



Bob (Scotty) Glasgow, man of all occupations and trades at Westview muni in Quincy, Ill., has seen play nearly triple in the postwar years.

Runs Fine Junior Programs

Quincy Muni Has 3-City Draw and Bob Glasgow Exploits It

A fellow like Bob (Scotty) Glasgow of the Westview Municipal course in Quincy, Ill., who has to try to be all things to all golfers, looks with some degree of envy on the professional or supt. or club manager who only has to put in a mere 12 or 14 hours a day during the rush season.

Bob is all these and then some. Besides scurrying around all day to oversee the general operation of the municipal course, checking the greens and fairways and supervising merchandising in the pro shop, Glasgow at the moment is directing construction of a 9-hole course that is being added to the present 18. A year ago this time, his extracurricular work consisted of designing the additional nine.

Well, He Wanted It!

Glasgow probably has nobody to blame except himself for the bustling days he puts in at Westview. Sixteen years ago

when he started at the club, a fellow could kind of breeze through the ordinary working day. Then, an average of about 15,000 rounds were being played annually at the Quincy course. Last year, the figure exceeded the 40,000 mark. Much of this increase can be attributed to Bob Glasgow who, above everything else, has promotional blood in his veins.

The pro shop, located under the clubhouse roof with the lounge, is the center of the promotion effort. Since he is first and foremost a professional, Glasgow thinks in terms of orienting everything in the direction of his shop. Tournaments, clinics, golf days and various programs

On the opposite page are several views of the Westview pro shop, which is housed in the building shown at the top. More topgrade equipment and apparel is handled here than second grade or lower priced lines.





Above is the Wesview lounge, which is quite spacious and very nicely appointed. At left is Mrs. Hilda Killion, Bob Glasgow's No. 1 assistant, and indispensable to the operation of the pro shop and, for that matter, the course.

for the different classes of golfers start and end here. Sales of equipment and accessories aren't necessarily considered incidental to these activities. Glasgow runs the shop on a concession basis and he is enough of a realist and businessman to capitalize on the dividends that a busy golf schedule can bring. Nobody resents it, because he is the fellow who got things stirring at Westview in the first place.

Three-City Draw

Located in a tri-city area where many golf facilities are limited, Glasgow advertises his merchandise and pro shop rather extensively. Play at Westview goes on increasing from year to year as a kind of offshoot of Bob's advertising. The upshot is that what is good for Bob Glasgow is good for Westview. The middle-age Scot alternates his ads in newspapers in Quincy, Keokuk, Ia. and Hannibal, Mo., during the playing season, reaching an audience of about 100,000 persons. Then, from mid-November until around the 20th of December, he uses these papers in promoting his Christmas gift business.

For the last four years, Glasgow has used "Christmas Shopping at Your Pro Shop" with a good deal of success. Besides featuring it in his newspaper ads, he sends it to a choice list of about 500 golfers whose names have been culled from sales and charge tickets during the playing season. In his ads, Bob includes the hours the shop is open for gift buying, and he also offers to deliver merchandise free of charge. To help the sale of clubs he offers a free lesson to the gift

recipient to make sure that the fit is right. In fact, such sales are put on a conditional basis so that the person who receives the clubs is assured of the proper fit.

They'll Buy It

You may recall reading in February *Golfdom* (page 22) that Bill Hardigree, pro at the O. B. Keeler course in Kenesaw, Ga., insists that daily fee players are as interested in buying quality golf goods as persons at private clubs. Bob Glasgow endorses this thought 100 per cent. The merchandise that is sold at Westview has been constantly upgraded in the last decade or so because it has been found that the quality stock sells better than medium price lines when it is brought in. It is the Quincy pro's observation that stores in the area generally don't handle top-grade golfwear and, as a result, much of the demand for it is concentrated at the munny course.

The club situation is somewhat similar. Glasgow has been pushing pro-line clubs practically since the day he started at the Quincy course and well over 50 per cent of the players prefer them. Players who aren't ready for, or can't afford new clubs, also prefer the pro-line and buy trade-ins rather than invest in intermediate or low price clubs.

Another rather surprising thing, according to Glasgow, is that most parents prefer to buy top quality clubs for their kids even though the latter may be just starting to play golf. "Apparently," Bob remarks, "national advertising by the manufacturers and those TV golf shows have

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Bob Hope (left) looks over trophy he won in recent World Entertainment tourney held in Long Beach, Calif. With him are Del Webb (center), N. Y. Yankee owner, and Maurie Luxford, tournament chairman.

ance, aid in aiming clubface, weight and size, effect on balance of club, resistance to undue wear and tear, possible need of repairs, speed, ease and economy of application, ease of repair, etc.

SHAFTS — Materials, use of materials, flexibility or stiffness, torsion, weight, location of point of maximum "spring", taper, appearance, strength, resistance to corrosion, etc.

HEADS — Material, design, weight, distribution of weight, sole design, sole plate, face insert and other marking, assembly, head finish (material and design and durability), connection with shaft, etc.

Quincy Municipal

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convinced many people that their kids will never learn to play the game well unless they have superior equipment."

Women's Club Sales Pick Up

Sales to women have been especially gratifying to Glasgow in the last two years. It never was much of a problem to sell quality sportswear to the ladies, according to the Quincy pro, because that favorite punch line, "This is something you can't buy in town," always was handy and it had an effect. But pro-line clubs were a different matter. However, Glasgow discovered about two years ago that if he brings husbands into the act when

attempting to sell quality clubs to women, his chances of making a sale are much greater. In many cases an appeal has to be made to the husband that his wife is being unnecessarily handicapped if she buys anything less than the very best clubs. Glasgow, incidentally, initially recommends only a seven club set for women, suggesting that they add to it later.

For the last ten years or so, credit has been extended to Westview players. Bob Glasgow tries to keep charge accounts at about 15 per cent or less of total sales and he constantly checks the ledger to make sure that nobody is too far back in his payments. Generally, his experience has been very good. Losses from bad debts have been practically nil and, as he points out, he never has lost a nickel through non-payment of a bill by a youngster between the ages of 12 and 18. Glasgow estimates that his sales probably run something like 15 per cent higher a year because he extends credit.

Three Junior Programs

For at least the last decade, the Quincy factotum has been devoting a good deal of time to running what is best described as a three-prong Junior program. The regular program is, of course, for the 9 or 10 through 18-year olds who play at Westview through the summer. Classes or clinics are conducted for them on the average of twice a week and it isn't uncommon for 50 to 75 youngsters to show up at any one session. After they have learned the fundamentals of the game, all the kids get a chance to hit from 25 to 50 balls because they take turns in swinging and shagging.

Glasgow takes a good deal of pride in his coaching record with the Quincy High School golf teams. In the last 11 years he has sent seven squads to the state championships. Boys and girls of high school age are permitted to play the Westview course free of charge from the time it opens in the spring until school is out in June. The climax of the school program comes in May when Quincy many course officials serve as hosts at an invitation tourney in which 18 or 20 teams and around 150 players participate.

They Also Work

The third phase of Glasgow's Junior program takes in employees. Youngsters who are old enough to qualify for working certificates are hired to work on the course during the summer months. Bob teaches them all phases of golf maintenance and it isn't uncommon for some of

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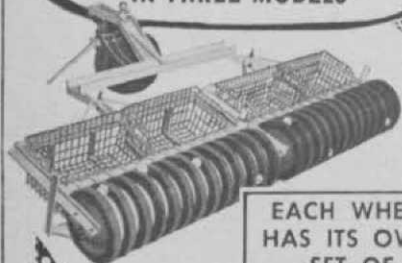
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the boys to work at Westview from the time they are 16 until they have finished college. At least 25 young men have paid at least part of their way through school in recent years with money earned at the Quincy course. One of Glasgow's trainees, Oscar Miles, is attending the turf school at Penn State University.

Like many municipal courses, Westview has a hard core of about 100 males and 65 women players who are organized in Men's and Women's clubs. They handle many of the arrangements for clinics, tournaments, exhibitions, golf parties, etc. Westview's seven year-old clubhouse, with its space equally divided between the pro shop and a lounge and dining area, is an ideal rallying spot for activity such as is sponsored by the two clubs, and when the new 9 is completed and added to the present 18, there is no doubt that it will be enlarged.

"Golf clubs, such as we have," says Glasgow, "undoubtedly are a fine thing. The clinics, exhibitions, etc. that they sponsor certainly are a boon to golf in the Quincy area and they certainly have been a real shot in the arm to pro shop sales. For that I am grateful.

"But," adds the Quincy manager, "municipal clubs that are thinking about permitting clubs to be organized should proceed with some caution. The management should make it clear that the course officials are going to have the last word when any disputes arise, and the organizations' activities aren't going to be given any priorities that will interfere with the general operation of the course. What you have to avoid," Bob concludes, "is allowing the tail to wag the dog in a setup of this kind."

As has already been suggested, busy Bob Glasgow is a one-man club management team. But approximately even half of what he gets done wouldn't be accomplished if there wasn't a woman behind him. In this case it is Mrs. Hilda Killion, who has been at Westview for several years. She does much of the buying for the pro shop, is in charge of sales when Glasgow's management and maintenance duties take him away from the shop, and in between these chores, keeps the books. "The place would fold up if Hilda weren't around," Bob concedes. "If you think I'm a hardworking sort of a person, you should be around here toward the end of the month when Mrs. Killion is pushing the closeouts, checking the inventory and getting out the statements."