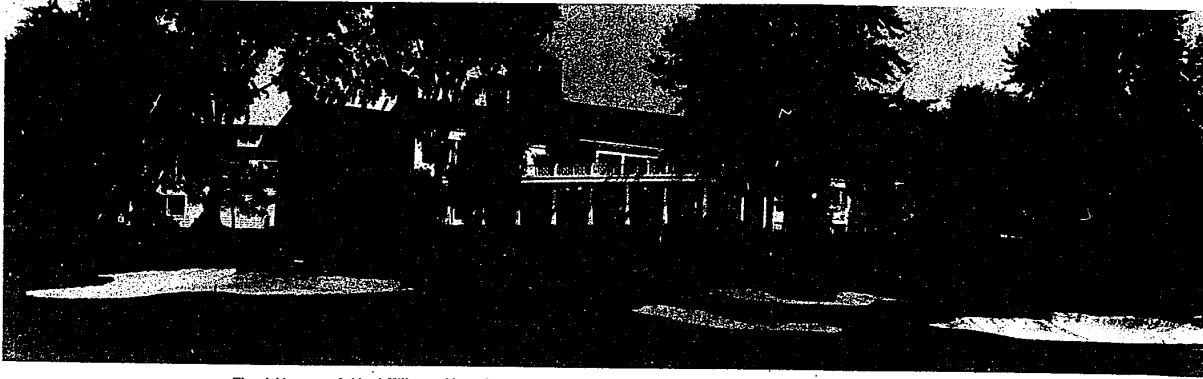


Lookin' good at Oakland Hills



The clubhouse at Oakland Hills provides a beautiful backdrop for golfers approaching the 18th green. (Staff photo by Dick Kelley)

Concessions will be booming during PGA

By BOB GROSS

Joe Lynch, president of Amusement Enterprises of Fort Worth, Tex., expects spectators at the 61st PGA Tournament at Oakland Hills Country Club to consume 100,000 hot dogs and 100,000 cans of beer.

Lynch's company, which will handle concessions during PGA week, July 30

to Aug. 5, has made plans for 16 stands located throughout Oakland Hills' South Course. In addition to beer and hot dogs, the stands will also sell soft drinks, kielbasa, ham and cheese sandwiches, potato chips, candy and cigarettes.

Close to 80 local people will work at the stands with Lynch and his employees. According to Lynch, most of the

local people will be drawn from the American Legion. There will be, however, a few advertised positions open.

Much of the cleanup work will be done by local Boy Scout troops.

Lynch said that this year's PGA will be about the "12th or 15th" he has handled.

"Every tournament is a different operation — a challenge," he said. "You

can't say it's old hat."

From past experience, Lynch said the concession stands doing the most business will be located at the first, ninth, 10th and 18th holes. "They're normally close to the clubhouse," he said. "A lot of people don't want to walk around so they'll stick close to the clubhouse."

Lynch said he hopes the weather for

the PGA will be pleasant.

With pleasant weather, "hot dogs and soft drinks are normally side by side — you sell 10 of one, you sell 10 of the other."

With rain, said Lynch, hot dogs outsell soft drinks.

Lynch, who handled the concessions for last year's Lady Stroh's tournament, said one of the idiosyncracies of the Detroit area is that he sells more kielbasa here than anywhere else.

Another idiosyncrasy of the Detroit area with which Lynch will have to

contend is the bottle bill. If 100,000 cans of beer are sold (at 10 cents deposit per can), the total deposit on those cans will be \$10,000. Lynch said spectators may return their cans at the concession booths and get their money back, or they may donate them at vans set up for the Boy Scouts and the Evans Scholarship fund.

The Boy Scouts and the Evans Scholarship fund will split the proceeds from the return of the cans.

"I'm not getting anything back on the cans," said Lynch. "It all goes to the Scouts and the Evans Scholarship."

Business end of game makes golf more than giving lessons

By DAVE WINES

In an era of increased costs and diversions, the future of golf will depend more on the overall devotion and skills of the club golf pro than on touring pros.

The club golf pro at Rochester's Great Oaks Golf Club is 29-year-old John Traub.

As the club professional, Traub is responsible for organizing all matters relating to golf at Great Oaks. Those include developing tournaments and leagues for members, organizing a junior golf program, providing quality instruction and efficiently running the business end of the course and pro shop.

The job means 10 to 12 hours of work six days a week during the season, which is April 1 through Dec. 31, with time in the winter months devoted to playing a mini-tour in Florida.

Recently married, Traub and his wife, Jacqueline, live in Avon Township. Before becoming the club pro two years ago, Traub assisted at Detroit Golf Club for two seasons and at clubs in Florida and Connecticut.

He's fared well in regional competition, recently qualifying for the long-drive contest at Oakland Hills on July 31. He's made qualifiers for national tournaments like the Buick and U.S. opens.

Traub hasn't attempted the Professional Golfer's Association (PGA) tour

yet, saying he'll try it some winter when he's ready for the pressure and traveling involved.

ALTHOUGH A LATE starter at the age of 14 for the game of golf, Traub adapted to its demands in his native Port Huron. After two years of junior college, he decided to try his luck at becoming a club pro, attending required business schools sponsored by PGA.

"The two business schools are pretty tough," he said. "They test you on every aspect of golf from carts and shoes to first aid. The failure rate is over 50 per cent. They try to make it tough so everyone doesn't try to get into the business, which I think is good."

After fulfilling his dream to become a golf pro, Traub now must work at keeping his own club growing in the face of mounting costs. It's not an easy job but he enjoys the challenge.

"I like working with the club members, instructing and playing with them as often as I can. I would never give this up to go on tour, not just because of the security, but also because I'm anxious to see the club grow," Traub said.

In order for that to happen, however, Traub pointed out that rising costs are just keeping in step with inflation and that members should expect to pay more in order to keep their club in top condition.

It's important to take good care of

existing clubs because, according to Traub, high land costs in populated areas are keeping new clubs from being built.

AS HEAD PRO, Traub is responsible for overseeing a junior golf program. Junior golf has come under attack because of a decline by Jack Nicklaus and other tour pros. They attribute the decline to crowded course conditions coupled with fewer private clubs and caddies.

Traub thinks Great Oaks has one of the best junior programs in the area, with several hours of course time per week devoted to junior play.

"We have over 100 kids enrolled in our junior program," Traub said. "My assistant, Jimmy Dougherty, does the basic organizing and instruction with a regular PGA-developed method of testing the kids' progress. Friday mornings throughout the summer are devoted to juniors, which is a lot compared to many clubs."

One method by which Traub accommodates children who don't have money to invest in equipment involves offering a new set of clubs for \$100. Then, in two or three years, when the child outgrows his equipment, Traub offers the \$100 as a rebate toward purchase of another set of clubs.

Traub's philosophy with junior golf is for the youngster to stay with one good teacher from the start and to develop a

good attitude.

"It's important for anyone who wants to become a serious golfer to forget the bad shots and play the game with good technique and knowledge of the rules," Traub said. "We try to encourage the youngster to learn a few basic elements of the swing, not putting too much pressure to compete. Personally has a lot to do with success in golf."

ANOTHER CONTROVERSIAL area at private clubs in recent times is that of the women's place in golf. Although pro tour has proven that women can play the game as well as most men, some male golfers are still biased against women on the course.

Traub encourages women to golf, however, noting they make up a large percentage of weekday play, thereby generating important revenue.

They play as fast or faster than most men he's watched, hitting the ball straighter many times, Traub added.

There is certainly much more to the job of club professional than is apparent to many people. The job involves an understanding of the total business of golf — not just understanding how to help someone play, he says.

Traub extended his role even further recently, becoming rules chairman of the Michigan PGA.

It's his way of showing dedication to the game and its future.

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Hearns to appear at boxing benefit



Thomas Hearns (right), the dynamic young welterweight boxer, will appear at a benefit for Rick Cece (on left) at Angie's disco in Farmington Hills.

Thomas Hearns, the promising welterweight boxer from Detroit, will be the main attraction when Angie's disco stages its first Amateur Fight Night tonight.

Hearns will be the guest referee at the first of several boxing dates scheduled for the bar, located in Farmington Hills. The Knack Recreation Center and Emanuel Steward will sponsor the events on the second and last Mondays of each month. Tonight's card will include six amateur bouts.

Proceeds from tonight's fights, the first of its kind in this area, will help cover the hospital costs of Rick Cece, a promising professional middleweight who lost his left leg when he was struck by a automobile while he was riding his motorcycle May 10.

Cece worked for a year for Angie Zerbo, owner of Angie's, and it was Zerbo who brought Cece's plight to the attention of Steward and Hearns. Cece, who has a wife and three children, had a 3-0 pro record before the injury.

Tickets for the benefit are \$25, with all proceeds going to Cece, who plans to attend if he has been released from the hospital. Besides the boxing, the evening will include champagne, hors d'oeuvre and dancing. Tickets are available at Angie's. For more information, call 651-2990.