



Harold Clasen's shop has a stock of merchandise attractively displayed to warm up the buying urge in visitors. Note that everything is neatly in order.

## More Profit in Improving Than in Pro Shop Alibis

By HAROLD L. CLASEN

Professional, Northland Country club, Duluth, Minn.

To pros who cry that their shops are terrible in layout, location, size, light and everything else, and damn the club for not spending some money for a pro shop instead of a dump, I say, quit bellyaching and get busy.

The pro seldom has a legitimate complaint unless he has done everything within reason himself to make the shop attractive and used some of his own effort as well as money in making improvements. The lousier a shop is just as a bare room or a bare building the less work and money a pro has to devote to making the improvement so striking it will pay off quick in increased business.

Those beefs about poor location of the shop are over-rated. It's one hell of a lot closer to the pro shop than it is to downtown when the member comes out to play golf and has to buy what he needs to play golf with. If you haven't got him in a hotter mood for buying golf merchandise than he's in when he's down town, don't kid yourself. The fault may

be yours, and not the location or size of your shop.

No business of enough volume to make a living for a pro is going to be dumped into a pro's lap just because the club has hired him. The guy has to work for business just as his members have to work for the business they get. And don't think that when members see a pro taking an indifferent attitude toward making his shop and selling activities show signs of brains and muscle they don't notice the neglect. They regard that sort of a pro as a loafer who should be goosed by a flame-thrower or canned.

If you're willing to think and work you don't have to spend much cash in really fixing up a miserable dump the club hands you as a shop. Paint, good simple taste in decorating, a little carpenter work, scrubbing and sweeping to beat the devil, and soon you've got a place that may not be the biggest and fanciest in golf but if you've got a head it stands a chance of being the finest little shop in the country.



Club storage space in Clasen's shop at Northland is partially exposed to view of people in shop. That makes a contrast between old and new clubs which further promotes the yen to buy new clubs.

And after you've shown what you can do, chances are the club will ride along to get you a better shop. At any rate you'll get back in profits more than you spent in making your shop more attractive.

Besides, you'll make no money with alibis.

Most golf clubs have a pro shop of some sort, some good, some bad, but in many cases it could be improved. Sometimes a poor pro shop is the fault of the club, but in my 20 years experience as a pro I have never failed to get the co-operation of the Board of Directors after I started the ball rolling by doing a little painting and other improving.

#### Greenkeeper Helps Rebuilding

When I took over here at Northland seven years ago the shop was in very poor shape—the walls were dirty, club racks were too small, buffing machine was in the main display room. In general the place was a mess. I asked about getting it fixed and the reply was, as usual, the budget couldn't stand the expense, etc. With the help of our greenkeeper, Art Asplund, I managed to rebuild one section of the storage racks, move the buffing machine, build some merchandise display shelves and paint the entire shop.

My wife and Mrs. Asplund made some colorful drapes for the windows. With a cash outlay of about \$40 and a lot of work we had practically a new shop. When the Directors saw the results they were delighted and OK'd the bills for the paint and drapes without a question.

Since that time we have rebuilt all of the club storage racks, built two new sections and now have a room for 300 bags and all spaces are 12 in. square. We have tripled the window space in the caddy-master's office, which is in the

shop, thus giving him a better view of the caddies.

Also we have put a new door into the shop close to the storage racks which makes it possible to give out clubs faster and eliminates the need of the caddies coming into the shop.

This spring we took out two walls making the display room much larger and lighter. With the exception of the new windows and the new door, Art and I have done all the work including taking out the walls. We have a regular schedule of painting. We paint the floor every year and the entire shop every second year. When we repaint the shop we always change the color system so that it is noticeable to the members, thus calling to their attention the work that has been done.

#### Merchandise Plainly Priced

My shop is stocked with usual lines of pro merchandise and all of it is very plainly priced. Sets of clubs are marked with tags showing price, length and weight. Single clubs such as putters and wedges are priced by sticking the tag just below the grip with Scotch tape. This makes it possible for a player to take a practice swing with the club without having a price tag in his way. I have a putting carpet next to the putter display which helps sell putters each season.

My shop is a separate building and not connected on to the clubhouse and is fairly close to the locker room door but not in a direct line to the first tee. Players may talk with the caddy master without coming into the shop but its a rare occasion when a N.C.C. member tees off without first coming into the shop. I feel that they are proud of the appearance of the shop and the merchandise I have on display so they just naturally come in to look over things. After all the shop be-

Wall space in Clasen's shop is handled so every inch contributes to selling appeal and convenience of inspecting merchandise. The colorful curtains help liven up the place.



longs to them and if it's a good one it makes their membership that much more valuable. Very few members take guests into the clubhouse before they bring them to the shop. This results in a lot of sales to people not members of N.C.C. and every dollar I make on these sales is just like finding it.

In my travels I like to look over the golf shops and it's a great way to pick up ideas. I think that all pros will agree that some of the pro shops are a disgrace to the profession and as a rule the poorer the shop the more you will hear the pro complain about the poor support he gets from his members.

No matter how small your shop is you can always make it bright and neat with a little paint and work. The shop location is very important but if you make it attractive enough the members will be glad to stop in regardless of its location. In other words if the show is good enough people will come to see it.

I have pretty good evidence that the show in my shop is attractive enough to have justified the effort in staging the production. Northland members seem to have liked my shop so well that they started off my year in April with more than three times the volume of April last year which was the best starting month I'd ever had before. And business is continuing good because the shop stacks up well alongside any other retailing establishment in which first class people buy.

## Chlordane Successful in Control of Mole Crickets

Dr. E. G. Kelsheimer, Entomologist, Vegetable Crops Laboratory, Florida Agricultural Experiment Station, Bradenton, Fla., reports that Chlordane has been used successfully to control mole crickets in turf. DDT and benzene hexachloride were not satisfactory for this purpose because DDT is slow in its action and because the odor of benzene hexachloride makes it objectionable in residential areas.

Chlordane controls ants, chinch bugs, fall armyworms, and webworms. As a spray, as a dust, or mixed with fertilizer, Chlordane gives excellent control at rates as low as one pound to the acre. It may also be used as a bait.

On plots replicated five times, Chlordane was applied as a five percent dust at the rate of one pound of actual Chlordane to the acre and watered in. There was an average of nine dead mole crickets on each plot of 100 square feet.

Chlordane may be purchased as a 48 or 50 percent emulsion and as a 50 percent wettable powder. To be most effective, it should be applied before a rain or on areas where watering is practicable. It will kill crickets for as long as six weeks to two months after application.

Death results from ingestion, contact, and fumigation. Upon contact with Chlordane, crickets emerge from their tunnels, turn over on their backs, and have nervous quivers until death.

—*Timely Turf Topics*.

## LITTLE DISPLAY SPACE — BIG DISPLAY JOB



Ed Dudley's shop at Augusta (Ga.) National GC shows unusual shelf display that makes the most of space in a small shop by having merchandise displayed on an angle.