

## Celebrities make the scene

Continued from page 27

clothes—sort of paraphrase the style—in order to be as up-to-date as possible. But keeping glamorous is their main objective. Prominent among our distaff members are Rita Hayworth and Greer Garson.

"Going back maybe 15 or 20 years, there were very few country club pro shops that carried much merchandise exclusively for women. But today unless you cater to women golfers, you are passing up one of the greatest profit producers there is.

"I carry a tremendous variety of ladies' wear and I am always looking for more. There is a dazzling display of ladies' hats at every conceivable vantage point in our shop: also blouses, capri pants, bermudas, skirts and sweaters. Anything we can find that's unusual, we'll put among the ladies' display, because it draws the attention of both sexes."

"Do many of them," the writer asked, "have a taste for sharper colors, louder colors?"

"Most of the men stars play down their dress a little," said Mac. "Widmark, Peck and O'Connor are probably the most sedate. Greco and Morse like colors that have authority. They avoid gaudiness and wear only very attractive clothes, and they are most particular when it comes to their golf clothes."

When asked if entertainment celebrities as a class are loyal to the pro shop of their club, Mac said: "I am happy to say that most of them are here and I think they would all like to be at any club they might belong to, at least as long as they like their pro and if he's on the job as much as possible. Of course this goes for members anywhere. It is always up to the pro, I believe, to maintain a warm and friendly relation-

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PHOTOGRAPHS BY IRV ATLER and JIMMY DALE

At top, clothing display at the shop. Bottom left, Mac Hunter (right) and his father, Willie. At right, Mac Hunter with a customer.

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## CMAA: Highlights

Continued from page 68

ially this year, where a "one-foot book shelf" had been prepared by Gwynn Fletcher of the CMAA, was the Book Mart. The top book in this area, of course, is "Private Club Administration" which is the official publication of the CMAA for both managers and club officials. Any club which is without this publication in its reference library can consider itself short-changed, for it is rapidly becoming the bible of the club industry. Inquiries can be made to the CMAA national office.

During the period the Training Aids Center was open, other activities were in full swing in many sections of the Statler-Hilton Hotel. At 11:45 A.M. a reception was being held prior to the "Light" Lunch, which featured John Watson, a renowned lighting engineer who gave a talk and slide presentation of lighting effects for both indoors and out. During the luncheon, the CMAA also honored its past presidents, charter members and 25-year club members.

By Saturday, February 15, the conference began with Jack Janetatos of the Baker and McKenzie law firm in Washington, D.C., speaking at the management breakfast. Mr. Janetatos gave informative and enlightening tax information and changes as they related to clubs in general and solicited questions from the audience which he intended to answer later in the afternoon.

At 9:30 A.M. the final business and voting session was conducted, by-law changes were discussed and awards made to various individuals. After the voting, Jack Janetatos returned to the rostrum to answer the earlier questions while the votes were tallied. Mr. Janetatos gave some information and directed those of a more complicated nature to legal counsels back at home clubs. Mr. Janetatos also told the persons in attendance of the importance of the recent position of the CMAA in relationship to the NCA and how clubs must unite behind the NCA to continue the work begun

by the CMAA in the area of club taxation.

When the voting had been recorded, our new president was H. Alton Owen, Jr., of the Harbor View Club, New York City. Vice President was William A. Tucker, Fort Lauderdale Yacht Club, Fort Lauderdale, Fla. Our new secretary-treasurer was David Ripper, Detroit Club, Detroit, Mich. New Directors were: Lloyd Weber, Mayfield CC, Cleveland, Ohio; Josef Auerbach, the Wichita CC, Wichita, Kans.; Nick McGowan, Sparrows Point CC, Baltimore, Md., and Irving Kingsley, the Bel-Air CC, Los Angeles, Calif.

The morning business activities were followed by the noon reception and the closing luncheon. Dr. W.E. Thorn, a Baptist minister from Wichita, Kans., provided both humor and religious guidance at our noontime repast.

Following luncheon, a pension panel was conducted by Earl Whitney, our insurance advisor and Mr. Janetatos, our counsel.

Saturday evening was marked by the formal reception and formal dinner-dance with its introduction of the new officers and directors for the coming year. President Joseph Donoghue of the Losantiville CC was presented with a gift from the membership as our outgoing president.

Sunday was complete with the farewell buffet breakfast, and at 9:30 A.M. the new board began its first meeting. At 12:30 they were joined by the distaff side in the traditional luncheon honoring the board, the officers and their wives. Also, honors and thanks were heaped on general chairman and past president John Outland of the Dallas CC who had done such a magnificent job of conducting the conference.

Mr. Outland was high in praise of his marvelous committee men and women as well as those persons who had done such an outstanding job in the areas of Hospitality, Food, Entertainment, Housing and Transportation.

Now our thoughts leave Dallas; we think of 1970 where we will meet in San Francisco in February of next year. So we say, "Good-bye Dallas . . . Hello San Francisco . . . see you all soon." □

## Celebrities make the scene

Continued from page 91

ship with all his members. It is not up to them to court him; the percentage of his members who buy their golf equipment in his shop is a reliable measure of his ability and personality."

It is, Mac believes, a pro's ability to please, or at least get along with the difficult members, that separates the men from the boys in the ranks of professional golfers. "In this regard," he said, "I place great stress on caddie discipline. We have only trained caddies—both as to manners and golf knowledge—around here. My son, Mac, Jr., who is 12, likes to caddy and carries frequently for Andy Williams and Jim Backus."

Entertainment people get to play with the great golfers more often than most people, not only because they are so often asked to perform as a team with golf pros in various charitable angles of tournaments, but because their fame give them *entre* to the champion golfers.

Playing with the top golfers, as well as the additional exposure to the public and to the keen golf sense of the galleries, causes them to be very conscious of the quality of their golf game. Therefore, not wishing to look like a hacker out there impels them to take lots of golf lessons and assiduously practice what they have been taught. As a result, most of them are very good on the course.

"I have a few rules I would recommend to all pros: Stock a great many staples; by that I mean articles that are well accepted by golfers and are continuously advertised by the manufacturers. Advertising is irreplaceable when it comes to establishing products and is the biggest single aid to sales in pro shops. There is no question about it. It is hard to sell a product without a demand and easy to sell it with a demand, and the best way to create a demand is to use advertising and exploitation to keep your product in front of the public."

One should, according to Mac, always stock some low-end lines,

a medium-priced line and, finally, a high-priced line, that you can guarantee to be of the very highest quality. The latter is especially important around his shop because he has so many members who want only the finest merchandise in whatever they buy, whether it's clothes, watches, cars or golf equipment.

Shoes are costly inventory; therefore, he advises picking out perhaps two of the famous lines and stocking in a full run of sizes to satisfy discriminating customers, then buy a few lower-priced lines that you can fit off these staples.

"Use the same strategy when it comes to bags," he said, "but be sure that you have a wide range of colors and styles. This is one item of merchandise that people never hold back on when it comes to brilliant colors. And they'll go out of their way anytime to get the style they prefer.

"Golf balls are the bread and butter of your business and gloves are the cake. Have all brands of balls displayed, even though you are partial to some. A couple of lines of gloves are enough, but have them in all possible sizes, colors and types.

"Stock as many brands of golf clubs as you can possibly afford in all the swing weights, balances and shafts—a full range, in other words. I only deal in pro-line clubs and pro-line balls. I'll always let people try clubs. I feel that every prospective purchaser should hit some balls with the clubs they think they prefer before they buy them. I know I wouldn't buy a set of clubs until I had tried them and I can't fairly expect any different from my customers. I carry break up sets for the women, but not for the men. I take used clubs as trade-ins; it's necessary.

Mac is a strong believer in display. "Display," he said, "is a major component of anyone's successful shop, whether you're aiming your appeal at women, men or children, or all three. You should be constantly changing your display to keep giving the shop a fresher look. To be effective at display you must always be

watching out for what is new and then test with display.

"The biggest appeal that a golf pro shop has to sell is service. If you don't sell service consistently and successfully you're never going to sell yourself, which is vitally necessary to put your shop over. With service you have to have the inventory and the personnel to go with it and all must combine harmoniously. In this connection attractive women employees must be considered a definite asset to a golf shop. They are pleasant as a rule, they simply love to keep the merchandise and the shop clean and they have a knack for colors and styles in clothes. Where my personnel are concerned—both sexes—I insist that they be clean, polite and prompt in their work habits, and that they always find something useful to do on their own without me having to stand over them.

"You might ask in regard to this: 'Doesn't everyone?' and my answer would have to be: 'No, not always.'" □

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# NEW PRODUCTS

Continued from page 88

classification of buyers. A specific spiral stripe combination is assigned for each of three categories. Golf courses and country clubs have been assigned red with a spiralling white stripe.

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The J.J. Dill Company makes Snow Mold-X, a granulated fungicide con-

taining Mercuric Chloride and Mercurous Chloride for protection against snow mold. It is applied with a fertilizer spreader at eight pounds per 1,000 square feet. Prices for number 48 bags are: 1 to 9 bags, \$.49 a pound; 10 to 19 bags, \$.485 a pound; 20 or more bags, \$.48 a pound.

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Beird-Poulan, Inc., has the 100 Series Wright Blade saw. It is a reciprocating blade that saws like a conventional hand saw, but at 7,000 strokes a minute at top speed. It can be used to cut small brush, logs, lumber or tree limbs because the stroke is 1-7/16 inches long. If the saw is dropped or put down with the engine running, the automatic centrifugal clutch disengages the blade and it stops.

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Atlantic Golf Equipment Company makes the Picker Power Pak, a golf ball picker and power unit. The picker can be adjusted to eight different heights, depending on the terrain.

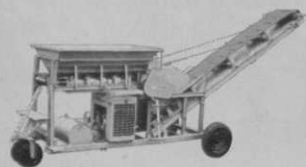
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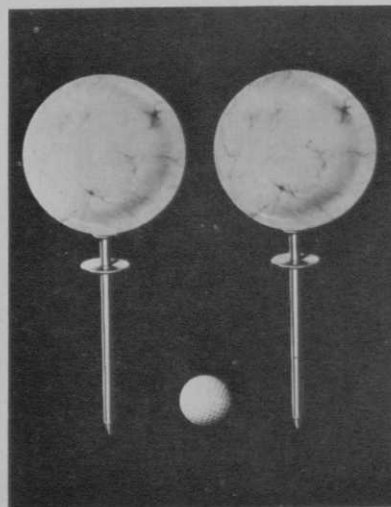
The picking sections are 25 inches wide and follow the contours of the ground. Two picker models are available: the Junior Picker with three sections and an overall width of 6 feet 4 inches and the Senior Picker with five sections and an overall width of 10 feet 7 inches. Units are available with the Power Pak.

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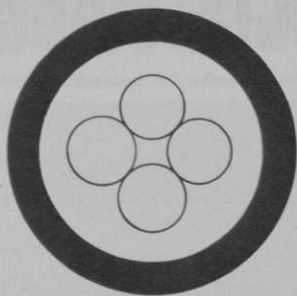
Sod-Master manufactures a turf aerating machine called Sub-Air. New features include a larger engine, heavier gear case, swiveled rear wheels and improved controls. Three parallel mounted blades at the rear of the machine penetrate seven inches below the turf; the oscillating blade movement produces a tilling action which, according to the manufacturer, loosens the sub-soil to permit deeper penetration of moisture, oxygen and fertilizer below the thatch.

Circle No. 114 on reader service card



Container Development Corp. has added a colored set of tee markers molded of fiberglass to the 1969 line of Lewis Golf Course Equipment. Called Tee Marx, the markers come in red, white, yellow and blue and have six-inch spikes.

Circle No. 115 on reader service card



## PEOPLE IN THE NEWS



Gene Bowser moves up to the position of sales manager of the Royal Golf Equipment Div. of Uniroyal. He replaces Tom Oliver who will head up a new division within the company.

Paul R. MacDonald has been elected vice president-sales of the Sports Division by the board of directors of Dunlop Tire and Rubber Corp.

Dudley R. Hall is the new service coordinator for the Custom Golf department of the MacGregor Company.

Miss Phoebe Hodges has been appointed product publicity director for Wolverine World Wide.

Two new corporate positions have been created by Shakespeare Company's board of directors. Ben T. Hardesty was elected marketing vice president and Merlin J. Claucherty was elected financial vice president. The former was president of Pflueger Corp., a subsidiary; the latter will continue as Shakespeare's treasurer and assistant secretary.

In other moves, Richard D. Tackett has been elected president of Pflueger, succeeding Hardesty; Clyde E. Rickard will take over Tackett's job as assistant to the vice president for sales and advertising for Shakespeare; C.A. Adams, sales representative, is replacing Rickard as general sales manager, and Dale Shuck is taking over the territory covered by Adams.



James T. Huston was elected director and vice president of the Buntton Company, Inc.; he will manage both domestic and export sales and marketing.



Thomas Jay Anderson has been appointed to the newly-created post of distributor sales manager for Simplicity Mfg. Company.

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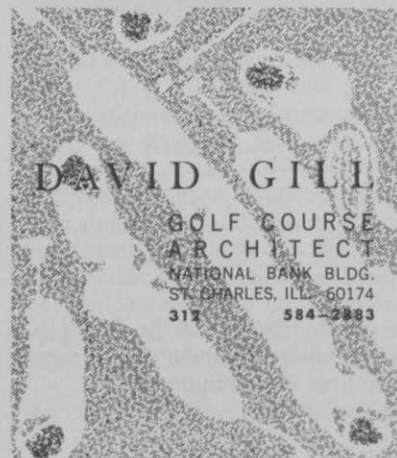
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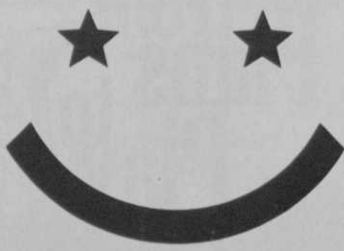
**GOLF COURSES WANTED:** Want to buy a Golf Course? Want to sell a Golf Course? Write to us—We specialize in Golf Course transactions. McKay Realty Co., Frank H. McCarty, Golf Consultant, 15557 N. East St., Lansing, Michigan 48906.

Finest quality refinishing of new and used golf balls in the industry. Fine Finishers, Inc. 320 No. Webster, Naperville, Illinois 60540

**RATES:** Minimum insertion \$7.70 for 20 words or less; additional words 50¢ each; in boldface type 60¢ per word. ALL CLASSIFIED ADS ARE PAYABLE ON PLACEMENT OF ORDER.

NO CLASSIFIED ADS ACCEPTED AFTER THE 15th OF MONTH PRECEDING DATE OF ISSUE. NO CLASSIFIED ADVERTISING OFFERING NEW MERCHANDISE OR EQUIPMENT WILL BE ACCEPTED.

Please mark all envelopes containing correspondence or checks for classified ads, ATT: Patricia Milton, GOLFDOM Classified. Under no circumstances are we permitted to divulge the names or addresses of those placing blind advertisements. Response to all box number ads should be addressed to the BOX #\_\_\_\_, c/o GOLFDOM, 235 East 45th St., New York, New York 10017. Replies are promptly forwarded to the advertisers. When replies to blind ads require more than 10¢ postage, the additional proper postage for forwarding must be supplied.



Discover America.  
It's 3,000 smiles wide.



DISCOVER AMERICA



# Buyers' Service

For information on products listed, check appropriate box. Mail page to:  
**GOLFDOM**—235 E. 45th St., New York, N.Y. 10017

## GOLF COURSE

### MAINTENANCE EQUIPMENT

- Aerifying machines
- Blowers/Sprayers
- Edging machines
- Hole cutters
- Lapping-in-machine
- Mowers
- Mower grinders
- Pumps
- Rakes (trap)
- Rollers
- Sod cutters
- Soil screeners
- Soil shredders
- Spikers
- Sprayers
- Spreaders
- Stone pickers
- Sweepers
- Sweepers-mulchers (turf)
- Thatch cutting machines
- Thatch cutters and vacuum removal
- Tractors
- Trailers (utility)
- Trucks (utility)

### CHEMICALS

- Algae Killer (ponds)
- Turf color spray
- Crabgrass control
- Fertilizers
- Fungicides
- Herbicides
- Insecticides
- Wetting agents

### FURNISHINGS

- Ball washers
- Benches
- Comfort stations
- Course shelters
- Drinking fountains
- Flags
- Flag poles
- Refreshment stands
- Score Card Box (metal)
- Signs: yardage and direction
- Tee markers
- Vending machines
- Water Coolers, Reg. or L.P. Gas operated

### CONSTRUCTION AND SUPPLIES

- Humus & Peat
- Irrigation systems and equipment

- Lighting equipment
- Matting-seedbed protection
- Pipe
- Sand
- Seed
- Soil conditioners
- Stolons
- Trees and shrubs
- Tree care service

### GOLF COURSE ARCHITECTS

### GOLF COURSE CONSTRUCTION

## PRO SHOP

### APPAREL AND ACCESSORIES

- Blouses
- Caps and Hats
- Golf shoes (men's)
- Golf shoes (women's)
- Rain jackets
- Rubber spiked overshoes
- Shirts
- Shorts (ladies' and men's)
- Skirts
- Slacks
- Socks
- Sport jackets
- Sunglasses
- Sweaters
- Trophys
- Windbreakers

### GOLF EQUIPMENT AND ACCESSORIES

- Bags
- Bag carts
- Bag tags
- Balls (regular)
- Bath slippers (paper)
- Club head covers
- Clubs
- Golf gloves
- Golf practice devices
- Grips
- Grip slip preventative
- Locks for golf bags

### FIXTURES AND EQUIPMENT

- Bag storage racks
- Ball washer detergents

- Club cleaners and polishers
- Club repair supplies
- Floor covering (spike resistant)
- Handicap racks
- Handicap cards

### RANGE SUPPLIES & EQUIPMENT

- Balls (range)
- Ball dispensers (coin)
- Ball strikers
- Ball washers (range)
- Ball washers (counter & dispenser)
- Clubs (range)
- Mechanical range ball retrievers
- Miniature course obstacles
- Miniature putting lane material
- Practice driving nets
- Range mats

## GOLF CARS

### CARS, ACCESSORIES

- Batteries
- Battery chargers
- Golf cars, new
- Golf cars, reconditioned
- Tires

## CLUBHOUSE

### FOOD, LIQUOR AND SERVICE EQUIPMENT

- Soft drinks, mixers
- Beer and ale
- Liquor
- Wines
- Prepared meats and poultry
- Prepared fish and seafood
- Fats and cooking oils
- Cooking equipment (mixers, slicers, juicers, sharpeners, scales, carts, table tops, peelers)
- Sanitation & maintenance equipment (dishwashers, disposals, steam cleaners & floor maintenance equipment)
- Holding equipment—hot and cold—(refrigeration, freezers, cold plates, steam tables, beverage coolers, ice machines)
- Supplies (china, glass, plastic, paper, pots & pans, cutlery, tools, flatwear, locker-room)
- Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- Locks for lockers (combination—built-in-key-type padlocks)

TEAR OUT PAGE ALONG DOTTED LINE AND MAIL TO GOLFDOM

Is your golf course:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Private                                 | <input type="checkbox"/> Resort        | <input type="checkbox"/> Par 3         |
| <input type="checkbox"/> Semi-private                            | <input type="checkbox"/> Public        | <input type="checkbox"/> Military      |
| <input type="checkbox"/> Municipal (city, state or county owned) | <input type="checkbox"/> School        | <input type="checkbox"/> Pitch & Putt  |
|  | <input type="checkbox"/> Company owned | <input type="checkbox"/> Driving range |

Size of course:

- 9 holes     18 holes     27 holes     36+ holes

Turfed acreage of Golf Course and Club Grounds regularly maintained: \_\_\_\_\_ acres.

Send information on products checked to:

Name \_\_\_\_\_

Title \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**IMPORTANT—SEE REVERSE SIDE FOR MANAGEMENT SUBSCRIPTION FORM**

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# GOLFDOM

OFFICIALS AND MANAGEMENT MAILING FORM

**IMPORTANT:** Your cooperation with the information below will bring **GOLFDOM** to those responsible for your club's successful operation . . . and keep them up-to-date on the latest and most practical ideas on Administration, Management, Maintenance and Services. Complete and mail this post-free card—**TODAY**—to **GOLFDOM CIRCULATION DEPT., 235 East 45 Street, New York, N.Y. 10017.** We'll see that those who qualify receive **GOLFDOM** monthly, without cost.

Club or Course Name \_\_\_\_\_  
 Mail Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Owner \_\_\_\_\_  
 Other Duties \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 President \_\_\_\_\_  
 Other Duties \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Manager \_\_\_\_\_  
 Other Duties \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Superintendent \_\_\_\_\_  
 Other Duties \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Professional \_\_\_\_\_  
 Other Duties \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Turfed acreage of Golf Course and Club Grounds regularly maintained:  
 Course Acres \_\_\_\_\_ Grounds Acres \_\_\_\_\_  
 Is your course new? Yes  No   
 Size of Course:  9 holes  18 holes  27 holes  36+ holes  
 Is your Golf Course:  Private  Semi-private  Municipal  
 (city, state or county owned)  Public  Par 3  Military  
 School  Company owned  Resort  
 Facilities at Course:  Bar  Restaurant  Hotel  Pool  
 Tennis Courts  Pro Shop  
 If Private Club check No. of members. If semi-private or Public indicate No. of players per week:  
 100 or less  100-200  200-300  300-400  500-1000  Over 1000  
 Your Signature \_\_\_\_\_ Date \_\_\_\_\_