

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.