

Puts Profits Back

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and lets them gauge exactly how far to go in making trades. Used clubs are marked in the same way.

Mahoney's assistants are encouraged to sell hard all the time, or, at least, be alert to sales opportunities, especially when he is away from the shop. During his vacation each year, they take part in a contest to sell the most merchandise for a healthy bonus above their normal sales commission.

Both of the full-time assistants came to Mahoney from vocations greatly removed from golf. Robert Swan was a travel agent and Norman Oliver was an electronics engineer. They have both agreed to work five years with Mahoney before seeking professional jobs of their own.

95,000 Rounds A Year

A lighted driving range helps keep the traffic flowing around and through Mahoney's shop in the evening hours. During the summer the range is open until 10 p.m. each week day evening, and in the winter until 8 p.m. It closes at sundown on weekends.

Heavy play — about 95,000 rounds a year — assures Mahoney of ample traffic during the daylight hours and keeps golfers circulating through the shop before, between and after their rounds.

Taking advantage of the traffic includes placing merchandise in such a way that golfers must walk around it to move through the shop; they can't overlook it. The price on each item leads to a good many self-service sales, especially with the smaller, frequent-sale items which are located close to the counter and cash register. Clubs in upright display racks occupy the center part of the shop, with bags along one wall, and the shoe department in the back.

Mahoney recognizes that a high-volume public play operation such as his must operate differently from a private club, but he knows that side of the business, too. He was pro at Lake Merced Golf and Country Club in San Francisco for 11 years, and then at Pasatiempo in Santa



Chicago area supts' estimate that it will be several years before their courses will fully recover from the damage caused by a severe late January ice storm. At least 20 courses in the suburbs north of the city were hard hit. This photo shows a small part of the damage done to the trees at Briarwood CC, Deerfield, Ill., where Paul Voykin is supt.

Cruz for two years before taking over at Palo Alto. He recalls that he had an inventory at Lake Merced that was considerably less than his current stock of \$50,000.

He Makes 40 Per Cent

But no matter what size business a shop does, he contends that a complete inventory is the pro's best investment. "Where else can he make approximately 40 per cent on his money?" he asks.

He presents a convincing case, even for putting half the profit back into the business. It's a great practice, but it requires self discipline. It's easier of course if you're just a wee bit o' Scotch, laddie.

Ladies PGA Moves Office

The Ladies PGA tournament office was moved to 1172 W. Galbraith, Cincinnati 31, O. on Feb. 1. Telephone number of the new office is (A/C 513) 522-7960. Leonard F. Wirtz, tournament director, is in charge of the office.

Rutgers Product Field Days

Rutgers University will hold its annual turf equipment and products field days in New Brunswick, N. J., Apr. 23-24. The event was to have been held last August but was postponed because of the drought. Henry W. Indyk and Martin Decker, Jr., of the school's College of Agriculture are co-chairmen.