



Main section of Harry Obitz's Shawnee pro shop is at end of hotel promenade.

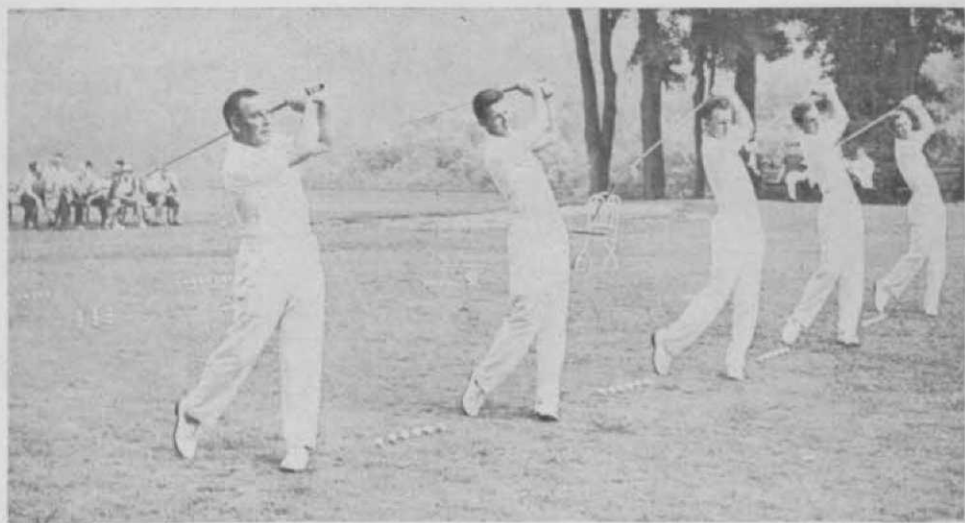


Many Fingers, Many Pies

Tireless Harry Obitz Is Perpetual Man In Motion



Two views of island displays in Shawnee shop. Practically all sportswear sales activity revolves around these two locations. Women's department is at right in photo above.



Obitz's staff at Shawnee shop includes himself (at left), Dick Farley, Ronn'e Ward, John Chimenti and Vince Yanovitch. This fivesome puts on the "Swing's the Thing" show.

HARRY OBITZ, who is considered by many as perhaps the most enterprising pro in all golf, probably has more fingers in more pies than a group from the Boys Club turned loose in a bakery.

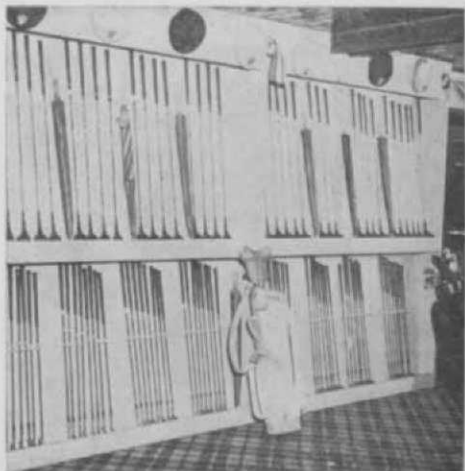
Obitz's main occupation is that of pro at Fred Waring's Shawnee Inn, the plush golfing resort in Pennsylvania's Poconos mountain chain (where he's also vp), but if you think that he stops with running a shop, giving lessons and handling other duties that normally come within the scope of a man in his profession, you haven't heard all about Harry.

He's a golf consultant, operator of shops at clubs other than his own, producer, director and leading player in the "Swing's the Thing" trick shot troupe, a busy after-dinner speaker and one of golf's best ambassadors.

Partnership with Farley

After reading over this impressive list of activities in which Harry is involved, you probably come to the conclusion that here's a fellow who has discovered the 48-hour day. In Obitz's case it would be necessary if it wasn't for the fact that he's tied up with Dick Farley, another tireless operator. Dick is Harry's No. 1 assistant at the Shawnee shop, but in all other undertakings they operate as a partnership.

Together, they hire a dozen pros. To keep this number working the year around it is necessary that Obitz and Farley not only have a string of summer courses where they operate the pro end of the business on a contract basis, but winter



Playing equipment is sold in a separate section of the shop. There's plenty of room here for customers to swing and get feel of clubs.

connections as well. Last year they ran a golf school at one of the Florida's largest resort hotels during the vacation season, but at the moment they are looking around for club courses to operate during the winter months.

Several clubs in and around Stroudsburg, Pa., where Shawnee is located, retain Obitz and Farley on a consulting basis, their services including not only pro but complete club operation. The partnership also runs the shops at Tamiment, another Poconos resort, the White Face Inn in Lake Placid, N. Y., and Mt. Kineo in
(Continued on page 57)

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Reports from the Cleveland district indicate that quite a few pros in that area took advantage of the All Star show last fall by holding golf jamborees, starting around noontime on Saturday, which were climaxed by the 4 p.m. TV exhibitions. Doubtlessly, this was quite prevalent throughout the country and probably will be exploited even more this fall. At any rate, this is a natural for helping to promote golfing parties.

Nobody, of course, can say with certainty that the northern climes are going to go on indefinitely enjoying a fine run of golfing weather well into November. In the last two or three years, perhaps, it has compensated for the rather miserable stuff the pros have had to put up with in the spring. But regardless of how the weather cycle turns in the future, the smart golf operators are going to continue to be set up to take advantage of all the balmy autumnal breezes that blow their way.

Obitz — Man on the Move

(Continued from page 35)

Moosehead Lake, Me.

Although he is basically a businessman-pro, Harry Obitz is more popularly

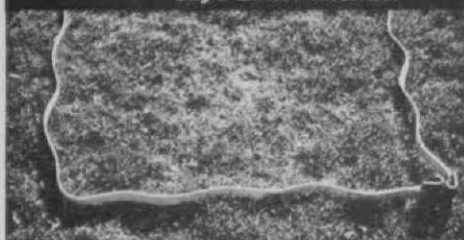
known as the man behind the "Swing's the Thing" show which has been seen by millions. Both Harry and Farley perform with the trick shot group that includes in addition, John Chimenti, Vince Yanovitch and Ronnie Ward, all of whom work in the Shawnee shop. The five men have more than 100 trick acts in their repertoire and remarkably enough they perform practically all of them in unison. They have put on hundreds of shows for hospitalized vets through the UVS Swing Clubs and every Saturday afternoon the show goes on at Shawnee.

Run on Supermarket Basis

Obitz's operation at Shawnee is somewhat different than that at most clubs because of the resort atmosphere. However, about 25 per cent of play at the Inn is by regular members who live in and around Stroudsburg. Because so many patrons are transients, the pro shop is run on something of a supermarket basis with displays being set up to encourage self service. Two large island counters dominate the main shop with merchandise being arranged so that customers, most of whom are casual shoppers, can readily pick up and examine every item. Shelf

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displays that line three of the four walls in this part of the shop also are set up in the same fashion. Not a single piece of merchandise is displayed in a box.

All playing equipment with the exception of balls, which are displayed in a counter near the cash register in the main shop, is sold in a separate part of the shop that has been partitioned from the main room. Obitz's shop was enlarged and refurbished two years ago and is a blend of pegboard, pecky cypress and birch, with red and gray plaid design carpeting covering the floor.

Ordinarily there are from three to five pro salesmen on duty in the Shawnee shop. Each is pretty much of a specialist, concentrating for the day, at least, in handling one dept. While the supermarket idea probably prevails, both Obitz and Farley are of the opinion that their success is largely due to the fact that the customer gets so much exposure to salesmen on a pure manhour basis. Where shop employees have been trained to sell and constantly be of service, this is an important factor.

Obitz, who was PGA pro of the year in 1955 and has numerous plaques from manufacturers attesting his fine sales records, always has advocated giving new employees solid training in handling customers. Yet, when his thoughts on this delicate art are boiled down, they come to only two things: (1) Don't use pressure on the customer, yet don't let him divert you from doing what you are there to do — sell him; (2) watch for the telltale sign that shows when the sale can be closed. You usually can catch it by watching the customer's eyes.

\$8,500 Appropriated for PGA Section Education Programs

Nearly \$8,500 is available for pro education at the sectional level, according to Harold Sargent, pres. of the PGA. Directors of the Foundation for Education-Service appropriated that amount to the PGA's educational fund in Aug.

PGA educational fund has been empowered to accept contributions which are tax deductible. An amount equivalent to \$2.00 for each member and Class H apprentice has been set aside for the sectional education program. To get the funds, local sections must submit an educational plan to the PGA Educational Fund board for approval. These will be approved at the annual meeting in November.