



Professional Milt Coggins with his assistants, Chuck McCool (L) and Bill Farkas behind counter in newly remodeled shop at Encanto GC. Remodeling job has given Milt needed space for display of equipment and full length of wall back of Milt at right is used for effective display of clubs.

## Encanto Enlarges Shop; Sales Increase 35 %

By DEAN SMITH

**“YOU’VE** gotta show it to sell it,” reasoned Milt Coggins, professional at Encanto GC, Phoenix, Ariz. So Milt engineered a remodeling program at his golf shop that practically doubled his selling space.

Today his sales records prove he was right. Since the enlarging project was completed Dec. 15, 1952, Encanto golf shop sales have increased about 35%. And they’re getting better.

The shop now has 1,350 sq. ft. of sales area, more than any other golf club in central Arizona. The full length of the west wall is lined with golf clubs. Attractive shelves on the east side contain golf apparel and a variety of recreation equipment. In the center of the room is a table which displays golfing shirts, hats, and other clothing, in addition to the Encanto Bargain Barrel, a green barrel which contains low priced unmatched golf clubs. Golf balls are displayed in a show case which separates the sales room from the office and club storage rooms.

Remodeling of the clubhouse and shop cost about \$22,000. The work included enlarging facilities, installation of knotty pine as a backdrop for the club and bag

displays, fluorescent lighting, modernization of the men’s and ladies’ lounges, and renovation of the club repair shop. A starter’s booth is also incorporated into the new setup.

Coggins is an aggressive merchandiser. He and his fellow professionals, Bill Farkas and Chuck McCool, take an active interest in the golf store and its appearance. One of the Encanto merchandising efforts is the advertising program in the two big Phoenix daily newspapers, the Arizona Republic and Phoenix Gazette. The golf shop signed for a year’s contract of advertising, with each two column by 6 in. ad headed by the slogan “Off the Club Head.”

Because Encanto is the only 18-hole municipal golf course in the Phoenix area, there has been no problem in attracting greens fee revenue. But Coggins and the city recreation department feel an obligation to keep green fees low enough to enable low-income golfers to play regularly. Current rates are \$1 in the summer months and \$1.25 during the rest of the year.

Encanto also offers a variety of weekly, monthly, and family combination tickets.

For those 18 years old and under, Encanto sells a \$5 monthly card. For adults, tickets are \$10 per month for all but week ends and holidays, and \$15 per month for all days.

For \$50 an adult may buy an all-year ticket; for \$75 an all-year family ticket.

"We think our fees are about as reasonable as you'll find anywhere," Coggins declares. "And we know the low rates help to interest a wider range of golfers. Besides, the bigger volume of play brings more people into our golf shop, and the greater the traffic the larger the sales. Golf has a very prominent place among the attractions of Phoenix as a winter resort and as a year-around residential city, therefore, it is most important that the pro department of the city's public course be presented and operated as a first class public service in recreation," Milt adds.

## Thinking the Way to the Course Answers

By FRANK P. DUNLAP

Sup., Country Club, Inc., Chagrin Falls, O.

After one of the worst years in the history of modern golf course maintenance superintendents can look at the next year's problems with renewed confidence. Their problems of agronomy, management and money—as baffling as they are—have been greatly simplified because the superintendent now knows how to think about his job as the executive in charge of an expensive and complex plant should think.

All of us have had the experience of coming home at night "beat out" from mental and physical effort and it is the thinking that we must do in meeting our problems that accounts for the heaviest part of the strain. There isn't a moment from the time he gets up until he falls exhausted into sleep that the superintendent doesn't have to be using his brains on the job. Each day seems to present some new problem he must solve to make his course attractive to his members.

The problems facing the golf clubs of today are very complex and vary considerably with the type, age, and geographical location of the club.

Without a doubt, the inability to get adequate competent help on the course is one of our major problems, if not the major one today. How are we to compete with the wages offered by industry, to say nothing of the so-called fringe benefits they offer such as paid vacations, pen-

sions, sick pay benefits and more attractive working hours? Of a necessity our job is a seven-day-a-week one for the biggest share of our men.

On the other side of the question higher wages are not entirely the answer for today's workman seems willing to turn out only just so much work in a day regardless of what he is paid. However, I am firmly convinced that a somewhat higher wage than is now paid by the average club would attract more competent and thus more productive workmen to the golf course.

Whenever possible hand work must be eliminated, even if it takes reconstruction and alteration of the course to do it. To cite just one instance the school kids we get on the course today will operate a piece of power equipment all day, but if you handed one of them a scythe he would not last while you were getting his name on the payroll.

As far as machinery is concerned, there is a great deal of excellent equipment available today. There is, however, a great need for a mechanical, speedy trap raker, and the mower companies would improve their machines a great deal if there was a really fast way to change the height adjustment, so that a seven-gang could quickly be changed from fairway height to rough height and back again, so that a machine that had finished the fairways with a couple of hours of the day left could put in the rest of the day mowing rough.

There is surely a great deal of room for the development of an adequate turf for use on tees, especially around and immediately adjacent to the Great Lakes.

Nothing that I have seen up to now would lead me to believe that either zoysia or the winter-hardy Bermudas are the answer either alone or in conjunction with other grasses for tees or fairways. In my opinion, if and when the problem is solved it will be by crossing some of the present strains of bent that are adapted to our climate. It is a problem that experimental turf people could spend more time on.

Of course all our problems were magnified in this very rugged season just past. The things learned at our short courses and conventions from such people as O. J. Noer, Burt Musser, Bill Daniel, Fred Grau, and a host of others has stood us in good stead. That, coupled with the friendly willing cooperation of our fellow superintendents, has seen us successfully through a season that could have well been indescribably disastrous.