



Serve-Yourself Shop

There's an easygoing atmosphere at Butte Des Morts where the pro, Ev Leonard, just stands by while the members buy everything in sight

By HERB GRAFFIS

Everett Leonard has been professional at Butte Des Morts GC, Appleton, Wis., for 26 years. To be a professional that long at a fine club in a city of about 48,000 population, a man must be a gentleman sportsman, an excellent golf teacher, a promoter of golf, a first class businessman, a good friend and neighbor, a "baby-stander" who entertains and instructs kid golfers, a working partner of committees and men in charge of clubhouse and course, and a fellow who is regarded as a model by caddies and by their parents and other knowing adults.

A professional to play all those roles well has to get to know his customers better than they know themselves. Everett does. But he is smart enough not to try to impress anybody with how much he knows. He is simply at the club to make

In the photo at top of the page, you get an idea of the wholesale display that produces many dollars for Everett Leonard. Some pros may object to constant pawing of stock, but it costs very little to rearrange it.

sure that all the members enjoy themselves and that the club does well. Some of his members he started in golf when they were kids. He is one of the family.

He is backstopped and supplemented in the club family by his assistant, Charles (Cotton) Beavers. Cotton is Everett's grandson; the son of Everett's oldest daughter. He has been at the club 14 years. He has been trained to keep pro dept. service synchronized to the changing times. Now he does the buying, takes care of the books and is declared by Everett to be the chief salesman. Everett says that he himself isn't any salesman — he just helps members who want to buy. And that's what Cotton does, too.

The Butte Des Morts operation is one of the most successful in a golf business where the pro staff doesn't do much selling but the members do a lot of buying. The shop is a serve-yourself shop with an inventory of about \$25,000 that is turned over often enough each year to make Leonard, his club and members happy. Last year, the weather was so awful that there wasn't much play until mid-June but Leonard and his staff went into the Christ-



Bag sales account for a surprisingly large portion of the volume at Butte Des Morts. Many of them are displayed with clubs in them. At right, iron sets and trousers are displayed. Seen in the photo are Everett Leonard, who has been at the Wisconsin club for more than a quarter century, and his assistant, Cotton Beavers.

mas golf gift campaign and the holiday sales accounted for one of the biggest revenue years of the pro dept. as well as delighting members who had Christmas gift problems solved.

The self-serve idea was made the pro shop policy after Leonard and Beavers had discussed the situation extensively with members. The idea has worked very well. All merchandise is plainly price-tagged. Everything is where it can be reached easily and displayed so that it invites handling.

Soft goods, shoes and golf bags account for 60 per cent of the shop volume and clubs and balls for 40 per cent.

Big Bag Business

Bag business is exceptionally large. Cotton Beavers says this volume is due to having a large variety of bags displayed. Price range is extensive in golf bags for men but the women's line has only a few high-priced numbers. Most of the bags bought by women are in the \$12-\$15 class.

Every woman's bag in the Butte Des



Morts shop is different in material, color and/or design.

Women's business has increased steadily in the self-serve pro shop. Leonard and Beavers say that women account for more than 40 per cent of the shop's sales volume. In numerous cases women buy apparel for their golfing husbands.

In the fall, after school starts, the shop
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seven years haven't gone chasing up any blind alleys in search of a career.

Four Live at Club

Four of the trainees live in comfortable quarters that have been fixed up for them in the Bob O'Link maintenance building and four room in Highland Park. None has offered any kind of a discipline problem and all, according to Williams, are quite serious young fellows who aren't adverse to occasionally opening and studying a textbook on turf. Each of the eight has at least another year of schooling ahead of him and all intend to return to Bob O'Link next summer to further their practical education. The best golfer among the group is acknowledged to be George Druzisky, who plays to a six handicap. Fred Opperman, who never had swung a club until June of this year, occasionally plays the tough Bob O'Link course in sub-100 figures.

Bob O'Link is not the only club that has a student training program. At least three others in the Chicago district, Olympia Fields, Gleneagles in Lemont, Ill. and Glen Oak in Glen Ellyn, Ill., have summer schools for prospective supts. Both Warren Bidwell at Olympia and Walter Fuchs of Gleneagles have three youngsters learn-

ing the practical side of turf work, and Ray Gerber of Glen Oak has one young man under his wing.

Serve Yourself Shop

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displays closeouts in apparel and the price reductions convert slower-moving merchandise into cash as well as clear the inventory for buying of Christmas and spring merchandise.

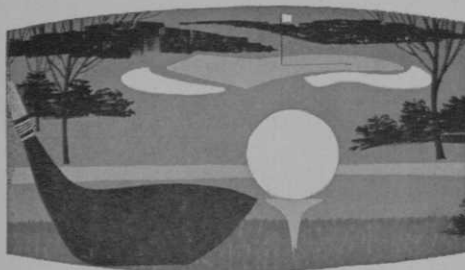
Everett and Cotton say that the junior program at Butte Des Morts is easing the club trade-in problem. Members' children are eager for clubs so the clubs go to the kids instead of being turned in on a new set.

When the club built a new pro shop in a building close to the first tee, and convenient to the clubhouse, Leonard recommended that attractive simplicity and utility rather than anything fancy be the keynote.

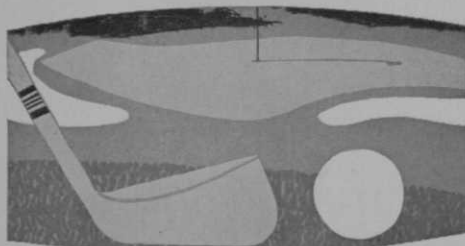
Not Satisfied with Lighting

The building's exterior and interior is natural redwood. There is considerable window space. Leonard and Beavers are not satisfied with the lighting and intend to have changes made, especially in the

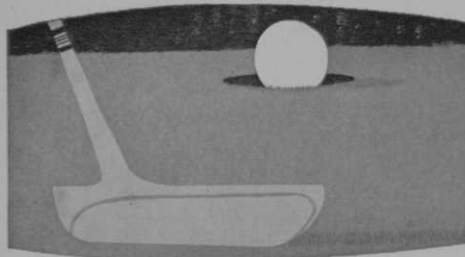
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installation of spotlights that can be moved to accent certain merchandise.

Back of the shop there is room for an office, new merchandise storage and room for 350 racks. That isn't enough rack room, however. Butte Des Morts has 310 active men members and 150 women who play regularly.

There is no storage space for bag carts in the shop, but a roofed space outside for the convenience of members who have their own bag carts. Leonard keeps his 13 golf cars under canvas covers outside the shop in the season and stores them in the equipment barn in the winter. Charging equipment and wiring is on the pro shop equipment and wiring are installed on the pro shop building.

Refresher Lessons

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to the player to pay more attention to his grip.

Fortunately for the player and his teaching professional, another common fault of the typical golfer is readily detected and quickly corrected by the experienced professional. That is the mistake made in standing to the ball: that of the placing of the feet, or poor posture. Generally, either stiffness or reaching for the ball are the result of these.

Forgets What He Learned

The player undoubtedly has been taught the correct grip, stance, etc. by his professional but has forgotten much of what he learned. He doesn't play often enough to establish good golfing habits, or to have a valid idea of what may be causing his trouble and what to do to eliminate it. If he knew what was causing his trouble he would recall the technique that would correct it.

The player can't see himself as the expert teaching professional sees him. Hence the resort pro's refresher lesson rather than experiments in self-diagnosis and self-treatment is the most effective way of showing him how to improve his game.

The refresher type of lesson is bound to grow in popularity and profit for the club professional. It gives him the opportunity of attending to the needs of more of his members than he can serve in the conventional half-hour or hour lesson sessions which, of course, are needed by all members at some time. The "refresher" lesson enables the pro to enlarge his opportunities for discovering if the member has correct equipment. Far more golfers