

What makes it a favorite with other players? In what ways will it help this golfer to lower his score?

KEEP IT CLEAN. The pro or shop manager who takes a dusty article from the box and puts it in a member's hand doesn't deserve the sale and isn't likely to make it.

Keep merchandise fresh and inviting. If you carry items that are not in cases, protect them with cellophane. Unless you clean the clubs in your shop daily, their appeal is likely to be buried under a layer of dust.

REPEAT SALES. Normally, the manufacturer will replace defective articles. You can do a real service to yourself and the golfer by stocking guaranteed items.

Try this approach: "You'll get lots of wear from this golf shoe, Jim. If for any reason it doesn't feel comfortable or give complete satisfaction, I'll make it good!"

Don't make the person returning an article wait for a refund until you've been issued a credit memo. Why take the chance of losing his business? Make the item good when he brings it to your attention. Even an unreasonable complaint deserves a hearing.

If a club or golf shoe can be repaired at the pro shop, handle it with a minimum of delay. While the member waits, offer substitute equipment so he won't lose an afternoon of enjoyment.

Never allow the customer with a complaint to feel he's imposing on you. He's doing you a favor. Instead of taking the article to someone else or buying new merchandise from your competitor, he's giving you the opportunity to make an adjustment. If you succeed, he'll remain a customer.

HOW MUCH? It's unwise to hold on to buyers by cutting prices. You can't compete with discount houses or department stores; don't try. Your advice and years of experience as a player and instructor are worth more than the few dollars a member saves by shopping for bargains. The most expensive wood or iron is of little value to an individual if it's not the right length and weight.

Look ahead in your selling. Don't persuade a golfer to spend money for clubs

Night Frostbite Golf At N. J. Course

Two Bridges Country Club in Lincoln Park, N. J., the first illuminated 18-hole golf course in the Metropolitan New York area, will stay open in the evenings until about 11 p.m. this fall and will feature "frostbite golf." The new course, open to the public, may even sponsor a frostbite golf tournament, its owners said, in October or November—snow permitting.

William (Wild Bill) Mehlhorn, famous pro at Two Bridges said, "This will come as good news to those die-hard duffers and chip shot artists who are reluctant to put away their clubs at the end of the summer season."

Mehlhorn added that a heavy sweater, ski pants and some sprightly exercise will offset the chill winds, and that the course's mercury vapor lamps will give "frostbite golfers" an illusion of warmth. An added feature—no mosquitoes.

unless you are reasonably certain he'll be pleased.

You deal with the member, his family, relatives and friends while you remain at his club. He may not always give you credit for fitting him properly, but he'll holler his head off if you sell the wrong putter to anyone in his family.

A successful pro builds a reputation for dealing fairly with his customers. His friendly approach and the ability to help select equipment are his stock in trade. Since he is limited in the number of players patronizing his shop, he'd better do a good selling job in addition to being a fine teacher.

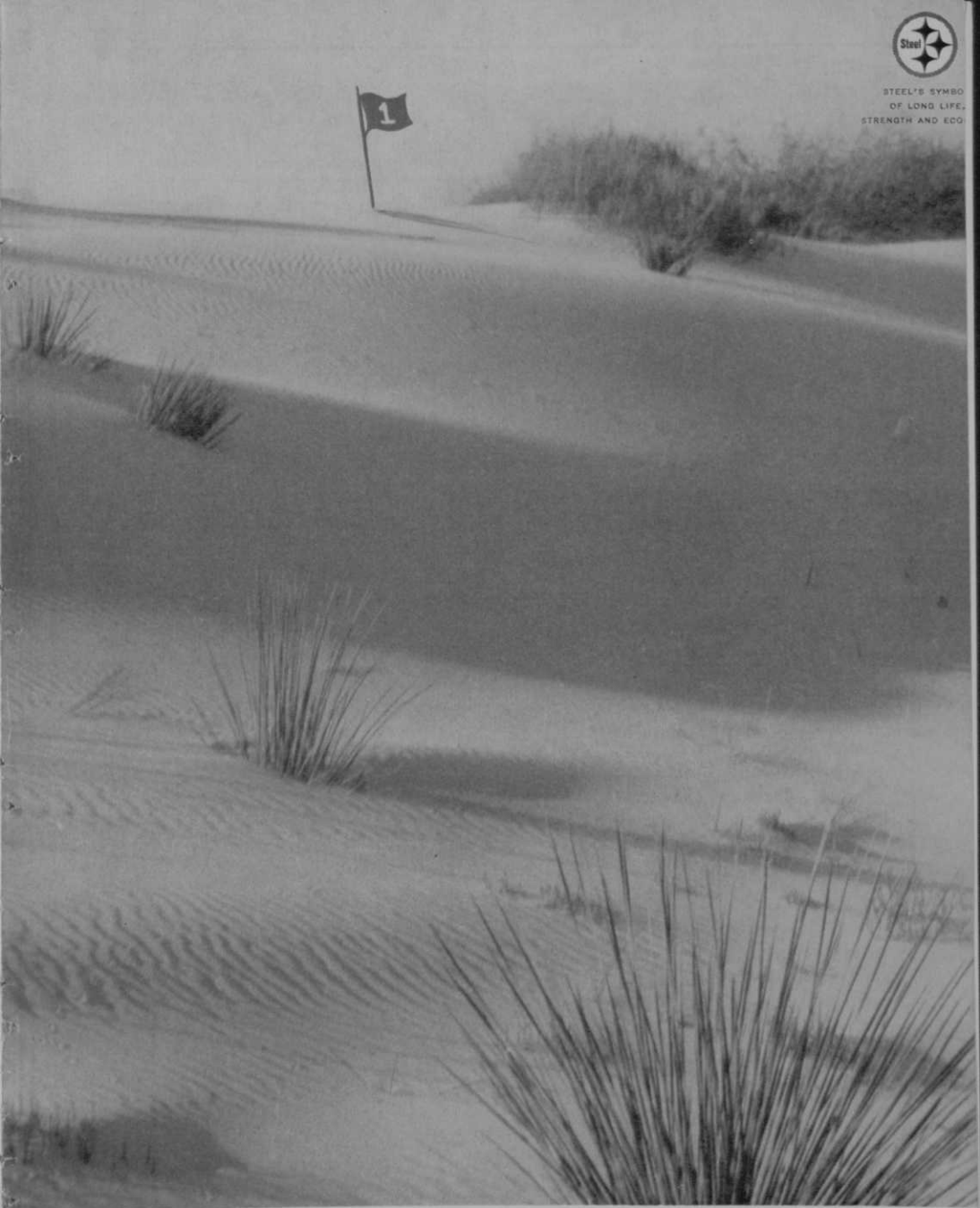
Choose the products you sell as carefully as the clubs you use in tournaments. Don't stock products for price or appearance unless you're convinced of their value.

Make your pro shop the low score for modern golf accessories where a member knows he's welcome, is assured of personal attention and materials that combine craftsmanship with serviceability. Your first drive on the fairway to championship performance is title-winning merchandise. ●





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Getting the "late starter" started

Since the oldster does not possess the coordination and free-swinging ability of a youngster, I start them out on the practice putting green, which is the best, I think. To me the putting green is the ideal place to get the late starters to make actual contact with the ball. It's also the best place to teach them the proper grip, stance and posture. If you take them straight to the practice tee, it can be a difficult task getting them to make solid contact with the ball because of their usual lack of coordination. They can become easily discouraged and even decide to quit. On and around the putting green, however, it's easier to get them to hit the ball and holing a

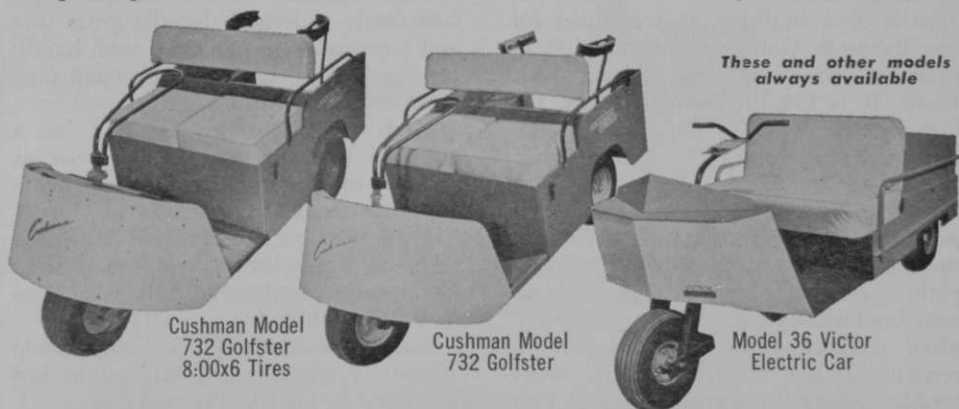
few putts or chip shots can be a big boost to their morale. I impress upon them the importance of mastering the short game as this is the area where they will save strokes. It's only after they make fairly consistent contact with the ball that I take them out to the practice tee and start them hitting longer shots. I have them hit quarter shots, half shots and three-quarter shots before they take any full swings. This method is slower than that of teaching youngsters but I've found that by building up the short game first, it's easier to build a consistent swing for late comers to golf—and keep up their morale, too.



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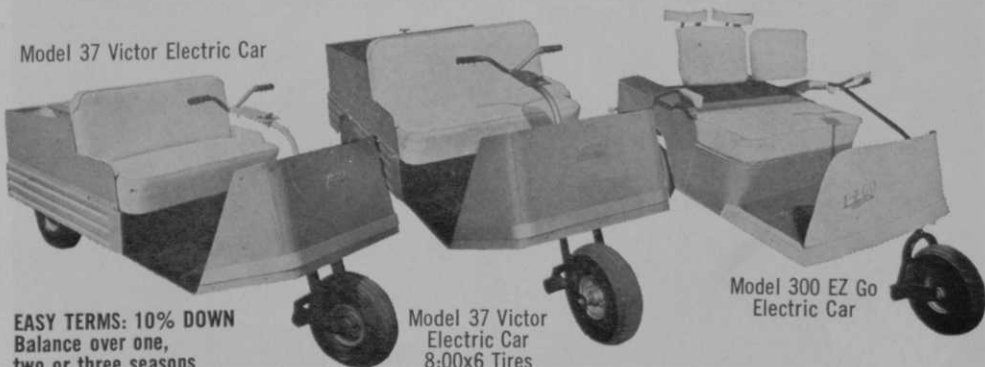
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World's Country Club Title Tourney Set

Wedgewood Bowl competition, scheduled for mid-December, will launch plush new Bahamia Golf Club.

Something new in golf tournaments, and one whose very name suggests the growth of a tradition, is scheduled for the Bahamia Golf & Country Club at Freeport, Grand Bahama Island, Dec. 12-18. It is the Wedgewood Bowl, the first annual world's championship for country clubs.

Planned by Harry Obitz and Dick Farley, well-known golf resort entrepreneurs, for the King's Inn G. & C.C., the tournament will mark the first competitive event at the new Caribbean resort. Invitations have been sent to recognized country clubs and members of recognized golf associations in every country where the game is played. Play will be at 72 holes in two divisions, low gross and low net, over the challenging but fair 7,000-yard Bahamia course, one

of three fine layouts in the area.

Each club may enter a four-man team completely at scratch for the gross title and a second four-man team with handicap for low net honors. Each team may have two alternates.

Each club's professional will be a guest of the sponsors and may act as advisor to his team. After the team titles are decided there will be a one-day pro-amateur competition with the team captain selecting one scratch and two handicap golfers to play as a team with the club pro.

In addition to the team championship awards, a silver trophy will go to low gross and low net teams each day.

A full schedule of social events is being planned and if there is sufficient interest, a ladies tournament will be arranged. •



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For more information circle number 1049 on card

Thousands of golfers
have been waiting for this
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Cushman announces
New Four-Wheel
Gasoline Golf Car...
the TROPHY MODEL

With four wheels on the ground, the new Cushman Trophy operates on even steep hills without danger of tipping. Wheel base and rear tread are proportioned to give maximum stability. It's the gasoline-powered companion to the Cushman Electric Trophy, the popular four-wheel electric model introduced several months ago.

Power for the Cushman Gasoline Trophy comes from a 10-hp cast iron engine. This is a 4-cycle engine with the well-known economies and conveniences of engines of this type. There is no need to mix the gasoline with oil.

As with other Cushman models, body panels are fiberglass with color permanently impreg-

nated into the material. Color cannot chip off or fade. Ten individual body panels are bolted to an inner frame and each is easily replaced in the event of damage. The entire rear body tilts up and locks in an open position for easy servicing of all mechanical parts.

The Trophy gives the ultimate in comfort for its riders. A leaf spring coupled with torsion bar smooths out the bumps. Automotive-type shock absorbers in the front add to the smooth ride. The specially-designed bucket-type seats and back rests are individually suspended and represent a great new advance in golf car comfort. There are three ways to engage the disc-type driveshaft brake: foot





operated brake pedal, tilt-action locking brake, plus an automatic seat brake for additional safety. This seat brake engages automatically whenever the driver leaves his seat.

Standard equipment includes front and rear chrome bumpers, roomy compartment in dashboard, and garment carrying space on the rear. Canopy top and chrome side rub rails are available as accessories.

There are six other Cushman models making up the world's most complete line.

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\$35,000 purse announced for PGA Seniors

The 1966 PGA Seniors' Teacher Trophy Championship will be held Feb. 24-27 at the PGA National Golf Club, Palm Beach Gardens, Fla. Details were worked out by PGA Seniors' President Cliff Good of Midland CC, Midland, Mich.; the PGA Executive Committee and representatives of Wm. Teacher & Sons, of Scotland.

The total purse will be a minimum of \$35,000. This is the eighth increase in the 13 years that the tournament has been sponsored by the Glasgow firm headed by Ronald Teacher as chairman of the board. In 1954 and '55, the first two times it was co-sponsored by Teacher, the purse was \$5,000.

The four-day stroke-play event will be played over the East and West courses of the PGA National Golf Club. Eighteen-hole rounds Thursday and Friday will reduce the field to 100 players, and those tied for the 100th spot, for the final 36 holes Saturday and Sunday. In the event of a tie after 72 holes an 18-hole playoff will be held on Monday.

To the winner will go the traditional Teacher Trophy, first-place prize money still to be determined at this writing, an expense-paid trip to Great Britain to meet the British senior professional champion for the International Teacher Trophy and a check for \$1,500.

When the PGA Seniors' championship was launched at the Augusta National Golf Club, Augusta, Ga., in 1937, it was a pleasant little reunion for PGA members 50 and over, with \$2,000 in cash and prizes in a two-day 36-hole tournament.

In recent years the great names of golf have met for the Teacher Trophy. Sam Snead has been the international titleholder for the last two years. Herman Barron won it in 1963; Paul Runyan, 1962, '61; Dick Metz, 1960; Willie Goggin, 1959; Gene Sarazen, 1958 and Al Watrous, 1957.

The 1966 competition is open to all PGA of America members who will be 50 on or before Feb. 24, 1966. The closing date for entries is Jan. 31.