

course near Phoenix . . . Course, eventually to be 18, will be flanked by sites of fine residences . . . Dr. Sol Leider buys Watsonville (Calif.) course from Pat Markovich, Joey Rey and Hugh Mauer.

The MacGregor Hunters now parents of another young Mac Hunter . . . He's first grandchild for Mr. and Mrs. Willie Hunter . . . Firestone course at Akron, O. having three new holes built by Supt. Bill Lyons due to alterations required by building 1 billion gal. water reservoir on part of the course . . . Lyons will have job finished without interrupting play . . . New greens of Pennlu . . . Alterations will speed play.

Oak Grove course, Alliance, O., bought by Elmer J. (Rusty) Ellsworth, supt. at Bunker Hills GC, Medinah, O. . . Ellsworth rehabilitating old course and has nine greens in Pennlu . . . Will open as semi-private about June . . . World's largest lawn clinic, annual affair sponsored by Akron (O.) Beacon-Journal, to be held April 5-8 . . . Clinic brings in supts. as consulting turf authorities and has been instrumental in making Akron a city of fine lawns . . . Bill Lyons and other local supts. got Beacon-Journal into the deal as a community service several years ago.

Golf Course Supts. Assn. of New England shows sound publicity policy . . . GCSA of NE appropriated \$200 for its publicity committee to use in increased publicity for the association, the supts. and education of golfers in maintenance cooperation. GCSA of New England's '56 officers: Pres. Mike O'Grady; 1st vp Manuel Francis; 2d vp Albert Allen; 3d vp Narry Sperandio; Sec. William Ash; Treas. Arthur Cody; Educational committee chmn. Ray Brigham; Golf committee chmn. Joe Butler . . . Daniel Silva elected trustee for 3 years . . . George Rommell and John Keilty voted in as auditors.

Port Paradise Hotel, Crystal River, Fla., figuring on 18-hole course to be designed by Walt Ripley . . . Turf Research Foundation, 53 W. Jackson Blvd., Chicago 4, tested seed sales promotion organization, announces its advisory board has been increased by inclusion of a number of men widely known in golf turf research.

Alan Cook, for past nine years asst. to Roy Bearden at Santa Anita (Calif.) CC now pro at newly opened Glendora (Calif.) CC . . . Jim Swaggerty from Brookside CC, Pasadena, Calif., to pro spot at Oakmont CC, Glendale, Calif. . . Swaggerty succeeds Don Erickson who left Oakmont after 11 years to be pro at new Antelope Valley GC, near Lancaster, Calif.

Robt. Williams, supt., Beverly CC, Chicago, has been elected pres. Midwest Assn. of Golf Course Supts. . . Williams succeeds George Roloff . . . Amos Lapp elected Midwest's 1st vp . . . Wm. Stuppel, editor of the association's lively publication "The Bull Sheet," elected 2d vp and Al Johnson re-elected sec.

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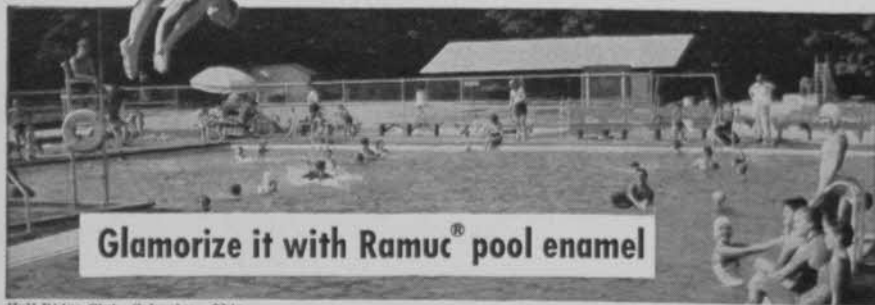
treas. . . . George Roloff, Dave Mastroleo and Gordon Brinkworth are directors.

Henry Cotton coming over to play in Masters and will stay until National Open in which he hopes to compete . . . Cotton will play in other events . . . Former British Open champion was 49 Jan. 20 . . . For past two years has been playing some grand golf in competition . . . Henry began wearing glasses for reading some months ago . . . Says it's rested his eyes and he now can look at the ball better and hit it squarely without hurrying . . . Mrs. Cotton will accompany Henry.

Ralph Guldahl will be at the Masters (Apr. 5-8) for first time in years . . . Ralph has a Masters' title among other championships that identify him as once one of the world's best . . . After winning two National Opens, three Western Opens and a Masters', Guldahl got tired of big time competition . . . His son, Buddie, now an asst. shows flashes of his dad's brilliance.

With Baerewood GC (Philadelphia dist.) being replaced by shopping center and subdivision a busy nursery for fine golfers goes out of business . . . Club was known as Huntington Valley until 1928 when it became semi-private . . . Bob Aitken is the last of a line of grand pros the place had . . . Bob, one of the best as teacher, developer of golf activity, and golf businessman, should be signed by another

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club without having to wait too long . . . Others who were pros at Huntington Valley —Baederwood: Jock Campbell, Dave Cuthbert, Jack Hobens, George Low, Jack Park and Joe Kirkwood.

Mrs. Ernest R. Anderson, widow of former sec.-treas. of PGA, during PGA Seniors' Week was hostess at her home, 827 Victoria dr., Dunedin, to many of the friends she and Ernest made in pro golf . . . Nevada Amateur at Washoe CC, Reno, first week in Oct. . . . Nevada Open at Ruby View, Elko, in Sept. with George Schneider defending title . . . Fourth annual Tournament of Champions at Desert Inn CC, Las Vegas, Nev., Apr. 26-29, will have course in best condition of any in southwest Howard Capps, pro, promises.

Veteran members of Glen View (Ill.) GC where Jock Hutchison, sr., retired as pro after many years of service, are campaigning for Jock's admission to Pro Golf's Hall of Fame . . . Charles S. Smith, mgr.-supt., Guadalajara (Mex.) CC, says first Mexican inter-club tournament, to which the Guadalajara club was host, drew 235 players . . . Women's classes had some fine play and pictorial evidence shows women contestants a really beautiful bevy.

Max Elbin, pres. Middle Atlantic PGA and the section's vps, Severn White, Johnny Musser and Roger Peacock, planning business and instruction educational program at all MA meetings . . . John Flattery, pro at Green Spring Valley CC (Baltimore dist.) serving as section's sec.-treas. for 16th term . . . Al Houghton, Middle Atlantic pres. for six consecutive terms preceding Elbin, who is pro at Burning Tree, Washington, withdrew from section office to become national vp of PGA.

Joe McDermott, supt., Audubon CC, Louisville, Ky., says combination of increased play and horrible weather for grass probably makes it necessary for supts. to learn more about soil conditioning and watering than they'd learn in a dozen normal years . . . Says 1955 also was a boon to golf in having so many greens so hopelessly bad that reconstruction can't be delayed any longer.

Allen R. Rankin, pres., western Seniors' Golf Assn. and Ray Roberson, gen. chmn. of the 1956 Western Seniors' tournament at Highland G&CC, Indianapolis, June 21-22 have appointed committee heads for tournament . . . Wm. V. Kingdon, Western Seniors' sec.-treas., whose offices are at 7520 N. Pennsylvania ave., Indianapolis 20, Ind., says organization's membership has continued to grow during the winter . . . Illinois has largest number of members in the Western.

December business at new shop of Willie and MacGregor Hunter, Riviera CC (Los Angeles dist.) surpassed any previous month's volume at shop . . . Christmas gift business, naturally . . . Willie says it's a surprise to him as a pro veteran to see golf wear sales beat equipment sales volume but he doesn't mind being surprised by the profit.

(Continued on page 90)

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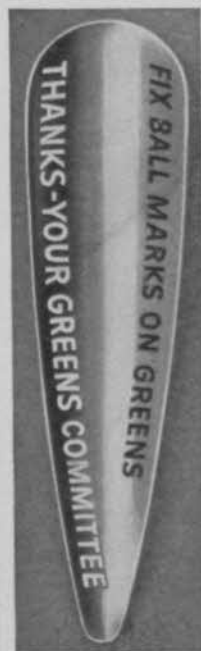
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Develop Telephone Technique to Increase Pro Shop Sales

By HARVEY BUNN

Professional, Tualatin Country Club, Tualatin, Ore.

THAT telephone in your pro shop isn't just an instrument of communication, but a means of doing business. You can make it work for you in building goodwill, and thereby increased profits, if you're willing to work with it. Other businessmen, and even professional men, are doing it, so why shouldn't you follow their example?

I'm going to discuss three profit-building ideas I think can be successfully used with the telephone. I am indebted to Dave Killen, Eastmoreland GR and Tom Ely, Columbia-Edgewater CC, both of Portland, for suggesting Profit-Builder No. 1, while Nos. 2 and 3 are my ideas.

No. 1 has to do with telephone technique. You may or may not realize it, but telephone technique, or lack of it, especially when you pick up the receiver to answer a call, can be the difference between making or losing a sale. Let's look into this!

Don't Be Curt

If you pick up your receiver and say, "Hello!" or "Hello, Mercury 9-3590!" you leave the party at the other end dangling. Usually, there follows an awkward pause which often unnerves the caller. About three times out of four, your conversation with him is going to end on a "No Sale" note.

A curt "Pro Shop!" or "Golf Shop!" barked into the mouthpiece, isn't going to help your sales effort, either.

Both Dave Killen and Tom Ely recom-

mend a personalized touch. It's as simple as "Edgewater Pro Shop, Ed Miller speaking," spoken in a pleasant, businesslike tone. It immediately identifies you and your business and puts the caller at ease. If he has called with the intention of ordering some item in your shop, you may be able to sell him a second item by suggestion, because your friendly tone upon answering the phone has put him in a receptive mood. Even if his call has nothing to do with buying anything, you still may be able to work in a sales pitch with some success simply because you've given him that personalized greeting.

If you don't think there's something to telephone technique make your own test by calling two or three local department stores and see how you respond to the different ways in which they answer their phones.

Profit builder No. 2 has to do with notifying players of club tournament deadlines. Once again, it doesn't add up to a direct telephone sales approach, but it's a fine way to build goodwill. After qualifying scores are turned in and tournament pairings are made, it falls to the pro to notify members of the date and time their matches have to be completed. A postcard may be more convenient for this, but postcards have a way of being ignored or going astray. A telephone call is far more effective. The member appreciates the personal attention he gets and, once again, his mood is receptive. If you think it appropriate, you can slip in a sales suggestion — but, by all means, be subtle about it.

Probably by now you're saying this is a fine idea, but doesn't it take a lot of time

This article has been condensed from a speech by Harvey Bunn to Northwest Section PGA members at a recent educational meeting in Portland, Ore.



JOE KIRKWOOD, JR. OPENS GOLF AND SPORTS CENTER AT HOLLYWOOD

Joe Kirkwood, Jr., opens the first units of a golf and sports center at North Hollywood, Calif., that eventually will show an investment of \$1,800,000. The clubhouse and practice range are operating and the 18-hole par 3 course on 45 acres and night-lit will open this month. Greens are patterned after those of famous holes. A bowling alley, ice skating rink, badminton courts and swimming pool will be constructed.

to call perhaps 100 members and notify them of the dates they're scheduled to play? I'll concede that it does, but the goodwill you'll create will be well worth the effort.

Christmas Selling

I used the telephone before Christmas to personalize Christmas gift selling in my pro shop. It was very successful and I recommend it as a third profit-building idea.

After sending out GOLFDOM's "Christmas Shopping at your Pro Shop" with a personal letter addressed to wives, husbands, parents or even children of club members, I waited two or three days before following up on the telephone. In practically all cases, catalogue and letter had been received, and I was able to get into my sales message without delay.

Here is an example of what I said: "Mrs. Jones, what do you think of that suggestion of a set of woods as a Christmas gift for Mr. Jones?" If the reaction was the least bit favorable, I followed with the usual leading questions in order to get Mrs. Jones to definitely commit herself one way or another. If she decided she didn't want to invest in a set of clubs for her husband, I switched over to trying to sell her golf balls, wearing apparel and other items I have in the shop.

In rare instances where catalogue and letter failed to reach the person for whom they were intended, it was necessary to give

a rather detailed explanation of why I was calling. Even here the telephone proved to be a real ally since several of these people suddenly decided a golf gift was a wonderful idea and either ordered on the spot or asked me to send another copy of the catalogue so they could pick out a present.

I don't know how much use other pros are making of the telephone. As far as I'm concerned, it has become the most potent sales aid in my shop, and in the future I intend to use it even more extensively than I have in the past for profit building.

Three Events Scheduled Between Dallas Tourneys

A series of three between tourney events has been scheduled for the \$100,000 Dallas Centennial and Texas International Opens which open at Dallas' Preston Hollow CC May 24 according to an announcement by J. J. Ling, chmn. of the board of Golf International, Inc. The featured tournament events are a Pro-Amateur tourney which will be held May 29 at Preston Hollow, and a Pro Youth meet to be held the following day.

Earl Stewart, Jr., resident pro for Oak Cliff CC, announced earlier this month his club will host a pro-am tourney on May 28. Present plans call for a purse of \$5,000.



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73-Foot Lift Saves Kicks at Orinda

By RAY HAYWOOD

THE days when membership comfort projects were confined to clubhouse facilities are over in Northern California. New golf course construction is making it possible for players to be choosy about what's provided for them.

In addition to a demand for attractive clubhouse accommodations, Northern Californians also seek courses which are easy to walk. If they are both easy to walk and hard to play, so much the better.

The Orinda CC, located in a fog-free belt just behind the Contra Costa County hills from the San Francisco Bay area and Oakland, provides an example of progressive thinking and action.

Orinda had been losing an occasional desirable member — in both the higher age and income bracket — to less hilly courses. It launched a \$150,000 long range improvement program to correct that situation.

First of its Kind

A program feature is a lift the first of its kind in Northern California, which eliminates a 200-yard up-hill walk around an old quarry bank from the 18th green to the clubhouse. That walk caused numerous complaints. It came at a time when the player had no more shots — except the one upcoming in the men's grill — to occupy his mind.

The lift, constructed by the Atlas Elevator Co., climbs 73 feet vertically during a 145-foot run up a 29 per cent grade. Orinda members, realists all, authorized construction because Orinda is a hilly course and physically difficult for some members to walk.

The box-like lift holds six passengers and golf bags. It is powered by a 5 hp

Orinda's new lift begins the trip up the old quarry bank. In the past it was necessary to take a long, 200-yard walk around the cliff to the clubhouse.



electric motor and travels 75 ft. a minute up the almost sheer face of the old quarry. It was completed for approximately \$8,000, Orinda officials say.

In addition to ending the long-walk back to the clubhouse, the lift also drops Orinda professional, Pat Patten, and student directly to the practice tee at the side of the 18th fairway.

Safety Is Automatic

Any members who once had doubts about the downward trip and safety received this assurance from the Atlas people: "The car is equipped with instantaneous gyroscope-operated clamps to grip the rails and stop the car at any time the downward trip exceeds 125 per cent of normal running speed."

The lift, hauled by twin steel cables, is key operated from inside the car. Each member will have a key.

New Tees Built

Orinda, built in the days when grading was a long, tedious matter accomplished by horses instead of bulldozers, also has built numerous new tees to cut down the climbing necessary on the beautiful, oak-girt course.

Other Orinda improvements under the \$150,000 plan include a new parking lot and two tennis courts now in the paving stage, and a renovated pro shop.

New S. Calif. Turfgrass Council Names Officers

Organization of the newly formed Southern California Turfgrass Council has been completed with the election of the following officers: C. C. Simpson, Sr., past pres.; F. W. Roewekamp, pres.; William Beresford, vp.; Raymond Page, secy.; and Gene Marzolf, treas.

Purpose of the council is to advance the growing of good turfgrasses and other ground covers, provide exhibits for scientific and educational purposes, aid in gathering and disseminating information and cooperate with similar agencies in turfgrass work.

Organized Advisory Group

Simpson, long identified with golf as a country club pres., green committee chairman and past pres. of SGA, was instrumental in organizing the original Turfgrass Advisory Committee in 1948 and served as its chairman for seven years. Roewekamp, supt. of Park Development for



Pro Pat Patten demonstrates the new lift for Orinda members, Mrs. Hugh F. MacIntyre (foreground) and Mrs. Robert Merriman.

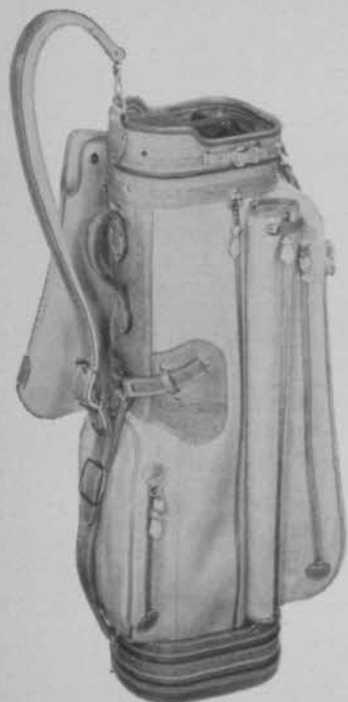
Orinda officials are confident the money spent will be returned with interest in the form of more enjoyment for members and therefore more money spent at the club.

One thing is certain, Orinda's caddies are enthusiastic about the new lift.

Los Angeles, served as secretary of TAC from 1948 until 1955.

SCTC's board of directors is made up of representatives of each of the following organizations: American Inst. of Park Executives, California Society; American Inst. of Planners; American Lawn Bowling assn.; American Society of GC Architects; American Society of Landscape Architects; Athletic and Recreational Turfgrass assn.; Calif. Assn. of Nurserymen; Calif. Fertilizer assn.; Calif. Inst. of Landscape Architects; California Landscape Contractors' assn.; Equipment Industry; GCSA; Interment Assn. of Calif; Irrigation Sprinklers assn.; LA Board of Education; LA Dept. of Recreation and Parks; LA county Dept. of Recreation and Parks; National Golf Foundation; LA Park Foreman's assn.; Public Link Golf assn.; Seedsmen; S. Calif. Golf Assn.; S. Calif Golf Supts' assn.; and USGA.

PAGE 93 IS IMPORTANT — USE IT!



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