

# Pro Shop Not Just A Clearinghouse for Merchandise

By DWAYNE NETLAND

**W**ally Mund's golf shop at Midland Hills CC, St. Paul seems to radiate vitality. There is an intangible air of action, a brisk run of business conducted by employees who know their jobs and members.

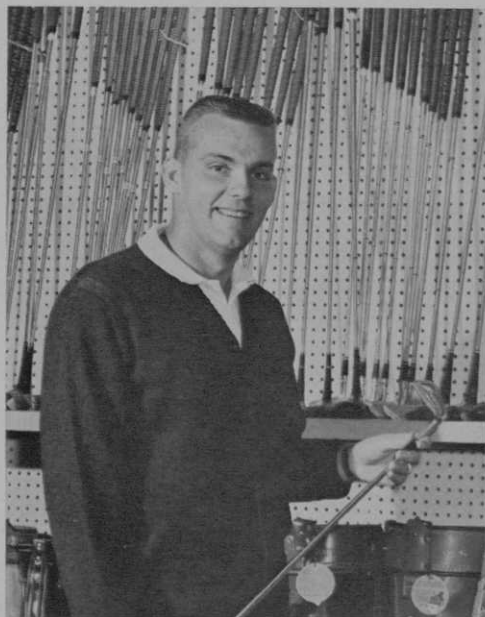
"I've always felt it was wrong to become self-satisfied with your operation," Mund explains. "A good pro has to make changes, to create new interest. To me there is nothing worse than walking into a golf shop and seeing the same old things in the same place, day after day, as though the man hadn't sold a single item in a month."

A demon on cleanliness, Mund wants Midland Hills' golf shop to look as neat and clean as the finest department stores in the Twin Cities. He is constantly reminding his staff of the value of neatness, of displaying the best merchandise, and of moving the items around. "Rather than hang on to an old piece of unsold merchandise," Wally has said, "I'll give it to the Salvation Army. That makes them happy and it cleans up my shop."

Mund's golf shop is basically no different from hundreds of others. He has a counter and a small desk for his records. Women's merchandise is stocked in one corner of the shop, clubs are lined against two walls and a shoe rack is alongside another wall. In the middle of the room is a portable rack loaded with socks, hats and shirts. But a close look discloses there is not a single wasted foot of space; that the merchandise is neatly arranged and that the atmosphere is one of warm cordiality.



Wally Mund has a good eye for selecting quality merchandise and just plain quality in a young lady to run his women's department. Meet Darlene Anderson, who was an Aquatennial princess and brings out the best in Mund if he hopes to win when they play golf together. Darlene is Minnesota women's match play champion and won the 1964 state medal play tournament by 12 strokes.



Larry Wood (l) is Mund's teaching assistant and John Shortridge helps run the shop operation.

Midland Hills is a busy club near the boundary line between Minneapolis and St. Paul, with a membership from both cities. It has 375 golfing members, 250 women golfers and 225 social members. They play golf from the first spring thaw until the snow is knee high. And such is their response to Mund's business acumen that he has found it profitable to keep his shop open all winter.

#### Brings Them Together

During the golf season, Mund is on the job 12 to 14 hours a day, 7 days a week. He is vitally interested in new members. Midland has the reputation of being a friendly club, where you can always get a game. Mund helped create that situation. On one occasion several years ago, two new members who had adjacent lockers, complained to Mund that the other was aloof and unfriendly. Wally got them together over a drink in the grill; today they are close friends.

"I believe the biggest responsibility of any professional is public relations for his club," Mund says. "I always try to introduce new members all around, to get them into games. I like to mix new members in with old ones in our foursomes for club events. Nothing is worse at a

club than cliques. When Mr. Jones plays only with Mr. Smith and Mr. Olson your club is in trouble."

#### Match Play Doubles

The popular game at Midland this year is match play doubles. Members pick their own partners and conduct their matches on a net score basis. Mund suggested it during a meeting last spring of the golf committee.

As head pro, Wally sits in on all meetings of the golf committee where he assists in the scheduling of club events. He has long been active on the membership committee. He takes over complete responsibility for guest days, setting up tee times and running the events.

"You'd be surprised what a clearing-house the pro shop is for members' gripes," Mund points out. "They come in off the course with a legitimate complaint, and they tell it to me or one of my staff. The golf shop then becomes the liaison between the member and the club committees."

To augment his own contributions to harmony at Midland Hills, Mund maintains a well-trained staff and keeps them busy. In his employ are a teaching professional, shop assistant, women's sales



John Blomquist doubles as bag storage supervisor and head man on the driving range.

coordinator, caddiemaster and assistant and three shop boys. No sooner does an aide at Midland Hills report for his first day than he is given a clear outline of his duties.

The teaching pro not only instructs, but helps run the shop and directs club tournaments. He is responsible for getting unscheduled members into games, for the progress of pupils and for the general conduct of the golf shop.

#### Gear Lessons to Pupil

"The teaching assistant must have some type of lesson tee technique," Mund states. "He should also have playing capabilities. He has to know the limitations of his pupils. Some members will never break 90 and their instruction has to be geared to this. It's a tough job, but I can't think of better preparation for a future head professional."

The shop assistant, particularly at an active club like Midland, has a busy job. He insures a full inventory, does most of the sales work. It is his duty to keep abreast of the coming club events and promote them among the members, and also to publicize the events in Twin Cities newspapers.

Nobody likes to sell merchandise more than Mund, but Wally will not tolerate high pressure salesmanship in his shop. "It doesn't pay," he says. "The members don't like it and neither do I. If they need something, I try to have it on hand for them. If not, I'll order it. But I'm not

going to push something off on the member just for the sake of a sale."

#### Wally Imports A Princess

Darlene Anderson, State Women's amateur champion and former Aquatennial princess, is Mund's women's sales coordinator. She does much of the ordering and virtually all of the selling to women members. "Darlene is a great girl and the women like her," Wally states. "She has another big advantage. She can go into the locker room for fittings, etc. She has worked out very well." Darlene also narrates the spring style show for women.

Perhaps in no single aspect of the operation, however, does Mund's efficiency scale run higher than in his club storage room. Without a great deal of space, he manages to store 500 sets of clubs. The bags are stacked vertically — singles on the top row, husbands and wives' clubs together on the bottom. The shop boys clean clubs after every round, but their value goes further. By closely observing the condition of each member's clubs and bag, they can detect not only those which need repair, but also those members who are prospective customers for new clubs and bags. It is a great source of business, and Mund has made it pay off for many years.

The shop boys are responsible for the driving range and the practice balls. That's another good area of income. The range is generally busy all day, to the

*(Continued on page 68)*



Comes a pause in the day's hustle and bustle as Mund steals a few minutes to chat with Ray Paulson (l), golf chairman, and Paul Coates, golf course architect.

To Catch  
a Better Golfer  
You Need  
a Better  
**SAND TRAP**



WE BUILD THEM!

... and the rest of the Golf Course too.

WRITE OR CALL W. W. ULLMAN, CONSULTANT  
**COLONIAL GARDENS, INC.**  
708 GREENE STREET • MARIETTA, OHIO  
Phone 373-2188 • Area Code 614



George Boutell (r) defeated Jim Hardy, 1-up, in the 36-hole final of the Trans-Mississippi Championship, played at Kansas City CC in July. Hardy came within one hole of catching Boutell on the 35th but could get no better than a halve on the 36th. Jim Jamieson of Moline, Ill. was the medalist of the 62nd Trans-Miss, which featured a field largely made up of college stars.

## Not a Clearing House

(Continued from page 44)

extent that Mund recently built a wire screen over a golfcart so one of the boys can pick up balls while the members are practicing.

### Winter Sideline

Always seeking new ways to promote income and interest, Wally rented out ski-mobiles last winter from his pro shop. Members got a kick out of propelling the motorized sleds over Midland's sloping terrain. For Mund, it was like keeping his golf car business going the year around. "We had very good business on weekends," Wally notes. "It certainly made it worthwhile to stay open all winter."

Mund, celebrating his 30th year as Midland Hills pro, cautions the young apprentice: "You have to learn to throw the clock away," he says. "In a golf shop you work strange hours. If a young pro is about to get married, one of the wisest things he can do is make sure his wife realizes there are long hours in this business. It's a lucky young pro who has an understanding wife."

The shop crew at Midland alternate its noon lunch schedule, some eating early and some late, but the entire staff is on duty during the busy period from noon



I  
have  
5

... of these machines for sale. Will entertain any reasonable offer for one or more. Complete brochure upon request.

**W. LESLIE ROGERS**

5509 Westfield Ave.  
Pennsauken, N. J.

## "THE RAPID DEVELOPMENT OF TURF ON LAUREL VALLEY

IS LARGELY DUE TO DR. ALLEN'S TRUE ORGANIC!"



**PAUL ERATH**  
Greens Superintendent  
Laurel Valley Golf Club

LIVING — DIGESTED — ODORLESS

Dr. Allen's True Organic — The organic Fertility Builder — Puts your soil in Top Condition!

**THE TOP COURSES KNOW ITS VALUE...NOW SHOULDN'T YOU?**

See page 135 in the 1965 PGA Championship Annual

**PAUL E. ALLEN CO. ROUTE 584 PALM HARBOR / FLORIDA**

## Before you buy any sprayer SEE THE BIG PERFORMER



## Root-Lowell's new DURAPOWER\*

You get better results from any sprayable material with Durapower\*. Tops for all gun or boom applications. 14 wheel or skid mounted models. Tank sizes 50 to 300 gallons. All have super smooth Duracyl\* Pumps available in 5 or 10 GPM models with working pressure to 400 lbs. p.s.i. Write today for full specifications by return airmail.

\*Trademark

## DURAPOWER

ROOT-LOWELL CORPORATION  
Div. of Root-Lowell Mfg. Co.

Lowell, Michigan

616/TW 7-9212

until 1:30. Mund, ubiquitous as a fly during the heavy rush, usually postpones his lunch until 2 p.m.

Generally speaking, Wally can decide very early in a young employee's career if he has the qualities for success in the pro field. "I give my assistant professionals and teaching aides about two years," he says. "If they haven't progressed to the point where I believe they should be by that time, I advise them to get out of the golf business. I did that to a young man here, several years ago. He followed my advice, and today he is a successful clothing store operator, with hours and problems a good deal more stable than mine."

But long hours and knotty problems have never managed to blunt Mund's enthusiasm for his work. At 55, he is going stronger than ever, constantly moving ahead with new ideas and new promotions. His golf shop serves as a perfect showcase for all that creativity and energy.

### Provision for Amateurs

Engadine GC, St. Moritz, Switzerland, which will hold its fourth Open, Aug. 22-25, has made provision to keep amateurs competing for three days. A program will precede the Open and on the following two days a special tournament covering three flights will be held for those who don't play for pay. The three Engadine Opens have been won by Bob Charles, Neil Coles and Cobie LeGrange. Luxurious hotels and unsurpassed scenery are offered as additional lures to bring golfers to Engadine and St. Moritz.

Classified Ads • P 101