

Boost Thompson's Sales

Jimmy E. Thompson, professional at the Stockdale club, Bakersfield, Calif., believes in "spoiling" his members by giving them more than they expect in pro department service.

The members like to be "spoiled," according to the increase shown in Thompson's records that cover play and pro department business. The increase is not estimated in round figures. Jimmy keeps records that show exactly at the end of each day how play and shop business have been.

Here are a few examples of Thompson's statistics:

From Jan. 1 through Sept. 30, 1955, there were 21,757 rounds played on the Stockdale course. In the same period in 1956 there was an increase of 3,301 rounds over the '55 figure.

Included in the total of 25,058 for the Jan. 1-Sept. 30 period of 1956 were 6,063 rounds by women. Thompson keeps accurate records of the classifications of play — men, women, passes (clergy, etc.), juniors and guests.

Private Club Record?

Junior play at Stockdale has increased greatly. In 1953-54-55, Jimmy had between 40 and 60 juniors in his classes. Last year 113 youngsters regularly attended Thompson's junior classes. Jimmy thinks this may be a private club record. If any pro at a private club has more kids regularly attending classes, GOLFDOM would like to get his record to pass it along as news to other pros.

Attention given the juniors and development the kids are showing under Thompson's tutelage have Stockdale members keenly interested and bragging about the kids. This applies even when the members aren't talking about their own children.

There is lively and genuine personal interest in all of Thompson's operations. One purpose of his records is to make certain that he will be reminded of what he wants to do for each member.

His birthday gift service is a great help to members. It works this way: If you're a member whose birthday is April 15, Jimmy takes it upon himself to send your wife a letter suggesting some golf item you might need. The letter is mailed 10 days before your natal day. Then, on April 13, he mails you a birthday card.

When Thompson learns of a member's illness he sends a card or flowers.

Each new member at Stockdale gets a letter from Jimmy welcoming the new teammate to the club and to the pro shop. And when a member resigns or moves out of town, Jimmy sends that person a graceful letter thanking him for past patronage and expressing the hope that Jimmy will get a chance to serve him again soon.

Members of Family

Thompson does these things without being prompted by mercenary motives, although he will concede the thoughtful details mean substantial pro department revenue. The Stockdale master sincerely thinks of members of his club as members of his family. When he says: "We have a wonderful club, the best in the west," he isn't merely giving his job lip service; he means what he says.

Members think of Jimmy as one of the family, too. Buying of golf goods outside the club has been greatly reduced at Stockdale in recent years. Members have been persuaded to buy in the pro shop because of Thompson's thoughtfulness, his mailings, including the now famous "What Is Expected of A Member" article that appeared in March, 1956, GOLFFING, and his cheerful and thorough service to adults as well as juniors.

Old Farmhouse Will Be Hub of New Pequot Course

By OWEN GRIFFITH

Wendell Ross is in the midst of an interesting job, carving out Connecticut's new Pequot GC course in Stonington.

The former pro at the Stonington Manor GC designed the 18-hole course. Nine holes are expected to be ready this summer. As Ross tells it, Pequot will have a championship course. It is being laid out on ideal terrain on property that for nearly 130 years was the Stonington Town Farm. The 125 acres include a 32-room Colonial type farm house which will provide a restaurant and bar, locker rooms for men and women, a spacious dining room, pro shop and lounge rooms. Pequot will be a semi-private club.

Fairways will have an average width of 55 yards and greens will average 4,000 sq. ft. Last winter, Ross worked on designing the layout and location of many of the

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