

PICKED UP IN THE ROUGH

By HERB GRAFFIS

A. MACMILLAN, active pro business man at Hillcrest CC, Kansas City, Mo. packs a punch for Santa Claus as a leader in the NRA in a letter Mac sent out to his members selling pro shop merchandise for holiday gifts.

MacMillan has made effective use of Christmas business letters on attractive stationery. His theme song this time was "off with the old and on with the new." He called attention to the decided changes in golf equipment design made during the last few years. He intends to keep plugging this theme in his spring business letters and sales efforts.

His hunch is a good one and should be the point of a concerted push on the part of the pros. Practically all pro shop stocks are of newest designs. The stores have the obsolete stuff bought at liquidation prices. The customers are ripe now for dumping the old clubs that differ materially from new models.

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AND AGAIN we say that any pro planning his 1934 merchandising who doesn't exercise all possible effort and genius to develop women's interest and sales is missing a two-inch putt for championship profits.

One little thing made us nervous about this last season. About half of the contestants in the Women's National wore golf gloves. Both the finalists wore Glovettes they must have bought at pro shops, as Harley Potter, the Glovette guy, said he had no free list among the girl amateurs. In department stores we have noticed a prominent play is given to women's golf gloves but in most pro-shops they are just something else in a showcase, instead of being pushed.

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A TRICKY RACKET in golf merchandising is the so-called "Professional Golf Shops" springing up in retail districts where landlords are willing to take a chance on the rent of stores that have been vacant for some time.

The "professionals" in these "Professional Golf Shops" are some hit-and-run boy bandits who advertise "savings" that rarely appear as being under 50%. They advertise Jones model clubs, for instance, and when the sucker gets in the shop he

or she is shown clubs labelled "Billy Jones, Jr." Other prominent brands are mishandled in the same manner. Even if the boob puts up a yowl and a struggle he has to wrestle himself loose from strong-arm salesmanship.

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JOCK YUILLE, pro of the Auburn (N. Y.) CC is responsible for the club's magazine, "The Top-Spin." It is one of the best service jobs of publicity for the club any of the boys are turning out. At the masthead of the four-page affair is this explanation of the "Top Spin"; "Conceived and published monthly by your pro Jock Yuille without regard to the proprieties of the literary world."

Yuille has some small ads that defray the expense of publication.

Among the wise ideas Jock gets into the "Top Spin" is an item on Golf Shop Service, telling about its merchandise and work for the members. He makes an effort to have the new things first in his shop. Here's the way he handles one angle of pro shop sales:

Have you heard about or seen the new Niblick Swizzlers for mixing drinks with? Something really novel and quite inexpensive. When you are giving a bridge party call us up for prize suggestions. We are always on the look-out for inexpensive novelties. Our novelties have both "it" and sex-appeal and all the glamor of a tropical sunset. We could go on and on, but what's the use, if we haven't convinced you that we really have some nice things we'll just conclude that you either play poker or shoot craps.

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THAT WELT around the middle of Johnny Manion, popular pro of Sunset Hill CC (St. Louis district) cannot be muscle as John claims. Manion appears in a St. Louis newspaper feature, "Men's Wishes in Dishes" as the champion of good grub and pronounces trout a la Montague as the epicure's delight.

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DRIVING FROM the 9th tee of the Port Colborne (Can.) CC, O. P. Seeman, agent of the Canadian National Railways sliced a ball out of bounds into a box car.

The CN agent at Walkerville, 150 miles away, returned the ball to Seeman a few days later.

That's an argument for marking your name on a golf ball, or playing on courses by the Canadian National right of way. We can't decide which.

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HARRY ADAMS of Hickory Hills, fee-course in the Chicago district, is about the only fee-course pro in that territory who came through the competition of the Century of Progress with its inviting array of beer, pay toilets and fan-dancers. Harry was promised a bonus if he increased business over 1933. He hiked it 50%. The club gave him a party and paid the difference between his old automobile and the new one he is driving now.

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BRITISH GOLFERS are cheering because the thirteenth annual Boy's championship was won by P. B. Lucas, a left-hander, who began golf at the age of three. Young Lucas is the first British boy to win this championship in 7 years. He is a star cricket and football player and contradicts the British belief that golf ability is obtained at the sacrifice of dexterity in other games.

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A PRO NEVER can tell how far-reaching will be the effects of one of his displays of energy. Some months ago GOLFDOM printed a little yarn about Al Collins, Kansas City pro, putting on a clearance sale of clubs.

One of Al's former members happened to pick up a copy of GOLFDOM in Honolulu and ordered a set of these close-out clubs from Collins.

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SOME PROFESSIONALS who had pupils contesting in the Women's National and National Amateur championships have a suggestion to advance. They believe that considering the extra time a pro contributes without expense to drill his pupils for championships and to advance the game, the pro is entitled to free admission to these major tournaments.

Seems like there's something to that request. Issuing pro passes at the requests of contestants in the major amateur tournaments so the instructors can follow their proteges doesn't take much dough away from the gate, but it gives the pros recognition for their efforts and results in instruction.

Amherst Greenkeeping School Now in Session

MASSACHUSETTS State College Winter School for Greenkeepers at Amherst began Jan. 3 and will continue for 10 weeks. The advanced course will not be given this year; there is a shortage in the teaching force and no hours for the course are available.

The 10-week course under L. S. Dickinson, assistant prof. of agronomy is one of the most valuable educational activities in the golf field. This year it is expected that the course will have more interest and value than ever before as there is better equipment now available at the school. There will be more management work than usual in the curriculum, especially soil management and turf management.

The school will conclude with an exhibition and some demonstrations of maintenance equipment, a feature always excellently handled at Amherst.

Howard C. Toomey, Course Builder, Dies in East

HOWARD C. TOOMEY of Toomey and Flynn, course architects and builders, died at Philadelphia Dec. 10. Mr. Toomey had been in poor health for about two years.

Mr. Toomey, formerly in railroad contracting work, and Mr. Flynn a golf architect, formed their partnership 12 years ago. The company has been an outstanding success in the golf business both from commercial and artistic standpoints. Some of the jobs in which they figured were Boca Raton and Indian Creek in Florida, Philadelphia CC, Country Club of Brookline, Shinnecock GC, Pepper Pike CC in Cleveland, and A. D. Lasker's Mill Road estate course.

Toomey was said to be one of the first—if not the first—to build golf courses on a contract basis and was a master of construction operation in every detail. Working as superintendent for him amounted to taking a post-graduate course in golf construction.

A DIAGRAM or blueprint of the entire water and drainage system should be framed and hung in the pump house. Every valve, shut-off and drain should be plainly labeled.