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**TURF REPORT '65**

Continued from page 90

great show. Thus, the G.C.S.A.A. International Conference with some 2,000 in attendance is important to golf course economy turfwise.

This year, "The Greatest Show on Turf" was scheduled to be held in Kansas City, February 13-18. In addition to the latest and best of material displays, the educational part of this show should be second to none. Leading turf scientists and superintendents from everywhere will report on turf developments.

Last year's conference ended on a sad note. Mr. R. E. (Red) Lambert passed on shortly after returning home from Cleveland. Red was one of the unsung heroes of the superintendent's profession. He served as president, but was best known to the informed as comptroller. Red, possibly more than anyone, assured financial stability in the G.C.S.A.A.

Continued on page 94

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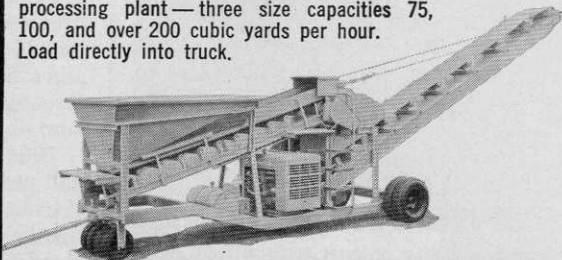
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Continued from page 92

1965 will be remembered as the retirement year for past G.C.S.A.A. Superintendents, Carl Bretzlaff, Mal Maclaren and Chet Mendenhall. All admirably represented top clubs in Indianapolis, Cleveland and Kansas City, respectively.

1966 should be the most promising golf year of all. The economy is booming. Private clubs will have more money, thanks to tax cuts. New U.S.G.A. rules should speed play and golfers will have more leisure time to enjoy their game. The golf course superintendent will have trouble hiring decent labor. The golfing reader can also expect floods, tornadoes, ice storms, weird new diseases, bugs and sticky weather to again kill turf. Whenever this happens, the superintendent needs and deserves sympathy rather than recriminations. No one has done more to match turf playing qualities to the golfer's enjoyment of his game.

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## P.G.A. MEETING

Continued from page 46

with other successful clubs. He was moved from PGA treasurer to the secretary spot in the annual election. Fraser, in his club executive and advisory work, is one of the most adroit publicists in golf business.

Warren Orlick, pro at the Tam o' Shanter C.C., Orchard Lake, Mich., not only is one of the leading club pro businessmen but has developed many assistants. They have graduated into jobs of their own and demonstrate what Orlick and the Orchard Lake club officials and members maintain: "What's good for our pro is better for our club." Orlick's officials include many of Detroit's highly successful businessmen. As a rules authority Orlick was instrumental in bringing the PGA together with the USGA in a uniform code.

Newly elected VPs and members of the PGA Executive committee are William Clarke, Hillendale C.C., Phoenix, Md.; Marty Lyons, Llanerch C.C., Haverstown, Pa.; Wendell Ross, Pequot C.C., Stonington, Conn., and Jim Rudolph, National Cash Register C.C., Dayton, O. Each in his value to his members outranks by far any of the well publicized and affluent tournament stars. But how to get these club pros publicity that reminds golfers of the pro's service is a problem the PGA does not attempt to solve with annual meeting news.

H. Franklin (Bud) Waltz, Toledo, was elected chairman of the PGA Advisory Committee, Richard Irwin of Chicago, the committee's vice chairman and Curtis Person, Memphis, secretary. The Advisory Committee passed resolutions lamenting the death of two members, Harry Radix and Glenn Sisler, then got tongue-tied like other PGA committees. PGA Advisory Committee members, well acquainted with the USGA manner of handling committee reports, financial statements, general session, awards and release of news at annual meetings, know an area in which the PGA needs plenty of advice.

A meeting of the tournament sponsors organization held at Palm Beach Towers during the PGA annual gathering elected Marshall Dann, executive secretary of

## Ruth Jessen president of Ladies PGA

Ruth Jessen is the new president of the Ladies Professional Golf Association of America. She was elected at the recent annual meeting in Scottsdale, Arizona.

The four members of the executive board are Betsy Rawls, vice president; Carol Mann, secretary; Gloria Armstrong, treasurer, and Kathy Whitworth, member-at-large.

Goldie Batsen has been named recipient of the LPGA's Teacher-of-the-Year Award for 1965. Goldie is head professional at the W. A. Roberts Golf Course in Milwaukee.

the Western GA, the sponsors' head officer. This conclave also maintained the PGA atmosphere of secrecy. There is a pretty fair hunch that the sponsors are going to demand and get a larger dip into the TV gravy.

From publicity officially approved for release about the PGA annual meeting it is plain that the association should never be scolded for failure to give the tournament players primary attention. Dates for PGA championships, plans for the National Four-Ball event, unnamed items of business acted on by the Tournament Committee headed by Tommy Jacobs, agreement with the USGA flagstick rule and optional rules to speed play and announcement of a fine of \$25 for throwing a ball into the gallery were publicized. None of them meant a thing to members of clubs and pay-play courses for which PGA members work.

The Educational Session was headlined by an intensely informative talk with slides by golf architect Robert Trent Jones. Jones, with the assistance of his aide Harvey Raynor, showed and commented on golf course design of the penal type (such as Pine Valley), the strategic type (such as Augusta National and St. Andrews old course) and the "heroic," a combination of penal and strategic, such as Oakmont and the championship courses at Merion and Baltusrol.

Dr. Pete Zidnak, Professor of Business at San Jose (Calif.) State College, gave a helpful talk on the pro's speaking as a

Continued on page 99

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## PRO SHOP

Continued from page 54

vious fall which has the added lure of immediate wear.

The second sale should be held in April when you can dispose of most of the merchandise left over from the previous fall in addition to spring and summer items that failed to move in the previous August's sale. The theory of immediate wearability also applies here.

No pro shop should have a continuous sale, especially at a private country club. The highest quality sportswear or equipment in the way of balls, clubs, etc., should never be put on sale. However, there are many changes in balls, bags and other equipment yearly and exceptions can be made for these in planning the August-through-Labor Day sales. Clearance of the older equipment will attract the "shoppers" in every club.

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shop apparel sales. Both sections are fully active in timely sales. Their results prove that the reduced-price clearance of season's-end stock gives you the wherewithal to buy new-style stock in depth for prime selling time.

The latest thinking by golf professionals is a definite narrowing down of the lines they carry. The successful pro shop today handles far fewer lines than in the past. The pros have learned the hard way that certain lines sell best. In the past, unfortunately, they did not buy enough of these brands but weakened themselves by purchasing unproven apparel. This created another problem: too few of the proper sizes in the shop because of the habit of buying any line "in the middle."

In other words, pros ended up in the ladies' business in sizes 12 and 14 and had nothing smaller or larger on the shelf. The shoes were always 9's and 10's and the great strength in selling by having the proper size in stock was completely lost. This is against all concepts of good merchandising.

Continued on page 98

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## PRO SHOP

Continued from page 97

Think strongly about what I have said concerning where a golf professional's time should be spent. You will be completely respected by your membership when you reveal yourself as an executive with organizational talent. Remain the top man in taking care of the membership's demands for which you were hired—giving lessons, taking care of all golfing problems, furthering your congenial relationship with members by spending more time at the first tee. Delegate the duties of apparel merchandising in the pro shop to the person who can make it a solid success—a high-grade saleslady. Keep hiring promising assistants; put them in charge of starting, handling the overflow of lessons and especially in the promotion of junior golf under your direction.

Remember, a woman is no mystery to another woman when it comes to the buying and selling of sports or any other kind of apparel. *Cherchez your femme.*

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## P.G.A. MEETING

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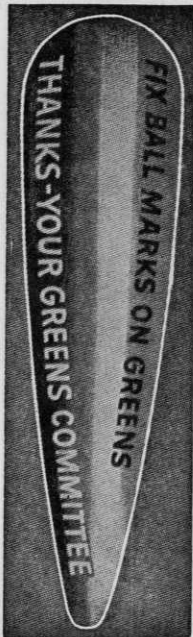
public relations and educational activity. Zidnak, an advisor to the Northern California PGA, gave PGA officials a lesson in how to handle publicity by having passed around copies of the "outline of ideas" presented by his talk.

Harry Eckhoff, Executive Director of the National Golf Foundation, and an ex-army public information officer, talked on the "National Golf Foundation; its purpose and programs," and passed around copies of his talk to give the PGA an idea of how to get publicity.

The teaching section of the PGA's "Educational" day was about as usual. Dave Marr, PGA champion, and a lad brought up in golf business, starting as a professional's son, told of his methods. Earl Stewart, still a nearly great player and an extraordinary good teacher, commented on technique and, when Stewart's talking about teaching, somebody's sure to learn. The elderly Wilf Reid, a survivor of competitions with Vardon, Taylor and Ray and a contestant in the

Continued on page 100

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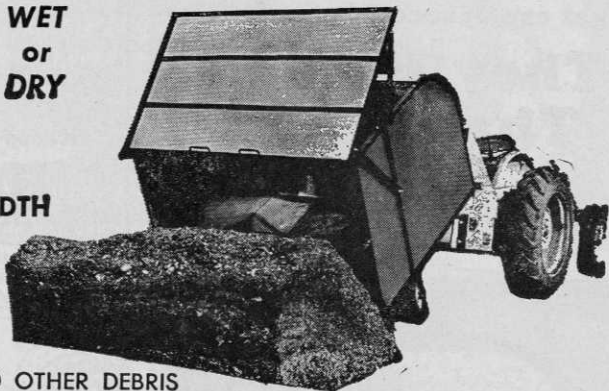
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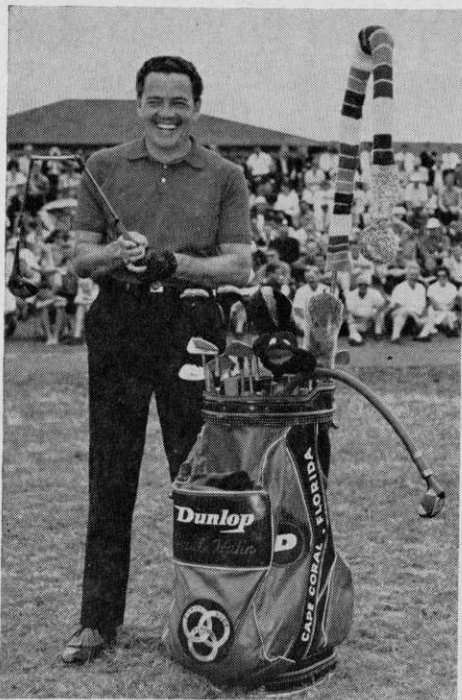
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**P.G.A. MEETING**

Continued from page 99

1913 National Open that Ouimet won, got into the teaching act with sprightly observations on ways and means. Byron Nelson, captain of the victorious 1965 Ryder Cup team, and Vic Ghezzi, voted into the PGA Hall of Fame recently, were booked for the session but didn't show.

There is much opportunity for this teaching session producing PGA publicity that would interest millions of golfers. The program is open to the public so the PGA, in this case, doesn't discourage publicity. But the pattern of the session was stale stuff when Old Tom Morris was a championship threat.

"Hubby" Habjan, winner of the PGA's Club Pro of the Year award, spoke at the open session. Hubby is an intelligent and personable young man who is professional at the fashionable old Onwentsia Club at Lake Forest, Ill. He is so successful as a pro businessman he makes and sells 2,600 of his own name clubs in his shop a year as well as many of standard brands. He is an excellent player and a remarkably good teacher.

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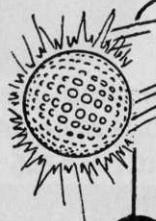
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