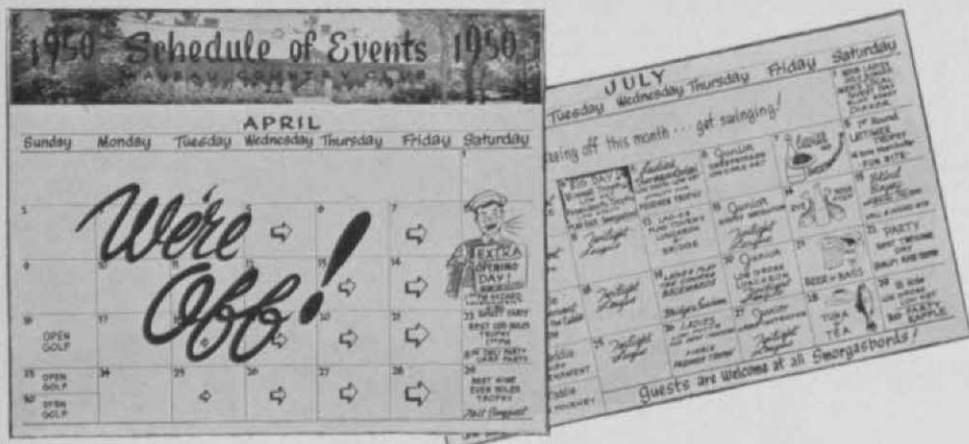


CALENDAR DOES NIFTY JOB OF ADVERTISING EVENTS



You seldom see any more complete or livelier advertising of club events than is done by the Wausau GC, Schofield, Wis. The members not only come to the club often but they play a lot and play well. Bud Werring who is pro-mgr., works with all committees to see there's something doing all through the season at the Wausau club. But having something doing is only part of the job. The members are kept constantly reminded of what's doing. The club calendar, page of which is shown here, is crowded with events. Even the caddy tournaments are listed on Mondays. The calendar sheet measures 12¼ in. wide by 7½ in. high, allowing the member to make notes of his golfing dates on the day spaces. Werring sends all his members an attractive small desk calendar on which is lettered "A Tip in '50 Will Keep Your Game Nifty." The club's photostated 4-page monthly magazine "Off the Green" is a newsy, illustrated job, telling what's doing at the club, giving instruction pointers, results and a lot of personality material.

of these hats in a few weeks at an average-sized private club. He said that taught him something about the value of display space in his shop and he was surprised that he hadn't learned it before by seeing how many repainted balls he had sold out of a glass bowl on his ball case.

Another common mistake in pro shops is to have an open aisle from the locker-room to the door that opens toward the first tee. That's all right if you want your shop to be only a thoroughfare but if you want to bring to the attention of members something that they could buy and use in making their golf better and more enjoyable put a table on which there is a display of popular merchandise right in the path through the shop.

And you might put on that table some specialty item that's new and which you want to bring to the attention of your members in showing them that you are on the job to bring them the latest good ideas in golf equipment. You've got to bear that "first with the latest" idea in mind if you are going to be able to give yourself the right answer to the question Gene Root says a pro should be asking himself: "Am I giving my members absolutely the best in values and services?" The members expect you to have the best in golf merchan-

dise before anyone else shows the product.

One of the smartest things a pro can do for himself and his club is to get each member's guests talking about the service at the club. Jack Drucker, veteran pro at Ravisloe CC (Chicago dist.) and who has served at other excellent clubs, told me years ago that anything a pro did for a member's guest seemed to count with a member stronger than anything the pro could do for the member himself.

I saw, when I played at Ravisloe several weeks ago, that Jack still is operating on that basis. My clubs and those of the other guests of our host, had been cleaned and stacked in the guest rack in a club hall. The cleaning didn't take as long as the time devoted by the guests to favorable comment on this thoughtful service.

When a guest goes to a first class club he knows it is customary to have his street and golf shoes shined. But rarely does a guest have his clubs cleaned; a job that takes less time than shoe-shining. Of course the locker-room man usually gets tipped for the service but the pro is shooting for a bigger cash reward than a tip.

Pro service generally has reached the point at better clubs where the pro has to keep a sharp watch and use his imagination in discovering ways to improve his services