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Swinging Around Golf

(Continued from page 20)

made up of three lads of high school age whose parents belong to the clubs, in a league . . . Thirteen teams from St. Paul and seven from Minneapolis played in the league.

Despite cold spells that damaged Florida courses, Dave Hendry, PGA National supt., had his course in such good condition for Seniors-Juniors match play event and the Seniors championship that bellyaching about the course was at a minimum.

Mrs. George Sargent, wife of the first pres. of the PGA Seniors (1937-38) fell down steps at the Fort Harrison hotel during the Seniors' meeting . . . Friends were very much concerned about her but she got to her feet, walked upstairs to the lobby, then went with George to their room where they watched a fight on TV . . . After looking at the pugs belt each other for several rounds she remarked to George, "If they can take that I don't think falling down a few steps will knock me out."

Ernest Edwards from Greensboro, N.C., to new Rio Pinar CC, Orlando, Fla., as pro . . . Course designed and built by Mark Mahannah now has first 9 in play and will have second 9 open May 1 . . . Its 18 will stretch to 7000 yds . . . It is center of fine real estate project of firm headed by Jack Jennings . . . On the

opening day of the course \$387,000 in lots were sold . . . Club expects 600 members.

Mike Bonetate, pro at American Brass CC, Naugatuck, Conn., said to Frank Gilholm, Attleboro (Mass.) CC pro, at Dunedin, "I was born in Glasgow . . . Frank began asking Mike about old Scotch families and lively spots at the Gilholm birthplace . . . Mike stopped him: "You got me wrong, Frank, I meant Glasgow, Italy."

Work started Jan. 10 on 18-hole City of Long Beach, Calif. municipal course designed by Bill Bell . . . Bill also recently designed two 18-hole courses for the Ft. Douglas Club, Salt Lake City . . . Construction on first of these to start Mar. 1 . . . Bella Vista GC, 7100 yd. course recently opened in Dominican Republic, has world's longest 18th hole . . . It's practically an all-day drive, 660 yards, and is named after Ben Hogan . . . Alfred H. Tull designed Bella Vista.

H. O. Heeland, who was mgr. at several Pa. clubs from 1926 until 1941, died recently at his home in Northfield, N. J. . . . Jerry Roche, former Sands Point, L. I. club mgr., recently toured the Nassau County (N. Y.) Blue course in 100 minutes and shot a 68 in doing so . . . Dave Eisenberg, N. Y. Journal American golf writer, says New York City could use at least a half dozen Par 3 courses, but too much red tape has to be cut to get clearances for building them.

Clifford Ann Creed, the 19-year old who won

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last year's women's amateur All-American, already has more than 100 tournaments behind her . . . 80 electric golf cars are in use at Naples (Fla.) Golf & Beach club where Paul Bell is pro . . . Les Ward has been named to head pro job at Glen Ridge (N. J.) CC, succeeding Jack Fox who retired . . . Les was Jack's asst. for two years.

New Yellowstone CC, Billings, Mont., will be in play sometime this year . . . The 7,000 yard layout was designed by Robert Trent Jones . . . Another Jones project is the revamping of the 18-hole Stowe (Vt.) CC course which is being brought up to date to complement the city's ski resort . . . The idea is to make Stowe a year-around sports center . . . Jones also has recently completed the Dorado (P. R.) course; revamped Tulsa's Southern Hills for the Open; put the Air Force Academy course at Colorado Springs into construction; and designed the Bellerive CC course in St. Louis . . . It will be built in '58.

Caddies at new Diplomat CC, Hollywood, Fla., have to shave before they get into their caddy uniforms . . . Fine lockerroom, lockers, showers, provided for the nomadic caddies . . . If they don't keep themselves and caddie quarters neat they're out on Highway No. 1 pronto . . . Peter Hay, famed veteran pro at Pebble Beach, now joins Bobby Jones in having a course named after him . . . The 761 yd., par 3 course near Del Monte Lodge, opened last

fall, bears the name of the colorful Scot who has presided at Pebble Beach for 42 years.

Indication that salaries will have to be boosted to correct growing shortage of qualified supts. seen in decisions of graduates golf course maintenance courses . . . Of 18 recent graduates, 14 went with commercial firms instead of with courses that offered them jobs . . . Pros in the San Francisco district say they've got two likely candidates for the National Open title this year, Harvie Ward and Ken Venturi . . . Venturi has been practicing like Hogan used to and Ward is 25 yards longer off the tee than when he won 1955 and 1956 National Amateur titles.

There's a new young man, Gregory, in the Shreve family at San Francisco . . . His daddy, Virgil, is pro at Harding Park . . . California pros' junior instruction program continues to grow . . . Many pros say their kids have such sound foundations and good games the handicap average in California by 1965 should be four or five strokes better than now . . . Northern California Junior Golf Assn. championship, played during Easter week, has a field of about 260 boys between 10 and 18 . . . And a big pro-junior curtain-raiser.

Bill Hardy, pro at Chevy Chase Club (Washington dist.) became a PGA member when George Sargent, once a pro at Chevy Chase, was PGA president . . . Now he's got another PGA card signed by George's son, Harold, as pro head man . . . St. Petersburg (Fla.) City

Managers' Golf committee plans first annual Bill Cody Memorial baseball players' tournament, reviving an affair that the late E. P. (Bill) Cody and baseball player, Jimmy Foxx, who was recently in the news, put on in 1941 at Jungle CC, St. Pete . . . The annual baseball players' tournament in the Miami sector started by George Jacobus and still conducted by the Ridgewood (N. J.) CC going stronger than ever.

Jim Entwistle, now pro at Tuscarora CC, Marcellus, N. Y., succeeding his dad, Bill, who died last Thanksgiving after being Tuscarora's pro for the last 10 years of a fine career . . . Betsy Rawls told Ralph Warner, Tampa Tribune sports columnist, that her expenses on the Ladies PGA tour last year were \$7000 . . . Betsy won \$9651 . . . To that sum was added a nice roll from Wilson as staff member and for exhibitions . . . Girl pro's expenses for making the circuit usually run about \$5000 a year and that calls for thrifty management.

Bob Anderson from CC of Cleveland, O., to be supt. at Corpus Christi, Tex., CC . . . Glade Montgomery, pro at Liberty (Ind.) CC 9-hole course has made some kind of a record . . . Annual dues at his club are only \$30 . . . This is the lowest dues figure we've heard at a club that has a pro . . . And young Montgomery is an excellent pro.

Just when things were nice and quiet among the elder pros at Dunedin prior to Senior's Week, Jimmy Lawson came in with a copy of the Glasgow Sunday Post carrying a feature about the battle of Bannockburn where the Scots defeated the English and Welsh . . . It happened Monday, June 24, 1314 but the Sunday Post retold the tale with as much detail as Sandy Armour telling about his last round before leaving Edinburgh to go out to the States . . . Jimmy said the Sunday Post reported that in the Scotch force of 10,000 under Robert the Bruce that beat the 30,000 English there were 15 men from Carnoustie, one fat boy from St. Andrews and nobody at all from Monifieth. . . . Then the fight began again.

Otto Hardt's de luxe motel, Hardt's Desire, at Dunedin on Alt. 19 and the PGA National entrance road, is packed to the roof by pros and their wives for weeks around the PGA Seniors' gathering . . . Better reserve a year in advance . . . The Eddie Williams' and Mike Bradys are among the new homeowners at Dunedin . . . Charlo Manor, beautiful new motel at Clearwater Beach and home of several pro families down for Dunedin activities, owned by brother of Bob Brumby, formerly NY News golf writer.

Jimmy Crichton from Port Huron (Mich.) CC to pro appointment at Fox Hills CC, Plymouth, Mich. . . . Bill Netter, formerly asst. to Emil Beck at Black River CC, Port Huron, Mich., and a graduate of the first PGA Assistants' School, succeeds Crichton at Port Huron CC . . . Charley Strack, out of Army to sign as pro at Red Lion (Pa.) CC . . . Strack at PGA Assistants' School this year.

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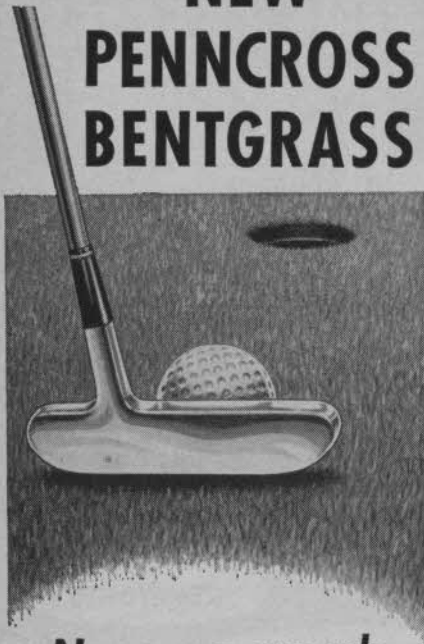
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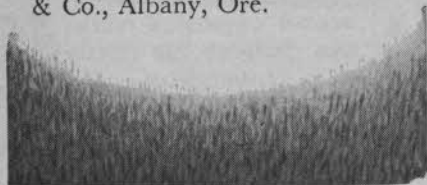


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Ed Hunt, mgr., Ft. Harrison hotel, Clearwater, has offered PGA use of the hotel's ballroom for the 1959 PGA Assistants' School which probably will outgrow facilities available at Dunedin... John Inglis told at Dunedin how in 1907 he came from Larchmont (N. Y.) Yacht and GC where he was pro to build 9-hole course at Ft. Myers, Fla., near Royal Palm hotel... Course site long ago built up with homes... Fort Myers CC 18-hole course, where Roland and Kay Wingate preside, was built out past the Thomas A. Edison winter home after the first course was subdivided.

Robert Trent Jones has located 6 new fairway bunkers at Southern Hills, Tulsa, site of this year's Open, put new tee on 5th extending it to 595, on 12th to stretch it to 465, on 14th to make it 209 and on 16th to make it 538... Supt. John Price has alteration program worked out so next June players and gallery will think Southern Hills always looked as it will then.

Better make hotel or motel reservations for the Open early as Tulsa will be packed with visitors... In the southwest the folks drive 500 miles with no more concern than northern and eastern big town sissies take a cab.

Good job done in rearranging the very small shop at PGA National course... Frank Sprogell, pro-mgr. of the club, wanted to get some room for moving around in the tiny shop... Les Cottrell, asst. pro in charge of sales, has various manufacturers' lines displayed on pegboard wall fixtures with the respective manufacturers' names behind the group displays... Bob Lee, Leo Anderson and Bob Shoemaker also are on Sprogell's staff... Tom Raklett is starter at Dunedin.

Ben Yasko, active in New Jersey pro work for years, now is operating a busy golf club repair service at 480 E. 25th st., Hialeah, Fla., half block east of the race track... Ben left the pro job at Homestead CC, Spring Lake, N. J., to go south and start the repairing service that has been helpful to pros and their customers in south Florida.

The Burke brothers, Billy, Pete and now Eddie, are the first three brothers to compete in the same PGA Seniors' championship... Pete was winner two years ago... This is 1931 National Open champion Billy's 25th year as pro at CC of Cleveland, O... This is Billy's 11th year as winter pro at Clearwater (Fla.) CC... Billy has been in golf business at Clearwater since 1924, starting as caddiemaster at Bellaire-Biltmore, then becoming asst. to Alex Smith, then pro with George Low, prior to going to Clearwater CC.

There's talk of extending the pro-and-three-members invitation foursome tournament idea from Bermuda so it will present events at Pinehurst, Sea Island and possibly Point Clear on a tournament-a-month basis for a select group... Sports Turf Bulletin of British Sports Turf Research Institute comments on frequency of "complete inadequacy of documents relating to expensive construction work for new sports grounds" and adds that complete specifications

for new courses, although difficult to prepare, make it easier, cheaper and better in getting the job done right the first time.

Dick Hudson, sports ed of Charleston, W. Va., Mail, says if course at city's Coonskin Park doesn't develop, "we may never have a course in this area for the average Joe." . . . Des Moines (Ia.) city park board planning third municipal course . . . New half-million dollar clubhouse to be completed at Washington G & CC, Arlington, Va., this spring . . . Third municipal course to be constructed in Erie, Pa., this spring if Municipal Golf Commission can sell city council on the idea . . . On the other hand, Greenwich, Conn., golfers have been trying to get a munny course for 29 years.

Wenatchee (Wash.) G & CC acquires 50 additional acres for adding a second 9 to present 9 . . . Complete 18 will be ready for play in 1959 . . . Pineway GC, Sweet Home, Ore., to be ready for play this spring . . . Clarkston (Wash.) CC clubhouse destroyed by fire . . . Loss estimated at \$100,000 . . . Hutchinson, Kans., city commissioner recommends hiring supt. to manage and improve municipal course.

New pres. of the Northern Ohio GCSA is Bob Fannin of Kirtland . . . Earl Yesberger of North Olmsted is vp, and Herman Dietz, Manakiki Municipal, Cleveland, is secy-treas. . . . Dave Mancour succeeds Jim Wright, who resigned, as pro at Silverado CC, Napa, Calif. . . . Bill Wright named pro at new Brookwood CC, Jackson, Miss. . . . First 9 here completed with work soon to start on second 9 and clubhouse.

Houston's new mayor, Lewis Cutrer, abolishes city golf director's job and puts three munny course, The Champions, will be ready for play Robie Williams at Memorial, J. P. Hutchens, Hermann, and Nat Johnson, Glenbrook . . . They, in turn, work under the supervision of the City Parks and Recreation Dept. . . . Williams' new asst. is Roy Moulder . . . New Riverbend CC in Houston informally opened for play in mid-January . . . Course was designed by Press Maxwell.

The Jimmy Demaret-Jack Burke Houston course. The Champions, will be ready for play by late June . . . Construction just starting on the club's \$400,000 clubhouse . . . Bill and Dave Gordon start clearing ground for new Willow Oaks CC they designed . . . It's located on James river near Richmond, Va.

New clubhouse at Paradise Valley CC, Phoenix, to get occupancy permit around Mar. 1 . . . Al Zimmerman's pro shop will be located in new building and old shop will be torn down to provide more room around the first tee . . . For this year's Phoenix Open, Supt. Bob Ervine of Phoenix CC has replaced old, compacted sand and replaced it with new so the pros will have to blast out instead of roll the ball out with their putters.

Reggie Spencer now pro at Morgantown (W. Va.) G & CC, having gone there from similar job at Preston (W. Va.) CC . . . Walsenburg, Colo. council okays 5-year lease on 115-acre tract north of city for purpose of building a 9-

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hole course . . . East Ridge CC, Shreveport, La., opens spacious new clubhouse, two years after club was founded . . . Fordyce (Ark.) G & CC reorganized with revenue from new membership and sale of bonds being applied to club's debts and an improvement program.

Iowa City group incorporates for purpose of buying 140-acre tract north of city and building a \$250,000 18-hole course . . . Fred Brown, pro at newly opened Bartow (Fla.) Air Base GC,



Torrey Pines GC, which Bill Bell designed for the City of San Diego (Calif.), is one of the most popular recreation spots in that area. It was opened last summer. The No. 4 green is in the foreground and right behind it is No. 3 green.

San Diego Tourist Bureau photo

not only designed the course but supervised its construction . . . Art Marks has moved from Lakewood CC to Rumson (N. J.) CC where he is taking over pro duties . . . Shrewsbury, N. J. borough council approves construction of 9-hole course on city property.

Plan to have 9-hole course at Norton, Va., ready for play in June . . . Construction to start in March . . . Clinton (Conn.) CC expects to have opening day ceremonies on Memorial Day . . . Westchester County, N. Y., claims to be "golffingest county in U. S." with 42 courses . . . Any challengers? . . . Cleveland Planning Commission gets information on new 18-hole course which John S. Nagy, recreation commissioner hopes to build near Hopkins airport . . . It's cost would be around \$425,000.

New York City keeps four courses open during the winter: Dyker Beach, Clearview, Moshulu and Silver Lake . . . Town of Fallsburg, N. Y., proceeding with plans for construction of 18-hole course after it was temporarily blocked by a citizen who claimed town board was acting beyond its scope in planning a course . . . State supreme court, however, dismissed the citizen's petition.

Northern California Golf Assn. has a liason committee at each of its member clubs . . . Sec. Bob Hannah says the plan of having direct and immediate connection between the association and its associates works out very well when campaigning for equitable taxation, and in other legislative matters . . . Hazel Thompson of the association's office testifies that the liason com-

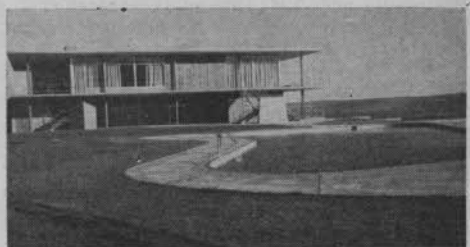
mittee is good for getting clubs to answer association mail.

A golf course equipment dealer with a good memory of the early '30s advises caution on the course — subdivision promotions . . . The idea of building communities around courses is sound, he declares, but unless the promoters are experienced and established men there is a risk they may run out leaving the course and club without any operating plan and money if, as and when lot sales get slow.

Mike McDonough, supt. Haggin Oaks, Sacramento, Calif. municipal course, was in charge of the construction of the course when it was built to the design of the late Dr. Alister Mackenzie who, with Bob Jones, designed the Augusta National course . . . Alvin Victorson, beginning his 11th year at Newberry (Mich.) CC, says the new Newberry clubhouse will be completed by summer . . . Newberry and all other clubs in the upper peninsula of Michigan expect to get more play this year because of traffic across the new Mackinaw Straits bridge.

Tommy LoPresti's range and Par 3 course at Sacramento, Calif., said to be best designs for profitable operation on the Pacific Coast . . . His par 3 course has no specially built tees . . . Tee markers are frequently moved on the grass fairways . . . Gives players better conditions and tee areas don't get chewed up . . . The range is 280 yds. square and has a watering system.

Country Club of Florida course in village of Golf on the northern edge of Delray Beach, Fla., lengthened to 7200 yds. for Western Amateur, April 10-15 . . . Supt. Norman Johnson has the course in grand condition despite cold weather and deluges that plagued Florida.



Newly opened is Valley Hi CC in Colorado Springs. Pool, clubhouse and 9 of 18 holes are fully completed with second 9 to come. Henry Hughes of Denver designed the course. Art Stewart is pro and Lee Stottern, supt. Course commands fine view of Pikes Peak.

Graeme D. Nicholl, one of the premier and most pleasant golf enthusiasts, retiring as S.E. Asia mgr. at Singapore of Manufacturers' Life Insurance Co. to become secretary of Mid-Ocean Club, Tucker's Town, Bermuda, beginning next March . . . Graeme supplied some photographs for Hagen's book . . . He was playmate of Walter and Joe Kirkwood on their historic trip to the Orient . . . If you've got members figur-

ing on going to Bermuda, write Nicholl . . . They couldn't be in better company.

A pro on the Pacific Coast — I forget who — was talking about the big increase in women's golf and said: "Women made the cigarette business very big and they're going to do the same thing for golf." . . . Clever idea in club grill rooms is that in Coral Ridge clubhouse at Ft. Lauderdale . . . Bar is in front of picture window that is practically one wall of the room and which opens onto view of 18th green, 1st and 18th tees and 1st green in distance . . . Because bartenders aren't transparent their working platform is lowered so you can see a lot of the course picture over them.

A smart New England pro tells me he likes to start new golfers, especially women golfers, with well fitted used clubs upon which he has spent a little time getting them into good condition . . . He says it's not only the bargain price that appeals but it is the idea of giving the



Cary Middlecoff and staff examine a green at the new Diplomat CC, Hollywood, Fla. Diplomat 18-hole course is part of largest resort built in southern Florida in 30 years. With Middlecoff are (l to r): Roy Weir, caddymaster; Nick Bersan, asst. pro; Buck White, assoc. pro, Bur Anders, starter; John Porazinski, shop attendant. Frank Sarro, teaching pro, wasn't present when picture was taken.

women more attention while fitting them . . . The plan keeps them away from cut-price stores and brings them back to him when they are playing a lot of golf and want a brand new set of clubs.

There's a lot to be said for the plan at the new Diplomat CC at Hollywood, Fla., where a membership costs \$600 for the first year but nobody's eligible for regular membership in the club until after the first year . . . Gives the members and the club management a good chance to look everybody over and see if they're the right sort of people.

M. D. Thom, Glasgow Evening Citizen golf writer, says new crop of amateurs is most promising that Scotland has had in years and the Scotch pro youngsters, headed by Eric Brown, look very good . . . Brown will be at the

Turf Conferences

Feb. 2-7—GCSA National Turfgrass Conference & Show, Shoreham Hotel, Washington, D. C.

Feb. 4-6—U. of Calif. Turf Conference, Davis.

Feb. 17-20—Pennsylvania State University Conference, Nittany Lion Inn, University Park.

Feb. 24-25—Southern Turf Conference, Chickasaw CC, Memphis, Tenn.

Feb. 24-28—Cornell Conference, Ithaca, N. Y.

Mar. 3-4—Midwest Regional Turf Conference, Purdue University, Lafayette, Ind.

Mar. 6-7—U. of Massachusetts Turf Conference, Amherst.

Mar. 10-12—Iowa GCSA Short Course, Iowa State College, Ames.

Mar. 13-14—Royal Canadian Turf Conference, Ontario Agricultural College, Guelph.

Apr. 7-8—Southeastern Turf Conference, Tifton, Ga.

Masters . . . Jimmy Walker, 36, three-time winner of British Police championship, is among Scotland's better amateurs . . . He was a speed cop in Ayrshire . . . He is fast traffic on a course, playing 18 holes usually in less than 2 hours.

Northeast GCSA raising fund to help Al Bosbach, one of its members who lost a leg as result of an automobile accident this winter . . . Al was returning from a Central N. Y. association meeting when the mishap occurred . . . Contributions for the fund have been coming in from supts. and others all over the U. S., according to Larry Mattei, supt. at Kingsboro GC, Gloversville, N. Y., who is in charge of collections.

Utica, N. Y. group has organized Highby Hills CC and expect to have first 9, swimming pool and clubhouse ready by this summer . . . Geoffrey Cornish is the course architect and Joseph Bader is supt. . . Second 9 to be built later on 300-acre tract . . . Tom Mascaro, pres. of West Point Products Corp., West Point, Pa., recently married to Dorothy R. Heathman of Lawndale, Pa.

George Lake, pro at Recreation Park GC, Long Beach, Calif., takes over pro concession at Los Alamitos Race Track GC . . . John Beekman, who handles public relations for the race track, is mgr. of the 9-hole course . . . Los Coyotes CC, Buena Park, Calif., publishes Vol. 1, No. 1 of a house organ for members in January . . . It's very nicely turned out and appropriately named "The Lost Coyotes."

Pre-Xmas sale of season's tickets for USGA Open topped \$100,000, according to Philip Taber, general chmn., Southern Hills CC, Tulsa, where the '58 event will be played . . . Previous high mark was \$73,000 in 1956 when the Open was played at Oak Hill CC in Rochester.

(Continued on page 98)



Norman R. Klug (l), pres. of Miller Brewing Co., Milwaukee, and Walter A. Moynihan, tournament dir., study PGA contract for fourth Miller Open, scheduled for next Aug. 7-10. Miller also is co-sponsor of All-Star Golf, the current TV hit.

PGA Schedule

FEBRUARY

- 6-9 - Tuscon Open, El Rio CC, Tuscon, Ariz.
- 6-9 - Puerto Rico Open, Berwind CC
- 13-16 - Texas Open, Brackenridge Park GC, San Antonio.
- 20-23 - Houston Invitation, Memorial Park GC, Houston.
- 22-23 - Jackson Open, CC of Jackson, Miss.
- 27-Mar. 2 - Baton Rouge Open, Baton Rouge (La.) CC

MARCH

- 6-9 - Greater New Orleans Open, City Park GC, New Orleans.
- 13-16 - Pensacola Open, Pensacola (Fla.) CC
- 20-23 - St. Petersburg Open (Course to be announced).
- 27-30 - Miami Beach Open, Bayshore GC, Miami Beach, Fla.

APRIL

- 10-13 - Greater Greensboro (N. C.) Open, Sedgefield GC.
- 17-20 - Kentucky Derby Open, Seneca GC, Louisville.
- 24-27 - Lafayette (La.) Open, Oak Bourne CC.

MAY

- 8-11 - Arlington Hotel Open, Hot Springs, (Ark.) CC.
- 22-25 - Kansas City Open (Club to be announced).

Taxes Compel Pro to Know Score on His Business

(Continued from page 53)

Whether he charges a salary for himself against his cost of doing business is something for his tax counsel to decide.

Pros can't deduct cost of business clothing because it can be used as general wear. Cost of golf shoes can be deducted because they are not adaptable to general wear.

Cart ownership, depreciation, etc., now have tax angles being decided. The pro's tax counsel will have to advise him of the rulings.

The pro should carry a memo book in which he records expenses. He will be surprised how much he spends that can be charged against his cost of doing business.

In some matters a soundly founded estimate of expenses is acceptable to the internal revenue tax men. In such cases the pro should have an itemized and authentic report of expenses for a week and multiply by 52 on the tax return sheet.

Records of entertainment, business promotion, advertising and travel expenses must be closely kept as Big Brother requires all such figures on statement to be substantiated.

The pro's wife's expenses are not deductible unless she strongly aids the pro in his business.

Gambling losses are deductible against gambling gains.

Teaching Control of The Swing

Dole Andreason, Professional
Westmoreland CC, Export, Pa.

Playing with Sam Snead at San Diego while in the Navy, and getting educated in muscle structure during assignment to a rehabilitation program, was a combination of circumstances making it possible for me to study "inside" golf.

A golfer has to sit back so his hips will unlock.

Keep the left heel down at the top of the backswing and it is easier to keep the head steady.

Don't shift too much weight.

Golf is a game of good misses.

Pick out the weakest part of a pupil's game and stay with it instead of giving it a once-over-lightly and moving on.

Golf is especially difficult for the weekend golfer who once a week must do unaccustomed work with his hands.

Get the pupil basically in balance and the other details work out.

If you can get pupil relaxed there won't be much trouble in obtaining the correct grip.

The left eye should be on the ball. Cock the chin to the back of the ball and it is much easier to keep the head steady.

The pupil can stand with his knees bent but still have his hips locked.

The left hand must move through the ball.

Come Rain, or Come Shine — Pros Plan to be Ready

(Continued from page 24)

Just about all the pros queried by GOLFDOM say that they are going to use more mailing pieces this year than ever before in attempting to get their golfers off to an early start. One Easterner puts it this way: "In other years we sent out post-cards notifying members that the pro shop was open. Probably half of them were ignored because it seemed that about every other person who finally got around to coming into the shop said he didn't know we were back doing business. This year it's going to be different. We're sending out first class mail to announce the opening of the shop and we're going to follow it up with letters describing new equipment and accessories and our lesson program. We got off to a poor start last year because we kept telling ourselves that the weather would soon break in our favor. It was awfully slow doing that. This year we're not going to wait for it."

Suggests Repairing Game

Joe Brown of the Des Moines G & CC, located in West Des Moines, Ia., also is a great advocate of bombarding them with letters. He lures members out to the club by suggesting that their games may be in need of repair after the long winter's lay-off and then works in the merchandise angle. He has been successfully using this approach for several years because he is enough of a psychologist to know that golfers would rather talk about their games than anything else and most of them, when it comes down to it, would rather talk about it around a course or in a pro shop. And once they're in the latter location, they'll buy.

Brown also is giving some thought to wrapping early season clinics or golf parties around the All Star Golf TV show which will continue to be shown every Saturday at 4 p.m. through April 5. Several other pros also feel that this is a natural for getting their seasons launched.

An idea used by Bruce Herd, Flossmoor (Ill.) CC pro, that undoubtedly would produce good results at many clubs is that of setting up a display in the clubhouse. Herd doesn't do it in a picayunish way, either. He goes all out, moving almost half of his stock from shop to lounge and keeping it there for at least a couple days. Flossmoor does a bustling restaurant and bar business at this time of the year and

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Herd's "show" is visited by quite a large percentage of the membership. Bruce, incidentally, gets nearly 100 per cent patronage from his members because he not only starts with strong promotions in the spring but continues them throughout the season.

Ford E. Ames of Alexandria (La.) G & CC feels that in addition to having a movable canopy for sheltered practice sessions, pros should take it upon themselves to

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have caddies available on those days when the weather doesn't look promising for golf. Last year, at his urging, the Alexandria club guaranteed five boys an 18-hole fee to put in a daily appearance even when rain and cold threatened to keep golfers miles away from the course. On a couple occasions the club lost money but usually enough players, who hoped to get in a round, showed up at the club and made up the cost of retaining the caddies by amply patronizing the bar and grill. And, once they were there, they usually got around to visiting the pro shop.

Keeping regular hours in the shop even when prospects of playing are poor pays off for the pro, in the opinion of George Apalakis of Sagamore Spring GC, Lynnfield, Mass. George reasons that even though spring weather is treacherous in his part of the country, enough fine days are interspersed with the cold and rainy ones to make it profitable for him to be around daily from 10 a.m. to 6 p.m. after mid-March. On many occasions in season's past it hasn't been uncommon for 40 or 50 golfers to suddenly descend on Sagamore on one of those rare and unexpected perfect matinees. With George in constant attendance in his shop, days like that have more than made up for those when the cash register remained untouched.

Both Bill Hook of Kenwood CC, Cincinnati, and Gene Root, who presides at Lakewood ((Colo.) CC, are of the opinion that sprightly promotion can touch off the spark that gets the golfers thinking exclusively of their favorite game. "Put the right kind of literature in their hands at the proper time," says Root, "and you'll find they are eager to get out and resume where they left off last fall."

Bill Hook has never had too many complaints about March and April weather

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