

On the Professional Side



GOLFERS WHO KNOW BUY FROM THEIR PGA PRO

In addition to his ability to improve your game by personal instruction, your PGA golf professional specializes in golf equipment and golf accessories. He knows his products, can be of real value in your selection, is anxious to serve you, and guarantees every product in his shop. Your PGA golf professional shop offers you the finest, most up-to-date, and most carefully selected golf merchandise; where you want it and when you want it, saving you valuable time. You could not purchase with more confidence, or convenience elsewhere. Any way you look at it, it pays you to patronize your PGA golf professional.

MICHIGAN SECTION PGA

This advertisement, sponsored by the Michigan PGA, appeared in the August 19th editions of the Detroit Free Press.

Houston area pros work with radio station announcers at KTRH in helping to alleviate the playing jams that develop at so many courses. On "Weekend", a Saturday and Sunday afternoon program that features music, news and weather over KTRH, listeners are told every hour how the traffic situation shapes up at different courses. Pros help out by giving the station hourly information as to what the approximate waiting time is at their locations. They also fill in with stories and anecdotes that the station announcers can pass on to their listeners. Bud McGregor, a program director, is

credited with having originated the idea. Response from golfers is said to be very heartening.

Al Robbins, the style authority who covers the Midwest area selling apparel and shoes to pro merchandisers, says that at least 80 per cent of the pros display Bermuda shorts upside down. They should be hung with the waist at the top, says Al.

Another sales rep, who prefers to remain nameless, says that pros are doing only a fair job of selling topgrade balls. A lot of cheap balls, he observes, are being batted

around at even the most exclusive clubs. Many golfers haven't been persuaded that good balls go farther and last longer than those bought at drug-stores and discount houses. Why? The pro hasn't done a selling job, says this man. He starts out wrong by tucking his golf ball display in a case, usually down where it is only semi-visible or possibly even out of sight. It should be up on the top of a counter where it can be seen. If even one golfer has to ask, "Where do you keep your golf balls?" the pro should start thinking about rearranging things to make the ball display completely visible.