



Seabreeze clubhouse renovated inside and out for reopening after wartime shutdown.

Winter Pro Job Is Preview of Season to Come

By SAMMY BELFORE

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Winter season pro department operation in Florida provides a great opportunity for the pro to put to a test the new styles in merchandise and the new ideas he considers for his northern summer job. There no longer is any excuse for the winter job operator to figure he can get by satisfactorily with stocks for emergency purchase by players at his course. He's expected to present a preview of the coming summer's service.

I've noticed during the many years I've been coming from my northern jobs to work in the south that the importance of the annual changes in styling of golf merchandise has been growing constantly. It is a trend that is making necessary a close watch on pro shop inventories and clearance sales as the northern season approaches its finale.

One thing that this means is stopping the old pro habit of being too free to return unsold merchandise for credit instead of regarding purchases as firm purchases as is customary with other retailers. The returned merchandise—if accepted by manufacturers—can't be dumped into the river but has to be sold at salvage prices and sometimes in a manner that handicaps the entire pro retailing job.

The winter resort golfers usually are the most enthusiastic and biggest buying members of private clubs. A great many of

them are very loyal customers of their home club pro. This is a factor that I consider conscientiously on my winter job at Seabreeze. Many of my pro friends send their members to my place and I'm certainly not going to be ungrateful for this by putting on high pressure to beat my pals to sales. This is a factor which accounts for part of my merchandising and advertising being the work of supplying a preview of 1948 styles.

Style Changes Obvious

Fortunately for pros new wood head materials and marked improvements in iron head design make the style advances so marked that the customers can plainly see the differences and become aware of the reason for higher prices.

In apparel styles Florida is the most certain test market for determining what will go well in the northern and central states the following summer. California may originate many of the sports apparel ideas but in Florida during the winter these ideas go through the sifter. By watching customer reaction closely in Florida I can determine what to stock in my shop at Seabreeze and know pretty well in advance what will go best at my summer job.

Despite the ravages of storms and some unpleasant weather in the earlier period of

the Florida winter season the state has made a great postwar comeback as the winter preview market of the coming national golf season.

The case of the Seabreeze Golf and Tennis Club at Daytona Beach, Fla. is significant of the Florida revival. On January 1, the reconstructed club, now headed by Earl Warner, had its gala opening.

Dormant for many years, the Seabreeze club has had a complete and lavish facelifting. A rebuilt nine-hole course, spread over 3,107 yards, with another nine earmarked for addition during the coming year, provides play throughout the year. Rebuilding the links was as tough a job as building a whole course straight from scratch, as Florida palms and shrubs which grow back to jungle quickly, had an 8 year stranglehold on the area.

Greens and tees had to be entirely rebuilt and because some of the property surrounding the golf course was sold to and built on by private individuals, the natural drainage system was halted. In order to overcome this obstacle, an artificial lake was built in to take care of the drainage problem. In spite of property sold, however, there is still sufficient land on which to construct the other nine holes.

No cost was spared in getting the links and clubhouse into tip-top shape. Reseeding the fairways and greens ran up a bill of \$4,600. All new Toro equipment was moved in, such as fairway mowers, green power mowers and tractors. Hose, sprinklers, benches for each tee and ball washers all are new. To date, \$22,050 has been spent on reconditioning and maintenance of golf links, and workmen are still going strong. The wiring bill for the clubhouse came to \$6,200. The chandelier in the upstairs dining room swings nonchalantly over the heads of diners to the merry little tune of \$6,000. Painting came to \$3,800, and complete furnishings—which are colorful, modern, and streamlined to the nth degree—ran into \$36,000.

On the main floor, overlooking the fairway is a sunlit, colorfully decorated and furnished glassed in porch. Inside is a bar and cocktail lounge spread out before a mammoth fireplace. The locker rooms—both men's and women's—are completely modern and extremely spacious. Upstairs is a private cocktail lounge and the main dining room.

Two hundred feet of private beach with comfortable cabanas will also be at the disposal of members and their guests, as well as a supervised children's playground.

Entirely new is my well equipped golf shop which will be under the supervision of my brother, Frank.

Other members of the pro staff include my assistants Toby Costan, originally from



Sammy Belfore and (R) brother Frank in Seabreeze shop where resort pro shop merchandising runs pre-season tests.

Rye, N.Y., Frank Pep, from Detroit (Mich.) CC, and Harold Clasen. George Perkins is caddie master. Zeke Haynes is handling locker chores, and Pete Latturada, formerly with the Daytona Beach CC, is greenkeeper. The tennis courts, still under construction, will be under the supervision of Gene Primm, tennis pro.

Memberships are required for social privileges of the club, but the golf course itself is open to the public for daily fees.

Michigan PGA Presents Film Program

Michigan PGA has prepared a campaign for selling and showing its color sound movie of the 1947 PGA championship at Plum Hollow. Tommy Shannon, chmn., Film committee of the Michigan section, with Florez, Inc., producers of the film, devised the campaign which starts with mailing information on the availability of the film to all PGA members. A follow-up mailing of a brochure about the 16 mm. film gives pros some information on how to make use of the film in showing, without admission fee, to club members and other groups.

PGA members in any section who buy prints are given an exhibition license for shop display. Florez, Inc. prepared for the Michigan Section a Presentation Guide which gives all needed information on how to promote and show the picture.

The material provides a thorough campaign for the effective utilization of the film by the promotion-minded pro. Complete details may be secured from Tommy Shannon, Orchard Lake (Mich.) CC and should be requested quickly so available copies of the film may be used by pros in teeing off with a strong golf promotion campaign early this season.