

Graffis

Continued from page 76

Joseph Lanzetta, Jr., now pro at Cranbury (N.J.) GC. His assistant is his son, Joseph III . . . Olin Dutra, US Open winner in 1934 and PGA champion in 1932, leaving Anaheim (Calif.) municipal course to become pro at new San Luis Bay CC, Avila Beach, Calif. This is sixth course where Olin has been the first pro. He started at Fort Washington GC, Fresno, in 1924, then was at Club de Golf, Mexico City; El Rancho Verde CC at Rialto, Jurupa Hills CC at Riverside then at Anaheim.

Use of golf cars in USGA Senior Amateur men's and women's championships now O.K. Caddie shortage in autumn when senior amateur championships are played possibly was more of a reason for car approval than the motorized transportation needs of the elders.

With resignation of James L. Holmes as Mid-continent director, the Green Section and its clients lost a valuable man. Jim came up with right answers for superintendents most of the time.

Bob Spence is finishing his course on Hilton Head Island, S.C. Spence was pro at Port Royal GC, Hilton Head Island. Steve Huggins succeeded him . . . Joe Cowhick goes to pro job at Short Hills CC, Moline, Ill. Cowhick was assistant to Charles Tawse at LaGrange (Ill.) CC. . . Ed Caldwell now director of golf at Cape Coral (Fla.) courses . . . Henry Bontempo given a big party by Springfield (Mass.) Polish-American Club, thanking Henry for his kindness to them during his 40 years as pro at Franconia, Springfield municipal course . . . James K. Thomson starting his 51st year as pro-superintendent at Mohawk GC, Schenectady. He came over here from North Berwick, Scotland, when he was 17 years old and went to work for Ben Sayers, Jr., at Merion. Then in 1914 he went to Little Falls, N.Y., as pro . . . Tom Lundy in his 41st year as pro at Greenville (Miss.) G & CC and with a fine new pro shop.

The Southern California people cite the late O.J. Noer: "A golf course is no place to try to save

money. It's not a place to waste money, either. The difference is good management."

When you hear the superintendent of a new course say that the course architect really designed and built fine greens look at that job. It's a miracle. Look at it again in five years, and if the same superintendent is still there, you've seen golf history made.

George W. Cleaver, superintendent, Chestnut Ridge CC, Luther-ville, Md., makes an apt observation: "When they ask me 'what is the generation coming to,' I reply to my help. I don't know what I would do without the school-boys. You don't realize how much and how well the quick-to-learn high school and college kids have helped with the summer work until they have returned to school and the work crew is cut in half with twice the amount of work to do. Some day we may solve a lot of our course maintenance problems by recruiting high school football squad candidates for golf course work."

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**Wife in the pro shop?
You bet!**

Continued from page 87

All pros queried by GOLFDOM agreed that where the wife is involved she plays a tremendously important role in management and operation of the shop, but perhaps her most important role is outside the shop proper as a buyer. Buying for the shop represents one of the most intricate and critical of functions. Most pros find that their wives make

excellent buyers.

Mac Hunter says, "They're style conscious. They read the fashion publications and keep up with developments in general fashion and golf fashion in particular. This not only enables them to talk freely with customers about the latest in fashion but enables them to buy wisely.

"Lines at our shop include both men's and women's sport apparel but also dresses, blouses, sports jackets, Capri pants and even evening wear. Our customers are very style conscious and so we need good buying know-how. It takes a good fashion sense, and my wife is of inestimable help in buying for the shop."

Bob Klewin echoes this sentiment. "We try to buy six months to a year in advance what we think will be selling in the season ahead. Out here we really have two golfing seasons so our fashion business runs year-round.

"My wife has the right feel for things that will be in demand at that future date and always seems to hit it right on the button with the items we stock. To an operation like ours, buying is very important. We're essentially a small business that can't afford the luxury of being caught with too much of the wrong merchandise. We don't get caught either, because I've got a first rate buyer in Maryellen."

Some wives act as models for merchandise offered in the shop. They will dress during the business day in items sold in the shop, in effect modeling the items while doing business on the selling floor, often changing outfits several times each day to show off the shop's wares.

Pros talking about their wives in the shop single out as the most telling factor that having their wife in the shop has been a positive experience for both and made their personal lives a closer thing through working together.

Without exception pros queried by GOLFDOM registered complete approval about having their wives in the shop, when such was the case. When it comes to running a pro shop it's really a case of a woman being necessary and a wife preferred. □

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- 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 strippers
- 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

Acme Iron Works, Inc. 101
 Acushnet Process Sales Co. Cover II
 Agri-Systems of Texas Inc. 92
 Agrico Chemical Co. 41
 American Cyanamid Co. 30
 American Society of Golf Course Architects 113
 Bellante & Clauss, Inc. 99
 Atlantic Golf Equipment Co. 105
 Ault, Edmund B., Ltd. 114
 B. & G. Mfg. Co. 103
 Bellante & Clauss, Inc. 114
 Bridgeport Implement Works, Inc. 102
 Buck Mfg. Co. 104
 Burgett, K.L. Co. 34
 Caddy-Roll Rental Service 100
 Carlson Co. 109
 Cast Iron Pipe Research Assoc. 14, 15
 Certified Laboratories 49
 Champion Co. 80
 Champion Glove 58
 Chicagoland Sales, E-Z Go Car Div., Textron Inc. 87
 Clapper Co. 105
 Claro Labs., Inc. 108
 Colonial Gardens 115
 Columbia Car Corp. 61
 Container Development Corp. 71
 Cornish, Geoffrey, S. 114
 Crosman Seed Corp. 106
 Crown Tuft Carpet, Inc. 62
 Cushman Motors 46, 47
 Cyclone Seeder Co., Inc. 51
 DBA Products Co., Inc. 88
 Dargie, Burt Golf Co. 40
 *Dr. Pepper Co. 66D
 Du Pont de Nemours & Co., Inc., E. I. 25
 Duane, Francis, J. 114
 Dunlop Tire & Rubber Corp. 16, 96
 E-Z Go Car, Div. Textron 17
 E-Z Rake, Inc. 109
 Elanco Products Co. 84, 85
 Fazio, George 114
 Febco Inc. 110
 Federal Industries 70
 Foley Mfg. Co. 107
 Ford Tractor & Implement Operations 48
 Fuerst Bros. 110
 Garbin, Ferdinand 114

Gilison Knitwear Co., Inc. 31
 Gill, David 114
 Godwin, Hiram F. & Son Inc. 114
 Goodyear Tire & Rubber Co. 42
 Grimm Stamp & Badge Co. 93
 H & E Sod Nursery 51
 Hahn, Inc. 91
 Halsey W. Taylor Co. 67
 Harley-Davidson Motor Co. 3, 69
 Harris, Robert Bruce 114
 Harrison, James 114
 Hassenplug, X.G. 115
 Hayman B. Co., Inc. 88
 Hercules Inc. 26
 Hillerich & Bradsby Co. 87
 Hills, Arthur Assoc. 114
 Iberia Earthmoving Service, Inc. 112
 International Harvester Co. 77
 Izod/Haymaker Div. of David Crystal Cover III
 Jacobsen Mfg. Co. 72, 73
 Jones, Robert Trent 115
 Jordan, Bob 115
 Kabriko 101
 Killian & Nugent 114
 Laher Golf Car 20
 Lamkin Leather Co. 7
 Larchmont Engineering Co. 108
 Lester Electrical of Nebraska, Inc. 105
 Locke Mfg. Cos., Inc. 111
 Maddox Construction Co. 112
 Mahoney, John, W. PGA 112
 Milbradt Mfg. Co., Inc. 107
 Miller, A.J. Inc. 76
 Mitchell, Samuel, S. 115
 Mock Seed Co. 109
 Monroe Co. 103
 Monsanto/Astro Turf 12
 Mott Corp. 104
 National Golf Foundation 96
 National Mower Co. 90
 North Central Plastics 106
 Northern Golf Ball Co. 108
 Nosco, Inc. 96
 Oregon Highland Colonial Bentgrass Commission 76
 Packard, Edward Lawrence, Inc. 115

Palm Beach 29
 Par Aide Products Co. 6
 Par Mate 102
 Par-Tee, Inc. 104
 *Pepsi-Cola Co., Div. of Pepsi Co., Inc. 66A
 Philadelphia Carpet Co. 4
 Plasti-Gard Co. 92
 Power Spike Mfg. Co. 111
 Pro Shu Co. 10
 Purdy, Hal 115
 Putman, Robert Dean 115
 Rain Bird Sprinkler Mfg. Corp. 56
 Ram Golf Corp. 13
 Ransomes Sims & Jefferies Ltd. 82
 Reading Golf, Inc. 112
 Reco Sales, Inc. 50
 Robison's Lawn & Golf Course Supplies 88
 Rogers Mfg. Div. of Jacobsen Mfg. Co. 89
 Roseman Mower Corp. 59
 Royer Foundry & Machine Co. 35
 Ryan Equipment Co. 57
 Safari LP-Gas Fired Water Coolers 92
 Schendel, W.C. 105
 Scott, O.M. & Sons Co. 81
 Smithco, Inc. 24
 Spear, William James & Assoc. 115
 Sports Awards 103
 Standard Mfg. Co. 36
 Stauffer Chemical Co. 52
 Stevens Appliance Truck Co. 11
 Stewart Infra-Red Commissary 66
 TAT Golf Signs 106
 Toro Mfg. Co. 53, 75
 Transicom 93
 Trojan Battery Co. 8
 USM Corp. 102
 USS Agri-Chemicals, Inc. 60
 Uniroyal, Inc. Cover IV
 Vandermolen Export Co. 110
 Viking Corp. 27, 40
 Wadsworth Co. 115
 Warren's Turf Nurseries 90
 Weinbrenner Show Corp. 28
 Westinghouse Electric Corp. 9
 Williamstown Irrigation 115
 Wittek Golf Range Supply Co., Inc. 100

*Food and Beverage insert only.

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

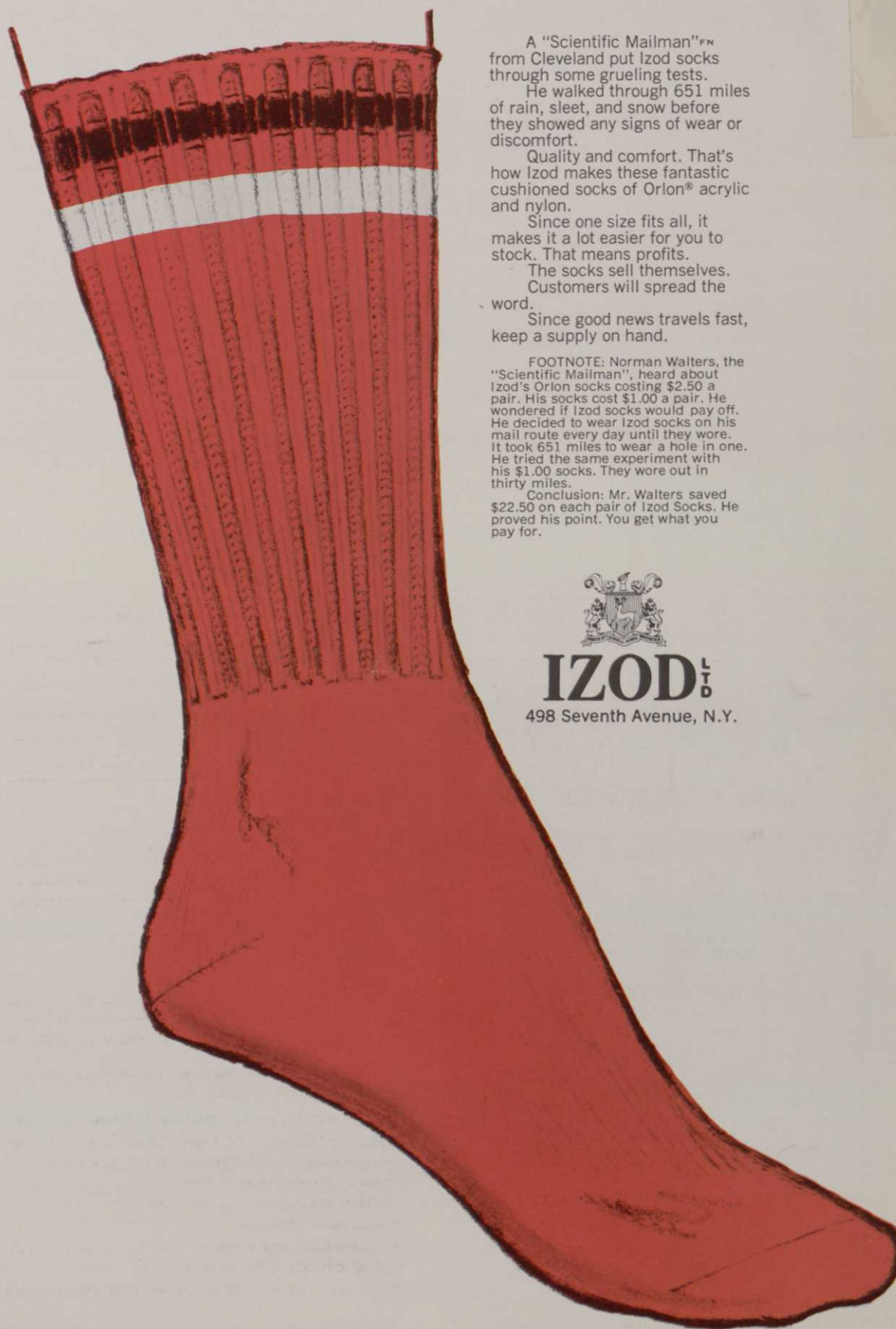
Tennis Courts Pro Shop

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 _____

IZOD. The "651 mile" sock



A "Scientific Mailman"^{FN} from Cleveland put Izod socks through some grueling tests.

He walked through 651 miles of rain, sleet, and snow before they showed any signs of wear or discomfort.

Quality and comfort. That's how Izod makes these fantastic cushioned socks of Orlon[®] acrylic and nylon.

Since one size fits all, it makes it a lot easier for you to stock. That means profits.

The socks sell themselves. Customers will spread the word.

Since good news travels fast, keep a supply on hand.

FOOTNOTE: Norman Walters, the "Scientific Mailman", heard about Izod's Orlon socks costing \$2.50 a pair. His socks cost \$1.00 a pair. He wondered if Izod socks would pay off. He decided to wear Izod socks on his mail route every day until they wore. It took 651 miles to wear a hole in one. He tried the same experiment with his \$1.00 socks. They wore out in thirty miles.

Conclusion: Mr. Walters saved \$22.50 on each pair of Izod Socks. He proved his point. You get what you pay for.



IZOD^{LTD}

498 Seventh Avenue, N.Y.

Prices slightly higher west of the Rockies.

For

the number 252 on card