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Open Display Makes Sales With Member Self-Service

By **DANNY JONES**

Professional, Shepard Hills Country Club, Waverly, N. Y.

MERCHANDISING by golf professionals to be thoroughly satisfactory must consider the merchandising service establishment primarily as a members' store rather than a pro shop.

The member often has business troubles of his own which he wants to forget when he comes to play golf. He doesn't leave his own work to think about how the pro can make a living. I don't go to a movie to think about the problems the motion picture industry has and I don't expect a member to come out to the club for fun and devote any attention to my business affairs.

What I want Shepard Hills members and their guests to realize is that the reason I have a pro shop there is to provide, con-

veniently and expertly selected, what they need for getting the most enjoyment out of golf. When they realize that then my own business interests are on a sound foundation.

"Pro shop," as Pat Markovich pointed out in a GOLFDOM article, actually is an outgrown label for the services the establishment offers. "Shop" was O.K. when the chief function of the place was making clubs to sell, and repairing clubs, but now the factory operations are limited to minor repairs.

Pro Store Is Essential

The pro shop has become a store. When it is properly located, stocked, designed for good display, and operated by competent, courteous men it is a facility as

Open display at the ball counter isn't often seen but Danny Jones says it sells more balls. A pleasant, vigilant shop boy with the sales register handy insures against loss.





Danny Jones, the cheerful party in the checked shirt, operates on the policy that the member should have merchandise displayed open to encourage close inspection, then the pro's expert service helps the buyer to decide correctly.

essential to member service at the club as the food, drink and bath facilities. In the clearest analysis the pro's sales facilities are fundamentally more important to the club than to the pro, not only because such facilities account for the greater part of the financing of the required first-class pro service without adding commensurably to the club payroll and other operating expenses but because they provide a service the club member or pay-as-you-play course golfer has a right to expect for the money he or she pays for golf.

The officials of our club looked at the pro department operation in that correct perspective. They recognized that a club of fine members should have pro department facilities of a standard up to the course and clubhouse.

Tied-in for Service

Now I am confident that there are few members' golf stores that are any more attractive and better fitted for member service than our bright and compact layout at Shepard Hills.

Time was just a few short years ago that

I had the problem (like many of my fellow pros) of the "remote" golf shop . . . the kind where the members would stick their heads in the doorway and ask for their caddies and then were on their way. My shop was pretty much a thing apart from most of the club's activity.

When the board of directors okayed my request for a new shop I immediately set about remedying the old isolated condition. The result is that my shop now is part of the club building proper with entrances from the shop to the men's locker rooms and the club lounge. Being so located means that all the golfers enter and leave through my shop, giving me a "natural" and continuous customer traffic.

Needless to say, I have enjoyed a satisfactory increase in business under these conditions.

However, location and traffic are not the only factors to be considered in the successful operation of a golf shop. Service and accessibility of the merchandise to the customers are "musts" in my book. I have taken a leaf from the five-and-tens' and



WALKER CUPPERS MUST PLAY IT "FAR AND SURE"

This is the 12th hole at Kittansett Club, Marion, Mass., one of many narrow fairways on the 6,518 yd., par 70 course that will make it tough on Walker Cup Match players, Sept. 4 and 5, who fail to put them "down the middle."

the big grocery chains' books and set up a real self-service business for every piece of golf equipment and apparel in my shop.

I have long since abandoned this idea of keeping golf balls in the so-called "protective custody" of the dust-gathering showcase.

Merchandise in the Open

Sure, I used to have showcases . . . not any more though. Now, I place golf balls, apparel and equipment right out in the open where every prospective customer can pick up the item, look it over, try it on for size and take it in the lounge and show it to the wife (this one backfires sometimes!)

All this means that whatever I'm selling is easier to buy. My sales have proven conclusively that the self-service golf shop pays off. Therefore I preach the gospel of attractive and neat displays and always OPEN displays. Even though I am not over-endowed with space. My shop is 22 ft. by 25 ft. I try at all times to spread my merchandise out in such a manner as gives the customer an easy opportunity to see the entire stock and variety at a glance.

If I have some line that is lagging, I place samples at strategic points calculated to catch the eye as you enter or leave the shop.

To sum up, I am of the opinion that you have to merchandise to sell and the best way I've found is the self-service and attractive display method.

Southern Cal. Turf Meet at Riviera, Oct. 12, 13

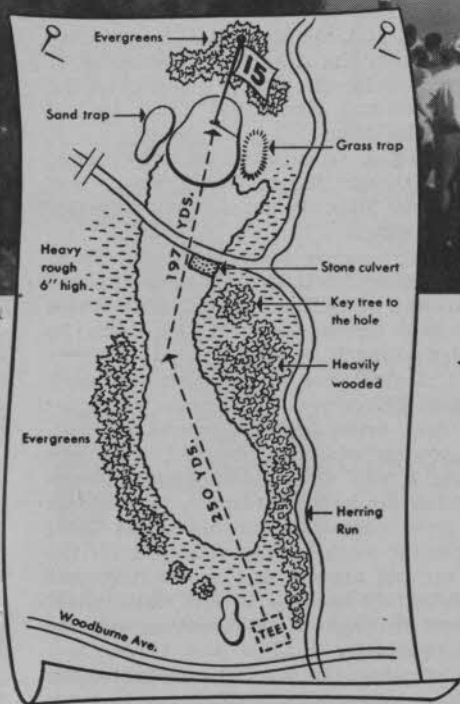
RECENT encounters with new turf problems will be a major topic of discussion at the 1953 Southern California Conference on Turf Culture to be held at the Riviera CC, Los Angeles, on October 12 and 13.

The meeting is sponsored by the College of Agriculture at UCLA and University Extension, in cooperation with the USGA Green Section.

The first day's program will include as speakers C. C. Simpson, Sr., chairman of the research advisory committee for the Experimental Program in Turf Culture; Vernon T. Stoutemyer, professor of floriculture and ornamental horticulture, College of Agriculture, UCLA; James R. Watson, Jr., chief agronomist, Toro Mfg. Co., Minneapolis; O. J. Noer, agronomist, Milwaukee Sewerage Commission; and Charles G. Wilson, regional director of the USGA Green Section—West Coast. Among topics scheduled are "Unconventional Ideas in Turf Culture," "Soil Compaction and Its Relation to Turf," "Thatch and Mat Control for Better Golfing Turf," and "Results of Turf Survey in Los Angeles County."

Printed programs are available on request to the department of conferences, University of California Extension, Los Angeles 24. Fee for the event is \$1.50.

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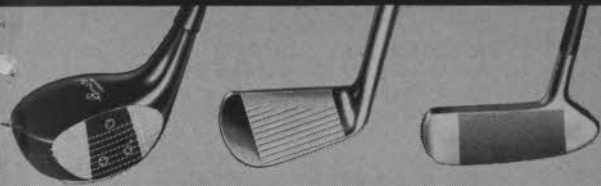
How would you play it?

The 15th is the most difficult par hole on one of the finest municipal courses in the country — the Mount Pleasant Golf Club, Baltimore, Md. . . often separates the leaders in the fourth round of the famous Eastern Open Championship. Irvin Schloss, the Club's genial Pro, says:

"A well hit tee shot that follows up the left-hand side of the fairway with any curving tendency toward the fade will open up the green for a straight away medium or long iron to the green. A fade is advised because it will leave the ball on the fairway."

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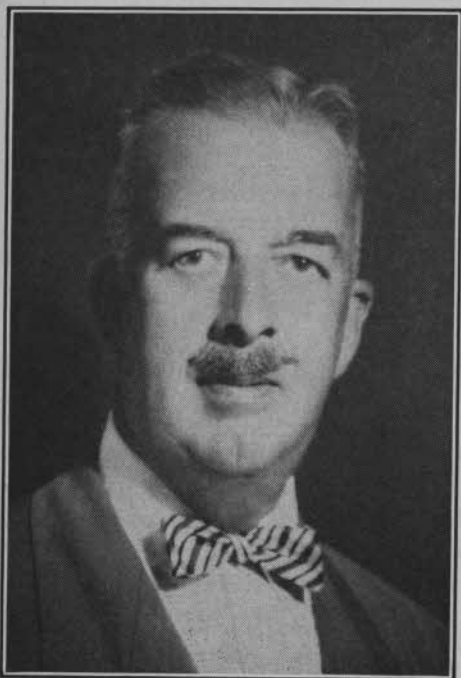


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Wm. Thayer Brown, Spalding President, Dies



WILLIAM THAYER BROWN, pres., A. G. Spalding & Bros., Inc., died Aug. 23 at Springfield (Mass.) Hospital of a cerebral hemorrhage, following an illness of several months. He was born in Rockford, Ill. His mother was a sister of the founders of the Spalding company. He was 57 at the time of his death.

He graduated from Yale, where he was active as an athlete, in 1916. He then attended Harvard School of Business Administration. In World War I he was in combat service as a naval lieutenant.

After that war he went into the advertising business, then joined the Spalding organization and was made a director in 1926 after having served as asst. treas. and secy. In 1932 he was made vice pres. in charge of Spalding's manufacturing operations. In May, 1952, he succeeded Charles F. Robbins as president of the company.

He had served as president of the Chi-

copee Manufacturers Assn. and the Employers' Assn. of Western Mass., and as vice pres. and member of the executive committee of the Associated Industries of Massachusetts. He was a director of the Third National Bank and Trust Co. of Springfield, Mass.

Mr. Brown is survived by his widow, Mrs. Elizabeth Riggs Barr Brown, and three sons, Alex Tener, Jeremy and Horace Spalding.

Funeral services were held Aug. 25 at Christ Church Cathedral, Springfield, and burial was at Suffield, Conn., near which town Mr. Brown lived on the farm he enjoyed so much.

Bill Brown was a big man in heart, mind and physique. He was an enthusiastic flier, sailor and golfer, and a smart, hard worker who got a lot of things done the right way without showing evidence of strain. He had the respect, friendliness and loyal teamwork of his outfit from the newest work on the little job, all the way up and around. His sound judgment and integrity brought to him the highest respect throughout all sectors of the sports business.

In advising the Spalding organization of Bill's passing, Charles Robbins, Brown's pal since boyhood and long-time business associate (now Spalding's chairman of the board), spoke the appraisal of all who knew Bill when he said that Brown was "richly endowed to an exceptional degree with unlimited patience, uniform good nature and warm kindness."

The better the condition of the golf course, the better the general financial condition of the club. That's the situation at most of the nation's best operated clubs.

But how often the policy is to figure the other way around and by having the maintenance budget too small, the superintendent underpaid and trying to get help for less than the prevailing wages in the area, the course isn't up to the standard necessary to have the whole club in sound condition.

—George Morris
Supt., Colonial CC,
Harrisburg, Pa.

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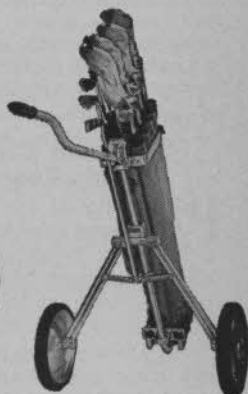
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NORTHEASTERN N. Y. SUPTS. MEET AT TROY

Northeastern New York Golf Course Supts.' Assn. meeting at Schuyler Meadows GC, Troy, N. Y., brought this group together as representative of the attendance at this lively organization's monthly conferences. A number of the fellows play the host course, the rest of them look over the layout. Then they all talk over their observations with the host supt., compare notes on their own problems, listen to a technical address after dinner, then break camp for home. It's meetings like these that have been of tremendous value to golf clubs in raising course condition standards, and successfully combatting operating problems.

Oklahoma City G&CC Wins Over Course Disasters

PLAYERS at the National Amateur at Oklahoma City G&CC will see a course on which a miracle of good conditioning has been accomplished by Supt. Bob Ervine with the staunch support and help of his green committee, Robt. T. Moore, R. D. Jones, Harrison Smith and Harrell Butler, and other understanding and cooperative members of the clubs.

They really surmounted disaster at the Oklahoma City G&CC course.

Early in the spring of 1952 a program was initiated to remove the matted and thatched condition of the greens, deep drilling of greens and the incorporation of a course sandy material into the holes.

A program to eliminate undesirables such as silver crabgrass, crabgrass and poa annua was successfully accomplished.

Bare areas around the greens, on tees were sprigged to U-3 Bermuda grass.

Fairways were fertilized but results were not outstanding because of the drought. Steps were taken to repair and improve the somewhat antiquated sprinkling system by installing new valves and traveler sprinklers.

Then disaster struck around August 1, 1952. The wells which were the source of water for the club, which had carried a rather high concentration of sodium chloride, really went to pot before anyone realized just what had happened, and so did many of the greens.

Steps were taken to obtain a better source of water and a connection was made to a city water main. Ervine spent the rest of the summer, fall and winter treating the greens with gypsum, installing tile, alternately wetting, drying and flooding the greens for leaching, sodding and stolonizing damaged areas when the salt concentration had been decreased to the point where plant life would again grow.

By late spring 1953 his efforts had been rewarded by what most thought to be unbelievably splendid condition of greens which had been so severely damaged a short while back.

During the spring of 1953 U-3 Bermuda grass on tees and approaches made rapid coverage, fairways were again fertilized and then drought again became the No. 1 enemy. Finally conditions reached the point where the golf courses in Oklahoma City were cut off of the city water.

Some courses had their own wells but unfortunately Oklahoma City Golf & Country Club was not among these. Just about the time, around July 15, the drought broke, fairways were again fertilized and splendid results were obtained. Rains, however, were not great enough to cause the North Canadian River to run and replenish the city reservoir but enough rain did fall to fill the lake on the golf course from which the greens were watered. This supply has been replenished from time to time by rains. A well now has been drilled for the club's water supply.

Kentuckiana Field Day, Ft. Knox, Sept. 22

ARMORED CENTER, Fort Knox, Ky., and the Kentuckiana Golf Course Supts.' Assn. will hold the annual Tri-State Turf Field Day at Anderson and Lindsey courses, Fort Knox, Tuesday, Sept. 22.

The day will be devoted to conducted tours of both Anderson and Lindsey courses. During the tours, there will be demonstrations of equipment use in maintenance of golf courses, parks, lawns, etc. A wide variety of the latest equipment and materials such as tractors, mowers, aeriating tools, chemicals, seeds and other supplies will be on display.

The afternoon program will be climaxed with a get-together dinner and educational review. W. H. Daniel, John Darrah and Tom Mascara will speak.

Superintendents are urged to bring their club officials and any others who are interested in turf production.

A registration fee of \$3.50 per person will be charged to cover luncheon, dinner, and miscellaneous costs involved in the field day.

NY-Conn. Turf Field Day at Rye Wood, Sept. 23

ANNUAL Turf Equipment Field Day of the New York-Conn. Turf Improvement Assn. will be held at Rye Wood CC, Boston Post Road, Rye, N. Y., on Wednesday, September 23. In case of rain the field day will be held the following day, September 24.

This annual event features the latest in turf machinery demonstrated in actual use. Demonstrations are scheduled to start at 10 A.M. and will continue through the afternoon. A dinner will be served at 6:30 in the Rye Wood clubhouse, followed by a speaker to conclude a full day which should be of interest to all interested in fine turf.

Pros Headlined in LA County Fair Golf Show

DURING the 17 days of Los Angeles County Fair at Pomona, Sept. 18 through Oct. 4, there will be a Southern California Open putting championship for men, women, juniors, peewees and professionals on the new 11,000 sq. ft. putting green in the Sports Plaza.

There will also be a \$1,000 invitation pro-amateur tourney that will be co-spon-

sored by the fair association and the Pomona Valley CC.

The huge putting green recently installed in the Sports Plaza of the fair is one of the largest in the world and will include 36 holes comprising a "North" and "South" 18-hole course.

Adjacent to the green will be a golfing clinic at 6 tees manned by more than 100 professionals. It will be open during each of the 17 days of the fair from 1 to 10 P.M.

Located in the same area will be an 80-foot-long exhibit showing 1954 golf clubs and other links equipment. The entire golfing area in the Sports Plaza, including the putting green, clinic and exhibit, will be known as the Southern California Golf Show.

Some of the professionals slated to participate in the clinic include Ellsworth Vines, Harry (Lighthorse) Cooper, Paul Runyan, Zell Eaton, Bill Train, Fred Eaton, Howard Schmidt, Barney Barnum, Walter Duda, George Lake, Ray Haines, Willie Hunter, Ralph Evans, Dallas Jeffers and Guy Bellitt.

The putting tournament will be divided into seven divisions—Peewee, for boys and girls under 9; Juniors, for boys and girls under 18; Men, Women and Professionals.

Suggs' \$19,816 Leads Girl Pros for Year

LOUISE SUGGS, with all-time record of \$19,816.25 for 12 months ending with the Tam O' Shanter tournament, was biggest purse winner of girl pros. In 1951 Babe Zaharias won second high with her leading \$16,000, according to figures released by Ladies' PGA.

Miss Suggs won six of the 21 events on the year's route. Her 75.11 scoring average had her second to Patty Berg, who won the Glenna Collett Vare trophy with 75 average for 65 rounds. Miss Berg was second in money winning, with \$18,623.37.

Third was Women's National Open winner Betsy Rawls, with \$12,434.58.

Others among the leading girl pros:

Jackie Pung	\$7,837.50
Betty Jameson	7,255.42
Babe Zaharias	6,345.42
Beverly Hanson	4,703.75
Marilynn Smith	4,225.83
Betty Hicks	3,762.50
Betty Mackinnon	3,492.09

Clover and Crabgrass Control In Greens and Fairways

By O. J. NOER

CLOVER and crab grass have been bad in many places. The wet spring and early summer encouraged both. High temperatures after that made crab grass very bad. Many ask about immediate control with chemical weed killers. Others are interested in lessening the chance for a recurrence next season.

Although most complaints are about fairways, a few are concerned about clover and crab grass in greens. The aprons around some greens are bad and heavily infested with crab grass and occasionally with goose grass, otherwise known as silver or hard crab grass.

A chemical to kill clover is not the best solution to the clover problem in greens. Sooner or later, and usually sooner, clover reappears because nothing was done to remove the basic cause. Many superintendents never give a thought to clover in greens because they know the secret of keeping a dense cover of tight turf. Clover does not have a chance in that kind of green.

A thin open turf is associated with clover in greens. In most instances failure to use enough nitrogen fertilizer is the cause. Occasionally, the grass itself is an inferior strain, such as Colonial bent which is prone to become thin in hot wet

weather. This grass does well in Canada and the adjoining parts of the United States, but not farther south where summers are longer and hotter.

Disease, insects, over-watering, poor drainage, etc., alone or severally are other reasons.

On greens where the grass is mostly bent, the sensible approach is to ascertain the cause for thin turf. If it is due to any of the causes just mentioned, the answer is simple. Control of disease and insects, correction of poor drainage, over-watering, etc., come first. After that it is a matter of fertilization. Bent grass greens need one to one and a half lbs. actual nitrogen per 1,000 sq. ft. per month of



A good, clean turf of good grass in 1953 after renovation program shown at left in 1952.

growing season. Some of the aggressive growers such as Toronto may require even more.

Preliminary Step

The use of a little dry sulfate of ammonia to burn to clover may be a good preliminary step, where the infestation is bad, but is not the answer in itself. Customary practice is to use the dry sulfate in late afternoon at one to three lbs. per 1,000 sq. ft., and water it in the next day. The secret is to use an amount which will scorch the clover without permanent injury to the grass.

Where poa annua is the sole grass in the green, the problem is more difficult. The first step is to introduce enough bent



Preparing seed bed on renovated fairway at Park Ridge CC. (Chicago dist.). Sprayed four times with sodium arsenite, aerified, spike disced, fertilized and seeded with mixture of Astoria and Highland bent.