

# Pro Also Must Look For Sales Outside His Shop

By JOE GRAFFIS

A salesman who has been in golf for years said to me recently: "The new pro shops are a great improvement for the players and the pros but they're far from the whole answer to making pro business better."

I asked, "what's the reason for that remark?"

He replied, "Some pros with new shops are depending too much on the shops and neglecting lesson tee and locker-room selling."

"Some of the top businessmen in golf do their best selling away from their shops. And they know how to run first-class shops, too."

The veteran salesman remarked that Spencer Murphy, George Sayers, Craig Wood, Al Watrous and Paul Scott were among the older pros he'd noticed doing fine selling jobs outside the shop as well as in it. The list was quickly extended as we discussed pro selling, and Harry Bassler, Chuck Tanis, Jerry Glynn, Pat Markovich, George Howard, Graham Ross, Al Ciuci, Claude Harmon and others were cited as pros who are always awake to a chance for a sale that meant service to the golfer.

## Two Sales "Secrets"

As we analysed the work of these men, and other pros of their type, two points stood out:

(1) Every one of these pros really knows golf club design, construction and fitting.

(2) Every one of them is a low-pressure salesman. They sell by being primarily interested in seeing that the customer learns about and gets what he or she needs, rather than being hungry for a profit.

The salesman and I had seen the pros previously mentioned—and other successful professionals—operate, and had talked to golfers who'd bought from them. Not in one case had a purchaser thought of the pro making money on the sale. The buyers all had the idea that the pros were only interested in supplying them with exactly what the buyers needed.

And that's the strongest foundation for a pro job. You've never heard of a club or a public course getting a pro because the club or course officials wanted the pro to make money; they wanted him to take good care of the players.

This salesman friend pointed out that the fine new shops have been built for the buyers, not the selling pros. "They're more convenient for the golfers and they've got the 'class' look of the rest of a high grade club. They are especially necessary because of the increase in women golfers. Women are accustomed to trading at high-class shops," the salesman said. Then he added, emphatically:

## Job for the Pro Only

"But no shop can go out and get close to the customers and see just what they need. That is the essential personal work the pro and his assistants have to do. That's where lesson tee, playing lesson, and the locker-room selling come in strong."

Along that line we got talking about a tendency to specialize and separate assistants' services in the teaching and shop departments at the larger clubs and pay-play establishments.

"It can be overdone," the salesman said. "The shop manager or shop salesman who doesn't have a fair close-up on the players' games or the teaching assistant who doesn't know about the shop merchandise to help his pupils, haven't been properly trained. There's got to be some spread in their duties and education if they are going to do good jobs for their pros and their players and learn how to handle jobs of their own, eventually."

## Expert Study of Golfers' Needs

It all adds up to getting close to the player and expertly studying what the player needs. This can be done at a golf club or course but it can't be done at a store selling golf equipment, regardless of where the store is or how attractive it is.

Right there is the key to professional merchandising success and superior service to the golfers. The pro has the oppor-



### TEMPORARY PRO SHOP IN BUS AT FIRST TEE

Parked on the first tee, a temporary pro shop has been set up in a passenger bus at the Dubuque (Ia.) G&CC.

Clubhouse alterations include an elaborate new pro shop. However, it will not be completed before June. Therefore pro Howie Atten hit upon the unique idea to set up shop in a bus, bearing a sign: "Business going on as usual during building program."

A pro shop "annex" consists of a 20x20-ft. awning extending from the roof of the bus. The "annex" is a good lounging place for members—and affords display space for the ready sale of merchandise to members outside the bus when golf traffic is heavy.

Members also register in the bus before starting play. A sign mounted above the steering wheel reads: "Your operator is Howie Atten—Safe, Reliable, Courteous."

tunity to observe the golfers at play and to discuss with them just what problems may be answered by golfing equipment.

Then the pro had better know the right answer based on his thorough knowledge of equipment. This matter presents one of the important fields for education that has developed since bench clubmaking went out and younger men in the game haven't received the training in club design, construction, repair and fitting to the user that was routine in the old days. Modern golf clubs are scientific productions and the teaching and shop assistants should know every detail of them.

#### Learn from Women Golfers

Lou Bola once told me that women golfers were going to make about as much of a revolution in golf merchandising as

the steel shaft did. Lou said that American women instinctively are good shoppers and had educated the storekeepers up to the excellent high standards of merchandise selection, display and competitive selling. The pros, Bola added, have adapted a lot from the stores' merchandising, but the women golfers are teaching the pros still more about how to make the country club or fee course pro shop a good profitable exhibit of specialty shop operation.

That's true as far as the shop itself is concerned, but outside the shop, where the pro and his assistants have numerous opportunities for creating the desire for merchandise and learning exactly what is needed, is a big profit opportunity that must not be neglected.

Every time the pro or his assistants see

a golfer on the lesson tee, or playing, or in the locker-room, there is a chance to help that golfer with something there is in the shop.

Tommy Armour said in his best-selling golf book that proper equipment is the only part of a good golf game the player can buy. The pro has that improvement of a golf game to sell but he can't depend entirely on the needy golfers coming into his shop eager to buy.

He's got to do a lot of thoughtful and helpful missionary work outside the shop.

My old friend the salesman summed it up correctly when he said "The pro shop is everywhere the wise pro is."

## How Research Led to Weed Control with CRAG 1

By A. J. VILTO

THE best known of our weed killers, 2,4-D (2,4-dichlorophenoxyacetic acid), was first described in 1942 by Drs. Zimmerman and Hitchcock of the Boyce Thompson Institute. 2,4-D, it is of interest to note, was not originally described as a herbicide but rather as a chemical which would alter plant growth and development. Later it was found that 2,4-D could be used to control broadleaved weeds in grass crops.

Since 1942 there has been a phenomenal increase in the amount of 2,4-D used in agriculture — an estimated 28 million pounds are used in the United States alone.

The eager acceptance of chemicals to control weeds and other pests has led to intensive programs involving the services of plant pathologists, physiologists and entomologists working in conjunction with chemists to discover new chemicals with broad pesticidal activity. This paper will trace the history and development of a new herbicide which has resulted from the combined efforts of scientists and others interested in agriculture and turf.

About six years ago a compound was submitted to the Carbide and Carbon Chemicals Co. fellowship biological research group at the Boyce Thompson Institute for preliminary evaluation as a pesticide. In initial screening tests the chemical was found to be ineffective as a fungicide or bactericide and was found to have no activity against insects. When it was sprayed on the foliage of plants it was also found to be ineffective as a herbicide.

However it was observed by Dr. L. J. King, who was conducting the herbicidal evaluations, that if seed were in contact with soil and the chemical added to this soil that the germinating seeds were rapidly destroyed. However if soil was not present and the chemical was applied directly to the seed, the seed germinated normally and produced normal seedlings and plants. In other words, here was a chemical that had no effect on fungi, bacteria, insects, or plant foliage but was active in inhibiting the growth of germinating seed only if soil were present.

Of what practical value is a chemical possessing these characteristics?

One of the major disadvantages of hormonal type herbicides such as 2,4-D is the hazard of drift especially where the chemical is applied close to susceptible crops such as cotton. But here was a compound which had no effect on foliage of plants. Thus the drift hazard encountered with 2,4-D could be eliminated.

Incidentally, by this time our compound was called Experimental Herbicide 1.

The chemical was found to destroy any germinating seed when in contact with soil and was found to have little or no adverse effect on established plants. Therefore it could be used to control germinating weed seed in many diverse crops such as corn, strawberries, asparagus, peanuts, in nursery stock and flower gardens. More recently it has been found to control germinating seed of crabgrass in established lawn and turf. The chemical is now marketed under the trade name CRAG Herbicide 1.

Crag Herbicide 1 possesses the following unique features which make it ideal for use in turf:

1. It destroys germinating crabgrass seed when applied at the rate of 6 lbs./A. (or 2.2 oz./1000 sq. ft.) in 100-200 gals. water beginning applications anywhere from April 1 to May 15 depending upon the local date of crabgrass germination. Control of weeds is effective for 3 to 4 weeks, therefore one application each month throughout the summer gives excellent control of all germinating weeds.

2. Crag Herbicide 1 is water soluble and is easily applied with conventional sprayers.

3. There is no ill effect on established turf since Crag Herbicide 1 is only toxic to germinating seed.

It should not be applied to newly seeded greens or turf, since it is toxic to all germinating seed.