips. Many pros refuse to hand out free informa-

(Continued on page 105)

They're back!



Some "ole buddies" of yours—Acushnet's famous Fussy Four—are back again.

They're back because so many people who enjoyed following their adventures and misadventures asked for them—said they missed them in our advertising.

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We know you too will be glad to see them again. They'll be in there pitching for you and for us throughout the coming season—the biggest and best season, we believe, that you and we have ever had. Acushnet Process Sales Co., New Bedford, Mass.

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Club Managers Plan Circuit Short Courses

Club Managers Assoc. of America is planning to stage a series of short courses from mid-July through August on a "circuit" plan. Courses will be three-day affairs on a Monday through Wednesday, and Wednesday through Friday schedule at various locations. The cost will be \$40-50 maximum and will include everything but room and breakfast.

Cornell University is already committed for a 5-day course to be held Aug. 18-22, and Michigan State has a 2-day course scheduled for Sept. 15-16. According to Carl J. Jehlen, CMAA chmn., dates, schedules, etc., can't be arranged until members indicate where and when they want the courses to be held.

Miller to Again Sponsor TV All-Star Golf

Decision by Miller Brewing Co., Milwaukee, to sponsor All-Star Golf for a second year was prompted by the overwhelming popularity of the 26-week TV show, ending Apr. 5. The new series will run for 26 weeks from Oct. 11 over coast-to-coast ABC-TV network. Starting time will be 5 rather than 4 p.m. The same basic format will prevail for the new series. About 75,000 ft. of film will be shot in each match and then edited to about 2,000 ft.

Prints of the current series will be available to the public after Apr. 5. Inquiries should be directed to Film Section, Sales Promotion & Publicity Dept., Miller Brewing Co., Milwaukee 1, Wis.

Seeks "Exchange Scholarship" for Italian Pro's Son

Cesidio Croce is professional at the Rome (Italy) GC. His son, Angelo, 19 is a good amateur golfer who plans to become a pro. His father would like to send Angelo to the U. S. this summer to stay with the family of a professional so the lad could learn something about American pro methods.

Croce owns a villa on the the Via Appia in Rome and would extend hospitality for the same period his son would stay in the U. S., or for a longer period to be agreed upon. His family includes two girls, 7 and 17, Mrs. Croce and Angelo.

Mrs. Eleanor C. Lutz, 405 E. 45th St., New York 22, relayed this inquiry to

They'll Do Anything to Get to A Turf Meeting

We're not going to give you the full treatment on that "neither snow, nor rain" business — but listen to what happened to four Springfield, Mo. supts. who took off in February to attend a Heart of America turf meeting in Kansas City. En route, their car piled up in a combination snowbank and ditch. They pulled it out and kept on going. An hour later they were tied up with about 200 other cars in a blizzard while snow drifted up to the windows. When they worked their way out of this, they turned around and headed for home, driving nearly 100 miles over what by now amounted to an ice cap. Worrying time: 14 hours.

GOLFDOM from the wife of her attorney in Rome, Mrs. Diane Dall'Ongaro, 18 Via Scialoia, Rome, Italy. Mrs. Dall'Ongaro says the Croces are charming, substantial people. How much English, if any, Angelo Croce speaks, isn't stated.

Correspondence about the exchange scholarship should be addressed to Mrs. Dall'Ongaro. It ought to be a pleasant arrangement for an American pro's daughter to spend a summer in Italy and for an Italian pro's son to get a closeup of American pro golf.

USGA World Amateur

USGA announced in March that a World Amateur golf team championship has been planned for St. Andrews, Scotland, in Oct., 1958. Exact dates are to be announced later. Details will be ironed out at a conference to be held at Chevy Chase CC, near Washington, D. C., on May 2-3. A total of 49 countries have been asked to send representatives to the conference.

Pro-Specialty Tourneys

Northern California PGA started something new in March with the first of a series of pro-specialty tournaments. Pros teamed up with medics and dentists and plan to take in several other professional and businessmen groups in similar tournaments in the future. Dinner was included with the entry fee. Tom LoPresti and Bud Ward are tournament co-chmn.



Evansville's beautiful pool has helped business in other departments.

By **HENRY HOLL**

Manager, Evansville (Ind.) CC

IT is well established that the present day country club has become a family recreation center. But your club can't qualify as such an institution until you have installed a swimming pool. You don't realize how really lacking you've been in entertainment facilities until you've had a pool for a while.

Renewed family interest, additional club activities and a noticeable increase in total revenue can be directly traced to any club pool.

Our pool was completed in May, 1957, just in time for a formal Memorial Day dedication. It includes the main pool, two wading pools, bathhouse, and snack bar. With landscaping, a surrounding cyclone fence and miscellaneous equipment, it cost \$105,000.

The L-shaped pool has a 165,000 gal. capacity. It is 40 ft. wide, 82 ft. long and has a 35 ft. square diving well. The water that is fed to it is filtered and sterilized in an eight-hour period. The pool staff consists of four qualified life guards who give group and individual swimming



Henry Holl

You Shouldn't Be Without A Pool

lessons and three attendants who take care of the snack bar.

The snack bar is set up so as to serve food to both swimmers and non-swimmers. Its main feature is a cafeteria type serving counter which, in my estimation, is important because it enables our employees to handle large crowds without the usual fuss and confusion that mark holidays and special events.

Why Pools Help Business

Last year in three month's operation, we realized \$3,000 in direct snack bar sales. It is impossible to estimate how much our restaurant and bar business increased as a result of having our fine, new pool, but my guess is that it was substantial. Special aquatic events can't help but boost business in the food and liquor departments. Too, I noticed people I had never seen around the club before in the evening, having dinner and then going over to the poolsite to sit and relax. It's a fine spot for conversation and, I might add, watching the stars.

I'm sure that many kids, who want to go swimming in the evening, persuade their parents to bring them to the club for

(Continued on page 110)

Who's your hottest prospect for new Dunlop Golf Equipment?

Any golfer who's ever felt the sweet, sure smack of a Maxfli is pre-sold on anything with the Dunlop name on it. To him, Dunlop means one thing — *quality*.

With Dunlop's introduction of a new, expanded, and *complete* golf equipment line, the Maxfli player becomes the hottest prospect in your Pro Shop. You'll find equal enthusiasm and ready acceptance from all your club members.

Stock the complete Dunlop line *now*: new Maxfli clubs custom-crafted by Pedersen, featuring new True Temper "Pro Fit" shafts ... new Tufhorse bags by Dunlop in a wide range of choice from rich, supple leathers through a rainbow of brightly-colored plastics and vinylized ducks ... Maxdri Shoes play-tested in all climates of the world ... and, of course, the Maxfli ball, the most inspected, most respected, most popular golf ball in the world.

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