



Display cases in Al Zimmerman's shop at Paradise Valley CC are glass enclosed to keep merchandise dust free. Note angle of shelves in wall cases back of Al's wife, Barbara, bringing into full view all apparel items on display.

Zimmerman's Shop Shows Best Ideas He's Gathered

By DEAN SMITH

No wonder visiting pros look with envy at the brisk business conducted every day in Al Zimmerman's pro shop at Paradise Valley CC near Phoenix, Ariz.

The Paradise Valley shop represents a distillation of Zimmerman's ideas on golf shop operation, collected through nearly a quarter century of studying the best features of shops around the country.

Zimmerman had an ideal opportunity to put his ideas into practical operation when he took over as pro of the million dollar Paradise Valley club when it was launched in 1954. Instead of making over someone else's shop, Zimmerman was able to start from scratch. The shop design, fixtures, merchandise—all—were his to install.

Moreover, his is the wealthiest and most exclusive club in Arizona. His clientele wants and can afford the best. To make the situation even better, a large number of the Paradise Valley members were taking up golf for the first time and had to be outfitted from shoes to caps.

Zimmerman outlines his shop ideas as follows:

1. Place two entrances in such a way as to encourage traffic through the shop. This steps up sales by exposing prospective customers to the merchandise on sale. Zimmerman's shop has entrances on the north and south sides and most members pass through both on their way to the first tee.



Zimmerman favors display of golf clubs in groupings rather than straight rows. This corner of his shop shows effective and attractive method of this type of display. Note cap tree in center, a practical, and colorful self-service fixture.

2. Change displays around at least twice a week. "People get tired of seeing the same old displays—golf clubs here, shirts here, caps there," Zimmerman explains. "A change in arrangement creates the impression that new and fresh merchandise is arriving almost daily. It encourages our members to inspect things."

3. Hire only personable assistants who make a good appearance. Zimmerman calls Stan Graff, Kenny Kier, and Einar Allen, who do most of the contact work with members, as fine a staff as he has ever seen. Zimmerman's wife Barbara also is a big help, especially in serving the feminine customers.

Assistants Model Apparel

4. Dress shop salesmen in the best apparel you sell. A young, good-looking salesman shows off slacks, shirts, sweaters, and other golf attire to the best possible advantage. The customer naturally pictures himself looking the same way in this apparel.

5. Key your merchandise buying to the financial level of most of your members. Keep stocks complete, since a golf shop

customer seldom will wait until a missing item is ordered.

Like the rest of Paradise Valley CC, Zimmerman's pro shop is all new. Walls both inside and out are finished in natural wood—redwood with a sage green glaze—and liberal use is made of glass throughout. The entire south wall of the pro shop is glass, and the result is a cheerily lighted shop.

The display room, 30 ft. by 30 ft., incorporates many good ideas of merchandise display. Golf clubs are featured along the east wall, grouped in sets of irons and woods, with each set displayed individually on irregularly designed shelves projecting at various heights. Zimmerman feels that prospective customers get a better impression when clubs are displayed in logical group units rather than in long rows.

One of the novel features of the shop is the cap tree. It's a many-branched tree right off the desert, planted in a sand-filled base that also sports a cactus garden. The caps, all the most wildly colorful ones, are hung from the various branches,

and the result is jaunty and distinctly western.

The indirect lighting in the eye-level glass cases behind the main counter does a great selling job. In these cases Zimmerman has some of his finest sweaters, caps, shirts, and shoes. Anyone approaching the main counter, which includes the cash register and guest sign-in book, finds himself looking directly at these lighted cases as long as he is at the counter.

Display on An "Island"

A merchandise island displays more shirts and shoes, as well as several small specialty items. Slacks are shown on a rack near the north wall. Golf bags are displayed from pegs at varying heights on the north wall.

Thus all four walls draw the customer's interest: Lighted merchandise cases on the west, bags on the north, clubs on the east, and an unobstructed view of the course and mountains through the glassed south wall.

The 20 x 24 ft. storage and club repair room adjoins the pro shop on the west. Zimmerman has storage room for 260 bags, and most of the slots are filled throughout the winter season.

Allen and Charles Wray operate the storage and repair section. Graff and Kier divide their time between the shop and teaching.

Zimmerman, who was pro at Alderwood CC in Portland, Ore., for 19 years, retired several years ago but found he couldn't be entirely happy away from a golf shop. After spending three years on the tournament tour—and studying the best shops along the way—he signed with the Paradise CC management in 1954.

He leaves early in the summer each year and spends four months playing tournament golf and vacationing in the Northwest. But the shop stays open all summer, under the management of Graff.

Wife's Help Invaluable

Zimmerman credits his wife for much of the success of the Paradise Valley shop. She loves the merchandising side of the operation, studies new merchandise offerings, and goes with Al on buying trips. She spends several hours a day waiting on customers, and her warm and friendly manner has won her a big following among the Paradise members.

One final touch helps insure customer satisfaction. Zimmerman has set up an incentive plan for his assistants which includes a salary, half of all lesson fees, and a percentage of the gross merchan-

dise sales receipts. Paradise Valley assistants make between \$400 and \$600 per month in the winter season under this plan.

"I have a good team," Zimmerman says. "I believe they should share in the profits, and such an incentive plan as this not only helps the boys but it increases overall business."

Youngner Joins UCLA Turf Research Staff



Dr. Victor B. Youngner recently joined the staff of the Department of Floriculture and Ornamental Horticulture at University of California, Los Angeles, where he will conduct a program of research in turfgrass management and breeding. Dr. Youngner received his doctoral degree at the University of Minnesota. His training was in the fields of genetics, plant breeding, horticulture and agronomy. During the past three years he was with the Ferry-Morse Seed Co. at Salinas, Calif. Dr. Youngner is married, has two children.

The experimental work in the culture and breeding of turfgrasses was established in 1948 on the Los Angeles Campus by privately donated funds from various local groups interested in this field. In recent years this project has attained Experiment Station status and support. Associated with Dr. Youngner in this work will be C. Gordon Wyckoff, Senior Laboratory Technician, and Arne Hovin, Research Assistant.

Extensive experimental plots of turfgrasses have been maintained on the campus. In addition to the studies on breeding and turfgrass ecology and maintenance, other departments in the College of Agriculture have cooperated in the operation of a comprehensive, well-rounded research program. The Department of Entomology has made studies on control of sod webworm and other pests. The Department of Irrigation and Soils has studied soil structure and compaction, fertilization, and watering. Disease control measures have been worked out and tested by the Department of Plant Pathology.