



New pres. of the American Association of Golf Course Architects is C. E. Robinson of Toronto (c). He was elected at a recent meeting of the group at Camelback Inn, near Phoenix. Ralph Plummer of Dallas (l) is the Architects' vp, and William B. Langford, Chicago, (r) is sec. Between business sessions the architects tested their golf games at Paradise Valley CC.

### Suggests Weekly Swing Session for Indoor School Patrons

Warren Orlick, pro at Tam O'Shanter CC, Orchard Lake, Mich., who has been operating an indoor school for the last eight years so that he can keep himself and his assistants profitably employed in the off-season, periodically sends out reminders to potential patrons that it is practically impossible to keep a swing together unless they work on it when the courses are snowbound. The fact that Warren has survived for eight years is proof that his promotion material must light a fire under many a golfer who otherwise wouldn't get any closer to the game than his TV set during the wintertime.

Orlick recommends a swing session at least once a week. He cautions against practicing for more than 20 minutes at a time and to avoid trying to drive the ball through the backdrop. Most of all, he tells his patrons, discourage your amateur friends from offering their advice. Several other practice tips, touching on the mechanics of the swing, also are offered.

The soft sell is inserted into Orlick's literature with the reminder that for those going south, golf merchandise is available at the indoor school.

Orlick's range is located across from the U of D campus in Detroit.

### Successful Range Operator Seeks Promotion Ideas

Fred Gosnell, owner and operator of the Glendale Golf Center, RR 1, London, Ont., doesn't wait for business to come to him. Gosnell is a persistent advertiser and promoter. The result has been that his business has grown to the extent that he now has two locations with practice ranges, miniature golf, baseball batting and archery ranges. Pro golf instruction is available at the Gosnell ranges. The drive-in restaurants are leased out.

Gosnell advertises on the amusement page of the local newspaper and uses radio advertising. TV time is too high for him.

As a promotion he gives prizes for hitting an 18 in. diameter bell 150 yds. from the tee and free games as a hole-in-one prize on the miniature course.

He believes that the golf practice range as a kind of small amusement park is destined to become a very profitable neighborhood business and will be recognized more and more as a community asset.

The Ontario man would like to exchange promotion ideas with other top class range owners on: Methods of increasing daytime business; Golf clinics; Hole-in-one contests on the range or miniature course; and other publicity and promotion activities to further patronage.