

LETTER *from* WARREN

The pro at Tam O'Shanter CC, Orchard Lake, Mich., uses this lure to get his 'sponsors' into the pro shop

Dear Member:

This is a closed-circuit, person to person broadcast emanating from the Pro Shop at T-A-M. Early Spring is the announcer and Mr. Golf is the narrator. The show's producer is Good Service and its director is Warren Orlick. You are the Sponsor, With out you there would be no rating.

Good Service has given you such productions as: Free Jr. Instructions (equipment furnished); Minor and Ofttimes Major Club Surgery; Tees for the Taking; Replacement or Repair of Defectives (i.e. within the discretion of the manufacturer); Care of Sponsor's Equipment; Knowledge to Impart; Scheduling Assistance to Sponsor, Tournament Committee, Green Committee and the Pro-Caddie Committee; Golf Clinics; Complimentary Subscription to "Golting" Magazine; Adherence to Rules & Regulations for the Sponsor's Benefit; Striving Always for the Sponsor's Golf Enjoyment; Alertness to All of the Sponsor's Needs.

The Director, Warren Orlick, ever-vigilant for the best and yet with a watchful eye toward the financial outlay of the sponsor, asks you, the sponsor, to view the 1960 show at the T-A-M Pro Shop. There, he intends to dazzle you with exciting woods and fine matched irons. Only in the Pro Shop can the sponsor be fitted with clubs to his own physical characteristics. Knowing this, he will swing more easily, control his shots better, get consistently lower scores and thereby achieve his golf potential.

There is a fresh new zing in golf balls for '60. Golf shoes play an important part in play-ability so, for more fun and less fatigue, wear a pair from the wide selection in the Golf Shop. (Rubber, all-weather shoes are also available). The golf bags in the 1960 orbit are of the kaleidoscope. Don't miss this array of colors and patterns plus the ultimate in durability. This ultimate in wearability also applies to slacks, shirts and sundries, which all add to new golfing pleasure. The Pro Shop stock is performance-proved and the choice of champions. The Pro Shop has been completely renovated, affording a larger display of high-fashion sportswear for the golferettes.

Lessons are by appointments only. This rule must be adhered to due to the varied duties, services and responsibilities of the professional staff. Schedule of the professionals' availability will be posted in the Pro Shop and lockerroom. You will be posted periodically on pertinent developments and information.

The T-A-M professional staff includes "Mac" MacElmurry, John Monitz and Tom Deaton. George Pasnick is your Caddiemaster.

It is the hope of the professional staff that we here at T-A-M will be the key to your better golf.

Golfingly yours,

Warren Orlick