The one that lasts longest where wear is heaviest

MELFLEX HEAVY DUTY MATTING

31 years of golf management preference — for Player Safety, Floor Protection, Enduring Service and Minimum Maintenance!

Heavy Duty MEL-ISLE and MEL-FLOR AISLE RUNNERS

Heavy Duty ENTRANCE MATS

MOLDED SAFETY STEP TREADS

SHOWER AND STANDING MATS

Melflex "Factory-Direct" quotations mean economy, too.

Write for literature and prices

British Pro Studies Swing, Then Makes Sale

Two looks taught an American observer of pro business that some of the British pros are excellent merchandisers of golf goods.

One was at Jack McLean's shop at Glen-eagles, with Jack and his assistants giving the type of service that is ideal for golf resorts and which can't be excelled even by the high standard of resort pro shop operation at Shawnee, Pinehurst, White Sulphur, Pebble Beach, Point Clear and other of our top golf playgrounds.

The other was the 4¾ in. diameter of the practice putting cup in "Putter Alley" in the British PGA salesroom. That extra half-inch in diameter accounts for golfers holing so many putts it gave added confidence in the putters and added sales.

Now American attention is held by a remark Bill Cox, veteran and successful British pro, made in one of his instruction articles in Golf Illustrated of London.

Watches Player Swing

Cox wrote (in part) in reply to a question asking him for advice on buying clubs: "I have a rule at Fulwell (Bill's club) never to sell a set of clubs until I have seen the player hitting a number of shots."

Note that Cox doesn't say that he allows the prospective buyer to use clubs on a trial round or on the practice tee. The experienced pro can tell pretty well by seeing a man or woman hit a couple of dozen balls with their old set of clubs what they really need.

At the 1957 PGA Event several well known golf salesmen discussing successful methods of their pro customers agreed that without exception the pros who sell the most clubs tie club selling closely to instruction.

One salesman asked: "How can a pro make the best use of his greatest selling point on clubs, expert fitting, if he doesn't let his members know that he has to see the swing of the buyer before he is able to correctly tell what woods and irons are suited to him?"

Pro at Fault

The consensus was that unless a pro does pretty much as Bill Cox says he does at his club in England, the fellow shouldn't be surprised when a member buys clubs elsewhere than at the club. If the member gets the idea that saving a few dollars on a purchase that will be used from six to 12 years is more important than getting
fitted for better scoring that is the pro’s fault rather than the member’s, the salesmen said.

Comment was made about the fine job of club selling done by Claude Harmon and Johnny Revolta, two outstanding teachers.

Don’t Force Sales

One of the group said, “I never have seen or heard of Claude or Johnny forcing the sale of clubs. Yet, nobody beats them in very wisely showing the value of the perfectly fitted club in making good shots with pretty good consistency.”

This salesman added:

“One thing that the golfing public and people in pro golf business don’t generally recognize about the great work Harmon has done in developing assistants into fine players and teachers is the way in which he acquaints these youngsters with the correct selection of clubs for themselves and their pupils.”

Improper Tree Planting Runs Up Maintenance Costs

Taking the view that more emphasis may be put on course maintenance cost cutting in 1958 than in any year since the end of World War II, Taylor Boyd, supt. at the Camargo Club, Cincinnati, O., writing in The Green Breeze, published by the Cincinnati GCSA, points out that a great saving in man hours can be made if trees and shrubs are properly planted.

Golf maintenance, Boyd says, involves a great deal of high speed mowing with wide sets of mowers. If trees are planted in such a way that large areas have to be mowed by hand rather than by tractor and gang mowers, then it is conceivable that a supt. may have to spend ten or more times as much as should be necessary to get these areas mowed.

Speaking of his own club, Boyd says there is one area on the course that at one time could be cut in six or seven minutes with a gang mower setup. It was improperly planted with shrubs and now it takes two hours to hand mow the same area. Since the area is cut on an average of 32 times a year, Boyd continues, he has figured out that it now costs the club $84 more a year to cut this area than formerly. The shrubs, it is conceded, are necessary but they could have been planted in such a manner so as not to interfere with gang mowing.

Boyd also cites how the planting of trees close to greens is not conducive to