

plain his own addiction to golf as well as that of his English and American contemporaries. Here, he enlarges on the theme by going back six centuries, and in a couple instances, practically to the Stone Age, to analyze the mania that gives modern man what well may be his real link with the past.

Probably the most interesting addict described by Houghton is Alexander M'Kellar, who couldn't be anything but an old Scot. Alex bought a tavern but was so religious he decided he couldn't operate it. Thereupon he acquired a wife and installed her as the tavernkeeper so he could devote full time to golf. He played in the snow, even after dark by hurricane lamp, and occasionally had his supper brought to him on the 17th green. Nights when he wasn't playing, he sat around the inn talking about the game with his cronies. What ruined an otherwise perfect picture was Mrs. M'Kellar's refusal to serve ale.

This, and many similar anecdotes, give Houghton's latest book a bounce that should keep the reader in good humor for many days following the two hours it takes him to read it.

Pros Study Profits

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All the pros and Jones emphasized having pegboard displays well off the floor so it is easy to clean beneath them and to change the displays often. Some references were made to installing pegboard panels in golf shops so both sides of the panels are used.

Byron Thornton of the National Cash Register Co., retail sales training department, in telling "How to Increase Shop Sales" said that before long there will be 5,000,000 golfers spending an average of at least \$1 per week for golf equipment.

Shop of Tomorrow

He believes that golf shops generally are going to take on a "new look" that will be semi-self-service retailing establishments rather than the face-to-face selling places pro shops now are. Complete self-service outlets with check-out systems similar to those of the big chain food stores also are a possibility.

Thornton's talk reflected considerable study by NCR experts of operations at the company-employees' 36-hole club at Dayton, O., and of suggestions advanced by five Dayton area professionals and their assistants.

Tommy Bryant, Gene Marchi, Norman Butler, Dixie Rutherford, Wilmer Goecke and their assistants were guests of NCR at what Thornton and Leigh Metcalfe, the company's asst. adv. mgr., call a "brain storming" session. Everyone wrote down ideas he thought would make pro business better. The ideas weren't evaluated or debated but simply put into the record for the individual consideration, later, of each pro and his staff members.

The Dayton pros produced 105 ideas, all of which were classified by Thornton and will be printed in **GOLFDOM**.

Thornton says that selling steps NCR advocates and has used successfully for 70 years are rated in this order: Introduction of the product, arousing interest, proving the need, demonstrating and closing the sale.

He thought that "Did you find what you are looking for?" is the best selling approach that can be used in the golf shop.

Clyde Mingleorff, pres., Club Managers Assn. of America, and mgr., Atlanta Athletic Club, told the pros that they, and manager have to work together like doctors and druggists. If there are petty, uninformed and selfish attitudes instead of cooperation between pro and manager, both department heads will suffer, the CMAA head said. He has worked with George and Harold Sargent, professionals at East Lake, the Atlanta AC's country club and has found the association thoroughly pleasant and profitable in making both clubs more attractive and useful to members.

Mingleorff suggested that in cases of clashes between managers and pros that each fellow investigate his own personality and operations before he starts blaming the other person.

Brugger Heads Turf Group

E. J. Brugger, Swope Park GC, Kansas City, Mo., is pres. of Heart of America GCSPA for 1957. Other newly elected officers are: Vp: P. L. Pepper, El Dora (Ks.) CC; Secy-treas: L. E. Lambert, Bethel, Ks; Directors: Harold Henry, Hillcrest CC, Kansas City, and Floyd Bears, Unity CC, Lee's Summit, Mo.

Holdover directors are Ray Whitlow, Topeka (Ks.) CC and H. J. Elmer, Indian Hills CC, Kansas City.

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