

New Idea A Month Freshens Pro Business to Top Sales

By HERB GRAFFIS

A PRO at a job I thought was just average for a metropolitan district club in north central territory showed me his books recently. We'd been talking about the high cost of pro department operations.

His costs were high. He had one more man than I thought the job could stand. The club didn't give him much of a break in sharing expenses of a better and larger staff than is found at the majority of good clubs. His help got paid well; on a sort of a profit-sharing basis.

But the amazing thing about his pro department operation was that for the past three years he'd averaged sales per year, per active playing member, so far ahead of other averages I've seen I could hardly believe the figures. Even though expenses cut deeply into the gross, the job was netting very handsomely.

"How do you manage to sell them so much?" I asked.

"I don't." I sell about 15 per cent of it and they buy the rest," he explained.

"But how do you get them to buy at that rate?"

New Idea Discovery

"I made a discovery three years ago. I started going strong on one completely new idea each month of the season, and a half-a-dozen buying ideas in December.

"I'd been a pro 20 years before I realized I was doing just about the same thing years after year. That must get monotonous to members. I wonder now that I did as much business as I used to do. They must have needed golf stuff pretty bad."

This professional credited GOLFDOM

with supplying the spark that fired his successful new policy. "It was the way you kept pounding at changing shop displays that gave me the cue," he said. "I tried it and it worked. One of my assistants has studied store display and window trimming. We even change the clubs in our displays and the balls and accessories in our display case every couple of weeks.

"That freshening of display worked so well I began thinking we ought to have other fresh ideas.

"Exclusive Styles" Idea

"I began really trying to make my shop a style center. Now about half of my business is apparel and shoes. The only spot where I haven't yet clicked is in women's dresses. I import sweaters and sweater sets from Scotland and Italy and members' wives and daughters and their friends buy them about as fast as I can get them in. It's exclusive stuff and worth the money. That's one new idea—for me, anyway, that has paid off. And, I wouldn't have thought it possible three years ago, before I tried to sell exclusive lines of men's sweaters and slacks at the prices I now get for them and have every buyer happy.

"I do plenty of business in moderate-priced apparel but I think the makers, distributors and pros may be due to a slump on this stuff before long unless they select some pro-only numbers, advertise them well to the pros and their customers, and get across the idea that the merchandise is something exclusively obtainable at first class pro shops and not an item anybody can get anyplace downtown.

"The pros have done a great job of getting golfers to dress better, but, for this \$8,000,000 of sportswear business I hear the pros are doing yearly, they've had the minimum of advertising help from manufacturers and distributors. Pros are beginning to find out there's money in the word 'exclusive.'

New Selling of Basic Items

"Apparel is style stuff and lends itself to the 'new' sales treatment. But, where a pro really has to sweat his brains to freshen his selling is in connection with the basic items of clubs, balls, bags and strict-ly golfing gimmicks.

"The selling problem with golf clubs and balls is that they last too long. If it weren't for the manufacturers wisely changing models drastically, especially on irons, every few years we'd have players trying to use the same set of clubs for ten years. Woods are kept even longer than the irons because head changes are not as obvious to the rank and file of golfers. The new Rocket shaft has boosted club sales. Particularly for pros like myself who followed through on the company's strong advertising and made a campaign to their players on the shaft being new and better. Apparel people could take this shaft campaign as a good example in taking advantage of well

aimed advertising to work with pro outlets."

Then this professional made a comment that has GOLFDOM wondering just how it can pass the judgment tactfully to manufacturers. He said, "I get new ideas in the editorial pages of GOLFDOM and look through the ads to see how I can use the new ideas to sell more. Many times I'm surprised how manufacturers miss the boat by not advertising their products so they really look like they're big and new. I never have failed to put across something that had big, strong ads running steadily in GOLFDOM. But I'm not running any manufacturer's business. I'm only saying that I've found it pays me to merchandise on the platform of something new and better coming up all the time.

New Studies of Members' Needs

"I go over bags in my rack and see what my members should have. Then I do some delicate sharpshooting. A member should have a wedge. I see him when he's got a few moments to spare and my teaching assistant or I say 'I want you to take my wedge along the next time you play.' Then he gets a quick lesson. Next time he plays I tell my shop boy to slip my wedge in his bag and tell the member to give it a trial.

"I've sold a lot of wedges that way.

"Sometimes I even have a member using woods or irons of other members who don't happen to be playing. I know the clubs would be better for the fellow and I ask permission to have them used. It makes the man whose clubs are loaned feel that he's got superior equipment and it gets the word around that I am really trying to help players get what they can use best. This loan idea you can't use often but it sold five sets of woods and three sets of irons for me last year.

"The 5-wood idea has been great for me. We've got four holes where that club comes in handy for a lot of our members.

"I've had 5-woods made up for women and they really have gone very well. Three of the 5-woods I sold to women worked so well the women got their husbands to buy them new sets.

Women Need the New Idea

"Something else I missed before I got the 'new idea' policy was the volume of women's business I should have had to be doing a good job for them. Many of the more active women players at clubs have had their woods and irons so long they got numb to the notion of getting something new. No wonder a lot of them don't



GOOD WITH THE WOODS

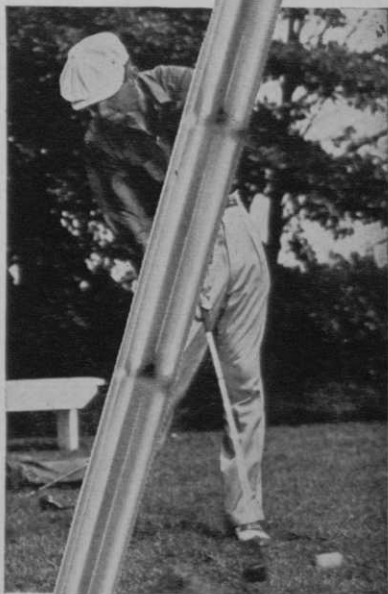
James Reid, supt., Brooklea CC, Rochester, N. Y., sent this one for hot weather use, showing how Brooklea members keep warm in winter. L to R are A. Cook, Green chmn. F. Levrgans, W. Myers and G. Adams, who with golf committee chmn. E. Olson who took the picture, worked all winter trimming course trees and cleaning away tree damage done by storms. Reid figures they saved the club about \$3,000 and got workouts that got them in great condition.

TRUE TEMPER ROCKET

A NEW DEVELOPMENT IN GOLF SHAFTS

*puts More Power
and Better Control
into every shot*

ROCKET
—Look for the
brand in
the band



CLUB makers everywhere have welcomed this new True Temper golf shaft because it's a *basic* improvement . . . a shaft that promises golfers greater distance and better accuracy. Here's why:

Built with a special alloy steel, this new shaft is stronger and more shock resistant. But, because of better wall uniformity and weight distribution, it's no heavier.

The new steel draws easier, heat-treats better, and can be made to closer tolerances. These properties, combined with the new design, give the Rocket shaft its amazing power and direction control.

Try one of your favorite brand clubs equipped with the new True Temper Rocket shaft (you'll find the name "Rocket" on the band). Take a few practice swings and notice the difference in feel . . . in the extra power at the moment of impact which adds yards of extra distance.

Your golf pro will gladly help you select the clubs that fit your style of play.

**TRUE TEMPER
ROCKET**

TRUE TEMPER Corporation
Cleveland, Ohio

score well. The pro hasn't sold them what they need.

"Probably the fundamental new idea I got was that when somebody buys from me they're being helped. Now I work on the basis that I'm in business entirely for the members instead of mainly for myself. When I got thinking and working that way I began making more money than I ever thought there could be in this job.

"Everything is the new idea around my shop; even clubcleaning. You see no ball paint marks on clubs in our bags. When the clubcleaning boy has spare time he freshens the grips, makes minor repairs, puts a touch of furniture wax on woods (but not on the faces) and even takes bad spots off bags.

New Idea Propaganda

"We get the new ideas spreading. One has helped ball sales. We had players coming onto greens and changing to new balls for putting. It took some diplomacy but I got the talk started that if a ball couldn't be trusted for a putt of a few feet a player was making a bad mistake to use it for long shots where its interior or exterior damage might cut down distance a lot or curve it badly off line.

"My ball sales are better because one of my new ideas — and one I picked up from GOLFDOM — has most of our A and B class players changing balls often. I got the word around that the stars play a couple of balls a round and start every round with a new ball although the covers and paint jobs look perfect. I'd never expect any ball manufacturer to point out in ads what a terrible beating the finely made, delicately balanced insides of a golf ball takes from the topping, hooking and slicing of the golfer who isn't a star and who doesn't hit the ball squarely. But I can do that personally and bring out that it's nothing against the construction of the best of golf balls that it may not stay true inside for two or three rounds any more than the best automobile can run 100,000 miles without inside wear and tear.

"Anyway the shag bags in my shop have better looking balls than are used for play at many clubs.

"Without doubt the best new idea I picked up was on Christmas business. I'd read in GOLFDOM about Christmas business in the pro shop for ten years or more before I began using the idea. My first Christmas sales drive was only fair. The second year was very profitable and last year December was the second biggest month of my biggest year's sales.

"But it all adds up that, according to my experience, there isn't a pro who can't do better for himself and his golfers by going strong on one new idea every month in his department. Maybe some of the new ideas won't work but they won't cost him much money or any good-will and the new ideas that do work will make his job a new and better one."

Makes Use of 3-D Pictures in Novak's Second Book

HOW TO PUT POWER AND DIRECTION IN YOUR GOLF. By Joe Novak. Price \$5.95. Published by Prentice-Hall, Inc., 70 5th ave., New York 11.

This is the first golf book in which 3-D pictures are used. The 3-D glasses are in an envelope inside the front cover. Thru them you look at Novak in address, top of swing, just after impact, and follow thru. The 3-D pictures definitely make it easier for the viewer to get in mind and eyes a clearer idea of the golf swing. Especially is the hand action impressively plain.

The black-and-white sequence photographs are exceptionally clear and taken accurately by Tad Gillam. Line drawings illustrate the "case histories" of pupils whose faults Novak has eliminated.

Joe, when he headed the PGA Teaching committee, prior to his election to the presidency of the association, checked his 8-steps system with methods of pro and amateur tournament stars and confirmed his belief that he had a sound routine for improving most golfers. He explains the 8 steps so simply in this book the reader can easily put them properly into his own game.

Novak is very strong on getting the pupil standing to the ball with everything properly set for action. He maintains that the grip, stance, and position of club and ball at address — all essentials that can be correctly cared for before beginning the swing — can be so organized the proper swinging action is easy.

He shows how to get set, then goes into footwork, body pivot, hand action and balance.

Joe bluntly disagrees with some instructors. He doesn't go along with the "one piece movement" of the backswing start. He says there's a "definite, orderly pattern" of detail procedure. He also advocates pivoting in making short approach shots and in putting. Novak teaches that the grip for the left hand be confined to the forepart of that hand.

He makes a logical presentation of his "body for power; hands for direction" basic principle.



heavy for sales . . .
for turnover . . . for profits
light in weight . . . for
extra golfing convenience

Tufhorse GOLF BAGS

This sturdy streamlined number features the original Tufhorse "Pax" tube design to allow easy selection of clubs, provide maximum club protection. Roomy ball and accessory pocket is reinforced to hold shape as shown. Large clothing pocket adds extra traveling convenience. Sling is foam rubber-padded. Has molded, easy-to-grip pitcher type handle.

CANVALON body material combines long wearing qualities of highest grade duck and abrasive resistance of vinyl. In bright green, red, blue or natural tan.



Model L858

MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MADE BY **DES MOINES GLOVE & MFG. CO.** DES MOINES, IOWA

Sound Watering Practice to Develop and Hold Greens

By O. J. NOER

MORE WOES and bad greens are traceable to faulty water management than any other single thing. Excessive soil wetness is worse than overdryness because damage is more severe and recovery more uncertain.

The average golfer encourages and may demand overwatering so greens will hold any kind of shot. To satisfy them the soil is kept so wet that turf becomes thinner and thinner. Then direct evaporation loss from the exposed soil produces a dry skin-like layer on the surface. This occurs soon after watering stops, especially when there is little or no humidity. Generally the soil underneath is sopping wet. Yet golfers clamor for more and more water. The cycle becomes a vicious one and the superintendent is blamed for bad greens rather than the players censured for a water-logged soil.

Overwatering is not the way to produce greens which will hold a correctly played shot. The proper answer is to have a dense, tight sole of turf with the right kind of soil underneath — which is a medium sandy loam containing 20 to 25 per cent by volume of organic matter. With this combination a green will hold the ball without the necessity for overwatering. An added aid is to have the grass growing at a moderate and uniform rate.

Despite the fact that grass foliage never sun-scalds, there is a notion that daytime watering is bad for grass. Pondered water is the only kind that injures turf on greens, and then only in hot weather. A ban on daytime watering may pave the way to disaster. The prompt use of a little water to stop daytime wilt is the only way to prevent browning followed by loss of grass in trying weather, irrespective of whether wilting is due to an overly dry or an overly wet soil.

Applying water when the hole cups are full and the soil saturated with water would seem like the height of stupidity. But sometimes it is the only way to save the grass on water-logged greens following a prolonged spell of drenching rains. It may be necessary to apply water the

day after the rain stops. There may not be a live root in the water-logged soil. Consequently the grass wilts promptly when the top half-inch of soil becomes dry. Light watering revives the grass. Moisture is absorbed through the few surface roots and directly by the leaves. The light watering carries the turf until the cooler night time temperature reduces the rate of transpiration — which is the term applied to direct evaporation of water from the surface of the leaves.

How Grass Uses Water

Water is used by grass and other plants in three ways. A small quantity combines with carbon dioxide in the leaf to produce a simple sugar which is the basic product used to make every other plant substance. The process is called "photosynthesis". Water is the vehicle of transport within the plant. It carries the mineral soil nutrients from the roots to the above-ground portions of the plant. Likewise it moves part of the sugar manufactured in the leaf from there down to the roots where it is used to make new roots and sustain old ones. The bulk of the water used is evaporated from the leaf surfaces. It is called "transpiration water". The amount is from 500 to 1,000 lbs. of water for each pound of dry matter produced. For golf greens the figure is more nearly 1,000 than 500 lbs.

Plants obtain water from the soil. It is absorbed from the capillary films surrounding the soil particles. Absorption is most rapid when the films are thick or when the soil is at field capacity. The rate decreases as the films become thinner and stops when the attractive force of the soil particle is greater than the pulling power of the root hair. At that point the plant wilts.

Field capacity is a function of soil texture, whether the soil is a sand, a loam, a clay loam, etc. It is highest in the loam and clay soils and lowest in the sands.

When wilting starts, there is less residual water in a sand than a heavier soil, but this seeming advantage is offset by the vastly lower field capacity of the sand. In

practice there is no point in applying more water than is required to attain field capacity. More than that is a waste of water and may result in loss of soluble plant food by leaching. It takes less water on sandy soils to attain field capacity, but sands and light sandy loams must be watered more often due to their low water holding capacity.

Soil Isn't Just Dirt

Instead of being just dirt, soil is a mixture of a solid, a liquid, and a gas. A productive dry soil is half solids and half voids by volume, but in the field the voids are occupied by water and air. The volume relationship in an ideal soil is 50 per cent solids, 25 per cent water, and 25 per cent air. Soil air receives scant notice, yet it is highly important in the scheme of plant growth. Roots die when deprived of soil air. They need the free oxygen it contains. Deep extensive root systems are associated with a well ventilated soil. Shallow roots are commonly found in water-logged and in tight compact soils. They do not contain enough free oxygen.

The notion that capillary movement will provide moisture during times of heavy demand is not based on fact or practical experience. Upward movement is too slow. The sensible approach is to create a deep

and extensive root system. Instead of being dependent on the top inch or two of soil, deep roots secure moisture and food at depths of 10 to 12 inches or more. Their forage area is increased five to tenfold. Deep roots reduce or eliminate the possibility of windburn damage in winter, and wilting in summer, because the deeper soil contains usable water long after the surface soil becomes dry. The best way to create a deep root system is to provide a well aerated soil and after doing that, not to clog all the pore spaces by overwatering.

Damages of Overly Wet Soil

The evil effects of overly wet soil are many. Excessive wetness may result from overwatering or continuous rains during hot, humid weather. High humidity tends to keep the grass and soil wet because it checks evaporation. Effects include a thinning of the turf with subsequent weed and clover invasion, shallow roots, more severe and more frequent attacks of disease, especially pythium and brown patch. Leaf spot and algae are fostered by over wetness — along with iron chlorosis, which is a nutritional disturbance. The sudden collapse of turf on large irregular areas is associated with overwatering or drenching rains in hot weather. The cause is ob-



Tom Mascaro photo

MASTERS OF SOUTHERN TURF AT MASTERS' COURSE

Superintendents from many southern courses attended the Georgia Turf Assn. meeting at the Augusta (Ga.) National Golf Club May 11. Hugh Luke, National supt., had the course in magnificent condition, and was host for the day. Principal speaker was Tom Mascaro of West Point on "Soil Structure and Texture." B. P. Robinson of USGA Green Section handled a "Question and Answer" session. Joe Burnam of East Lake CC, Atlanta, Ga., is pres., Georgia Turf Assn.

WANTED!

Thanks to golf professionals everywhere, MT woods and irons are *the world's most wanted golf clubs*. When MacGregor introduced the revolutionary MT iron and Eye-O-Matic wood, professionals were quick to recognize them as the standard of the industry. In pro shops the nation over MT's enjoyed immediate acceptance and popularity. Today the demand for them is greater than ever. Like all superior-quality products, MT MacGregor Tourney clubs are wanted by golfers who really know the game . . . and they're worth waiting for.

MACGREGOR TOURNEY IRONS

clubs which caused evolution in the industry! Their patented design increases the effective hitting area, puts more power in the swing. With MT irons a ball hits easier and travels greater distance and accuracy.

MT EYE-O-MATIC WOODS

MacGregor woods always have been outstanding for perfection in craftsmanship—but the 1954 MT woods, made in a wide selection of exclusive True Temper Tourney shafts, are the finest in MacGregor's 58-year history!

MT TUFHORSE GOLF BAGS

New "Canvalon" golf bags are proof of the ability of MacGregor and Tufhorse to continually advance the styling and workmanship in its golf bag line.



MT woods and irons



MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

CINCINNATI 32, OHIO

scure and not clearly understood.

The classic recommendation for deep roots is to water generously at infrequent intervals. The advice is sound when the soil is good and the water infiltration rate is rapid. The axiom fails for waterlogged or overly wet soil. Roots die under these conditions for want of soil air. They drown, so to speak. After the root system is gone, light frequent daytime watering seven days a week is the only way to keep the grass alive until new roots form. Wilting determines how often to water. Once at midday may suffice, but at other times more often may be the only way to revive the grass.

Thinning of the turf on overly wet greens is inevitable because the condition is an unhealthy one and is aggravated by leaf spot, brown patch, pythium, and other diseases. Clover, crabgrass, and other weeds appear and flourish because an open turf offers no opposition.

A green scum of algae often appears on overwatered greens after the turf becomes so thin that the soil is exposed. Algae require sunlight and plentiful moisture. Algae can be stopped by using a little hydrated lime, but the best way is to prevent its growth by keeping a dense turf which shades the soil below.

Turf diseases are caused by mold-like fungi. A moist medium is necessary for their development. Dry stale bread never molds. The difference between it and moldy bread is moisture. Damp or wet grass aggravates disease, whether it be from overwatering, from dew or gutated water. The latter is droplet water expelled by the leaves. Troubles from overwet grass during the night are in the humid rather than the dry regions.

Leaf spot is aggravated by overwatering. This is true of the fine textured Bermuda as well as the bent grasses. Fine Bermudas must be watered differently than common Bermudas.

Turf Collapse Mystifies

Iron chlorosis is becoming more common on putting greens. It is associated with wetness and a high content of soil organic matter. A high soil reaction, the use of too much lime and phosphate make it worse. Overwatering is one reason for its prevalence on velvet bent greens. The unusually tight turf retards soil water loss by direct evaporation. That is why velvet should be watered less frequently than creeping bent.

The sudden collapse of turf on greens during or following downpouring rains in

hot weather is hard to explain. It may be disease, or it may be due to toxicity from decomposition products produced under waterlogged conditions. The fact that troubles of this kind are most common on thatched greens, and the further fact that there is a marked response to light doses of hydrated lime lends support to the toxicity theory.

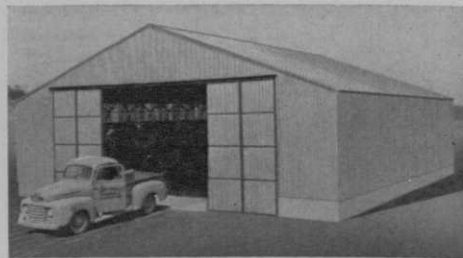
To stop watering abruptly where overwatering has been practiced is not sensible. The toll of grass may be terrific. The better plan is to change gradually and let the grass adjust itself to the new and better practice.

Underwatering presents fewer problems. The chief difficulty is to rewet bone dry soil. It cannot be accomplished with sprinklers only. Water does not penetrate deeper than an inch. This makes the soil too wet because it is too dry. The top inch is waterlogged because the amount of water was sufficient to wet the soil to a depth of 8 to 10 inches. There are several ways to restore soil moisture. One is to fork the dry areas, or aerify if possible, and drench with water several times. Water retained in the holes gradually seeps into the dry soil. Once soil becomes moist water will be absorbed in a normal manner. The use of a tree sub-irrigator to rewet dry soil is common practice.

Thatch Prevents Water Absorption

In other countries grass is used instead of shingles on many buildings. A surface

SOLVES KLONTZ PROBLEM



Herb Klontz, supt., Ellis Park course at Cedar Rapids, Ia., and Pres., Iowa Golf Course Supts.' Assn., says in his years in charge of golf courses one of the biggest problems has been lack of room for machinery, machine repair equipment and topdressing and fertilizer storage. Last fall that problem was solved with the above 44 by 60 ft. building with 16 ft. doors on both ends permitting passage of fairway mowers and other large equipment. There is room enough to store 80 yds. of peat and 45 tons of fertilizer and have a constant stock of topdressing. During rainy days the men can work inside without losing time. Klontz plans to stock dirt and peat in August when it contains least moisture.