

district for 13 years . . . He came from his birthplace, Dornoch, Scotland, to the U. S. in 1900 . . . He won the US Open in 1907, the Mass. Open six consecutive years and the North and South five times . . . He is survived by his widow, Margaret, who lives in Miami Shores, and a brother and two sisters in Scotland . . . The late Donald Ross, noted architect of Pinehurst, was a brother . . . Alex was bequeathed \$100 a month from a fund established by the late Horace Rackham of Detroit, Henry Ford's first attorney . . . Alex was made a life member of Detroit GC upon his retirement . . . In accordance with his wishes his ashes were spread over the Detroit GC course.

Wave the flags, let the peasants dance in the streets and tap the barrel and rejoice in welcoming Miss Joy Perine Bennett, born June 29 . . . 7 lbs., 12 oz. . . Her daddy's asst. to Pro Walter Scheiber at Willow Brook GC, Baldwin, N. Y.

Jackie Burke and Ielene Lang to be married in October . . . She's a Buffalo colleen and as pretty and as charming as any maid you ever saw . . . She and Jackie are a great team . . . Johnnie Palmer's record-breaking Canadian Open victory was his 19th consecutive tournament in the money . . . Tommy Bolt leads Marty Furgol 2 up in putter hurling event.

Benefit for "Dutch" Beuttner, long-time

(Continued on page 74)



## Every Sale Starts A Chain of Sales

It's a fact — every time you sell a set of Kenneth Smith clubs you make an enthusiastic booster. He tells his friends and they're half-sold before you begin to sell. The reason is simple — Kenneth Smith clubs are handmade to fit your customer's individual measurements, scientifically matched — all clubs in a set identically matched — all clubs in a set identically swing balanced. No other clubs are so matched and so balanced.

Why not sell Kenneth Smith clubs? Every sale helps sell others.

**Pros: Write for new booklet that helps you sell Kenneth Smith clubs.**

**Ken** SHOP SUPPLIES  
HELP THE PRO  
TOO

Golf Club Lacquer — Adhesives — Form-a-Coat Grip Conditioner — Buffing and Bench Supplies Official and Lorythmic Scales — Stain and all Shop Supplies

Write for handy Supply Order Form

**Kenneth Smith**  
GOLF CLUBS  
*Hand made to fit You*  
BOX 41, KANSAS CITY 10, MO.

**GOLF**  
**isn't**  
**ALL**

Sure Shawnee is famous for golf. But this complete 1000 acre resort offers a lot more . . . wonderful vacation pleasures for all the family. Swimming pool, tennis courts, boating, riding, dancing. Gay, smart decor . . . cheerful, airy rooms or cottages . . . cool mountain setting . . . supervised children's activities . . . excellent food and service. Enjoy a perfect vacation at moderate rates.

Write for booklet and rate schedule  
John Stubblefield, General Manager  
Harry Obits, Professional

**Shawnee Inn**  
/SHAWNEE - ON - DELAWARE  
PENN/SYLVANIA

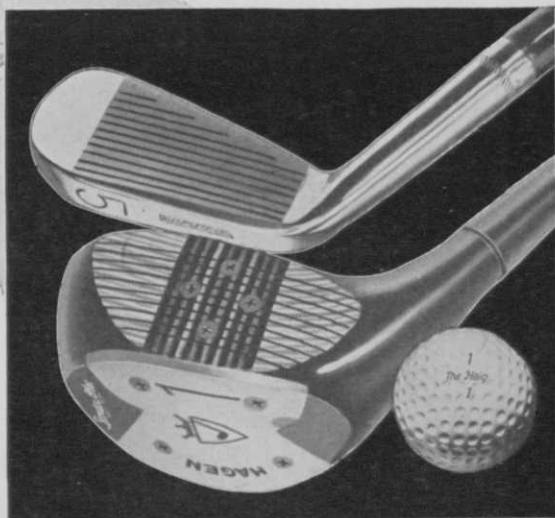
# ULTRA



There is, in every line of products, one make that is the finest—the ULTRA of its kind. In golf clubs and balls that make is the HAIG ULTRA. Sold by golf pros, the grandest gentlemen I know, and the highest authority on golf equipment.

*Walter Hagen*

The Haig<sup>®</sup> ultra golf clubs and golf balls



WALTER HAGEN

Division of Wilson Sporting Goods Co., Grand Rapids 2, Michigan

AUGUST • 1952

# Pros Earn Experts' Respect As First Class Merchants

By HERB GRAFFIS

Probably most professionals don't realize they are responsible for one of the most interesting and important developments in retail merchandising in the post-war era. All they think about is serving their players and making money and holding their jobs by this service. The fact that shop merchandising has grown to be by far the largest source of pro income possibly isn't as surprising to pros as it is to other retailers who sell apparel, for instance, to golfers.

I've talked with many authorities in retail merchandising who have expressed amazement at the way pros have been building sales volume. The other retailers say the pro displays are not often anywhere near as attractive as displays at first class retailing establishments but the location of the pro's store, his function as a supply station for golfers, the charge account set-up at private clubs, and the pro's growing sagacity as a buyer, are putting him in a class with the most successful retailers.

As these authorities, most of them golfers, talk about the pro it's struck me that very few of them have mentioned the pro's resourcefulness. Time after time I've seen cases of pros being up against tough competitive situations and win out because they learned how to roll with the punch.

## Pros Out-Smart Competition

It's been a hard lesson to learn. Before World War II pros usually were complaining about store competition and blamed it on the manufacturers. Then the pros began thinking how they could out-smart other retail competition and extend the pro market. It dawned on them that there were many golfers who played at courses where there were no pros, or pros who were not alertly and aggressively on the job, and that golf

merchandise was going to be sold to players at those courses.

The next step in thinking was easy. It was simply the step of a pro doing everything he could think of to make sure that he sold pretty near 100 per cent of what was used by those who played at his course. That problem was primarily his, rather than the manufacturers'.

Now let's review what competent businessmen in pro golf have done to come close to getting 100 per cent results in supplying their members.

Consider the case of Max Elbin at Burning Tree Club in the Washington, D. C. district. Elbin is fundamentally a merchant of service.

## Club-selling by Elbin

The clubs of his members probably are newer than those you'll see at most other first-class clubs. Clubs that are not of the more recent models and don't fit the swings that have been changed by a few years are given by some members to their sons, or used by members as travel sets—or if the clubs are pretty much out of date and used they're sent to the local Naval hospital and warmly welcomed there.

That's the result of a helpful campaign of education Elbin has conducted. It isn't the result of any strong sales pressure when a member looks like he might be a customer for a new set.

Once in a while Max will take a trade-in set when it can be used as a good guest set for visitors to Burning Tree. There's another indication of Elbin's savvy as a merchant; the members' guests are given such treatment that they comment favorably to their hosts.

Guests—or their hosts—don't mind paying a \$2 rental fee if the rented clubs are good. Max usually keeps on hand a

rental set of each prominent manufacturer's clubs so the guests may be able to play with the same sort of clubs they use at home.

### **Treating Guests Right**

Elbin is among many smart pro businessmen who take pains to see that guests get pro department treatment that is of the same considerate standard the guest would receive were he in the home of his host. It makes the guest and the host feel good, and it's very good business for Max.

Even a little thing like having a guest's clubs cleaned is something that often brings favorable comment and makes the host realize the pro department at his club is an eager and competent exponent of hospitality.

When there's cut-price competition in town that might be serious enough to have some effect on Elbin's members he meets it by simply having a small sign "Special This Weekend" (and the price) put on clubs that are the same or similar to those on which the price is being cut. He does this rather than hold out for the standard price on clubs that have been slow-moving and which are to be made out of date by newer models.

On days when weather is threatening Max moves his rainwear into a display spot in his shop where the items are bound to catch the eyes of all who enter.

### **Doesn't Carry Over Stock**

And when summer nears its end Max reduces prices on some shirts and headwear so he won't be holding stock over the winter and his members will figure they might as well take advantage of the lowered prices instead of making whatever they have last the year out.

Other retailers say that the pro's location at a club gives the pro a selling advantage that's hard to beat, but the pro knows that there is a lot of difference in volume represented by the variations in locations of a pro shop. A shop that isn't on the most convenient walk between the locker-room and the first tee isn't convenient for the member, consequently isn't the best sales place for the pro.

Vic Soitz is up against that handicap at Edgewood Valley CC (Chicago dist.). So to serve his members Vic had an attractively displayed stock of golf merchandise that's liable to be forgotten by the potential buyer, wheeled to the first tee on weekends. The members appreciate that as a service, and to Soitz it's a considerable addition to the sales volume.

### **Pros Advertise Effectively**

Where the other retailer sometimes gets the edge over the pro is in advertising, but here again you'll see that many pros are canny advertisers. You can look over

the following two letters that Soitz sends the Edgewood Valley members as examples of effective advertising by professionals.

With costs of making clubs up, the selling prices naturally have some people looking around to see where they can get clubs "wholesale." Soitz protects his members and himself against that situation by this letter:

Dear Club Member:

Every merchant suffers somewhat from the "I-can-buy-it-wholesale" attitude of his customers.

I don't blame any man for wanting to buy something as cheaply as he can. But nevertheless, it has been proven time after time that buying clubs wholesale is mistaken economy.

A golf club that is not properly fitted to you is expensive at any price.

After all, wholesalers are not golf professionals, and they do not know how to fit the clubs to the player. All they do is sell you a club.

I take great pride in the careful selection of golf equipment for my members. I place a value on my ability to do this, gained by my knowledge of the game itself. My prices are fair. I sell at regular retail list prices, but when I sell a club it is the right club expertly fitted to the man or woman who buys it. Such a club is worth every cent I charge for it.

In other words, I am trying to point out to you that the price of golf clubs doesn't determine their value to you. In the end, the golfer spends more money and will probably be quite dissatisfied if he buys golf clubs at random.

Don't walk out on the first tee under a handicap of several strokes because of a misfitted club. "Go to your pro. He knows."

### **Gets Into Homes**

Another sales advantage the pro has — and which the vigilant pro business man uses discreetly—is that of being able to get to the member in his home.

At the start of the season Soitz sent to his members a letter that not only clearly established his sales policy but got him a large volume of early season apparel business.

Here is the letter:

Dear Member:

I hope you will take a few minutes after dinner at home to read this letter. You see, I mailed it to your home instead of your office, and had a hunch you would read it more thoroughly. It has to do with golf merchandise.

This year I'm going to try to establish fair prices on all wearing apparel, and to

try to get away from the idea of "I-can-buy-it-wholesale" attitude of my customers. I have decided not to carry any Tee shirts, socks, dress shirts that after one good washing the waste basket has them. I have selected the best that money can buy, and am told that after a few washings they will stand up.

I don't have too many wool shirts in stock as you know most of the wool has gone to war. They now have cotton to take its place, and believe me they look good with some guarantee after so many washings. They come in solid colors, stripes, pull-overs, and various knitted types. The prices range from \$3.50 and up.

As for caps, hats and so on, here are some ideas as to what they are wearing. In California the rage is the "umbrella" hat and though it looks like an umbrella, it is tops. To my mind, if it looks funny it must be good. Various colors and shapes. In Florida it is white caps, visors, and some knit in colors.

You know I have shoes, umbrellas, golf rubbers, and the rest of golf merchandise, but this letter is just a reminder to let you know that the new wearing apparel has arrived, and suggest you do come in and inspect it before the season begins. You see I have no other way of telling you of this merchandise, so letters will be coming your way often when my new equipment arrives.

I want you to know I take great pride in the careful selection of golf equipment for my members. I place a value on my ability to do this, gained by my knowledge of the game itself. My prices are fair, and I sell at regular list prices.

The "quickies"—the bargains that keep the members reminded that Soitz has something that warrants a visit to the pro shop, are advertised by postcards. These postcards are highly profitable advertising in disposing of the merchandise, and in getting people into his shop where they'll probably see something else they want to buy.

A couple of his postcards:

#### EDGEWOOD VALLEY COUNTRY CLUB

Dear Member:

The first week in August is "Bargain Week" on Golf Bags. I will give you a 20% discount on any bag in the shop.

Come in and look them over.

Vic Soitz

Pro Shop

#### EDGEWOOD VALLEY COUNTRY CLUB

Dear Member:

Here is a buy for you. All White Pussy Foot Golf Hose — were \$1.00 Pair — ON SALE this month 3 for \$2.25.

PRO SHOP

## USGA Reminds Amateurs To Be Amateurs

USGA issued on July 24 a press release enclosing a copy of a memorandum from James W. Walker, chmn., Amateur Status and Conduct Committee, which had been sent to all entrants for the 1952 Amateur and Women's championships.

A copy of the rules of amateur status and a copy of Eugene G. Grace's talk at a dinner to contestants, officials and press prior to the 1951 National Amateur, also were sent 1952 entrants and the press.

The "memo to entrants" read:

"Attention is called to the fact that the Rules of Amateur Status prohibit an amateur golfer from:

"1. Accepting without appropriate payment golf balls, clubs or other golf merchandise from anyone dealing in golf merchandise.

"2. Accepting expenses, in money or otherwise, in connection with a golf competition or exhibition. (Note—The Rules permit certain exceptions for specific events.)

"Observance of all Rules of Amateur Status is, in last analysis, up to the honesty of the individual player. The same honesty is involved in observing these Rules off the course as in returning a right score on the course.

"The USGA is not a police organization. Golf is not the sort of activity that requires a police organization.

"However, when the USGA receives concrete evidence of violations, it does not hesitate to take positive action. Unfortunately, certain players are at present under suspicion.

"The Association bespeaks your cooperation in upholding the Definition of an Amateur Golfers, as follows:

"An amateur golfer is one who plays the game solely as a non-remunerative or non-profit-making sport."

"The good name of golf and the good fun of golf are entirely within the keeping of the players, and the players alone."

## New Edition of European Golf Guide Issued

European Annual Golf Guide, giving names, locations, officials, operating personnel, fees and data on courses in continental Europe and Africa, recently was published in the 1952 edition by Paris-Vendome, Paris 1. Price is approximately \$3. It's the only complete directory of continental European courses. This year's edition shows that golf on the continent and at the Mediterranean and African resorts has fully recovered from World War II and is making a strong bid for American tourist play.



# Christmas Gift



Available in Dozen or Half-Dozen sizes at the cost of the golf balls alone. Individually personalized balls in dozen size boxes only—each imprint limited to 18 letters including spaces.

SPALDING SETS THE PACE IN SPORTS 

# That sells 3 ways!



**1. Golf's greatest balls**

**2. Personalized with player's name**

**3. Striking, useful gift box**

What finer gift for any golfer? A dozen of golf's greatest balls. "Tru-Tension" DOTS or rugged TOP-FLITES, imprinted with the player's name. Packed in a stunning, rich looking box that has the appearance of luggage tan leather with gold embossing and an ornamental crest on top. Interior of the dozen size box is cork lined. Can be used for

cigarettes, jewelry or a utility box.

This amazing value sells on sight. Suggest it as a gift for members, members' wives or business acquaintances. Place your order before November 26th to assure delivery for Christmas.

DOT and TOP-FLITE sold by golf professionals only.

# SPALDING

# Learning About the Job of A Green-Chairman

By A GREEN GREEN-CHAIRMAN

For 20 years I've been an active member of a very good golf club and until this year I'd never been an official of that club. I had two good reasons for avoiding an official position at my club. One was that I wanted to play golf and get away from responsibility. The other reason was that I'm in a business that has golf clubs among its customers and I didn't want to be in the situation of being regarded as having any influence on the club's purchases. Furthermore, I didn't want to be in the middle if the club happened to buy something that didn't satisfy.

But finally my leisurely luck ran out. Other fellows at the club told me I'd been taking things too easily too long and I had to do some work at the club. So, against my will, I was given the responsibility of becoming green chairman.

Then suddenly it dawned upon me that although I have known hundreds of green chairmen I didn't know precisely what the duties of a green chairman should be. It seemed to me, upon reviewing the work of green chairmen I know and have known, that I'd never seen or heard a green chairman's duties specifically set forth.

I'd seen some green chairmen who, in my opinion, had done too much. They acted as though the course were their private property. They destroyed the initiative of the greenkeeper and gave him headaches in trying to get, manage and keep labor that had two bosses; the chairman and the greenkeeper. I'd also seen chairmen who'd done too little. They'd neither acquainted the board with the greenkeeper's problems and needs, nor had they acquainted the greenkeeper with what the board and members wanted and the financial condition of the club, nor had they paid any particular attention to the status of the budget.

## What to Do As Chairman?

Then, also, I'd seen chairmen who were too much on the fence. These men would sit in board meetings when decisions were made to give the greenkeeper some hell that he may or may not have needed. After that they'd hear the greenkeeper's side of the case and might be sold on the board being wrong or uninformed. And these chairmen would do nothing decisive. They'd wait around for their terms to expire, hoping that time would take care of everything.

As I recalled these cases and wondered what I could do that would be best for the club and my own reputation and conscience as a successful businessman it struck me that a simple business table of organization should be applied. What that amounted to was that I — if the club were a business corporation — would be vice president in charge of the outside plant and the greenkeeper would be the superintendent of that part of the club's plant.

I would be responsible for policy and the superintendent would be responsible for the operations, outside the clubhouse and on the course and the rest of the grounds.

If the operations weren't performed naturally I would have to share the responsibility with the superintendent of our plant. And that is no light load at a golf club; this kind of a summer especially. We read of government-designated "disaster" areas where weather conditions have made diligent and usually successful farmers and stockmen eligible for government loans. But it never occurs to a golfer that his course may be in a "disaster" area and suffer in condition because of causes beyond the control of the most expert and vigilant greenkeeper. The members and officials know so little about the complex problems of maintaining good golf turf that when anything on the course goes wrong it is the greenkeeper's fault.

Consequently, with heat and humidity this summer having been worse on golf turf than in almost any season I can remember some greenkeepers have given up in despair and gone to easier jobs. Others have been fired after years of service in keeping their courses in good condition. This isn't the tragedy it might be for the greenkeeper and his family. There seldom is any difficulty in getting a job that pays better than that of a greenkeeper who must know enough about mechanics, engineering, hydraulics, turf and tree and landscaping work to have a number of other jobs welcoming him.

## The Club Is the Loser

The worst loss is that suffered by the club that leaps to the conclusion that it might be the man rather than other conditions that account for the poor condition of the course. It is the green-chairman's fault if everything about course



condition in a bad season is blamed on a man who is doing his competent best and has had good results in previous years. There is far more reason for discharging a greenkeeper who doesn't have the outside plant kept attractive and tidy, despite shortage of men and demand for emergency work, than there is to fire the man for what possibly is caused by bad drainage, bad soil, costly "economy" in fertilizer, pest and fungicide treatments, or unsuitable strains of grass.

The green chairman can't be expected to know much about the technicalities of golf course maintenance. That part of the business has advanced too far and too fast to still be within the scope of a man who may have a green chairman's position for a year or two. The green chairman should have a general idea of this technical phase of turf maintenance and he can get it from GOLFDOM's pages although he'll see some articles on turf maintenance which are far over his head but which are plain to the modern superintendent of a golf course.

On some of the most common troubles, poa annua, the course superintendent and the turf scientists of the agricultural experiment stations and schools and of the

USGA Green Section are still looking for the answers.

An entire session of the golf course superintendents' national conference this year was devoted to poa annua elimination and prevention. The most successful practical men in course maintenance and the most authoritative scientists told of their experience, works, tests, research and hunches and after all the testimony was in it was obvious that poa annua control is to be attained some time in the future and by a method the experts aren't sure of now. In view of such a problem baffling the specialists in course maintenance is it logical to believe that the chairman can unerringly dictate the solution?

#### Keeping Members Informed

Fortunately in the golf course factory experiments can be made in limited areas but, again, the whole job is at the mercy of the weather. It's been my observation that the chairman does well for his club when he encourages the greenkeeper to make a few experiments or "pilot" operations with a view to extending the work if the closely watched experimental work is successful.

One of the functions of the chairman is

---

### CLIFF DEMING GIVES YOU TWO IDEAS



Cliff Deming, supt., Loyal Oak GC, Barberton, O., passes along to others responsible for course maintenance two ideas he uses for first class maintenance and economy. At the left is a 30 in. sq. hose box with 4 in. concrete walls and a 4 in. drain and coarse slag on the floor of the box. The box tops are flush with the ground and the mower readily goes over them without damage. At the right is Deming's device for poling or brushing greens. Two bamboo poles are lashed together and two loops of  $\frac{3}{4}$  in. rope are dragged behind. The two ropes do a good job of knocking off the dew and worm casts and all Loyal Oak's 27 greens can be handled inexpensively and with highly satisfactory results before play gets heavy.

*the world's most sought*



During this golf season, MacGregor already has delivered more wood clubs than any previous year in our long history.

Yet, a shortage of Eye-O-Matic woods still exists. MacGregor has not been able to fill demand.

*Once again, however, our production facilities are being expanded. But this takes time.* The craftsmen who make Eye-O-Matic woods are not developed overnight. This is the important reason why golfers have shown a preference for "MT" Tourney Eye-O-Matics—the woods with more *built-in* beauty, "feel" and playability than any others. They truly are the world's most wanted golf clubs and that means . . .

*Eye-O-Matic woods are worth*

**MacGregor**  
*THE GREATEST NAME IN GOLF*

REG U.S. PAT OFF

4861 Spring Grove Ave., Cincinnati 32, Ohio