

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

(Please turn to page 53)

TORO

Authorized Distributors

dence, R. I. Delaware: Philadelphia Toro Co., Philadelphia, Pa.; Baltimore Toro, Baltimore, Md. District of Columbia: Nat'l Capitol Toro, Silver Spring, Md. Florida: Zauz Equip. Co., Jacksonville; Hector Supply Co., Miami; McGowin-Lyons Hdw. Co., Mobile, Ala. Georgia: Toro & Turf Supply Co., Atlanta; Zauz Equip. Co., Jacksonville, Fla. Idaho: Washington Turf & Toro Co., Seattle, Wash.; Salt Lake Hdw. Co., Salt Lake City, Utah. Illinois: George A. Davis Inc., Chicago; Meisel Dist. Co., St. Louis, Mo.; Tri State Toro Co., Davenport, Iowa; Scruggs-Drake Equip. Co., Decatur; Heldt Monroe Co., Evansville, Ind.; Drake Scruggs Equipment Co., Springfield, Indiana; George A. Davis, Inc., Chicago, Ill.; Heldt Monroe Co., Evansville; A. H. Heine Co., Fort Wayne; Kenney Mach. Co., Indianapolis; B. K. Cohee Co., Montgomery, Ohio; Bunton Seed Co., Louisville, Ky. Iowa: Tri State Toro Co., Davenport; Z. W. Credle Co., Omaha, Neb. Kansas: Turf Equip. Co., Inc., Kansas City, Mo. Kentucky: Wilson Impl. Co., Inc., Lexington; B. K. Cohee, Montgomery, Ohio; Heldt Monroe Co., Evansville, Ind.; Bunton Seed Co., Louisville, Ky.; Van Zandt Supply Co., Huntington, W. Va. Louisiana: Whalen Toro Co., New Orleans; Gustine Sales and Service Co., Shreveport, Maine: Phillip R. Yerxa, South Portland, Maryland: Baltimore Toro Co., Balt.; Nat'l Capitol Toro, Silver Spring, Massachusetts: Springfield Toro Co., Agawam; The Clapper Co., West Newton, Michigan: R. I. Ryerson Co., Milwaukee, Wis.; C. E. Anderson Co., Royal Oak; Spartan Distrs., Sparta, Minnesota: Minnesota Toro Inc., Mpls. Mississippi: Chocataw, Inc., Memphis, Tenn.; McGowin-Lyons Hdw. Co., Mobile, Ala.; Whalen Toro Co., New Orleans, La. Missouri: Meisel Dist. Co., St. Louis; Turf Equip. Co., Kansas City 2; Harry Cooper Supply, Springfield, Montana: Montana Toro Sales Co., Billings; Manions, Kallspell; Salt Lake Hdw. Co., Salt Lake City, Utah. Nebraska: Z. W. Credle, Omaha, Nevada: Salt Lake Hdw. Co., Salt Lake City, Utah; Calif. Toro Co., San Francisco, Cal. New Hampshire: The Clapper Co., West Newton, Mass. New Jersey: Toro Equip. Co., White Plains, N. Y.; Phila. Toro Co., Phila., Pa. New Mexico: The Myers Co., Roswell; Colorado Toro Co., Denver, Colo.; Salt Lake Hdw. Co., Salt Lake City, Utah. New York: Eaton Equip. Co., Hamburg; Hudson Toro Sales Co., Latham; Chas. E. Lennon & Sons, Liberty; Haverstick Toro Sales Corp., Rochester; James H. Lynch, Southampton; Golf & Tractor Equip. Corp., Syracuse; Toro Equip. Co., Inc., White Plains. North Carolina: E. J. Smith & Sons Co., Charlotte. North Dakota: Minn. Toro Inc., Mpls., Minn. Ohio: Ohio Toro Co., Cleveland; Woodin Sales Co., Columbus; R. L. Shane Co., Dayton; B. K. Cohee Co., Montgomery; Recht Supply Co., Toledo; Van Zandt Supply Co., Huntington, W. Va. Oklahoma: Boh Dunning-Jones, Inc., Tulsa. Oregon: Western Golf Course Supply Co., Portland; Salt Lake Hdw. Co., Salt Lake City, Utah. Pennsylvania: Eaton Equip. Co., Hamburg, N. Y.; Chas. E. Lennon & Son, Liberty, N. Y.; Philadelphia Toro Co., Phila.; Penn Toro, Inc., Pittsburgh; Haverstick Toro Sales & Service, Rochester, N. Y. Rhode Island: Bay Toro Distrs., Inc., Providence South Carolina: E. J. Smith & Sons, Charlotte, N. C. South Dakota: Z. W. Credle, Omaha, Neb.; Wyoming Toro Co., Sheridan, Wyo.; Minn. Toro, Inc., Mpls., Minn. Tennessee: Williams Equip. Co., Chattanooga; Tenn. Turf & Toro, Knoxville; Chocataw, Inc., Memphis; Kilgore McRee Co., Birmingham, Ala. Texas: Goldthwaites Texas Toro Co., Dallas; The Myers Co., El Paso; Goldthwaites Texas Toro Co., Fort Worth; Goldthwaites Texas Toro Co., Houston; Gustine Sales and Service, Shreveport, La. Utah: Salt Lake Hdw. Co., Salt Lake City, Utah; Vermont: Springfield Toro Co., Agawam, Mass. Virginia: Sydnor Pump & Well Co., Richmond; Nat'l Capitol Toro Co., Silver Spring, Md. Washington: Western Golf Course Supply Co., Portland, Ore.; Washington Turf & Toro, Seattle; Washington Turf & Toro, Spokane. West Virginia: Penn Toro, Inc., Pittsburgh, Pa.; Nat'l Capitol Toro, Silver Spring, Md.; Sydnor Pump & Well Co., Richmond; Van Zandt Supply Co., Huntington, W. Va. Wisconsin: Tri State Toro Co., Davenport, Iowa; R. I. Ryerson Co., Milwaukee; Minnesota Toro Inc., Mpls., Minn. Wyoming: Colorado Toro Co., Denver, Colo.; Salt Lake Hdw. Co., Salt Lake City, Utah; Wyoming Toro Co., Sheridan. CANADA—Alberta: Burgess Bldg. & Plumbing Supplies, Ltd., Calgary. British Columbia: Willard Equip. Co., Vancouver. Manitoba: Consolidated Industries, Ltd., Winnipeg. Nova Scotia: Halifax Seed Co., Halifax, Ontario: F. Manley & Sons, Ltd., Toronto. Quebec: Agri Tech, Inc., Longueuil.

holes was selected through his playing shots to where he thought the greens should be. In addition to the 18-hole course, Ross plans to install a practice fairway and 18-hole putting green on the north side of the clubhouse.

The addition of the Pequot club is another help in solving the crowded course situation in Connecticut. Membership will be drawn from golfers in Norwich, New London and Westerly, R.I.

Ross will be pro-greenkeeper at Pequot.

Burton C. Rowley of New Canaan, heads the corporation which purchased the Pequot property. A. P. Culver of Jewett City is the contractor and Arthur Priore is Ross' assistant.

Research Usefulness Shows In Course Condition—Lilly

David M. Lilly, Pres., Toro Mfg. Co., Minneapolis, says: "Golf may expect, in 1957, a continuation of the very definite progress in the use of turf research that marked 1956.

"Last year was featured by especially fine course conditions not only because of generally favorable weather but because there was wider application of the newly developed sound management policies and practices.

Snowmold Controlled

"One of the more important advances in 1956, as far as Minnesota is concerned, was the new technique for controlling snowmold. The increasing use of improved grasses, development and application of sound fertilization, watering, aeration and mowing practices, along with adequate disease, insect and weed control programs, contributed materially to better grooming and conditioning of courses. While plenty of mystifying maintenance problems remain the supts' exchange of information on progress they have been making will reduce the number and severity of continuing troubles."

**Make Sure Your Club Officials
Receive Goldfom in 1957
See Page 126**