

Manufacturer's Rep Can Play Big Part in Shop's Prosperity

Speaking at a PGA Business School session in Clearwater in January, Richard D. O'Brien, Charles A. Eaton Co. sales mgr., pointed out how the manufacturer's rep can play a big part in helping a pro shop grow and prosper. Here are some of the things he brought out:

- In his travels, a rep constantly picks up successful merchandising ideas that he can pass along with suggestions as to how they can be fitted into the operation of a particular shop. He knows what is selling best in the other fellow's shop, how it can be promoted.

- Too few shops use display material and other sales aids offered by many manufacturers. They come in handy for frequent changes of displays which must be made if a shop is to retain a fresh look.

- If a sales rep is treated courteously, it can pay dividends to the pro. How? When a rep has specials, closeouts, etc., he'll think first of the fellow who has treated him with consideration and give him first chance to make money on these items.

- Recommendations made by the sales rep as to sizes, colors, styles, etc., are invaluable from an inventory standpoint. If the pro follows them, he'll rarely if ever get overstocked in slow moving items that eat into profits.

Finally, O'Brien advised that professionals are wise to stick with nationally advertised equipment and apparel. This is because their customers are not only presold by the manufacturer's advertising but are very much impressed by the fact that the merchandise they buy in the pro shop is not obtainable anywhere on the outside.

Kids Have Own Course in Milwaukee; "Women Only" Layout Thrives in East

Observing that kids who are left at the clubhouse while their parents play golf become easily bored and often get into a great deal of mischief, Des Smith of North Hills CC in Milwaukee decided there was only one way to correct the situation.

That was to build a course for the kids.



O'Brien

And that's just what they have done at North Hills.

The course is laid out on land adjacent to the club. It is owned by Paul H. Kremer, a member who has a home near North Hills.

The six holes that have been built occupy about 10 acres and when the 9-hole course is completed about 12 acres will be in use.

Yardage is about the same as at a Par 3. Supt. Charley Shiley, who designed the course, concentrated on getting six holes into play last spring and will have the others completed this year. Eventually, the North Hills greenmaster hopes to have bent greens, sandtraps, a watering system and even lights.

With kids taking increasing interest in their course, Pro Jim Milward has stepped up Junior group lessons. Special events are held regularly on holidays and weekends. Kids of 8 to 10, 11 to 13 and 14 and over compete in three divisions.

Kids' activities at Kremer's Korner, as the course is known, are supervised by Paul Dorow and his wife. Dorow is physical education major at the University of Wisconsin and his wife is a kindergarten teacher. Besides golf there is badminton, volleyball, croquet and handicrafts.

Now We Have Golf Widowers

At Lynnfield, Mass., there is a new course that is causing a revolution. It's responsible for golf widowers.

It's a Women Only course and was put in play last summer. George Page, who owns several courses in the Boston area, has made it possible. He provides a playground, baby sitters, etc. at Lynnfield so that the ladies can concentrate on canning putts instead of preserves.

The 9-hole course was designed by Bill Mitchell, North Sutton, N. H. architect, and is just about what male players consider regulation length.

Male players?

Will they get to play at Lynnfield?

That's being debated. Someone has suggested allowing them to sneak in once a week for a round but it may take some lobbying to get them in. After all, Ladies' Day and suffrage for women were a long time coming.

Massachusetts Turf Meet

Spring turf conference of the University of Massachusetts will be held in Amherst, Mar. 10-11, according to Joseph Troll, asst. agronomy professor.