

Two Merchandising Ideas to Keep in Mind

Warren Orlick, pro at Tam o' Shanter CC, Orchard Lake, Mich., observes that there are no clever ideas in selling that are as effective as simple, sincere personal service in which the pro never overlooks an opportunity to contribute to the golfer's enjoyment and convenience.

"Sometimes we get thinking about what we have to sell in our shops as merchandise instead of as something to increase the golfer's pleasure and health," Orlick notes.

He says that two old ideas in pro shop merchandising still are about the best for getting and taking care of golfers' business. One is that of trying out new clubs. This is done at Tam under the supervision of Orlick or a member of his staff. The trial, which is a service that can't be offered by stores competing with the pros, always closes the sale, says Orlick.

The other idea is a good stock of what's new in golf. Even just a few items in a special display keep golfers reminded that their professional is in close touch with the latest trends in the game.

Pro's Duty: Help Increase Income, Cut Down Expenses

A Connecticut pro, who deservedly has a high reputation for good judgment, tells GOLFDOM:

Increased operating costs are doing more than simply cutting the pro's profit because expense of doing business is higher. Increases in operating costs mean higher dues and thus less money spent in pro shops.

The pro these days has to be able to look at club operating figures and help officials and fellow department heads figure out ways of increasing club income without a corresponding increase in club expense.

The pro is the only real specialist in the golf business. The supts' genius extends to every field of superior turf and the manager's work extends to the restaurant and hotel fields. But the pro is for golf only. If he doesn't know how to look at figures on the club statement and visualize the picture of the unique operations of a golf club he had better start learning that part of a golf businessman's job.

Warm Winter for Al



Al Watrous (r) winner of the PGA Quarter Century tournament held in Dunedin, Fla., in January, gets trophy and check from John Inglis (l) tournament chairman. Frank Sprogel is in background. It was a big winter for Al, who also won the PGA Seniors' title.

Two New Offices for USGA Green Section

Several changes in the setup of USGA green section offices and personnel have been made in the last month. The Southeastern office is now located in the South Building, Plant Industry station, Beltsville, Md., which is also the location of the Mid-Atlantic office. James M. Latham, Jr., has been assigned to the Southeastern office.

The new Midwestern office is located in Room 241, La Salle Hotel, Chicago 2, and is under the supervision of James L. Holmes.

T. T. Taylor recently was named assistant to Alexander M. Radko as Northeastern agronomist. Northeastern's office is located at Rutgers University in New Brunswick, N. J. Another new appointment is that of James B. Moncrief as Southwestern agronomist.

USGA Rules Movie

"Play Them As They Lie," third USGA sound and color movie, is available through National Educational Films, Inc., 165 W. 46th st., New York 36. The 16mm movie covers rules of golf for fairway and rough and runs 16½ minutes. Rental charge is \$15.