

Front Cover: Architects are making attractive use of glass to bring beauty and life of the course into the inside of the clubhouse. This view is from the dining room of the remodeled Tam O'Shanter clubhouse (Chicago).

Pros Must Plan Sales Battle As Competition Tightens.....	Willie Hunter	33
Club Financial Statements Show Inflation Dangers.....	Walter Vetter	35
Chlordane Rates High in Insect Control Tests.....	John C. Schread	39
Advances in Turf Management Reported at GSA Convention.....		46
School Classes Best Field for Pro Golf Build-up.....	Patty Berg	52
Glen Head Catches Up After Shutdown of 5 War Years.....	John Brennan	56
Atlanta's New Peachtree Pre-tested by Bobby Jones.....	Robert Trent Jones	60
Restoring Moisture to Localized Dry Spots.....	O. J. Noer	65
Toil, Trouble and Triumph at Small-town Club.....	Kelly J. Cook	74
What Makes Sammy's Golf School Run?.....	Jim Green	80
Applies College Business Course in Pro Shop.....	Jay M. Funk	86
News from the Manufacturers.....		114

PROS MUST PLAN

(Continued from page 34)

(5) An opportunity to show the pro's own sincere personality and competence in making the sales transaction a matter of service rather than the store method of cold exchange of cash for merchandise.

Check Up Pro Strong Points

In preparing himself to get the drop on budding competition the pro will be wise to go over his entire membership list and see just what he knows about each member and the member's game, equipment and needs.

It will surprise many a pro to be reminded by such a survey that he doesn't know as much as he should about a lot of his comparatively new members and the golfing prospects in the new members' families.

The pro's very strong point of expert fitting of clubs has been neglected during the long period when clubs that precisely fit haven't been available. Players have been so eager to get new clubs they'd buy almost anything they could find.

Many of the older—and wealthier members—have clubs that are too heavy and have shafts that are too stiff. Actually one reason for a club having a first class

professional is to attend to rectifying such cases as these outgrown clubs. The pro has to handle these cases with discreet judgment but if he doesn't look into them he's going to lose sales—and his members who go elsewhere won't be fitted properly. It will be a loss all around—except to the stores.

I've mentioned the shop arrangement and stock as being a vital matter to the younger professional but the older professional too can well spend some time considering the price range of his shop stock and keeping his displays constantly with "that new look."

This year far more than in years past the pro has to think of what he's got in selling points that the stores haven't got. And the pro has to make sure that the member is made keenly aware of the superior points of pro shop stocks and service. You can't expect the member to go to any trouble making the discoveries for himself.

If a pro loses out in competition with stores in the battle for golf business that will begin in earnest this year he can't complain that luck was against him. He'll have to blame himself for overlooking the same sort of smart planning and work the store would do if it had the inside track on golf business that the pro logically has.