

racks and shelves on which shorts, slacks and shirts are displayed. It cost Nixon only \$100 to provide this convenience for the women who are spared a long trip to the lockerroom to try on clothing they may be interested in buying.

Playing up to the feminine trade and making extensive use of the newly discovered labels aren't the only sales devices that Nixon employs. The posters that Mrs. Rose draws for him do more than merely call attention to the pro shop. In most cases they carry a message. The members are informed through them of the latest styles that can be seen in the shop, or they may list some of the new merchandise that has been received. They are also used to advertise special sales.

These things are fine adjuncts to making pro shop sales, Nixon says, but what really spells success in a shop operation is carrying a complete inventory from the beginning of the season until the end. It may be a throwback to the many years that Gary spent at a resort club, but he contends that nothing sells merchandise like having it displayed. He is in complete accord with Pat Mahoney, the Palo Alto, Calif. pro, who believes in returning part of his profits to the business in order to expand the stock.

"If you don't keep up your inventory toward the end of the season," Nixon says, "you should at least try to give the impression that you do. Bare spots on the shelves look twice as vacant to the customer as they do to you. He thinks you are folding up for the season when he sees them. A good merchandiser will keep enough balls, socks, head covers, caps, etc. on hand to fill them in. He can always get rid of this merchandise."

The Philmont accounting office handles the pro shop billing and accounting and Nixon hires an auditor to periodically check his books. Yet, every Sunday evening he prepares an income statement and balances it against a tentative expense statement. His reasoning is that the pro who waits for the club accounting department or his auditor to give him a periodic profit and loss summary is out of touch with his business. He should know from week to week, if not to the last dollar, the approximate condition of his business.

Color Instructional Golf Film Available

A full-color instructional film, *Winning Golf*, has been released by the National Collegiate Film Service, 1030 W. Chicago Ave., Chicago, Ill. The movie presents the teaching techniques of Robert H. (Bob) Kepler, coach of the Ohio State's golf team and chairman of the NCAA golf tournament committee.

Included in illustrating the proper golf form are two of Kepler's former NCAA



Bob Kepler, Ohio State golf coach, Jack Nicklaus and William J. Ganz, producer of *Winning Golf*, discuss National Collegiate golf movie.

champions, Tom Nieporte and Jack Nicklaus. A two-time NCAA champion who presents the do's and don'ts in the 35-minute MacGregor-sponsored film is Dick Crawford, who captured the collegiate title in 1959 and repeated in 1960. Kepler also called upon present varsity stars and recent Buckeye alumni such as Mike Podolsky and Tom Weiskopf to help in making the movie.

Chris Schenkel, TV golf announcer, narrates the film showing the Kepler analytical techniques. They include the grip and stance right on through the various fundamentals of the swing.

Winning Golf includes a substantial amount of slow motion to enable viewers to grasp every movement of the swing. Trouble shots, such as sand trap play — both from buried and set-up lies — right through sidehill, downhill and uphill lies are also shown.