

## Ladies' Club Clinic

(Continued from page 46)

Harris, "other pros have kind of given up on selling clubs. Or, at least, they regard sportswear as their No. 1 selling item and think of clubs as a fill-in. I think that is reversing the horse and the cart. There is more money in selling clubs . . . if you work at it.

"Everytime a member comes into the shop and talks about his game," Harris continues, "he's giving you a chance to sell him a club or a set. If he is not hitting a particular shot well it may be due to the club he's using. There's no law saying that you can't spirit him over to the club department and get him looking at and trying out new clubs. You don't push him — merely make suggestions and let him do the buying.

"The same thing applies on the lesson tee," Harris goes on. "I give five or six lessons a day through the regular season and I never pass up an opportunity to try to sell a club. Once again, I do nothing more than make suggestions.

Some of the other pros tell me they don't always do this because with many members they feel they'd be wasting their time. As far as I am concerned, every person who plays golf at Elizabeth Manor is a potential customer. Maybe he hasn't bought anything for five years, but I still keep after him. I make it a point to cultivate 15 or 20 slow buyers a season. Many of them eventually turn out to be my best customers."

### Appreciate Correct Fit

One of the most promising developments of the aforementioned women's club clinic is that the majority of distaff swingers at Elizabeth Manor are fully aware, undoubtedly for the first time, of how important correctly fitted clubs are to their games. The attitude once was, "Well, clubs are clubs." But that is being changed. Most of the Portsmouth lady players no longer are willing to accept sets that are handed down to them by their husbands. They have an understanding now of what is meant by the flex of a shaft and swing weight and they

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intend to have clubs that are matched to their strength. Harris uses several coordination tests in fitting both men and women.

Elizabeth Manor has about 400 playing members, one-fourth of whom are women. About 40 per cent of the male members are military personnel. Harris operates the 16-car concession. With the exception of his club department, which is always kept in the same location, he and his assistant, Jimmy Ellis, change the arrangement of the shop every month. If, however, it is found that some sportswear items aren't selling, these are moved around every second or third day. Extremely slow moving merchandise is moved as close to the club department as Harris can get it, the idea being that if it isn't seen there it simply isn't going to be seen.

Considering the success J.B. has had in selling golf clubs, that is a theory that makes a good deal of sense.

## Venturi's Rebuilt Game

(Continued from page 54)

don and Miss Joyce Wethered and seeing some difference in action in the hitting area which he attributed to the wood-shafted clubs they used.

### Hogan Still A Topic

Ben Hogan's fine showing in his few tournament appearances last year made him a subject of study and conversation at the PGA teaching session. Venturi opined that Ben was the best driver who ever played. Ken remarked that Ben was a guy who learned that it was better to be 10 yards shorter in the fairway than 10 yards longer in the rough. There was much chatter after this observation. Casper commented that he'd never seen a fellow who really was good in the rough. They all got muttering about Hogan's putting yips. Venturi said he had recovered after 2½ years of the yips and as an authority could hazard a guess that the reason Ben got over a putt and froze was that he got too tight in the hands.

## Irrigation at El Dorado

(Continued from page 38)

These tie into the course mains at widely separated points.

The entire course can be watered in less than three eight-hour shifts. The fairway water pressure is 60 pounds a square inch at each head. Five hundred gallons of water a minute can be supplied with uniform pressure at the heads. Delrin pipe, widely used in oil gathering systems, has outstanding resistance to corrosion, both internal and external. In the presence of oils, hydrocarbons, salt water, and typical agricultural sprays and chemicals, the plastic pipe exhibits excellent retention of properties.

### Joined by Heat Fusion

A big factor contributing to the economy of using the Du Pont pipe is the ease and low cost of installation. It is shipped in 20-foot sections with couplings attached to one end. These are joined easily on the job by heat fusion. The joint is ready for full pressure in less than 25 seconds with the strength of the joint equal to that of the pipe itself. In previous installations in oil fields, Delrin has been joined at a rate of 600 feet an hour. Joined at one location, the pipe can be dragged along the line of installation with no trouble. In fact, one man can drag 200 feet of 2-inch pipe as it weighs only 47 pounds a hundred feet. The pipe at El Dorado was buried 18 inches, well below the 7-inch frostline.

It is not necessary to install the pipe in straight or even level trenches. Moderate curves can be handled without pre-bending. Heavy vehicles and handling equipment are not necessary, thus minimizing damage to turf. No anchor fittings are needed and, after joining and ditching, the trench is filled in immediately because no time is required for joints to set or solvents to evaporate. Testing gets underway as soon as the last joint is made. The part of the course under installation need be closed for a short time only.

### Here Is Cost Breakdown

Costs at El Dorado, rounded out to the nearest \$50 follow: for the tees and greens for 6,900 feet of 4-inch Delrin pipe at

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Emergency: If inhaled, get fresh air and water. If swallowed, drink water. If on skin, wash with water. If in eyes, flush with water. If on clothes, remove and wash. If on shoes, wash with water. If on hands, wash with water. Call a physician.

WARNING: If spilled on face, flush off at once with cold water to prevent severe eye burns. Do not breathe spray and do not get on eyes. Do not get on clothing. Keep away from children and animals. They produce delayed chemical burns! Wear protective gear handling.

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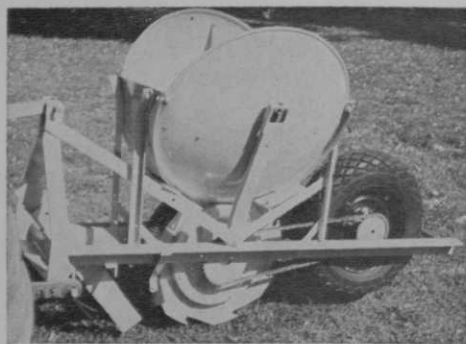
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\$1.15 a foot, installation, fittings, sprinkler tie-in arrangements, heat fusion equipment, and freight charges were \$17,800.

For the fairways, 11,650 feet of 4-inch pipe were used. Cost for this, as well as fittings, sprinkler tie-ins, fusion equipment, and freight was \$18,850.

Total cost for the job included contingencies and sprinkler equipment.

The automatic controls and sprinkler system were manufactured by Moist O'-Matic, Inc., a subsidiary of Toro Manufacturing Corp. of Riverside, Calif. The installation was made by Flemings, Inc. of Shreveport, La., which also furnished the sprinkler and automation equipment.

### Pacific Northwest GA Expands Membership

According to the annual report of Pacific Northwest Golf Association there was an increase in membership from 84 to 99 clubs in 1964. President Francis A. Heitkemper announced that the association rated 21 golf courses during the season and 15 clubs used the PNGA handicap-

ping system.

PNGA sent 12 boys to the USGA National Junior tournament and two girls to the National Junior Girls' tournament. The Evans scholarship program is currently aiding 12 men in college.

The Winner of the Men's Championship held in Portland was Mickey Shaw of Milwaukee, Ore. Dick Price of Longview, Wash. was runnerup. The Ladies' Championship was held in Seattle with Mrs. Edean Ihlanfeldt of Seattle winning the title and Sue Jennett of Lake Oswego, Ore. finishing as runnerup.

The 1964 Junior Boys' Championship was won by Doug Robb of Vancouver, B.C. Peggy Conley of Seattle, Wash., won the Girls' Junior.

### Named NCA Directors

Jerome F. Healy, Jr., president of the New York Athletic Club (NYC), and Icer Malouf, president of the Lakeside Golf Club of Hollywood (Calif.), have been named directors of the National Club Association.

## Canada Cup Matches

(Continued from page 78)

youth who, as Sports Illustrated's publisher, has lifted it out of 60 fathoms of red ink, Corcoran has himself an all star backfield to quarterback in making the IGA first in world golf operations.

### Doubtful Starters

There was some question about Puerto Rico and Hawaii having Canada Cup teams as these sectors are part of the U.S., but the IGA pattern isn't so tight that it chokes out local interest at the expense of geographical formalities. There also was brief talk about an arrangement that had national teammates playing against each other for the International individual trophy, but that's one of those things that is theoretically solved, maybe, but not practically as a player who is leading the individual race is not going to throw strokes away in giving his partner a boost.

The Canada Cup tournament primarily promotes golf. It isn't a commercial deal that uses golf to sell something. Consequently, the affair has class that golf affairs that are conducted for peddling products simply can't achieve. One thing that the Canada Cup is doing, in its happy blending of sport and commerce, is making itself a prominent factor in tourism. The Hawaiian state government put \$40,000 into the kitty for promoting the Canada Cup tournament. In tourist advertising it got a beautiful bargain.

### Tour Follows Conference

The CMAA's annual conference will be held in the Shoreham Hotel in Washington, D.C., Feb. 9-13. The managers' organization has made arrangements for a 14-day tour of Europe following the conference for those who care to take advantage of it. It will begin on the 15th with a flight from the John F. Kennedy Airport in New York to Frankfurt, Germany via Lufthansa Airlines.

### Penn State Turf Conference

Penn State's turf conference is scheduled to be held in University Park, Pa., Feb. 15-18.

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## Swinging Around Golf

(Continued from page 22)

Chuck Curtis, sports writer for the Los Angeles Times who wrote several articles for *Golfdom* and *Golfing* in recent years, died late in November as the result of a heart attack . . . One of the last columns Curtis wrote was about Lloyd Mangrum and the work he has done in behalf of the L.A. Open . . . Charles A. Boswell, the great blind golfer and World War II tank captain who lost his sight in the Battle of the Bulge, was named one of *Sports Illustrated's* Silver Anniversary All-Americans for 1964 . . . Charlie has won the National Blind Golfers' Championship 15 times.

Quite a fuss has been made about an All-America golf team, picked recently by a monthly golf publication . . . But the idea is old hat . . . Back in April of 1936 *Golfing's* player staff, composed of Paul Runyan, Henry Picard, Olin Dutra, Craig Wood, Jug McSpaden, Sam Parks, Jr., Horton Smith, Harry Cooper, Walter Hagen, Willie Hunter, Jimmy Thomson

and Johnny Dawson, selected what it considered to be the masters of the various stroke-making categories . . . Here are the men the *Golfing* jury picked: Woods — Harry Cooper; Full irons — Henry Picard; Approaches — Paul Runyan; Recoveries — Johnny Revolta; Putting — Horton Smith; All-around — MacDonald Smith . . . Articles describing the methods of the master players appeared in *Golfing's* April and subsequent issues of 1936.

Ken Henry is head pro at Glen Flora (Chicago district) CC . . . Andrew Collins, past president of the CWDGA, died last fall . . . Darrell Hickok, Edgewood Valley pro for seven years, is now head pro at Tucson (Ariz.) CC . . . Negro golfers will be eligible for the first time to compete in the Memphis Open, May 20-23 . . . John Jones of River Forest (Ill.) CC is president of the Greater Chicago CMA for 1965.

Tommy Bolt has reportedly purchased the Golden T GC in Sarasota, Fla . . . Dave Gibson has turned pro to join Neil White at Borrego Springs, CC, San

*Golfdom*



Diego . . . Fillmore Vaughn has resigned as pro at Dornick Hills CC in Ardmore, Okla. . . . Dick Miller will be golf shop aide and Dick Grout will be associate pro to Bud Geoghegan at DeSoto Lakes C & CC in Bradenton, Fla.

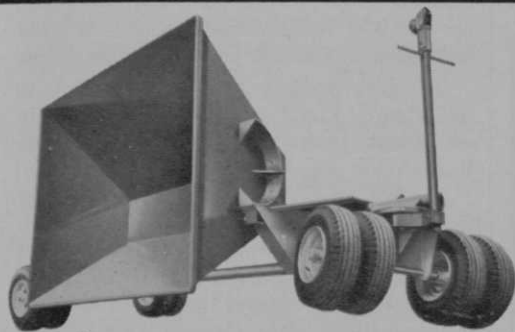
George Gnau is the new president of the Northern Calif. GA . . . National Golf Day target round, with Open and PGA champions Ken Venturi and Bobby Nichols, posting the scores, will be on ABC-TV on May 30.

Bob Baldock and Son have designed Bethel Island GC near Antioch, Calif., which has 18 under construction . . . Deal (N.J.) CC's pro, Jimmy Martucci, is retiring after 25 years . . . Mike Burke has left Florham Park CC in New Jersey after three years . . . Candid Camera TV show visited Broadacres CC in Bloomfield, N.J. and filmed a disappearing golf ball skit . . . Show was on network TV on Dec. 27.

A Goodyear blimp will be on hand at 13 weekly PGA tour tournaments with

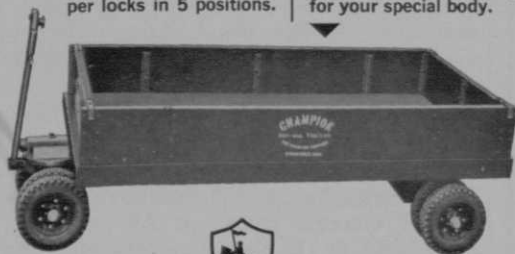
TV cameras to give audiences a different view of golf . . . A U.K. scotch whiskey company is sponsoring 21-year-old British pro, Malcolm Gregson, and pro A. G. (Tony) Grubb on the U.S. winter tour . . . San Clemente, California's Shorecliffs CC has Ray Catan as new pro . . . He succeeds Guy Paulsen . . . Gold Hill G & CC in northern Calif., and the City of Irwindale, also in Calif., will have 18-hole courses designed by Bob Baldock and Son.

Canada Cup airplane traffic from Oahu and other Hawaiian islands to Maui for Canada Cup tournament was by far largest of any tournament . . . Top attendance of final day was about 6,000 . . . Amazing how much newspaper space Canada Cup event got in U.S. newspapers considering football competition . . . Hosts get to select members of U.S. team . . . Jack Nicklaus and Arnie Palmer as one and two in 1964 prize winning were unanimous choices . . . Venturi and Lema say they can whip Jack and Arnie and should have been



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- (D) Small Signs 10" x 3". Many uses throughout year. Just 80c each or \$9. per dozen.

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### Men Professional (Official)

Jack Nicklaus	\$113,284
Arnold Palmer	113,203
Bill Casper	90,653
Tony Lema	74,130
Bob Nichols	74,012
Ken Venturi	62,465

Gary Player	61,449
Mason Rudolph	52,568
Juan Rodriguez	48,338
Mike Souchak	39,559
Dave Marr	37,142
Tommy Jacobs	37,072

### Women Professional (Official)

Mickey Wright	\$ 29,800
Ruth Jessen	23,431
Kathy Whitworth	20,434
Betsy Rawls	19,350
Marlene Hagge	18,843
Shirley Englehorn	18,582

Sandra Haynie	17,061
Clifford Ann Creed	15,443
Mary Mills	13,963
Marilynn Smith	12,738
Jo Ann Prentice	10,114

Canada Cup choices so CBS is putting up \$25,000 for the match . . . Another indication of Canada Cup's prestige value.

Six golf writers flew from Maui to see Mauna Kea Beach hotel course **Robert Trent Jones** designed for Laurence Rockefeller on the Big Island, Hawaii . . . It's one of the great courses of the world . . . Marvelous job of construction and turfing on ground that looked ugly and dead . . . **Palmer, Nicklaus** and **Gary Player** played a TV exhibition there after Canada Cup.

**Bob Darden** was Jones' construction engineer on the Mauna Kea course . . . **Homer Flint** and **John Dellis** were builders . . . It has the biggest watering system of any Jones job . . . Rainbird's big new sprinkler heads are used . . . Great job of landscaping with flowering shrubs . . . Tifton 328 greens and tees of Arizona Bermuda . . . **Robert Trent Jones** has started building University of Georgia course at Athens . . . Jones and **O. J. Noer** have travelled to Japan and Philippines on new and revising jobs . . . The lively veteran, Noer, jumping around more than ever, is now





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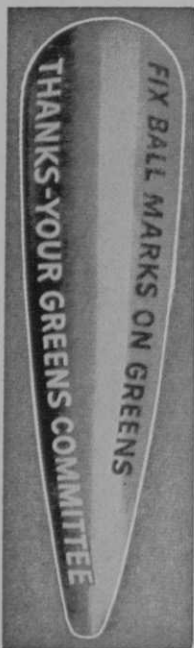
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Ten dollars extra for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

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a Jones turf consultant . . . Noer and J. D. Kilpatrick, builder and first supt. of Thunderbird at Palm Springs, came to work with G. A. (Bud) Turner, Royal Kaanapali supt., in readying course for Canada Cup . . . Bad water, worms, disease — name a problem in getting a new course ready for a tournament — Bud had to fight most of them.

Bob Imoto is supt. at new Mauna Kea course . . . Joe Looney, pres., Golf Writers Assn. of America, was honored at a banquet by fellow members of Woodland CC (Boston dist.) where he started to fame and fortune as a caddie . . . Bob Smith, pres. of the PGA Golf Equipment Co., was given a birthday cake Dec. 8 during the PGA's annual meeting . . . Marilynn O'Pace, exec. sec. of the Southern Calif. PGA would win a top prize in a business beauty contest . . . Brainy and gracious, too.

Warm and deserved tributes to Tom Crane at the PGA President's dinner . . . Tom has been at 22 annual meetings and missed only one . . . He worked with eight of the PGA's 14 presidents . . . He's going to be consultant now that he has retired . . . Tom's patience and attention to detail brought the PGA through perilous days of growing pain . . . No official word about Crane's retirement arrangement, but it should be a very good one in view of the need of the PGA setting a good example to golf clubs, many of which haven't distinguished themselves as organizations of gentlemen sportsmen by the retirement provisions made for professionals who have served them well and faithfully for many years.

Bill Wotherspoon performed gracefully as m.c. in completing the long program of the PGA President's dinner before the diners got bunions on their fannies . . . Pres. Warren Cantrell's remarks, as usual, were brief and pertinent . . . PGA has been lucky to have him . . . He has saved pros millions in settling the PGA National course deal and now, with that job out of the way, can get his administration to work on complex problems of club pro business.

Lloyd Mangrum, in accepting PGA



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