



Harold J. Callaway, Skytop pro (l), and his assistants, Charlie Maytak and Pete Blasko.

TIPS FOR RAINY DAYS

Keep Golfers Occupied

LURING them out to the club and then keeping them there on rainy days is just one of the perplexing problems facing pros and managers at resort layouts. Here, during the busy season which, under most favorable conditions, is too short, it's important from a revenue standpoint that every day is a golfing day.

Harold J. Callaway, who presides as pro at the Skytop Club in the resort town of the same name in Pennsylvania, has found several answers to the rainy day predicament that he is happy to pass on to other clubs faced with dollarless days whenever the weather isn't cooperative.

In his 25 years at Skytop, Callaway has hit upon some novel ideas for keeping disgruntled but hopeful golfers hanging around clubhouse or pro shop, waiting for a break in the overcast, on those days when it rains. For one thing, he brings out the putting mats and keeps the players occupied in tournament competition that may last for three or four hours, the trick being to provide enough mats to keep everyone busy. If interest wanes in this diversion, Callaway has a projector all set up and ready to go with an hour-long movie sojourn, or as an alternative, he may move in card tables and suggest that everyone try his luck at bingo.

Gets In Lessons

By this time, it's midafternoon and if the good weather still is lurking behind a cloud cover, the Skytop pro eases his charges into a lecture on golf, which usually is followed by a teaching session. In the meantime, the golfers have been spending money at the club bar or rummaging around the pro shop stocking up on items they've always intended to buy, but never have gotten around to. So, the day from a revenue standpoint, isn't anything like a total loss.

Callaway also provides taxi service for golfers who are stranded out on the course when rain starts to fall. Skytop is interlaced with serviceable roads and when the precipitation begins, everyone connected with the club who has a car, and that includes caddies, lockermen, caddie masters, assistant pros, etc., are dispatched to all the remote corners of the course in the rescue operation. If it's early in the day, Callaway then lures the players into taking his indoors cure for the "No Golfing" blues.

Apparently the system works well for the Skytop master. He has eight persons besides himself working in the pro shop and lockerroom and he never has missed meeting a payroll.