



## *Intermixes Club and Apparel Displays for Two-Way Sales Bid*





Hugh Phipps, Ruffner's assistant at Decatur, is a very meticulous fellow when it comes to setting up clothing displays.

### By FORREST R. KYLE

Spaciousness, light and a well balanced accent on equipment and apparel displays are the principal attributes of the new pro shop at the CC of Decatur, Ill.

Built last summer and hooked onto the beautiful English-style clubhouse, the domain of Professional J. D. Ruffner is the last word in accommodation for members, and ease of operation. Wall-to-wall deep-pile carpeting, floor-to-ceiling windows, indirect lighting and natural brick interior walls are highlights of the shop which covers some 2,200 square feet.

In addition to the L-shaped display area, there is a private office for Ruffner, an adjoining lavatory, a storage room capable of handling up to 400 bags and yet another room to store new clubs and other stock.

### In Better Location

So far as Ruffner is concerned, the main feature — above and beyond the modernistic furnishings and the eye catching displays — is the shop's proximity to the men's grill and lockerrooms. The old shop was some 100 yards across the parking lot from the clubhouse.

Ruffner naturally feels the closer he is to the grill and locker rooms, the better service he can give. "Formerly," he says, "being so far from the clubhouse, I never knew for sure who was at the club. Now I know. They either walk through the shop or around the outside and I can see them through those big windows. We know who's looking for a golf game. That's something we didn't know when the park-



J. D. Ruffner

*" . . . stay around in the winter!"*

ing lot separated us from the clubhouse."

### Studied Other Shops

Ruffner, a Kentucky native who came to Decatur 10 years ago from Errie Ball's staff at Oak Park CC (Ill.), visited several Chicagoland clubs to get ideas for his shop. He talked to professionals who were experts on display, traffic patterns and all other niceties which distinguish a well-run shop.

Now that the plans are a reality, Ruffner is satisfied he has an ideal spot. It wasn't opened until Aug. 1, 1962, but in the short time before Labor Day, Ruffner felt the shop lived up to expectations 100 per cent.

"We sold to people we hardly ever saw at the other place," he said. "Especially a lot of non-golfers."

Selling to non-golfers proved to Ruffner he was right in his philosophy of displaying merchandise. "They aren't in the market for equipment," he says, "but they'll buy apparel if you kind of push



Clubs and clothing are mingled in above displays on the theory that if the customer isn't interested in one he may be tempted by the other.

it toward them.

"In this new shop we have about 15 feet of wall space devoted to club display. Here I have six sets of irons and several sets of woods. This year I'm planning to use the center of this display for clothes. That will give us a two-way stretch."

Ruffner feels he should have all his wearing apparel out where it can be seen, instead of in cabinets and boxes.

"People must be able to see it and know what you've got. You can't go running to the back room to get a pair of shorts for Mrs. Brown or a shirt for Mrs. Smith. If either sees them on your rack and you've got the right size, you're going to make a sale.

#### Clubs Like Shirts

"It's good to have a wide display of clubs, especially putters, wedges and sand irons" J. D. says. "Just have them around, and in the limited space where members can swing them, sales will be boosted. They are sort of like shirts . . . there are all kinds and people like to see and handle them."

The wearing apparel Ruffner sells is the best. He regards quality as his biggest selling point. "The golf pro club can't compete with the merchant downtown," says Ruffner. "I mean on a mass basis. I can't buy like they can. I must try to get a top quality brand and stick with it.

*(Continued on page 152)*

# Make Top-Soil Out of Sub-Soil

by working in

## ***Hyper-Humus***

### **SURFACE COMPOSTED PEAT**

**The Organic Soil Improver**

You can have velvet greens in spite of soil handicaps. Let us show you how raw sub-soil can be transformed into fertile top-soil for less than the cost of hauled-in top-soil.

Write us for Special Bulletin — "Make Top-Soil Out of Sub-Soil"



Ask your supply dealer for **HYPER-HUMUS**

### **HYPER-HUMUS COMPANY**

Box G

Newton, New Jersey

### **"QUALITY GUARANTEED"**

#### **BENT GRASS STOLONS**

Our stolons are shredded in the field, packed two bushel per bag as shown in picture and are shipped immediately.



**Send  
for  
Price  
List  
Today!**

**True to Name,  
Weed and Seed Free!**

- Washington (C-50) • Cohansey (C-7)
- Congressional (C-19)
- Arlington (C-1) • Toronto (C-15)

**WE SHIP ANYWHERE IN THE UNITED STATES**  
(24 hour Air Freight Is Available)

**Phone: Area Code 313 531-0361**

**HIRAM F. GODWIN & SON**

22366 Grand River Ave., Detroit 19, Mich.  
A Reliable Source of Supply Since 1920

light intensities but won't have the density required for turf.

Daylength or photoperiod, the duration of the light period, produces a number of highly important responses in many plants. One of the most important and intensively studied is that of flowering. Some species of plants flower only when the length of day is greater than a certain number of hours. These are called long-day plants. Others will flower only when the length of day is less than a certain critical number of hours. These are the short-day plants. Chrysanthemums and poinsettias are well known short-day plants. Petunias, clovers and potatoes are long-day plants. Some plants are day neutral. They will flower at any day length. The tomato is a good example of this group.

While we refer to this as a response to length of day, it has been shown experimentally that it is actually the length of night, the dark period, that triggers the flowering response. But this is not important and the term day length is in common use.

Most of our common turfgrasses are long-day plants — bluegrasses, fescues, bentgrasses and ryegrass, for example. At least one group, the zoysias, are short-day plants.

### **How Ruffner Makes Two-Way Sales Bid**

*(Continued from page 62)*

"Each year, more and more, famous name and quality brands are becoming available to pro shops. I can remember when you could buy only two or three brands. Now more and more companies are willing to sell to the pro. Several shoe manufacturers are trying to get into pro shops. One famous brand has turned over one complete line to pro shops on an exclusive basis."

#### **Narrows Brand Choice**

Ruffner has decided you can't have all the brands available, so it's advantageous for the pro to make up his mind on two or three of the best brands for the price, stick with them and forget the rest.

Another Ruffner belief, which has been profitable, is sticking close to the club in the winter.

"A pro who is around his club" he says, "only has to work an extra two months to pay for a three-month vacation."

"December has been my biggest month, merchandise-wise, every year since I've

been in Decatur," says Ruffner. "Professionals who pass up Christmas business with their membership have, in my opinion, good size holes in their heads. They get a good volume of business and don't come back in the spring and look at a lot of golf bags, clubs and clothes bought elsewhere during the winter."

Ruffner had a shop in downtown Decatur for four years but last winter remained at the club in his new shop. It turned out to be his best year. He figures the downtown walk-in business he lost was more than compensated for by not having to move all his merchandise twice and having stock available that members wanted.

#### Concentrates on Women

"Holiday selling is personal contact by telephone almost exclusively," says Ruffner, "plus mailing out Golfdom's 'Christmas Shopping' catalog. I try to call every member and am somewhat inclined to call more women than men. I don't want to bother the men. Anyway, soft goods sell best at Christmas and women do most of the Christmas buying."

One other item enters into Ruffner's highly successful pro shop operation. "It's organization," he says. "And, in that I'm lucky in the personnel I have. As a matter of fact, I'm probably the only golf pro in the world who has three teachers with master's degrees working for him in the summer."

The assistant pro is Ken Darner, who has a master's degree in languages and shares the golf teaching duties with Ruffner. He teaches school in Blue Island, Ill.

#### Employees School Teachers

Hugh Phipps, Decatur MacArthur High instructor who has a master's in English, also is a master in draping models and setting up wearing apparel displays. He knows clothes and how to show them off and is indispensable in the pro shop.

The caddiemaster is Harold Petty, a Decatur Lakeview High teacher with a master's in mathematics. He teaches many of the students who caddie at the CC of Decatur in the summer and his knowledge of their background and his skill in handling them make Ruffner's job a little easier.

Petty has taken over the old pro shop in lieu of a new building for the caddies. It is hooked in on an intra-club telephone system, so it's a simple matter for the pro shop to ring up the caddie shop and order the number of caddies needed.



#### WHOLE SEASON CONTROL WITH ONE SPRAYING

One part of Solexto in 400 parts of water sprayed on two to four acres gives season-long control of beetle grubs, ants, crickets, chinchbugs, cut worms, rose chafers, chiggers, fleas, ticks, mosquitoes and many other pests.

#### GRUB-PROOFS FOR TEN YEARS

One application of Solexto, two gallons to the acre (1-to-200 solution), grub-proofs the turf for at least ten years. Thus moles are also kept out by eliminating their food source.

#### ECONOMICAL COVERAGE

Because such high dilutions are possible, extensive coverage is very economical. Labor can also be saved by using EWT Weed Killer\* in the same solution for general spraying of the grounds.

\* Widely used selective weed killer manufactured by Dolge.

Write to the C. B. Dolge Company, Westport, Connecticut for information about other insecticides; also inquire about weed killers, golf ball cleaners, mole and gopher killers.

*dependable*  
**DOLGE**  
WESTPORT, CONNECTICUT