





Attractive Open Display Sets Off New Pro Shop

Lou Strong, pro at Park Ridge CC (Chicago dist.) does remarkably good volume of business at his shop by virtue of attractive open display of well chosen variety of quality merchandise, vigilant care of his assistants in keeping the stock immaculately clean and neatly arranged, a fine location for the shop, and steady diplomatic application of sales work.

The shop is located on the ground floor of the clubhouse with the route from the men's locker-room to the first tee being through the shop. A rubber-base floor covering cares for this spiked-shoe traffic without showing undue wear. The assistants see to it that this runner, and the checkered rubber composition tile flooring of the shop are kept clean at all times.

Large windows open onto a porch that borders the practice putting green and first tee and a door from this porch is conveniently located where women members have

access to the shop. One window is used for effective displays which are frequently changed.

Strong maintains that his assistants, Carl Wilborg and Ken Weiler are Class A from the ground up because they make the first essential—cleanliness—first in a pro shop. They're well groomed themselves and make a strong point of seeing that everything about the shop is cleaned and dusted the first thing in the morning and kept in order all through the day. The members of a first class club are the type of people who are accustomed to complete order and cleanliness and would be quick to notice—with adverse reflection on the pro shop staff—anything that's not as it should be.

Strong designed the cases himself. Beneath the counter in the center of the shop and beneath the apparel and shoe shelves on the walls are storage space from which replacements of display stock can be made,



Park Ridge (Ill.) CC professional Lou Strong uses this illustrated four-page, two-color folder in

or different sizes obtained.

Slacks are shown on a compact display against the wall. They're in the far corner in the lower picture on the right hand page.

Lou, like some other very successful pro businessmen, does not believe in making a complete display of most of the clubs he has in stock. He has on display enough club stock to get the members attracted and interested, and of course he and his assistants always are looking for an indication of need or buying interest by members. Then, when the prospective purchaser is looking over the display stock Lou can say "I've got something I've been keeping in my reserve stock that I believe will be absolutely right for you."

Al Watrous at Oakland Hills is one of the best we ever saw working this "something special" angle. Al's got a very small shop with only limited room for display so he uses that as the ballyhoo in front of the tent and when he gets them inside gets from his back-of-shop storage something he got and laid away especially for the lucky buyer. Lou Strong is one of the bright younger school of pro merchants who uses that angle very well.

The artificial lighting of Strong's shop is particularly well designed. The overhead lights give a sunshine effect and the concealed lighting units of the club displays make the clubs appear as attractive as if they were in sunlight.

A door back of the ball and accessory case and counter leads to the club-cleaning room in which there's a work bench.

Hangers are provided for clubs being repaired so the shop doesn't look junky with clubs scattered around. Tools and supplies are kept in the ample drawer and other storage space beneath the work bench.

The shop has sign painting equipment for making neat price tags and other of the few but expertly lettered signs the shop uses. Strong has price tags, small but clear, on his shop merchandise.

Buffing and cleaning equipment is alongside the window through which the caddies return the clubs. This space is small but so conveniently arranged that Strong says his club-cleaner can keep up with the heaviest week-end and holiday rush.

At the far end of the bag storage bin room is a small room in which Strong has a desk and does his paper work. In that room also is a heavy storage case for balls and accessories which is kept locked. There's another storage room off the rack room in which stocks of clubs are kept. Another room is provided for storage of bag carts.

Extensive burglar alarm equipment is provided for the shop as it should be for all shops having considerable window space that opens onto areas from which thieves might enter without being readily discovered.

Park Ridge being bordered by suburban homes and having most of its membership living close by, gets quite a lot of late season play. The course supt., Bert Rost, keeps the course so fall play isn't discouraged by balls lost under leaves. One re-



calling attention to Christmas gift values in his shop. (L) Front and back pages. (R) Inside pages.

lection of this condition is in Strong's club sales for August and September being greater than is customary at most central and northern clubs.

Possibly the club being so conveniently located for members may have something to do with Strong's volume of Christmas business. But probably the real reason for this very satisfactory volume is the way that Lou goes after the Christmas business.

One of Strong's members laid out the four-page 11½ by 8¾ in. folder shown in the accompanying illustration. The folder cost money but it made highly productive advertising. Lou enclosed with the folder the following letter:

"Dear Member:

"The most personal of Christmas Gifts for the golfer is something for golf, whether it is a nice set of clubs, a putter or some other needed implement to improve his game, perhaps a sweater or various accessories that add to the golfer's comfort. In this respect I have a complete stock of nationally famous merchandise for your convenience and selection.

"The enclosed folder might give you some ideas, or better yet, why don't you drop in and 'browse' around. I know pretty well what equipment each member has, a good idea of his likes and dislikes, and I might be able to give you some suggestions as to what he or she needs.

"The Pro Shop is open daily and Sunday from 9:00 AM until 5:00 PM, or for your convenience any evening by appointment.

Purchases will be gift wrapped and may be included on your monthly bill or paid for separately, as you prefer.

"Your Pro Shop Staff and I take this opportunity to wish you and yours a very Merry Christmas and a Happy New Year.

Yours very truly,
Lou Strong"

Disease Damages Bent Greens During Extreme Texas Heat

Extreme heat over a long period during the summer has resulted in considerable trouble with bent grass greens on a great many Texas courses. Weak grasses especially have been subject to disease attacks analyzed as *Helminthosporium* by Texas A & M College officials.

Ralph Rowley, Goldthwaite's Texas Toro Co., who is familiar with most of the work being done reports the treatment for this disease has been rather unsatisfactory with all known turf fungicides. A check of all sources of information on the disease have been made. At the present time a material known as Acti-Dione, a derivative in the manufacture of penicillin, obtained from Prof. John R. Vaughn, Michigan State College is being used in tests for treatment of the disease. Additional information on the history of the disease and attempts to bring it under control will be reported in a later issue of *Golfdom*.

Texas courses which have experienced trouble with the disease this summer are: Colonial CC, Ft. Worth; Northwood CC, DAC CC, and Lakewood CC, all of Dallas.