

Dr. Eliot C. Roberts, professor of Horticulture and Agronomy at Iowa State U. was named chairman of the Dept. of Ornamental Horticulture at U. of Florida.

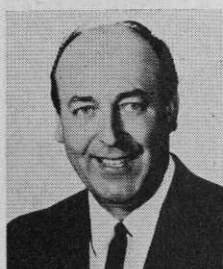
Kenneth Baldwin has been promoted to sales manager and Elmer A. Blasco to national accounts sales manager for the Burke-Worthington Div. of Victor Golf Equipment Company.

Herve H. Ouellette was appointed product engineer in the Los Angeles area for Certain-teed Products Corp., Pipe Division.

Walter Brown was named superintendent at the new Rossmoor Golf Club, Cranbury, New Jersey, opening in the near future.

Thomas J. Russo has been named the national sales promotion manager for Sani-Mist Inc. This is a new position.

Don Pacheco has been elevated to sales manager of the western region of Certain-teed Products Corporation.



Pacheco



Mackey

Frank K. Mackey has been made the new assistant sales manager of the golf ball division of Acushnet Process Sales Co.

Barclay Conley has joined F. C. Phillips, Inc., as regional sales manager for central and western territories.

Donald O. Newhart was promoted to area manager for the Atlantic Coast States for Borden Chemical's Nutro Division.

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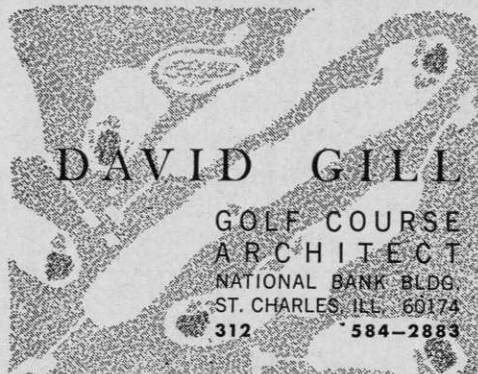
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Pros Rate PGA Show

continued from page 20

Group the booths according to types of merchandise displayed."

"I think it was a great show this year. It looked like though we had people with booths at the show that didn't really pertain to golf."

"Bar public except for club member with the home professional."

"With eliminating the public, pro's and buyers would be able to see more of the displays and buy more in their limited amount of time. Public should be allowed with their pro only."

"I think they are doing a great job and can't knock a thing. They did get a better tent this year."

"Direct the show completely to the trade, not the public."

"They've been improving every year since at old PGA where I worked for six years at its inception."

"The public sale of merchandise should

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not be allowed. Samples, et cetera, should be sold through pros only. Also the public utilize valuable shopping time of the Pro's by milling around the booths and handling the samples."

"I would like to see a credit card issued to all PGA members (a la Pinehurst), manufacturers and the PGA to determine who gets what credit rating, then, shopping and buying would be easier. Could amplify, if interested."

"As I said previously, change show to earlier time and then you have a chance to see the variety available and could buy more wisely."

"More exhibitors, more time to shop for merchandise."

"Keep supplies of like merchandise in same area."

"More time. Pros only (to save time for buying)."

"Mimeograph a map locating each company. Number the aisles or give them street names. As people enter, give them a copy so they can go directly to one place if they are looking for it."

"Better lighting would be a help. A map of exhibitors by aisle would be helpful. More prominent tags to distinguish pros and their wives from the public. More organized parking for the pro's (one specific area)."

continued on next page



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Pros Rate PGA Show

continued from preceding page

"Have better facilities for food and drink in and around tent."

"Make it appear neater."

"More area for displays of each exhibitor and space in between them."

"I hope in further dealings with the companies, they express their honest opinions on their deliveries."

"If possible have booths where salesmen and pros may sit down and discuss their orders in private."

"Always have the show during the Seniors Tournament."

"Air-condition!"

"Extend one more day."

"Put it all under one tent, but provide means of air-conditioning in case of hot weather. Last two years were bad."

"Reserve the morning hours for professionals who have some actual buying to do and afternoon for browsers."

"One central place to pick up catalogs of various manufacturers."

"Maybe a permanent base for the show would help. It was very dirty and dusty and sometimes wet under foot."

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"In my opinion, the show should open the first two days for professionals only. Because of the crowd the first two days, it was difficult to make purchases. The last day the displays were taken down early and the salesmen were anxious to get out of there."

"Make one day (only) ladies day at the show."

"Bar public. The wholesale prices are quoted to everyone."

"Golf teaching clinics by name pros representing major companies."

"I think it might be advantageous to the home club professional if some of the large companies would have one or two of their stars from the tour on hand to answer questions about the clubs they are using. This might also add some prestige to the tournament players and the show."

"If the public is not barred, I will not attend the 1968 show!"

"Make it five days, Monday thru Friday, preferably."

"Try to keep all apparel together, bar the public, more salesmen from the areas rather than company men who no longer sell. Your salesman is familiar with your club situation." •

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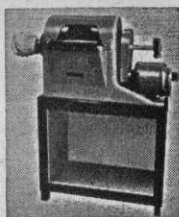
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Graffis Swing

continued from page 6

restraining some clubs from dizzy spending for capital improvements that will be out of date in a few years and, in cost, will discourage the membership and patronage of younger people.

Majority of public courses have increased green fees this year . . . They've had to pay course operating employees more money or lose them . . . And public course players now expect private course conditions . . . Amazing how many American golfers commented on the bad condition of a green (I think it was the 17th) in the Canadian Open which was televised . . . Obviously the green had been put into play before it was ready . . . Putts went every which way.

A man who possibly buys more sports TV time than any other advertising agency executive said to me recently, "You'd think from some television commercials that pros must be driving on \$10 patched tires to play 30 cent balls in \$3,000 tournaments. Golf had better not lose its quality mark."

The latest flare-up of the journeymen pros wails about the PGA mistreating them by building \$4,500,000 annual tournament business and millions in fringe benefits would have been very funny if it hadn't been so dangerous and, in a way, embarrassing to our boys . . . They're fine fellows as show window exhibits who



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are doing very well financially for themselves without having identified themselves as business geniuses . . . The idea of responsibility to golf and golfers seems to have escaped too many of them although the game in general, its amateurs and the PGA pros who developed and serve the amateur market, have done a tremendous job for pro tournament golf.

In all the stories about the PGA family fracas there was not a single reference to "what we owe to golf and golfers." . . . Lack of specific information from both sides of the controversy was noted by sports writers . . . But that's to be expected from pros as a long-time PGA policy which is being improved by employment of Fred Corcoran as public relations advisor . . . Fred partially penetrated the PGA official noggin with the notion that there was more to publicity than pro golf using sports writers at the pros' convenience, and when it would do pros collectively or individually some good.

In acquainting some younger pros (and a few older ones) with the facts of life, they have to be reminded that not too many of them have even their own relatives buying tickets to be in their galleries and that the PGA by representing immense buying power and building public interest in golf has done a job that businessmen must regard as fully worthy of cooperation and support instead of being handicapped by bellyaching that is fouling the nest of nice lads who ought to know

continued on page 78

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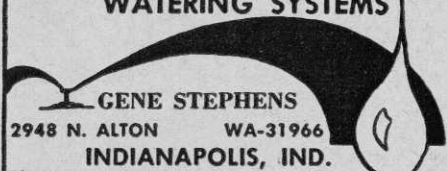
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Graffis Swing

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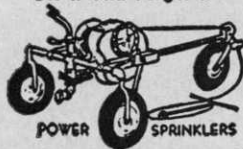
better . . . Manufacturers are getting worried about this.

Wouldn't you think that the journey-men pros would get smart when the Golf Writers Association awarded Max Elbin, PGA president, the William Richardson Memorial Trophy for pros' service to all areas in golf?

What confuses me, after 40-some years of writing golf and figuring in the promotion of fairly big money for playing pros, is that nice kids get themselves clumsily tangled in such a mess . . . After being able to contribute a trifle to the buildup of golf on which today's playing pros are cashing in, I'll confess I just don't know how to follow up on stories of the colorful days and nights of Hagen and Armour and Cruickshank, and the magnificent "onward and upward" of Hogan, and of Bob Jones who could make a golf shot under pressure or light a cigarette with the heavenly grace of Nureyev leaping in a ballet *pas* . . . Now, I think of one of the finest kids I ever saw winning the PGA championship, which bubbleheads want to destroy, giv-

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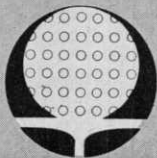
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ing writers the problem of creating color out of peanut butter and jelly sandwiches . . . Beats me . . . By the way, golf writers at the Open said that of all the fellows they'd seen lately grow into a sound sense of press relations Jack Nicklaus is Top Lad . . . How lucky Nicklaus and Palmer are with their wives being two of the smartest young wives I've ever seen in sports in promoting press and business relations of their husbands.

Joseph F. Finger, Houston architect, is going intercontinental . . . He is designing 18 for Winthrop Rockefeller

continued on page 80

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Graffis Swing

continued from preceding page

and Dallas and Little Rock businessmen to be built in the Costa del Sol shore of Spain and 18 surrounded by home sites for the Club Atlas of Guadalajara, Mex. . . . Course that Finger built at Little Rock for Winthrop Rockefeller opens this fall . . . Other Finger jobs are a new 18 for Glen Oaks (N.Y.) Club and 18 for the new Cedar Ridge Club, Tulsa . . . Ellis Maples of Whispering Pines, N.C., designed 18 for Grandfather G&CC, Linville, N.C. . . . First nine opens soon . . . General Manager is Joe Lee Hartley. . . Aylor Rogers is superintendent . . . Course and resort residences are at base of Blue Ridge range 6000 ft. Grandfather mountain . . . Reporters took time out from covering the Summit conference at Glassboro, N.J. to play the Pitman (N.J.) CC . . . Supt. Steve Rudolph had the course in better condition than LBJ and Kosygin were able to get their business.

Matt Jans, 69, died July 10 at St. Francis hospital, Evanston, Ill., after a long illness . . . Illness forced his retirement as pro at Rolling Green CC (Chicago dist.) in 1958 . . . Previously he was pro at Racine (Wis.) CC . . . He'd served as Wisconsin PGA president . . .

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