

# The super shaft!

Aldila, the proven leader by performance in composite golf shafts, is now able to offer you the only golf shaft that successfully combines boron and graphite fibers.

Ask the Pros on the Green . . . or the Pros behind the scene.

Kathy Cornelius, ranked 8th in LPGA earnings in 1973: "I can hit the ball farther with the shaft and it doesn't take as much effort to swing. Its lightness is definitely an aid to women players."

Gay Brewer, who has over \$650,000 in career PGA earnings: "I picked up an Aldila Graphite-shafted driver two years ago and I've been driving great ever since. The Alda VIII shaft is even better—it's super! Each week I see more and more touring Pros choosing the Alda VIII shaft for play. I think if you give these shafts a chance, they'll really work for you."

Walt Dittmer (r), Manager of Advanced Composites Application, AVCO Corp.: "Boron filaments are the strongest, stiffest, lightest filaments in the world. Due to its superior qualities, boron has outmoded all conventional metals. In manufacturing golf shafts, the step from graphite to the Alda VIII boron and graphite combination is as great an advance as was the step from steel to graphite."

Dale Thompson (l), Aldila Director of Engineering: "The correct combination of graphite and boron fibers makes it possible to take advantage of the best characteristics of both materials in improving a golf shaft's performance."

THE ALDA VIII BORON/GRAPHITE SHAFT by Aldila—The Super Shaft—the lightest, strongest golf shaft on the market today. Comparative structural tests confirm the Alda VIII to be superior in flex, torque and strength-to-weight performances over any other golf shaft. And the Alda VIII with boron is the only graphite shaft with proven success in irons on the PGA/LPGA Tours. Ask for Aldila—Accept no substitutes.

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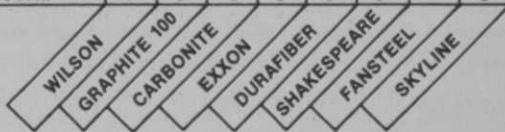
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1973/74 Tournament Wins

aldila

PGA	0	0	0	0	0	0	0	0	0	10
LPGA	0	0	0	0	0	0	0	0	0	1
FOREIGN	0	0	0	0	0	0	0	0	0	3
U. S. AMATEUR	0	0	0	0	0	0	0	0	0	1
COLLEGIATE	0	0	0	0	0	0	0	0	0	2
TOTAL	0	0	0	0	0	0	0	0	0	17



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Sincerely,

*Ben Hogan*

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# THE DELICATE ART OF HANDLING THE IRATE CUSTOMER



Unlike a retail merchant who sells to a transient clientele, the golf professional's livelihood depends upon keeping his stable clientele happy. As a result of this dependency, the professional can ill afford to mishandle an irate member; in fact, he must do all he can to prevent the problems that cause member frustration.

Joe Moresco is a veteran professional, a former president of the Metropolitan PGA and is currently professional at Woodmere CC in New York. He's also an ace in the art of handling irate members. Moresco's experience has taught him that above all the professional must keep open the lines of communication between himself and the membership. The following incident describes how Moresco handled the common problem of a lost club.

"I was sitting in my office when I heard this commotion in the shop," says Moresco. "One of the members was shouting at my shop manager. So, I walked out and asked him what the problem was. 'You lost my five-iron,' he screamed in my direction. Knowing the member well, I walked over and led him into my office. I shut the door, then sat down at the desk, opened the drawer very slowly, peeked inside and slammed it shut. 'Son-of-a-gun, I

Professionals cannot afford to lose customers by mishandling an irate member. Here are some sound and proven methods for soothing angry clients

by DALE SHANKLAND

could've sworn it was in there,' I said. This broke the tension. While he was trying to stop laughing, I said, 'Don't you realize how silly you've been? Why would anyone here want to take your club, especially when they have access to brand new stock?'"

Lost clubs are a problem to the professional only because inevitably he or a staff member will be accused of misplacing them. The accusatory club member fails to understand that the responsibility of keeping track of the clubs is his, not the professional's. To prove it, and thus obviate this kind of accusation, the professional must keep records that detail what services are performed for the member. For example, Moresco, if pressed, will literally show that his charge covers cleaning

and service, not storage. When the member sees the written proof, more than likely, he will realize that his accusation is unwarranted.

Sometimes, a player may not be satisfied with the facts on paper, and will continue to accuse the pro or one of the staff members of losing the club. "In that situation," says Moresco, "I'll then explain that every Tuesday, Wednesday and Thursday we go through the whole storage area searching for lost clubs. This means every bag in the place. I've done this for the member, and the club still didn't show up. Back he came, shouting, 'You're liable.' When this happens, I just go ahead and give him another club. It isn't worth winning the argument, because as a businessman, I lose. I can make him pay for a new club, but that's rather like grabbing pennies and letting dollars drop.

"I've even gone so far, where the member was really persistent, to pull out my wallet and to pay for the club. The reaction to this gesture is, 'Oh, Joe, you don't have to do that.' 'But where's it going to come from other than my own pocket?' I respond."

A common cause of lost clubs is a cluttered storage rack where a member keeps all his favorite clubs. Moresco

*continued*

## CUSTOMER *continued*

points out that this practice is not practical for this reason: "Every time a bag is pulled down off the rack, one of the clubs falls down and usually gets put back in the wrong rack or a neighboring bag. My solution to this problem," says Moresco, "was to ask the members to store their loose clubs and umbrellas in their lockers."

Mishaps in billing is another source of irritation to members, and one for which the professional may often be blamed. Moresco uses a system that eliminates the most common problems, such as being billed twice or being billed for an already-paid bill. His system is called duplicate billing: when the initial purchase is made, the member fills out the standard club IBM card. Most clubs stop at this point, but Moresco orders these cards with carbon duplicates (they cost a little more). Once the card has been filled out, the hard card goes to the member via monthly billing from the club, the duplicate is filed in one of 52 cubbyholes in Moresco's office. If a member screeches in because he's been billed twice, Moresco can easily pull out the card to find out why. Moresco also uses the IBM cards to record cash and charge sales. The "cash" sales cards are kept in separate envelopes in the cubbyholes.

At Northern clubs the hassles of travel bag covers can also be a source of irritation to both professional and member. When members return, after their winter exodus, Moresco's staff will take the travel covers and empty out the main pockets. "Inside usually are shoes and sweaters," says Moresco. "I'll put the stuff in one of my shopping bags with the member's name on it. Then we clean the bag and put it back on the rack. We used to just go ahead and send everything down to the locker room. Not any more. Shoes would wind up in someone else's locker, because the locker room attendant was out, or get misplaced between the storage area and the locker room. The very next weekend someone would be in screaming that it was my fault. These days we hold onto the bag until the member comes in, then give it to him. If there was a club missing when he got back, we'll inform him of that also. We still get asked to keep travel bag covers. We decline by explaining that it just isn't practical; we just don't have the space. I cer-

tainly don't mind performing all the services, but I don't believe in babying the members into a situation where they are totally dependent on the professional. I'd need a staff the size of the Pentagon to get by."

A lesser problem than those mentioned previously, but one that could get out of hand if left unattended, is defective merchandise. This is usually taken care of by replacing the item.

Related to the problem of defective merchandise, Moresco explains, is that of the member not following the manufacturers' cleaning instructions, as in the case of a garment that should be dry cleaned and not washed. If the member returns a particular garment once or twice Moresco readily replaces it. However, if merchandise is continuously returned due to the same problem, Moresco then will explain that the manufacturer's policy won't allow replacement because the instructions weren't followed. This explanation will often alleviate the problem.

Late deliveries have been a chronic problem for the professional. This year it is much more severe because of material shortages and exportation of golf clubs. Many professionals anticipated these delays by warning members to get in their orders early. Moresco, again, went one step further. He anticipated late deliveries and also anticipated members' reactions to the delays.

"I'd block off my lesson book on Saturday morning until 11:30, explains Moresco, "and would be here to greet all the early birds. When they came in for balls at seven, naturally they would start a conversation. I deliberately brought up the subject of late delivery, relating my situation to their businesses, so they would get a better understanding of the problem. The results were great. Instead of hearing, 'Where are my woods?' I heard, 'Did my woods come in yet?' I built an alliance between myself and the members and made the manufacturer the bad guy."

Misunderstandings can arise between the professional and his members solely because of a lack of communication; perhaps the member doesn't appreciate the busy and demanding schedule a professional has to follow. In Moresco's case, the misunderstanding came about because of the holdover policy from Moresco's predecessor. "If a person made an ap-

pointment for a lesson at 1:30, he would take it for granted that his clubs would be waiting at the range when he arrived. Inevitably his first question was, 'Where're my clubs?' followed by, 'Why didn't you have them sent over?' I cleared matters up by explaining that because of heavy schedules, the bag is left unattended too long, and, therefore, could be stolen."

Another potential source of member irritation resulting from a lack of communication is the old question, "Why do you only play with the good players?" Moresco's solution to soothe potential ruffled feathers was to post a notice in the men's and women's locker rooms, which read: "Dear Member: I would like to play with as many different members as possible, especially the higher handicap players. Please get a group together and enter the names on the sheet below." This simple, honest message successfully headed off a potentially acute source of member irritation.

Generally, many irate member problems stem from a lack of communication. It's this barrier that Moresco has broken. At the start of each new season, a letter from Moresco goes out to the membership. Briefly, it reads as follows:

"Dear Member: For the better enjoyment of your golf in the forthcoming season, I would like to reacquaint you with some of the various areas in which we give service.

- 1) When taking lessons, please see the caddie master and ask that your bag be sent to the driving range area. Please do not assume that your bag will be there when you arrive.
- 2) Have you lost a club recently? Do you know the procedure? Please do not tell the caddie, the caddie master or the cart room attendant. Instead report the loss to the professional or his staff.
- 3) Are you planning a trip to Florida? Please let the professional staff know a day or two in advance, so we can help you pack your bag. Please remember that the club is closed on Mondays."

The letter goes on further, detailing all the areas that could be potential trouble to both professional and membership.

In the many years Moresco has been plying his trade as a golf professional he has discovered that eliminating the communications barrier eliminates the irate member. □



## Lee Golf Slacks and Shirts: A \$35 Winning Combination.


For quality, style and value, Lee golf slacks and shirts are the best buy on the market.

The slacks have a self-sizing elastic waistband which gives a comfortable, yet snug fit in every golf-action position. The diamond relief pattern fabric is of the new snag resistant, non-glitter 100% Dacron® polyester.

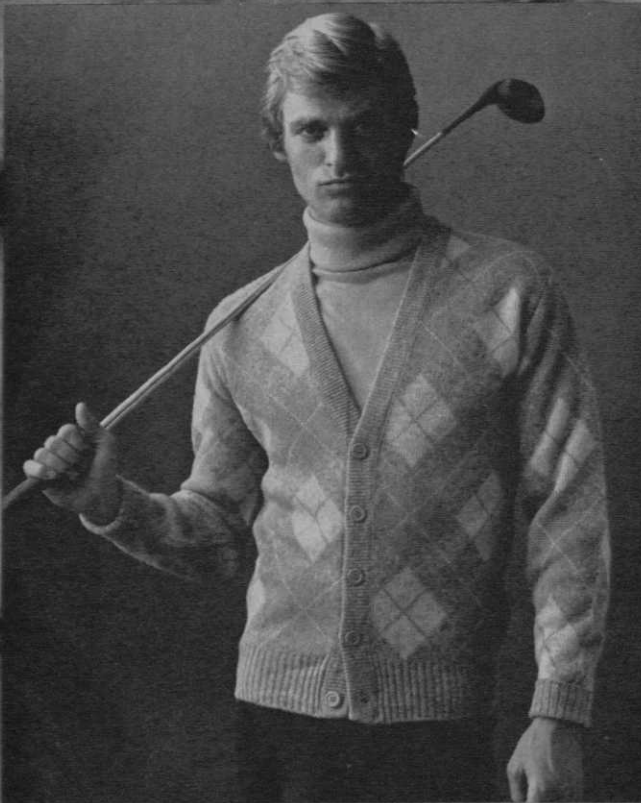
Lee golf shirts are styled for pure

comfort on and off the links. They're color-coordinated to complement the slacks and made of 100% Nandel™.

For more information about these Lee golf slacks (about \$20) and Lee shirts (about \$15), contact The Lee Company, 640 Fifth Avenue, N.Y. 10019.

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# SWEATERS: FALL PROFIT WARM-UP

**Fall means sweater weather. An attractive group of sweaters lining the shelves in the pro shop will help keep golfers warm and sales hot. The sweaters shown on these pages suggest the various directions, in both fiber and design, that the professional can go for his sweater stock this fall.**

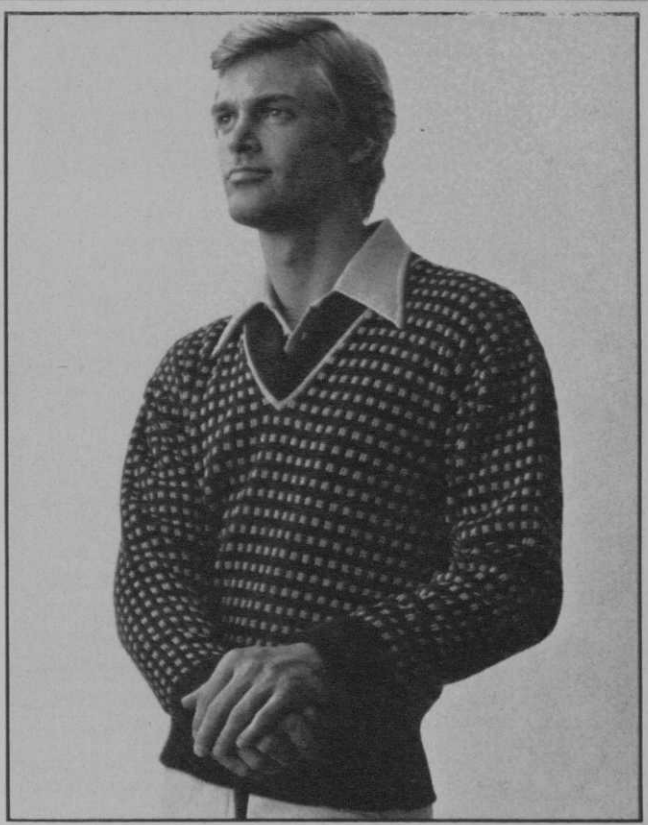
by **DICK FARLEY**  
FASHION DIRECTOR



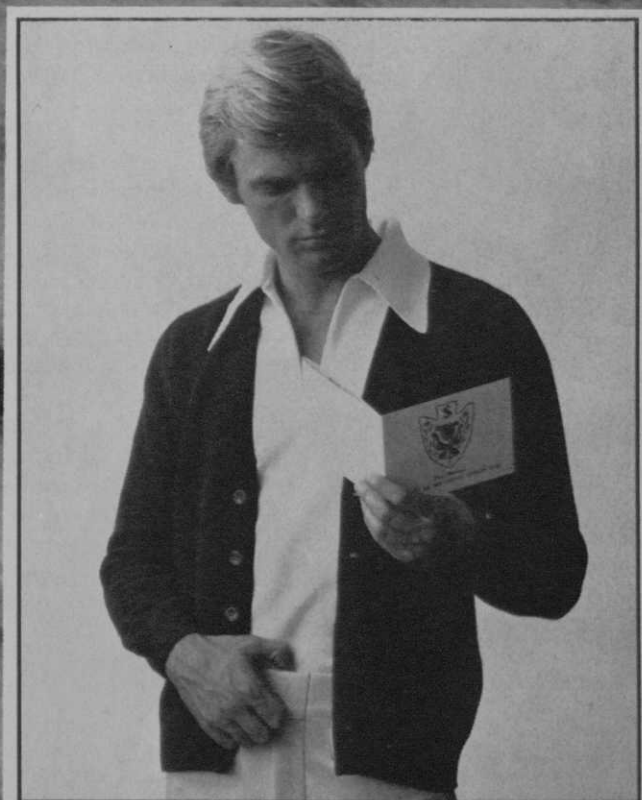
Photos by Jerry Abramowitz

**UPPER LEFT:** An argyle cardigan in heather hues from Robert Bruce; 100 per cent Wintuk Orlon makes it practical at \$22.  
**LOWER LEFT:** This rugged shawl collar cardigan is from Himalaya. Called the American Indian pattern, it's made of 100 per cent Wintuk Orlon. It sells for \$28.

RIGHT: Jaymar-Ruby suggests this sporty V-neck of 100 per cent Orlon. An over-all pattern banded in solid color at wrist, neck and waist, its neat look matches its neat price: \$20.

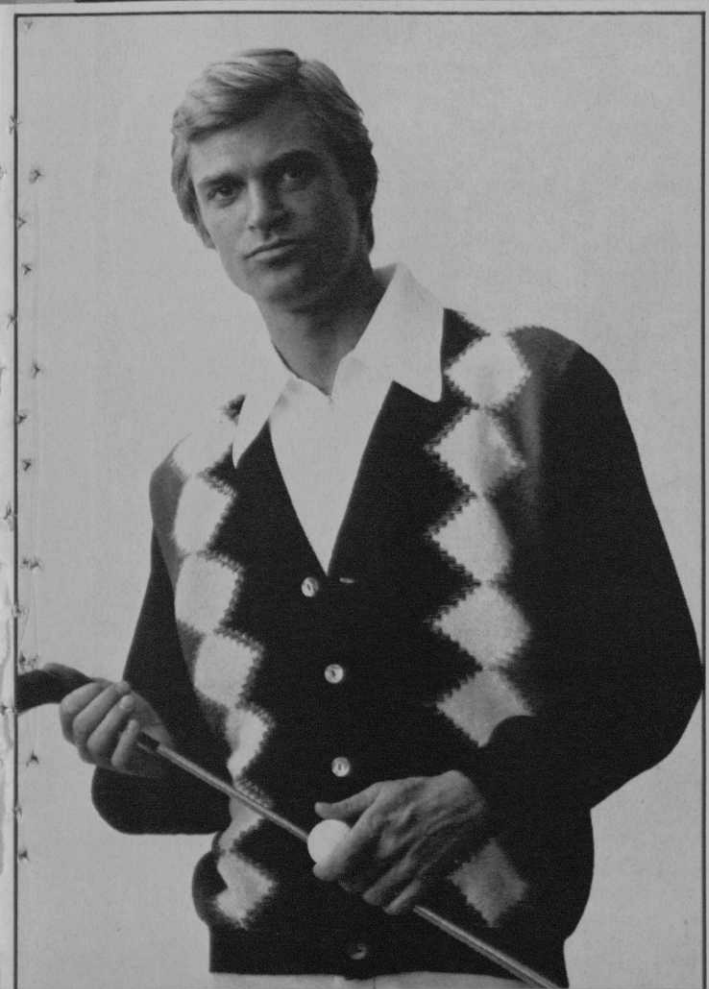



ABOVE: Gilison Knitwear makes a V-neck pullover of 100 per cent Orlon. It is available with club insignia and retails for \$12 without.



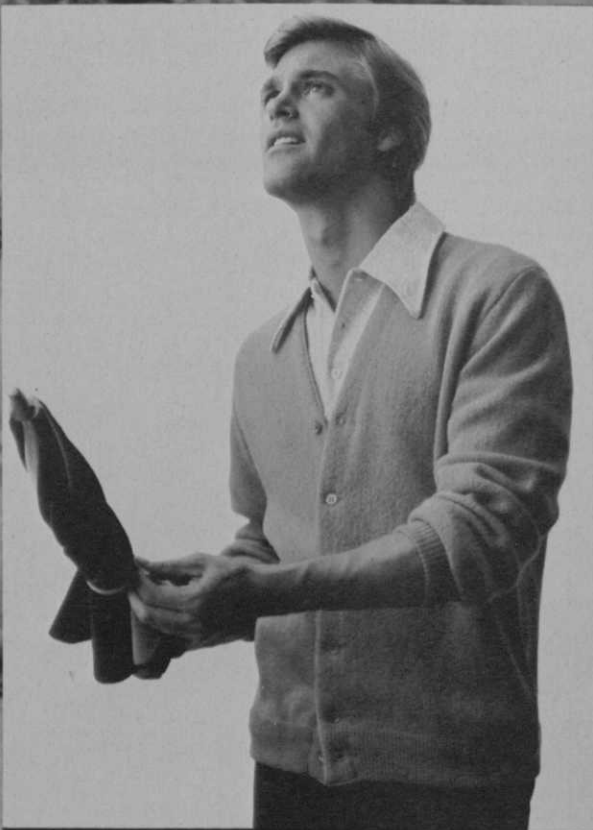
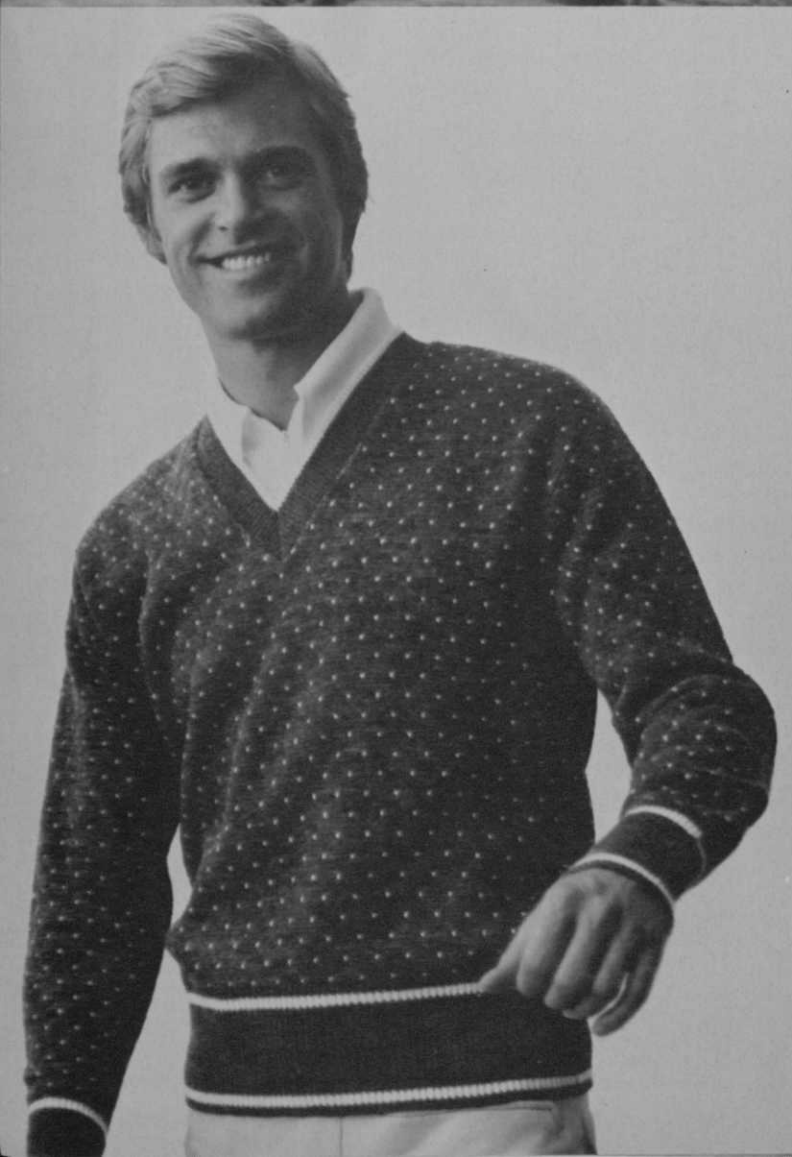
LEFT: This link-stitch alpaca cardigan is a fancy version of the golf classic. In bold red, white and black, it retails for \$70, from Parker of Vienna.

ABOVE: Pringle woolens are a tradition. And this cashmere cardigan is no exception. Comfort and good looks create a sweater that is never out of style. Cashmere, \$80; wool, \$38.





RIGHT: The shawl collar is big this year. And this one from Stanley Blacker looks just right. Not too big a collar, just a nice balance for this hip length ribbed cardigan. The sweater fiber is primarily lambswool, which means it's soft and conforms to the body. The generous cut allows plenty of movement. It sells for \$55.



LEFT: Etonic makes this patterned sweater in 100 per cent Wintuk Orlon. Bands at wrist and waist give it a finished look that pulls together shirts and slacks. Retail is \$22.

ABOVE: This classic golf cardigan is from Jantzen. Simple styling and the wool/alpaca blend give it the clean lines golfers like. It comes in a range of colors, retails for \$27.50.



# The News is Sweaters

The big fashion story for fall brings warming news for the golf professional. Sweaters will be everywhere, dominating the golfing scene. Of special interest to the golfer, and ones the professional should emphasize in his merchandising, are V-necks, cardigans and turtle-necks, all of which lead the parade toward the classic look. Emphasis is away from patterns, back to solids, particularly in turtle-necks, which promise to be major sellers this fall. Look also to the shawl collar cardigan as a sleeper item. Could be big news.

Because of cost increases, some wool knitters are finding difficulty competing in the popular-price ranges. So, look for more wool/acrylic blends.

One word of warning: wool and synthetic fibers will probably be in short supply. Place your orders early. Don't count on being able later to fill in with reorders. Manufacturers' inventories will probably be sold out early.

A wide variety of excellent fashion sweaters in wool, synthetics and blends are available for the golfer from a great number of manufacturers. Let's review here some of the characteristics of the choices available.

## NATURAL FIBER—WOOL

From fleece to fabric, from the time it is shorn from the sheep until it is worn by the golfer, wool goes through many processes. Starting out as raw wool or fleece, it is washed gently in a soap and water solution losing 30 to 70 per cent of its weight when natural grease (lanolin) and soil are removed. It is then spun into yarn and later knitted into the finished product. Dyeing can take place at several stages: 1) after the washing process, in which case it is called stock-dyed; 2) after spinning, when it is referred to as yarn-dyed or 3) after knitting, when it is called piece-dyed. Wool can also be printed by a screen process. Because wool is a porous fiber, color tints are absorbed right into its core to give rich, lasting hues.

**WASHABILITY.** Nature made wool washable; however, it usually shrunk, unless washing took place under the strictest of controlled conditions. Now, science has made wool *shrink*

*resistant*, too!

Many wool sweaters on the market now are shrink-resistant processed and labeled machine washable. *Remember*, however, not all wool sweaters are processed for washability, so be aware of this difference.

**SHOWER RESISTANT.** Another outstanding quality of wool is its repellency to rain. New wool can shed the rain of a brief shower or falling snow better than any other apparel fiber without special treatment.

**RESILIENT.** Wool is the most resilient of all fashion fibers with great recovery from distortion, a major reason it's so comfortable to wear.

**MOTH RESISTANT.** One of the problems experienced by owners of fine wool sweaters has been wool's susceptibility to moth larvae attack. Now, by means of chemicals that either kill or repel all wool-eating insects, scientists have been able to make wool garments moth-resistant for life.

**TYPES OF WOOL.** The most popular wools for sweaters are: 1) lambswool—in single or double ply, the most popular wool for sweaters; 2) Shetland—a heavier, more robust fiber seen most often in pullovers; 3) cashmere—the luxury sweater with the luxury feel; 4) alpaca—a hard finish, especially well-suited to the tight knit golf cardigan; 5) merino—a flat knit look, mostly used in lightweight garments, and 6) wool blends—a luxury blend of 70 per cent wool/30 per cent silk is available in a limited supply from one manufacturer. Used mainly in lightweight garments, the blend is about the same price as cashmere.

## MAN-MADE FIBERS

Before the advent of man-made fibers, clothing and other textiles were limited to such natural fibers as: cotton, wool, silk or linen. The first fiber synthesized from chemicals by the fiber industry was nylon.

Today, man-made fibers are made from plentiful, low-cost basic raw materials, which are found almost everywhere. The fibers can be engineered to exhibit special qualities and characteristics for specific purposes. A fabric can be made from one type of man-made fiber or may be a blend of fibers,

either natural or man-made, to provide a variety of characteristics.

**ACRYLIC** is the man-made fiber used most in sweaters, and of the acrylics, Orlon is the most popular in pro shops. Orlon sweaters are produced with different looks and "hands" (feel): 1) 100 per cent Orlon produces what we have come to know as the standard Orlon look; 2) 100 per cent soft Orlon has a cashmere-like hand; 3) 100 per cent Wintuk Orlon falls into two categories—a) Heather look with a Shetland hand and b) a solid shade with a lambswool hand; and 4) Orlon blends, consisting of: a) 70 per cent Orlon, 30 per cent alpaca, or b) 70 per cent Wintuk Orlon, 30 per cent alpaca. In addition to Orlon, some other acrylics are: Acrilan, Chemstrand, Creslan and Zefran.

Important points to remember regarding the care of articles containing man-made fibers are:

- 1) Fiber producers make fibers only. They do not make fabrics, garments or other finished goods.
- 2) It is the fabric construction, dyeing, finishing and manufacture of the article, in addition to the fiber—or blends of fibers—which determines the quality and performance of a sweater.
- 3) In order to understand what to expect in a sweater's performance, and in order to know how to care for it, it is important to know more than the generic names of the fibers present in the sweater.
- 4) Acrylics are usually soft, warm and lightweight. They are shape retentive, resilient and quick-drying.

When machine washing, use warm water and add a fabric softener during the final rinse cycle. Machine dry at a low temperature setting. Remove garment from dryer as soon as tumbling cycle is completed.

5) Manufacturers by law must provide specific washing instructions on hangtags. These should be studied carefully with special attention to the methods recommended for care and cleaning.

Regardless of what your market research reveals about which price range and type of sweater is best for your particular situation, place your orders early and go out confidently and aggressively and get your share of this potential bonanza sweater year. □

# A WOMAN AS HEAD PROFESSIONAL



Mrs. Helen Finn talks about her reception as head professional at Douglaston Park GC in a job traditionally the exclusive preserve of men

by DICK MILLER

Babe Didrikson Zaharias changed the U.S. Open. In 1948 she announced that she was going to compete in the most prestigious golf event in America. The United States Golf Assn. was stunned. Old men and adolescents had competed, but never a woman. By tradition, the Open was for men, yet at the time there was nothing in the eligibility rules restricting the competition to men. In a moment of swift discretion, the USGA announced that the Open was closed to all but male golfers.

Five years later, the USGA took over the sanction of the Women's Open, which Babe Zaharias would win three times. She brought to women's professional golf the showmanship it badly needed. Often she would play from the men's tees and score par or under. Featured in a cameo role in the movie "Pat and Mike," starring Spencer Tracy and Katharine Hepburn, Zaharias was informed she was to lose to Hepburn in a golf scene. She curtly told the director, "No one beats the Babe!" The script was changed. And when once asked how she hit the ball so far, she replied, "Well, honey, I just loosen my girdle and swing away."

Through the decades, though, the image of a woman who could play golf par or under hasn't changed. The idea still lingers that any woman who can hit a long iron and stay with the shot through the line of flight isn't capable of baking a soufflé.

The Ladies' Professional Golf Assn.'s tour, unlike the Tournament Players' Division, isn't a showcase for its club professionals. Unlike the TPD, where the touring pro is the visible tip of a gigantic iceberg, the reverse is true for the LPGA tour. Those women, teaching, holding responsible positions as club professionals, selling merchandise and running their pro shops, are barely visible compared to their male counterparts.