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GOODYEAR

Terra-Tire—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

For more information circle number 268 on card

"Actually," smiled Charles, "I saw little difference between them and sand."

That may be bad or good for 3M, depending on your view.

The firm claims Scotch-Rok is more consistent than sand, thus "all traps play the same."

According to publicity about the new product, "the club head passes through the granules more easily than through sand, making it easier for the duffer to come out of a trap."

Possibly that was Charles' problem. He's no duffer.

Another claim of the manufacture is that a ball, when it lands in a trap, "tends to hit and stop on the new granules and will not bury itself as it sometimes does in sand."

The claim was disputed by Gay Brewer, the 1967 Masters champion. "The stuff is terrible," said Brewer. "I couldn't explode. The group we played with had the ball bury several times."

Brewer's complaint, however, was one of very few.

"I saw no difference between them and sand," said Arnold Palmer. "They say it will not stick together if it gets wet, but I'll have to see it in the rain to find out if it really doesn't hold water."

Other tournament pros were by-and-large favorable in their judgments of the brightly-colored traps. Julius Boros, GOLF Magazine's All-America sand wedge player and the pro generally acclaimed the outstanding sand player on the tournament circuit said, "I like them (the traps). I especially like the texture. I had no problems at all on any of my shots out of them."

Celebrity amateur Don Adams, belying predicaments that beset his television alter ego, Maxwell Smart, played down the amount of bunker trouble he had. "I didn't get into many. They did add color to the tournament," he observed in his best secret agent style.

Tournament pro golf fashion plate Doug Sanders remarked with an eye to the increasing consciousness of color, "They add a lot of

color to the game. I wasn't in one," he continued with some joy, "but they seem to play well."

Dave Marr, Professional Golfers' Assn. player's president said, "They'll be all right. It's a matter of getting used to them after 20-odd years of looking at white-sand traps. I didn't get in one so I can't comment about texture."

Winner of the Hope Classic, Billy Casper, was another of the tournament pros denied the chance to try blasting out of the brightly-colored bunkers. "I never hit one, so I don't really know," was his reply to a query about his like or dislike of the colored sand. Perhaps his remark can be better understood when it is pointed out that Casper missed the green only twice on his final 18 holes and didn't record a single bogey in his last 36.

George Walsh, PGA field representative in charge of play at Indian Wells, said, "I'd say at least eight of every 10 of the pros liked it. Those who didn't seemed to have trouble with a shot or two, and many of the

bad shots were the result of bad lies in the trap—under the lip and on the downslope for instance. I think this is a psychological thing. The ball doesn't bury in these traps," he added.

Lee Trevino, U.S. Open champion, triple-bogeyed the par-three 13th hole at Indian Wells when he blasted completely over the green, chipped poorly and three-putted. But jolly Lee was candid in assessing this misfortune, "It wasn't any problem with the rock. I just hit a lousy shot." Then effervescent as ever he added, "They're great! They don't hold water, which is the big thing, but you do have to get used to them."

And former star Cary Middlecoff, doing the television announcing behind the 18th green, was enthusiastic. "I saw every group come in Saturday and Sunday to the 18th green," said Middlecoff. "A lot of people—particularly the amateurs—hit into the traps. But I saw only one ball bury itself in the bunker."

Nature was never like that. □

How soon will color blossom at other courses?

The sports public's desire for national events and contests beamed over the television networks has been given a further russet flush of passion with the widening use of color television sets and the almost universal programming of major sports events in color.

Golf's share of viewers has been increasing dramatically as the audience that watches the finishes of the big-money tournaments grows and grows. The natural beauty of golf courses at which tournaments are held has been an asset for color television. The lush green of rolling fairways and carpet-like greens has been accented for viewers with the proliferation of color television.

Now it is the turn of the lackluster bunkers to get with color. The bunkers of the last nine holes at Indian Wells CC in Palm Springs

where the network television cameras would pick up the action for broadcasting, were filled with "Scotch-Rok." Players unfortunate enough to land in a bunker found themselves in need of blasting out of a red trap if the hole was a par-five, out of a blue if a par-four and back at the mundane white if a par-three.

It is now only a matter of conjecture as to how soon visions of colored bunkers will begin to dance in the heads of those responsible for innovations at home courses throughout the country. The 3M Company is banking on the impact being felt rather soon. They are standing ready to deliver multi-colored "Scotch-Rok" to those wishing to have bunkers fit for television consumption. It may well be, as some wag remarked, that the impact of television is indeed limitless.

PGA Show Hints at Fashion Trends

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additional variety. Matching sweater sets for men (v-neck cardigans with short-sleeved mock-turtlenecks) showed up in a wider range of synthetics with new color coordinating possibilities. Stripes often played an important role in these sets and were color keyed to mix and match with background colors.

SLACKS

Western pockets definitely have taken a stronghold and seem to be the preferred slack in many lines. Slash pockets, however, are still being offered. With the acceptance of Western pockets, the half self-belt and extension waistband are taking a firm hold. Golfers seem especially receptive to

the off-center fastening.

CULOTTES

The unending attention given to the culotte seems to be paying off. The culotte has been given new and ingenious treatments and appears under the guise of dirndls, kilts, wrap-arounds and pleats. The dress culotte, although still rather weak in style as well as number, has gained some popularity and has all the possibilities of becoming even stronger next year. Joining the culottes were a few short jumpsuits.

PATTERN AND COLOR

Stripes played a role in most '69 lines. They ran vertically on slacks; appeared on shirts—sometimes widely spaced, sometimes close

together. The thin stripe predominated. Summer and spring plaids and windowpanes for the most part appeared large, many coming up on white backgrounds. The overall feeling is kept light and fresh. Colors for '69 touched often on the soft hues, especially purple, turquoise and green. Rhubarb as a color for men gained further strength over last year, and there was some emphasis on clear yellow and orange. Red, white and blue, strong in the general apparel market for spring, showed up also in many of the golf lines.

WEARABILITY

In the expensive lines as well as in the lower-price ranges, emphasis for '69 seems to be on wearability. Washable, permanent press and soil resistant fabrics were more apparent than ever before.

HATS AND GLOVES

Golf hats showed great variety in fabrics, style and colors. Both construction and design were intentionally geared to the needs of the golfer making a point, for example, to include sweatbands.

Golf glove manufacturers continued to show expanded color charts. Closings varied from elastic to snaps to Velcro strips.

SHOES

Golf shoe manufacturers, keeping up with the apparel market, showed an ever-widening selection. Suede was re-introduced in many lines, often in combination with leather or a poromeric. Patents and shiny poromerics appeared often in clear, bright blue, red and green. Acceptance of two-tone shoes has encouraged some manufacturers to come out with shoes in three colors, and more! Simulated snake and alligator continue to make a strong impression. The monk strap shoe has been taken more seriously and appeared in several lines.

OTHER ITEMS

Also shown at the show were additional items for a more personalized pro shop. Handmade crests, available with the club's insignia, as well as novelty items such as personalized glasswear, pewter mugs and jewelry were offered. Hand decorated ladies summer bags were also offered. □



Pros agree it's a definite asset to have a woman in the shop, but it's more than just an asset when that woman is the pro's wife

Wife in the pro shop?

You bet!

Part of the refrain of a song that caught the public's fancy not too long ago stated succinctly that if you let a woman in your life your serenity was through. Not to deny the truth of the songwriter's observation, but to give recognition where recognition is due pro shops throughout the country are taking issue with those words and rather successfully.

GOLFDOM set out to question pros operating shops on their feelings about women in the shop, or more specifically using their wives in the shop or a woman they had hired. In addition, we wanted to know which they felt was the better of the two.

Surprisingly, most pros said it didn't make that much difference, although most were quick to add that wives tended to give that little ounce of something extra when the situation called for it. Almost without exception, however, the pros queried agreed that a woman is a necessary adjunct to the successful, well-run pro shop.

Wives get into the act in most instances because they come along to help run the shop (probably in its infancy) the way a pioneer's wife came along when the move West was made. Most pros, who recognize the need for good merchandising and selling for a pro shop operation to succeed, also recognize the need for having a woman as a salesperson. Most queried immediately tick off the point that a woman can sell to another woman much better than a man.

In one shop the wife's place has now reached such a propor-

tion the lady now runs the operation. Twenty years ago she went to work in her husband's shop to help with the ordering and selling, but today she runs the four locations that have grown from that single operation, overseeing a staff of 13 employees, five of whom are women.

The unanimous verdict on the necessity for women in the shop comes from pros who have realized the many advantages women offer to a shop, especially when it is fashion-oriented, as are many of today's more successful shops.

Pro Bob Klewin of Tucson National GC in Arizona told GOLFDOM that it would be impossible for him to estimate the contributions his wife Maryellen has made to his business. He knows her presence has demonstrated he could not run his shop without a woman's help. Bob and Maryellen have run the shop in tandem for years, and the Tucson pro shop is an outstanding instance of a well-run operation.

Many pros visit Bob's shop and have come away convinced that they need a woman in their own operations. "We've had many a pro come into our shop when vacationing in this part of the country and when they see how well our operation goes with a woman selling to other women they've gone home and hired a woman for their own business."

Bob had his own eyes opened to the advantages of a woman in the shop when Maryellen was enlisted as a staff person in his shop. The feedback Bob has gotten from pros who profited from his example has been entirely favorable.

"They recognize, as we have, that it must be more than just a woman in the shop. It takes a woman with selling and merchandising savvy, but it takes a woman."

MacGregor Hunter of California's Riviera CC feels there are some exceptions to this. "When it comes to selling a woman, another woman does have something of an edge, but I have men here in my shop that perform as well as the women salespeople I've got when it comes to selling some items to women."

However, Mac is quick to point out that both his wife and mother work in the shop and his mother worked alongside Mac's father who also operated a pro shop in past years. He concurs with the opinion that a wife's interest in the shop will go deeper than that of an outside employee. "Of course, that's only natural," he adds.

It was in the early days of most shops that wives joined the staff. When a shop is getting on its feet, say most pros, and another pair of hands is needed for the operation but funds are short and hours long, the wife is the logical choice for additional personnel. Later, when the business is on a sounder footing and the budget will allow for outside help, the wife continues in the shop because she is by now an experienced salesperson and merchandiser and it is difficult, well nigh impossible say some pros, to replace her with anyone nearly as skilled.

Henry Thomas of New Orleans City Park course has had Mrs. Thomas working by his side for

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Graffis

Continued from page 16

on a hi-jacked Eastern Airlines plane from Miami to Havana. Kayem says nobody could do any nicer for detoured passengers during their 12 hour compulsory stay than Cuban officials and other natives they met.

What high quality the finale of the Bob Hope Desert Classic had on television with Mrs. Hope, appearing for Bob, who was shut-in by eye trouble, and Vice President Agnew presenting the winner's check to Billy Casper. Neat job of TV commentary by Doc Middlecoff during the event.

Alton (Ike) Rabbit, who was with the USGA Green Section, United States Park Service and Navy, solving turf and erosion problems for about 30 years, retired to go into a consulting service between new clubs and architects. Ike's doing great for both parties, saving them headaches and money. So is Marvin Ferguson of Agri-Systems, Texas, former

USGA Green Section expert. Ferguson's address is: P.O. Box 3757, Byran, Tex.; Rabbit's address is 10823 Burbank Drive, Potomac, Md. 20854.

GOLFDOM's annual Father and Son luncheon at the Golf Course Superintendent's Assn. of America convention was the usual merry, informal affair with the father of the Paul Weiss team sparking the "no speeches" digestive pause with gems from his collection of Pennsylvania Dutch folk lore.

Ninety-four attended, mainly fathers and sons and sons-in-law engaged in course management, GCSAA officials as drop-ins on a busy noon schedule; Robert Abramson and Joe Graffis, associate publishers of GOLFDOM; Frank Biancamano, editor; Warren Heeg, Jr., advertising sales manager; and Herb Graffis, executive editor. O.S. Baker, now 84, with dim sight, but otherwise active, was a guest of honor. Baker was superintendent at Seaview, Boca Raton, Indian Creek, Miami CC, Opalocka CC and Ponnte Vedra

before establishing his turfgrass nursery. Robert Abramson told the gathering that he was happy and proud that the superintendents had adopted the GOLFDOM staff as sons.

B. Hayman Company's "champagne breakfast" for Southern California and Arizona superintendents and their wives was another feature of the GCSAA convention. Warren McCleary, vice president, was the host for absent C.R. McMicken, president of the company.

Pros often have remarked that when the women take over a golf operation, it's done right. Observation of tournaments of women's associations and the women's committee of the USGA confirm that fact. Additional proof was supplied by the job the PGA Seniors Women's Auxiliary did during the PGA Seniors championship. How many times have we been reminded that the senior's wives have been an unrecognized, unappreciated power in the growth of golf as a business and game?

Norman Westfall, superintendent of Waukonda GC, Des Moines, Ia., for 16 years, developer of numerous younger experts in course management, has retired. He has been succeeded by Orrie Goens. Westfall is consultant on course maintenance now, and some of his proteges at the GCSAA convention says it's almost miraculous what his help has done in improving playing conditions at small courses without much boost in budgets. Norman also operates a mower's repair shop, which reminds me that we heard superintendents say many times at Miami Beach, "unless you've got a good mechanic you haven't got a good maintenance staff."

Looking over the schedules of regional GCSAA meetings for 1969, I'd say the host clubs are luckier than they realize. They have the most experienced course managers in their areas examining their layouts and, as pals who are practical, successful men, talk about the situation with the host superintendent. The Mid-Atlantic Assn. of GCSAA does an outstanding job in this respect, with

Continued on page 58

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