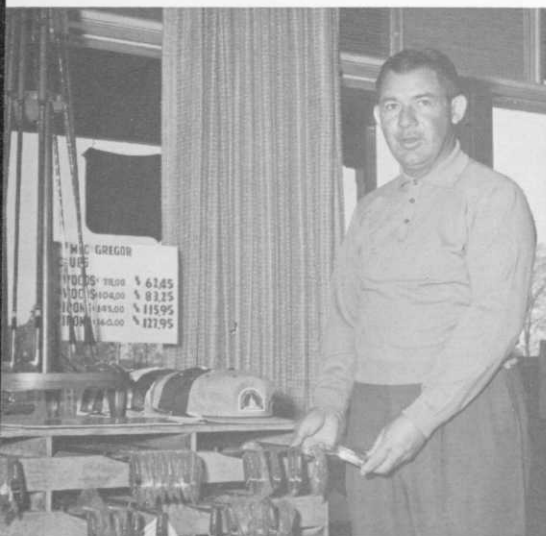




Protect Against Losses on Charge, Approval Sales

Merchandise and money fly out the window when these items aren't recorded on the proper tickets



Because nearly 50 per cent of the golf played at Shady Grove CC (more popularly known as Washingtonian Motel & CC), Gaithersburg, Md., is by tourists or other persons who aren't members of the club, Clarence Doser, the pro there, concedes that when he took over the shop's operation he may have had to contend with a situation that isn't quite common at the average club. But it is something that every pro should be aware of because it involves the loss of merchandise through sales made on approval, or failure to record all charges.

Doser took over the running of the Shady Grove pro shop nearly two years ago when the club, operated in conjunction with the huge Washingtonian Motel, about 20 miles north of Washington, D. C., was opened in 1961. Familiar as he was with strictly private club pro operations after 25 or 30 years at various Eastern and Southeastern sites, Doser wasn't fully prepared at first to cope with the fast moving traffic, and the problems it brings, at a spot which is as much resort type as it is private.

Money Needlessly Lost

The result was that in the first month or two, Clarence needlessly lost money. Not enough, of course, to throw him into anything like insolvency but, nevertheless, a rather substantial sum. It was due, as he says, to a slipshod sales control system. Actually, it can happen to a pro at any club, but it is most likely to occur at a place where there is a good deal of transient play and golfers check in and out in a hurry.

Much of the loss was due to approval sales. A man might come in and take out a club on approval, or a woman might take two or three pairs of shorts to the dressing room to try them for size, and all these items might disappear. "It wasn't



Washingtonian pro, Clarence Doser, is seen at rack that was especially built for displaying iron clubs. Huge motel sign is more than two stories high and has become a landmark on Interstate 70, leading to the Capitol.



Enthusiasm shown by Gil Reiner (Left), assistant pro, apparently has rubbed off on the customer, which is as it should be. (Above) Rack in which jackets are displayed is portable.

necessarily because the people who took these things were dishonest," says Doser. "They forgot they had taken them or they got careless, as often happened when women took shorts to the dressing room and just left them there.

"The real failure was in our record keeping system," Doser continues. "We should have had an 'approval' book on the counter next to the cash register and had people sign for the articles they took out. It was possibly a month or two before we became aware of this omission — only after an inventory check showed that merchandise was disappearing."

Don't Forget This!

This is just one example of a merchandise leak that causes a pro to lose money. Another is the result of charge sales. Take golf balls, for instance. "One of your customers," says Doser, "may pick up a pack of three and ask you to charge it to his account. Only, you forget to write out a charge ticket. Or the Alphonse and Gaston act may be performed between you and the assistant pro, or one of the shop employees. The upshot is that the charge is never made. Who's the loser in this case?"

That, of course, isn't hard to figure out. As the Washingtonian professional ruefully concludes, neglect in filling out charge tickets doesn't always apply to just golf balls. Gloves, caps, a dozen other small items may go out the window because of this kind of oversight. The sad

thing is there is no foolproof protection against it. The pro staff, including the pro himself, has to be constantly reminded to write out a ticket the minute a sale is made. There has to be insistence on this responsibility even when the shop is overrun with golfers demanding quick service such as often happens, for instance, at high noon on a Saturday at a resort course.

But maybe this advice shouldn't be confined to a resort course. It applies anywhere. If a pro were to lose \$25 a day in golf balls and other small items, plus a club or two and two or three pairs of shorts that went out on a tryout basis, how long could he put up with this luxury?

Regulars and Transients

Clarence Doser, fortunately, doesn't specialize in losing money at Shady Grove. Quite the contrary. There are 225 members at the Gaithersburg club who provide a fine starting base for pro sales. Transient players account for nearly as many rounds as the regulars, although sales to them except for golf balls and apparel, aren't yet particularly lucrative. The motel, with its numerous meeting rooms and a convention hall, is steadily bringing in more business conferences which are often climaxed with a golf tournament. And the motel course, which extends to 6,875 yards and has a reputation for being an exceptionally interesting one, attracts many golf conscious groups from in and around Washington for their outings.



Clubhouse is operated independently of the motel. Pro shop is located to the right of the stairway in the center of the photo. Golf car yard, at left, is to be enlarged to make room for 20 additional vehicles.



Pro shop fixtures are finished in rich looking natural walnut. Washingtonian apparel sales just about meet all the quotas but club sales need bolstering, according to Clarence Doser.



This is only a beginning. The club's membership goal is 400. Plans have been made to expand the present 100-unit motel by some 150 rooms. The future calls for the erection of a 1,500 unit high rise, garden apartment building in the center of the present course. The Washingtonian Motel company has recently bought 400 acres of adjoining land on which two additional 18-hole courses are to be built.

Expansion is in the air because the Atomic Energy Commission already has moved its offices and laboratories to within five miles of the club, and International Business Machine Co. and the U.S. Bureau of Standards are contemplating moving into the neighborhood. Land values in the vicinity of the motel average between \$4,000 and \$5,000 an acre and some of the property has sold for as much as \$10,000 an acre. Thus, future prospects for a man running a pro shop at Shady Grove are gilt edged.

Doubles As Golf Director

Clarence Doser is listed as pro of the Washingtonian layout, but his duties go somewhat beyond operating a golf shop. He is more of a director of golf and, in this capacity, does quite a bit of legwork in promoting business conventions, with golf as a filip, and in persuading government, industry and other groups that they should play their one-day tournaments at the Gaithersburg site. One reason that he is able to get out and hustle business, as he will tell you, is that he has a pair of

(Continued on page 140)

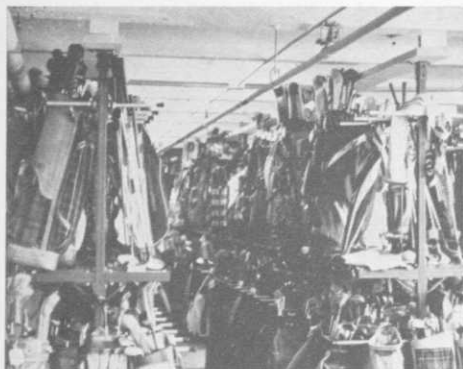
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Protect Against Sales Losses

(Continued from page 38)

exceptionally competent assistants in Gil Reiner, the No. 2 pro, and Pearl Malone. Reiner does a good deal of teaching and oversees much of the shop's inside operation. As a saleslady, Pearl is just that, having increased the women's volume in 1962, her first year on the job, by a considerable margin. In the wintertime she operates a range in Sebring, Fla.

Launches Washingtonian Open

One of Doser's big undertakings in 1962 was the Washingtonian Motel Open, a \$10,000 tournament played last year for the first time. Paul Kelly, an assistant at Merion, won the event in a playoff with Charley Bassler. It is planned to make this tournament a regular late summer affair and already there is talk of stepping up the purse for next year's renewal.

Pros who are at clubs where quite a few one-day tournaments or golf days are staged for outsiders undoubtedly will be interested to know that Clarence Doser has adopted a "lay it on the line" policy in dealing with the groups that sponsor these events. That is, he makes a strong bid to sell them the prizes they dole out

to the participants. "If I don't" he observes, "some of these people will go tripping down to the discount houses and do their buying there. Many of them don't stop to think that I have merchandise to sell."

The Shady Grove pro supports his bid for the business by emphasizing that his staff performs a very essential service in organizing and running the one-day tournaments, in keeping the scores and seeing that the prizes are properly distributed. The green fees that are received, he explains, are for the use of the course and don't reimburse the pro for the extra services that are rendered. In almost all cases, the outside groups agree that this argument is reasonable and buy all or most of the prize merchandise from the Washingtonian shop.

Steps Up Car Operation

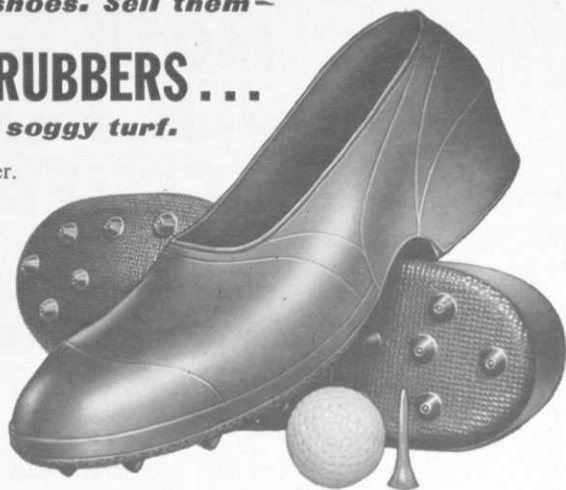
Expansion of the membership and increased play by tourists and others may eventually make it necessary for Doser to push out the walls of his pro shop, which is only of medium size. But provision has been made in the bag storage room for handling perhaps twice as many players as are currently registered at the club.

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The storage department has about a 500-bag capacity. In 1962, Doser had 30 golf cars in operation but this year there will be at least 50 vehicles available.

As usually is the case at resort clubs, the Washingtonian pro has to depend on the sale of golf balls, clothing and miscellaneous items for the bulk of his volume. Equipment sales haven't yet come up to expectations, although an Adjustomatic machine, with its custom-fit inducement, that was installed in 1962 helped to give club sales a noticeable pickup over the previous year. Doser, who loves to teach, and manages to get as many as 75 instruction sessions a week into his crowded schedule, has been quite successful in selling clubs on the lesson tee. Trade-ins, incidentally, never offer much of a problem at a resort club. The tourists and other visitors snap up used clubs in a hurry.

Outstanding Player, Too

As the Washingtonian promotion booklet points out, Clarence Doser is one of the country's most talented players among the home pros. He has qualified for 21 PGA Championships and 17 Opens and has made creditable showings in quite a few of them. As you probably noticed, Clarence did quite well in the January proceedings of the PGA at Port St. Lucie.

In teaching, Doser is inclined to approach the lesson from the mental side by finding out what his pupil's thoughts are about the swing and then trying to help him get rid of any misconceptions he may have. He also stresses what he refers to as the "photo image", demonstrating as often as necessary the different parts of the swing, as well as the swing in its entirety, and then assiduously working with the student in an effort to help him simulate what he has been shown. The Shady Grove professional feels that he has been particularly successful in teaching youngsters through this method.

The Washingtonian course forms a gigantic V. The front nine shoots out in a westerly direction and the second nine is oriented on a line from southeast to northwest. As already mentioned, a 15 story apartment building is planned for the center of the course. Fairways and tees are planted in U3 Bermuda and greens are of C-1 and C-19. In addition to the three standard tee marker positions, Washingtonian has a fourth set, designated as yellow tees, for women novices.

Thus there is something like a 1,300 yard differential between the short and long layout. The course, whether by design or otherwise, gets just a little tougher

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as the player progresses. There are three artificial lakes on the second nine, the most forbidding of these being located between Nos. 13 and 14 where even a mild slice on either hole spells disaster.

Imports from the Roxy

The clubhouse at the Gaithersburg club is a kind of collector's dream. The interior features ruggedly pastoral barn-type panelling. A long succession, almost a museum, of noble, old Scottish golf prints are to be seen on the walls. Chandeliers in the club's ballroom were imported from the dismantled Roxy Theater in New York, and the Washingtonian emblem, a huge brass eagle rampant on a field of grapes, was picked up in a second hand shop in New York by Ray Bates, Washington decorator, who designed the interior. In the large, luxurious and circular dining room, located just above the clubhouse, which serves motel as well as golf patrons, more than 1,000 persons can be served at one sitting.

Golf isn't the only attraction at the Washingtonian. There are a dozen all-weather tennis courts and the motel's Figure 8 swimming pool is said to be the largest in the area. The little theater on

the company's property offers from 13 to 18 weeks of summer stock. Last year it had as headliners such well known golfers and actors as George Gobel and Peter Lind Hayes and, of course, Mary Healy.

Eig Has Last Laugh

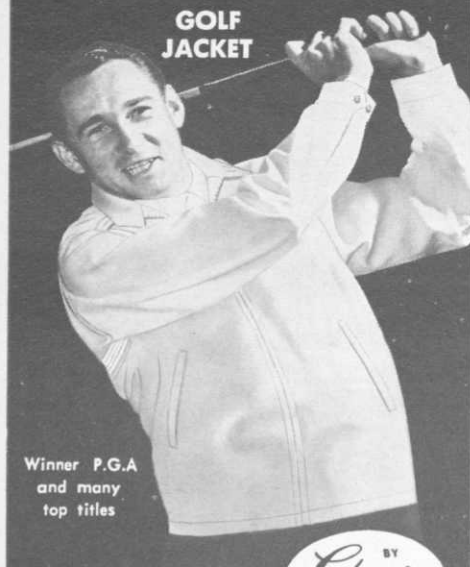
The Washingtonian Motel was opened about eight years ago. Although it is located an exact 18 miles from Dwight D. Eisenhower's now neglected putting green in the White House backyard, it was referred to as "Eig's Folly" at the time it was built. The Eig here refers to Samuel, the builder, and a well known Washington real estate man. The folly part comes in because many people thought he was building what was going to turn out to be a long row of handsome but untenanted sleeping hutches in the wilderness.

But Eig, one of the founders of the relatively new city of Silver Springs, Md., now the second largest in that state, apparently foresaw things that others were blind to. He reasoned that Washington, bulging at its vest, was going to spread northwest towards his motel, which it is now doing. He figured that sooner or later a superhighway had to be built somewhere in the vicinity of his holdings to funnel

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northerly traffic in and out of the capitol, and today the highway runs right by his doorstep. Sam Eig also decided that light industry and government offices some day would locate in the vicinity of Gaithersburg, and that is now happening. So, as he improves and adds to his property, he is having the last laugh.

The idea of building a golf course adjacent to the Washingtonian Motel, though, wasn't his. It came to him indirectly from a source two times removed. His son, Bud, actually talked him into it. But it seems that the fellow who put the bug in the younger Eig's head was a golf professional by the name of Clarence Doser.

New England Golf Boom

(Continued from page 52)

constructed. In somewhat the same manner as motels, the short layouts have become increasingly more elaborate. These have proved to be amazing moneymakers attracting golfers and non-golfers alike. Although some golfers speak disparagingly of the pitch and putts, the fact remains they bring pleasure to countless persons and have enabled many newcomers to learn something about golf before they ventured onto regulation courses.

Make Major Changes

Many old established clubs, perhaps the majority, are engaged in or are contemplating major changes. Some clubs take years to complete their programs while